

# AJSA Winter Meeting, IN REVIEW

The AJSA Board of Trustees held their annual Mid-Winter meetings via webinar December 29-30. There were some great ideas exchanged and we hope to see many exciting things to come for the AJSA in 2010! The Board will have a chance to further discuss these plans when they gather to attend the Youth Beef Industry Congress held March 25-28, in Bloomington, MN. Here is a glimpse of what each committee discussed during their recent meetings. If you have ideas or feedback you would like to share on any of these topics, please feel free to reach out to your representative on the Board.

## Membership Communications —Emily Brinkman

The communications committee would like to continue distributing newsletters to the AJSA membership and this winter we're looking forward to distributing our first e-newsletter. The committee looks forward to continuing the hard copy newsletters in the spring and fall which will also be offering great advertising opportunities for Simbrah and Simmental breeders through half page and business card ads. For these opportunities, please contact your regional trustee or Lacey Robinson for more information. Some new projects that the committee is looking into include a state junior advisor webinar and post card mailings to new AJSA members.

## Leadership and Special Events — Alan Smith

The leadership and special events committee will be continuing some programs and opening doors for some new opportunities. The leadership and marketing committees will be working together to improve and continue the mentoring program for the 2010 National Classic. Also another program the leadership committee would like to continue is regional workshops, which was started at the 2009 South Central regional. Not only would committee members like to have regional workshops, but also have a workshop at the National Classic. The AJSA board is particularly excited about joining the American Junior Hereford Association for their leadership conference, P.R.I.D.E., in Boise, Idaho from August 2-4, 2010. There will only be 20 openings for AJSA members, so please be looking for information about this conference.

## Marketing — Jason Russell

From hard copy advertising to using online resources, the marketing committee is working hard on notifying others about the great things the AJSA has to offer! Recently the AJSA updated their membership brochure and the ASA created a brochure focusing on the ASA Foundation. Board members hope to work with state associations to distribute the information in these brochures. Those who have the social networking site, Facebook, be sure to become 'Friends' with the AJSA and be watching for new updated information more frequently. Also the committee is looking forward to updating the mentoring program that debuted at the 2009 AJSA National Classic; so, please start thinking about mentoring first-time contestants this summer!

## Finance — Kyle Porter

The finance committee is working hard to earn money so the AJSA Board can continue the many things we're doing to promote and enhance the AJSA. The committee is planning to start an AJSA apparel line that would appeal to our members. The Board has chosen to auction off a 'Herd in a Tank' at the 2010 AJSA National Classic. If you'd like to support the AJSA by a donation lot for this, please contact Kyle Porter. We're also looking for corporate sponsorships; if you or someone you know may be interested, please contact your regional trustee or Lacey Robinson.



The AJSA Board of Trustees attended the ASA Annual Meeting, National Show and assisted at the Foundation Auction held in Kansas City, on October 30. Pictured (L-R) Front row: Thomas Lundy, Eastern Region; Andrea Reinhart, South Central Region; KotyAllen, North Central Region; Curt Rennison, South Central Region. Back row: Kyle Ruth, North Central Region; Tyler White, South Central Region; President Webb Fields, from the South Central Region; Alan Smith, Leadership & Special Events Vice-President from the Eastern Region; Kyle Porter, Finance Vice-President from the North Central Region. Not pictured: Emily Brinkman, Membership Communications Vice-President from the Eastern Region; Jason Russell, Vice-President of Marketing from the Western Region; Anna Krieger, Eastern Region; Katie German, Western Region; Seth Kaehler, North Central Region.

If you are interested in becoming a future member of the AJSA Board of Trustees visit [www.juniorsimmental.org](http://www.juniorsimmental.org) to download the Trustee Application. Application are due into the ASA office by June 1, 2010, and elections will be held during the National Classic in Des Moines, IA. ♦