

Greetings Eastern Region ASA Members:

With a passion for integrating common sense business marketing and management strategies into the continued emphasis on breed improvements through research and genetics, I am excited to be on the ballot as a nominee for the American Simmental Board of Trustees.

Born and raised on a small cattle farm, I took with me enthusiasm for making a small cattle operation profitable as I moved into a career in the agricultural equipment industry. For more than 30 years I have served in various capacities in the ag industry, including national marketing manager, vice-president of operations, vice-president of marketing and sales, and general manager.

In 1993, I opened my own business, Randy Moody Associates, a marketing company representing agricultural manufacturers specializing in spraying and hydraulics. As the owner of a business, I realize the value of preparing and managing a budget as well as the importance of understanding customer requirements and needs.

I purchased my first Simmental bull in 1984 for my family farm. In 1997, I bought Little Mountain Farm in New Market, Alabama, to develop a small seedstock cattle business. I quickly zeroed in on Simmental cattle as the breed with the best potential for my type of operation. With a strong emphasis on genetics balanced by vigilance to the bottom line, I've had success as the major consigner in the Genetic Connections cow sale, and the North Alabama Bull Evaluation Sale.

As an officer in the Alabama Cattlemen's Association, the Alabama Beef Cattle Improvement association, and the Alabama Simmental Association, I feel that my dual emphasis on good business practices and breed improvement has allowed me to contribute at the state level and I would enjoy the opportunity to put those same goals in practice at the national level.

Specifically:

- I feel strongly that each member of the American Simmental Association holds a share of stock and should be equally represented. The Association needs to meet the needs and concerns of all sized Simmental operations.
- I truly believe one of our most valuable assets is our Junior Simmental organization. They are our future and we need to invest in them through our support.
- Sound business principles should be considered when organizational decisions are made
- While there is a need to continually improve our cattle thru research and genetics, we stand to gain the most by capturing a larger market share. This can be accomplished by an increased awareness of the benefits of the breed through increased marketing and education as well as a strong full-time field representative organization.
- We need to rally and engage the entire membership and all Simmental breeders. Whether you are a registered and /or commercial seedstock provider producing animals for the show ring, bulls and females for the commercial cowman or bulls and females for the purebred breeder.

Thank you for taking the time to review this letter. Feel free to contact me at [randymoody@ardmore.net](mailto:randymoody@ardmore.net).