

Dear Fellow ASA Members,

I write you today to humbly ask your consideration for the privilege of serving the Eastern Region as a representative on the ASA Board of Trustees.

My involvement with the Simmental business over the last 20+ years has allowed me to witness a multitude of changes within our breed. From coat color, frame size, an emphasis on genetic predictors rather than relying solely upon our eye, closed herdbook to open; you and I as SimGenetics enthusiasts have not only seen a lot of change but experienced it as well.

However, along with all these positive changes there are certain parts of our organization that remain constant. Our strong junior programs, a diverse membership of REAL, hardworking people, real people that rely on their Association to provide programs and services that are pertinent to their unique operations' success . . . these things still stand today. With the always-present pressures of a diverse and changing industry, these are the constant parts of our organization that cannot be lost in the shuffle.

I feel that now is nothing short of the right time in my life to give back to an organization that has given so much to my family and myself. With your support, I hope that we can work together as a team to continue building an even stronger American Simmental Association. An ASA that not only continues to be on the cutting edge of change but that has an unwavering commitment to all of the constants that touch each of us as ASA members on a consistent basis.

My experiences through life, both in the cattle business and other ventures, have made it very clear that there is no "one" right way for members to conduct business. There are many pathways for a breeder to accomplish their goals. Each of our individual paths is shaped by things like geographic areas, market access, and a plain, old American thing called personal choice. These many paths all have the potential to lead Simmental breeders to the same place of profit and personal satisfaction in the end. The diversity of both our membership and the cattle involved is something to that is both envied by other breeds and deserves the proper attention to be preserved and nurtured.

With your support you will receive my promise to realize the importance of this appointment. You have my word to look out for the interest of all involved members, both embrace and relay the wishes of my fellow ASA members to the Board Room in Bozeman, and leave no stone unturned to unify and grow the masses for the betterment of this awesome breed of beef cattle.

Thank you for your consideration.

Barry D. Wesner