

Pennsylvania Simmental Association

NEWSLETTER

SUMMER 2015



Find us on
Facebook
www.facebook.com/pasimmental

Inside....

Page 2

Linda Snyder — 1944-2015

Page 2

Spring into Excellence Results

Page 3

PA Bull Test

Page 3

PA Fall Classic Sale Rules

Page 4

2015 Fall Focus

Page 5

2015 Fall Focus Speaker
Biographies

Page 6

PA Fall Classic Sale
Nomination Letter

Page 7

PA Fall Classic Sale
Nomination Form

Page 9

Dates To Remember

ASA's 2015 Fall Focus

September 14-17, 2015

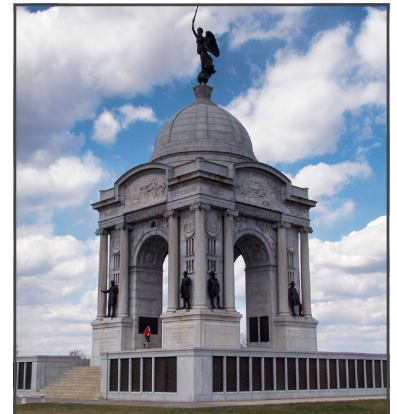
Wyndham Hotel, Gettysburg, PA

Hosted by the Pennsylvania Simmental Association

We are proud to be hosting the ASA's annual Fall Focus educational symposium and fall board meeting. In addition to the informational sessions, the ASA trustees will be conducting interactive committee meetings, to which people are invited. Tours of local Gettysburg sites will also be available.

Although there is no fee to attend this event, registration is required. Daily lunch is provided, as is Monday evening's dinner.

*Full schedule, speaker bios, and
much more begin on page 4.*



The Pennsylvania State Memorial honors all Pennsylvanians who participated in the battle at Gettysburg.

PSA Breeder Finds Success This Spring



PSA members Greg and Sam Stewart, Stewart's Simmental Cattle, had both the high-indexing Simmental bull at the 2015 PA Bull Test, and the high-selling lot at this year's Stars & Stripes Sale.

See page 3 for more!

Left: SSC Miss Cool Butt 26A, high-selling lot at the May 2nd, 2015, Stars & Stripes Sale held in Gettysburg, PA.

Linda W. Snyder

June 28, 1944 - April 23, 2015

We send our condolences to the friends and family of long-time Simmental breeder and Pennsylvania Simmental Association member Linda W. Snyder of Harvest Plantation, Franklin, PA.



Linda W. Snyder, 70, of Franklin, passed away peacefully at 8:24 a.m. on Thursday, April 23rd, at her home, surrounded by her family, following a lengthy illness.

Born June 28, 1944 in Erie, Linda was the daughter of the late Park and Adelaide Salisbury Wolf. She married Lee V. Snyder on February 23, 1985, and he survives.

Linda retired as a Mail Carrier for the U.S. Postal Service, and also worked as the Office Manager for Lee Snyder Financial for more than 30 years.

Linda was a very compassionate person, always caring for others. She was enthusiastic about cooking and enjoyed sharing this skill with family and friends. Gardening and caring for animals on the farm were activities that she loved. Linda and Lee enjoyed traveling and showing their horses and cattle in competitions.

In addition to her husband, Linda is survived by her son, Christopher J. Trentini of Greensboro, NC, and her daughter, Karen Grecco, and her husband, Steve, of Irvine, CA. She is also survived by her 5 grandchildren, William C. Trentini, John M. Trentini, and Michael W. Trentini, of Greensboro, NC, and Mitchell V. McDaniel, and Rachel K. McDaniel of Irvine, CA. She is additionally survived by her sister, Diana Strefeler and her husband, William, of Arizona; her nephew, Kevin Hanlin; her nieces, Rebecca Boleratz and Barbara Long; and her loving caregivers, Kerri Goodman, Crystal Shaddeau, Cathy Dolan, and Loretta Umstead.

Spring into Excellence Simmental Sale Results

Friday, March 27, 2015 • Livestock Evaluation Center, PA Furnace, PA

Sale manager: Classic Sales • Auctioneer: Col. John Spiker



Above: High selling lot Lazy H Burning Magic.

High Selling Lots:

Pair: \$4000 – Lazy H Burning Magic, consigned by Sunrise Farms, Attica, NY, sold to SASA Farms, Hamburg, PA

Bred: \$3400 – Hillcrest Miss Angel, consigned by Hillcrest Farm, Auburn, MA, sold to D-N-A Farms, Inc, Watkins Glen, NY

Bred: \$3100 – Niklen Susie, consigned by Galen Graham, Felton, PA, sold to Wes Metzker, Williamsburg, PA

Open: \$2850 – HA Miss Buckeye Rose, consigned by Homestead Acres, Ashley, OH, sold to Chris Foreman, Somerset, PA

2015 Pennsylvania Performance Bull Test

Friday, March 27, 2015 • Livestock Evaluation Center, PA Furnace, PA



From left: Greg Stewart, Grady Stewart, Sam Stewart, and PSA President Laurie Meyers presenting the embroidered chair.

Congratulations to Pennsylvania Simmental Association members Greg and Sam Stewart, Stewart's Simmental Cattle, Halifax, PA, for owning the high-indexing Simmental bull of the 2015 Pennsylvania Performance Bull Test! The bull, SSC Top Secret 42B, is sired by Remington Secret Weapon 185 and out of the Dream On cow Lazy H Shez Too Cool W58. This is the second consecutive year that Stewarts have owned the high-indexing Simmental bull. They received an embroidered chair from the PSA, and a plaque from the Bull Test.

Twenty-five Simmentals sold at the Bull Test Sale, averaging \$2,832, and one SimAngus, which sold for \$5,000. PSA members Messick Farms had the overall second highest selling bull, which was purchased by Pamela Huffman of Littlestown, Adams County, for \$6,200.

Stewart's Simmental Cattle also had the high-selling lot at the May 2, 2015, Stars & Stripes Sale held in Gettysburg, PA. Their consignment—SSC Miss Cool Butt 26A, who is sired by Flying B Cut Above, and her Upgrade heifer calf—sold for \$10,000 to Pickerel Farms of Georgia. (See front cover for photo of SSC Miss Cool Butt 26A.)

Pennsylvania Fall Classic Sale Rules and Recommendations

This sale is run in accordance with the guidelines set forth by the American Simmental Association.

See pages 6 and 7 for sale nomination letter and form.

RULES

Membership — Consignor must be PSA or PJSa member. May join at time of consignment, but must send dues with nomination information.

Genetic Status — Animal must be tested free, parentage free, documented free, or assumed free of water head (NH), fawn calf (CA), curly calf (AM), marble bone (OS), tibial hemimelia (TH), developmental duplication (DD), and pulmonary hypoplasia with anasarca (PH).

Health — Animal must have certificate of veterinary inspection showing ID number, and test negative for brucellosis and tuberculosis issued within 30 days of the sale. Females being sold as "safe in calf" must be verified pregnant by veterinarian within 30 days of sale, and indicated as so on the CVI.

ID — Each animal must have a tattoo and either a metal ID tag or an 840 RFID tag. Recip cows are not required to be tattooed, but must have either a metal ID tag or an 840 RFID tag.

SimGenetics — All animals must be of 25% or greater Simmental

genetics and registered with the American Simmental Association—recip cows are exempt from these requirements. Genetic lots must be of 25% or greater Simmental genetics.

Animal Handling — Consignor is responsible for getting his cattle to and from the sale ring. If assistance will be needed, please coordinate with the Sale Manager or other consignors BEFORE the sale.

Limiting Numbers — The Sale Manager and PSA reserve the right to limit numbers in each category, and refuse cattle deemed not sale-ready for any reason.

RECOMMENDATIONS

Semen Test — It is recommended that bulls over the age of 13 months be semen tested.

Vaccines — It is highly recommended that all sale cattle be immunized against IBR, PI3, BVD, BRSV, and rabies. It is strongly recommended that at least one vaccination against IBR, PI3, BVD, BRSV, and rabies be given within the 12 months prior to the date of the sale.

2015 Fall Focus — Confidence Builds Success

September 14-17, 2015 • Wyndham Hotel, Gettysburg, PA

Hosted by the American Simmental Association and the Pennsylvania Simmental Association

Our mission is to arm seedstock breeders and commercial cattlemen with information to confidently make genetic selection decisions, market their product, promote the beef industry, and plan for security of future generations.

For complete event information including registration, please see www.FallFocus.org. Attending the Fall Focus and ASA Board Meeting are free, but registration is required.

Schedule of Events

Fall Focus — Educational Session

Monday, September 14th

Moderator: Dr. Jackie Atkins

The information from this session will help seedstock and commercial cattle operations build and maintain a competitive enterprise.

- 7:00 – 7:30 Packet pick up and Registration
- 7:30 – 7:45 Welcome — Bob Lanting, Chairman of the Board of Trustees, ASA
- 7:45 – 8:00 Opening Comments — Russell Redding, PA Secretary of Agriculture
- 8:00 – 9:30 Nuts and Bolts of Genetic Improvement: Understanding the Genetic Model, Predicting Genetic Levels, and Leveraging the Information to Increase Commercial Profitability — Drs. Wade Shafer, Lauren Hyde, and Jackie Atkins, ASA
- 9:30 – 10:00 Break
- 10:00 – 11:00 Crossbreeding for Seedstock and Commercial Producers — Dr. Gordon Jones, Red Hill Farms
- 11:00 – 12:00 Perspectives on Designing Genetics and Bull Selection for Seedstock Breeders, Commercial Cattlemen and Show Ring Enthusiasts — Dr. Scott Greiner, Virginia Tech
- 12:00 – 1:30 Lunch (provided) and Keynote Speaker, Becoming a Confident Beef Advocate — Daren Williams, NCBA
- 1:30 – 2:30 A Bigger Piece of the Pie: Creating Market Share for SimGenetic Cattle — Ben Williamson, Penn State
- 2:30 – 3:30 The Value of SimGenetics to Retail Carcass: a New York case study — Dr. Michael Baker, Cornell
- 3:30 – 4:00 Break
- 4:00 – 5:00 Keep/Cull Decisions for a Successful Operation — Dr. Alex White, Virginia Tech and A. White Enterprises
- 5:00 – Wrap up
- 6:00 – Dinner (provided) hosted by the PSA featuring Congressman Frank Lucas, who will speak about Crafting the 2014 Farm Bill through the Legislative Process

continued on page 5

Hotel Information

Reference "Simmental" block for \$139 rate + tax
Cut Off Date: August 21, 2015

Wyndham Hotel
95 Presidential Circle
Gettysburg, PA 17325
Phone: 1-717-339-0020

continued on from page 4

ASA Board Meeting and Interactive Committee Meetings

Tuesday, September 15th

- **Interactive Committee Meetings**
Join the ASA Trustees to discuss critical issues in each of the five Standing Committees.
- Lunch is provided
- Herd walk at Mountain View Farm. Self-guided throughout the afternoon.
- Afternoon local tours and area attractions are available:
Guided three-hour tour of the Gettysburg Battlefield.
Guided three-hour tour of the Eisenhower National Historic Farm.
Guided two-hour tour of the Historic Shriver House — Downtown Gettysburg.
- Dinner on your own

Wednesday, September 16th

- Board Meeting Continues
All are invited to stay.
- Lunch is provided
- Herd walk at Mountain View Farm. Self-guided throughout the afternoon.
- Dinner on your own

Thursday, September 17th • Adjourn by 10:00 am

- Board Meeting — voting on resolutions
- Finish by 10:00 am

Registration

Deadline: August 21, 2015

Although there is no fee for Fall Focus, registration is required to plan for meals, breaks, and room set-up.

Please go to www.FallFocus.org to register.

Fall Focus Speaker Biographies

Wade Shafer, PH.D.

- **Executive Vice President, American Simmental Association**

Wade Shafer grew up in Detroit Lakes, Minnesota, on Shoestring Ranch, a small seedstock operation. Shafer completed his bachelor's degree in Animal Science at North Dakota State University, followed by a master's and doctorate in Animal Breeding and Genetics from Colorado State University.

While at Colorado State, Shafer did extensive work in the area of bio-economic simulation modeling. Following his formal education, he expanded Shoestring Ranch to over 500 cows, with cooperator herds representing another 500+ cows. The ranch sold up to 200 bulls annually.

After selling his cow herd, Shafer joined the Simmental team as the director of breed improvement for the American Simmental Association (ASA) in 2003; in 2011, he accepted the position of ASA's chief operations officer. After Dr. Lipsey's retirement in 2013, Shafer now serves as executive vice president of ASA.

Gordon Jones, Ph.D.

- **Retired professor of Animal Sciences, Western Kentucky University**
- **Red Hill Farms**

Dr. Gordon Jones retired in 2010 as professor of animal sci-

ence after 40 years on the faculty at Western Kentucky University (WKU). During his tenure at WKU, he taught Introduction to Animal Science, Meats and Meat Products, Beef and Swine Production, and Animal Breeding. In addition, he was involved in the beef industry in KY and presented many programs on various aspects of the beef industry. Beef Cattle Selection and Mating Systems have been topics of major interest to Dr. Jones.

Jones served six years on the beef improvement committee of the Red Angus Association of America (RAAA), and he is currently a member of the technical committee of RAAA. Dr. Jones and his family have been involved in the swine seedstock business for over 50 years, and he is presently involved with his family in the Red Hill Farms Red Angus and Simmental operations. He works with commercial producers in planning selection programs and crossbreeding systems.

Daren R. Williams

- **Senior Executive Director of Communications, National Cattlemen's Beef Association**

For more than 25 years, Daren Williams has helped tell the story of American agriculture. As senior executive director of communications at the National Cattlemen's Beef Association, he helps develop and deliver the story of modern beef production to media, influencers and consumers. He also serves as the "Dean of Students" for the Masters of Beef Advocacy (MBA) program, a

continued on page 8

ASA Fall Meeting — continued from page 5

nationwide grassroots advocacy network.

Before joining NCBA in 2006, Daren was a senior vice president at Fleishman-Hillard International Communications in Kansas City, where he handled communications challenges for major food and agribusiness clients. He also spent ten years in Washington, D.C., representing food and agribusiness clients on Capitol Hill and in the halls of USDA, FDA and EPA.

A native Kansan, Daren began his career on the staff of Bob Dole's 1988 presidential campaign. He holds a degree in English from Ottawa University in Kansas.

Bob Lanting, Chairman

- ASA Board of Trustees
- Lanting Enterprises LLC

Bob Lanting was born and raised on a family farm on Hollister, ID, located in South Central Idaho, only 20 miles north of Nevada. The family farm started in the 1940's and has since tripled in size with the help of two brothers. This high-desert region gets approximately 9 inches of annual rainfall, and is dependent on reservoir and deep wells for irrigation.

Lanting attended the University of Idaho and graduated with a B.S. degree in Animal Science. Bob is well-known on local, regional and national levels, having served many boards including school boards, state and local cattle organizations, Farm Service Agency, and the Cattlemen's Beef Board. Lanting was elected for two, three-year terms as a Trustee with the American Simmental Association and is currently serving as Chairman of the Board.

Lanting Enterprises LLC has been a member of the ASA since 1974. The operation consists of 330 Simmental and SimAngus™ cows, and they market approximately 90 bulls annually through private treaty. The Lanting herd has been developed to fit their desert environment with emphasis on calving ease, performance, carcass, and mature cow size.

Ben Williamson

- Instructor of Animal Science, Penn State University.

Williamson is originally from Cedarville, OH, where he was brought up on a diversified farming operation raising Simmental cattle, in addition to grain and commercial hogs. After graduating high school, Williamson went on to receive his Bachelors of Animal Science from Morehead State University in 2009, and then enrolled in the graduate program at the University of Arkansas.

While in grad school, Williamson spent his first year concentrating on research and serving as a technician for the USDA – Agricultural Research Service in Booneville, AR, before moving to campus to complete his course work. Upon graduating with his Master's, emphasizing in beef cattle reproductive physiology, he had the opportunity to return to Morehead State as an instructor, teaching introductory and production courses. In addition to

these responsibilities, Mr. Williamson also assisted in managing the university's livestock enterprises including their registered Angus cattle and offered a service to the region as a certified ultrasound technician.

Williamson's current responsibilities at Penn State position him in a role of teaching and extension. His primary responsibilities include teaching production courses, coaching the Livestock Judging Team, and providing education and service to stakeholders through events and programs such as chairing the technical committee for the Pennsylvania Bull Test.

Michael J. Baker, Ph.D.

- Beef Extension Specialist, Cornell University

With 30 years of experience working at the county, regional and state level, Baker's program has emphasized development and implementation of marketing programs for small farms typical of the Northeast. For 15 years, he directed and led the Cornell Value Discovery Program, a feedlot and carcass evaluation program of cattle consigned from different farms. In addition to traditional performance, carcass and economic analysis, feed efficiency for individual animals was predicted based on the Cornell Net Carbohydrate and Protein System. Access to natural markets allowed for the evaluation of animal production and profitability of natural and conventional feeding and management regimens.

Over 2,250 head of cattle from five states were evaluated. Establishing a value-added market for finished cattle has also been a priority. Use of niche markets, co-product feeds, grass finishing and locally available Holstein steers has been evaluated. Current work is focused on training extension educators to develop feeder calf pools that will optimize feeder calf value from small herds and in the use of the FINPACK software to assist producers in analyzing their business. Research over the last two years has focused on determining retail value of finished cattle. A model has been developed to predict retail value based on basic carcass measurements. Results are shared with producers to improve their management and genetic selection. With 30 years of experience working at the county, regional and state level, Baker's program has emphasized development and implementation of marketing programs for small farms typical of the Northeast. For 15 years, he directed and led the Cornell Value Discovery Program, a feedlot and carcass evaluation program of cattle consigned from different farms. In addition to traditional performance, carcass and economic analysis, feed efficiency for individual animals was predicted based on the Cornell Net Carbohydrate and Protein System. Access to natural markets allowed for the evaluation of animal production and profitability of natural and conventional feeding and management regimens.

Jackie Atkins, Ph.D.

- Director of Science and Education, The American Simmental Association

continued on page 10



DATES TO REMEMBER

August 18-20

Ag Progress Days • Pennsylvania Furnace, PA

Features fifty-five acres of exhibits, eighty-plus acres for crops and machinery demonstrations, and over four hundred exhibitors from thirty-four states and four provinces of Canada. Of the forty-five thousand expected attendees, over sixty percent are actively engaged in agriculture or related professions. Please visit the PSA booth!!

September 14-17

2015 Fall Focus • Gettysburg, PA

The Pennsylvania Simmental Association is proud to be hosting the American Simmental Association's annual Educational Symposium and Fall Board Meeting. See page 4 for more information. Please plan to join us!!

Sept. 27-Oct. 5

Keystone International Livestock Expo • Harrisburg, PA

Keystone International Livestock Expo will be held at the Farm Show Complex, Harrisburg, PA. For more information, see their website www.keystoneinternational.state.pa.us/

October 24-25

Pennsylvania Fall Classic Sale • Waynesburg, PA

For nomination information, please pages 3, 6, and 7, or contact sale manager Chris Brown 304-290-8383.

Friday, October 24

Preview of Sale Cattle

Saturday, October 25

Simmental Sale – lunch sponsored by the PSA

December 15

Early Bird PSA Membership Discount Deadline

Join or renew your 2016 PSA membership by December 15th, 2015, and pay only \$35.00!

December 27

PSA Annual Meeting & Banquet Registration Deadline

EVERYONE is invited and no payment to the PSA is needed, however, please register for our Annual Meeting and Awards Banquet by contacting our secretary Vicki Varner, 8436 Mountain Road, McAlisterville, PA 17049, phone 717-463-2513, email: gvarner@centurylink.net. Closer to the event, an online form will also be available on our website, www.pasimmental.com.

2016 – Happy New Year!

January 9-16

Pennsylvania State Farm Show

For more information about the PA Farm Show, see www.farmshow.state.pa.us. Please see our website, www.pasimmental.com, for Annual Meeting and Banquet information, or contact our secretary: Vicki Varner, 8436 Mountain Road, McAlisterville, PA 17049 phone 717-463-2513, email: gvarner@centurylink.net

Friday, January 8

Open AOB Show (Percentage Simmental)

Saturday, January 9

PSA's Annual Meeting and Awards Banquet held at Hoss's

Sunday, January 10

Junior AOB and Simmental Shows

Monday, January 11

Open Simmental Show

January 15

PSA Membership Deadline

Join or renew your PSA membership by January 15th, 2016, to be included in the 2016 Membership Directory!

January 31

2016 PSA Membership Directory Advertising Deadline

Print-ready ads for the 2016 Pennsylvania Simmental Association Membership Directory must be received by January 31, 2016.

ASA Fall Meeting — continued from page 8

Dr. Atkins is a native of Mandan, ND, and grew up working at her family's veterinary clinic and commercial cow-calf operation. In 2002, Jackie graduated with a B.S. in Biotechnology from Montana State University.

Atkins attended the University of Missouri, earning a M.S. and a Ph.D. in Animal Science with an emphasis in Reproductive Physiology in Beef cattle under Dr. Michael F. Smith. After graduate school, Jackie worked as an embryologist for Dr. Chuck Gue at Progenesis Embryo Transfer, based in Belgrade, MT. In 2013, Dr. Atkins joined the team at the American Simmental Association as the Director of Science and Education.

In her role as Director of Science and Education at ASA, Jackie contributes science articles to the ASA publication and emedia, coordinates research projects, is involved in the Carcass Merit Program, oversees the genetic condition reporting.

Lauren Hyde, Ph.D

• **Lead Geneticist, International Genetic Solutions**

Lauren Hyde earned a Bachelor's Degree in economics from the University of Colorado in 1981; and, several years later she returned to the university system to pursue a Master's of Science and a Ph.D. in animal breeding from Colorado State University (CSU), graduating in 2000.

During her graduate studies, Hyde worked as a research assistant at CSU's Center for Genetic Evaluation of Livestock (CGEL). Her experience at CGEL running national cattle evaluations positioned her for roles as director of performance programs at the North American Limousin Foundation, genetic evaluation specialist at the American Simmental Association (ASA) and currently as lead geneticist at International Genetic Solutions (IGS). As one of the members of the ASA/IGS genetic evaluation team, Lauren has helped develop and implement multi-breed calving ease and genomically enhanced EPDs and is currently assisting in the development and testing of a state-of-the-art genetic evaluation computer system.

Dr. Hyde is very active in the beef industry, having served as a reviewer for the Journal of Animal Science, as chair of a cooperative extension research group on national beef cattle genetic evaluation, and as a board member of the Beef Improvement Federation (BIF). In 2013, Hyde received the BIF Continuing Service Award in recognition for her significant contributions.

Scott P. Greiner, Ph.D

• **Professor and Extension Animal Scientist, Beef/Sheep Department of Animal & Poultry Sciences, Virginia Tech**

Dr. Greiner was raised on a diversified livestock farm in Eastern Iowa, and attended Iowa State University where he earned a B.S. in Animal Science in 1989. His graduate studies included an M.S. from Michigan State University and a Ph.D. from Iowa State. His graduate work at ISU was fundamental to the incorporation of ultrasound as a genetic improvement tool in beef cattle.

In 1998, Greiner joined the faculty at Virginia Tech and now serves at Extension Project Leader for the department. As an Extension Animal Scientist, he designs and delivers educational programs in beef cattle and sheep to adults and youth, and conducts applied research. This objective is accomplished by providing research-based education to livestock producers, Extension agents, and allied industry professionals. Specific responsibilities include design and delivery of educational programs and materials related to beef and sheep genetics and associated production and marketing issues, providing leadership for statewide programs in beef cattle and sheep; and maintaining strong working relationships with the beef and sheep industries and allied organizations.

Frank Lucas

• **S. Congressman from Oklahoma, House Committee on Agriculture**

Congressman Frank Lucas is a fifth generation Oklahoman whose family has lived and farmed in Oklahoma for over 100 years. Born on January 6, 1960, in Cheyenne, Oklahoma, Lucas graduated from Oklahoma State University in 1982, with a degree in Agricultural Economics. He was first elected to the United States House of Representatives in a special election in 1994.

Lucas proudly represents Oklahoma's Third Congressional District includes all or portions of 32 counties in northern and western Oklahoma, stretching from the Oklahoma panhandle to parts of Tulsa, and from Yukon to Altus in the Southwest. It takes up almost half the state's land mass and is one of the largest agricultural regions in the nation. Lucas has been a crusader for the American farmer since being elected to Congress in 1994, and he has fought to protect Oklahoma values.

Congressman Lucas currently serves on the House Committee on Agriculture, House Committee on Financial Services and as Vice Chair on the House Committee on Science, Space and Technology. Lucas also serves as a member of the Republican Whip Team. The representatives who are members of the team work with the Republican leadership to ensure every American's voice is heard in Congress.

Prior to his service in the U.S. Congress, Lucas served for five and a half years in the Oklahoma State House of Representatives, where he fought to defend the rights of private property owners and focused on promoting agriculture issues.

Alex White, Ph.D.

• **Adjunct professor in the Dairy Science Department, Virginia Tech**
 • **Operates A. White Enterprises (consulting & speaking)**
 • **Financial Management Consultant, Verity Asset Management**

Dr. White received his B.S. in Agricultural Economics from Virginia Tech, focusing on farm management and agricultural financial management. His M.S. is in Ag Econ from Ohio State, with a concentration in farm management. His Ph.D. is from Virginia

continued on page 11

Advertising

The PSA/PJSA is happy to now offer **FREE** text classifieds for its members in every newsletter! Classified advertisement may be for any item, animal, or a general farm ad, but please do not exceed two hundred fifty characters (not including spaces). Please email ads to annie@annieduncan.com, or mail to Annie Duncan, 470 Million Dollar Road, Halifax, PA, 17032. Full payments for ads must be received before the deadline to be printed.

PSA Newsletter Ad Rates

Fall 2015 Issue Deadline: September 20, 2015

PSA/PJSA Member Advertising Rates

Text Classifieds, up to 250 characters FREE
 Text Classifieds, up to 250 characters and one photo. \$5.00
 Business Card ad, 3.5"x2"..... \$7.00
 Quarter Page ad, 4.25"x3.75"..... \$14.00
 Half Page ad, 4.25"x 7.5"..... \$25.00
 Full Page ad 8.5"x7.5"..... \$45.00

PSA/PJSA Non-Member Advertising Rates

Text Classifieds, up to 250 characters \$5.00
 Text Classifieds, up to 250 characters and one photo. \$7.00
 Business Card ad, 3.5"x2"..... \$7.00
 Quarter Page ad, 4.25"x3.75"..... \$14.00
 Half Page ad, 4.25"x 7.5"..... \$25.00
 Full Page ad 8.5"x7.5"..... \$45.00

We want your news! Please send us any PSA/PJSA member show results, photos, and all other news related topics. Please email news items to annie@annieduncan.com, or mail to Annie Duncan, 470 Million Dollar Road, Halifax, PA, 17032.

ASA Fall Meeting — continued from page 10

Tech, where his research centered on retirement planning strategies for agricultural producers and small business owners.

Alex has taught a wide variety of college courses at Virginia Tech, Ohio State, NC State and Ferrum College over the past 25 years. The courses he has taught include Dairy Enterprise Management, Agribusiness Management, Ag Financial Management, Farm Business Management, Small Business Management & Entrepreneurship, Computer Applications in Agriculture, and several courses in Personal Financial Management. Alex has worked as a computer programmer for an agricultural software firm. He has also served as an extension agent and an extension specialist (personal financial management) for Virginia Cooperative Extension. Alex was an assistant coach for the 2004 and 2007 national championship teams in the American Express Financial Planning Invitational.

In August 2012, Alex began working full-time in the fields of financial management (focusing on retirement planning) and farm/business consulting. He works with individuals and small business owners throughout the mid-Atlantic region. Alex is an adjunct professor in the Dairy Science department at Virginia Tech. He will continue to teach a couple of courses at Virginia Tech and the Virginia-Maryland Regional College of Veterinary Medicine.

Dr. White speaks to a wide variety of audiences throughout the US. He is on the Ag Advisory Board for First Bank & Trust. He spends his free time restoring a 1943 Farmall H tractor, renovating his old house, woodworking, and working on his neighbor's farm to keep his feet in agriculture.

Russell Redding

• **Pennsylvania Secretary of Agriculture**

Russell C. Redding was recently nominated by Governor Tom

Wolf as the 26th Secretary of Agriculture for the Commonwealth of Pennsylvania. Redding is the former dean of the School of Agriculture and Environmental Sciences at Delaware Valley College.

Redding has extensive experience as a public servant, having spent more than 20 years serving Pennsylvania in Harrisburg and Washington D.C. He worked on Capitol Hill as Ag Policy Advisor to U.S. Senator Harris Wofford and served for 16 years in the Pennsylvania Department of Agriculture, serving as secretary from 2009-2011, under Governor Rendell.

He is a graduate of Penn State, having earned his B.S. in Agriculture Education and M.S. in Agriculture and Extension Education. In addition, he is a graduate of the Agribusiness Executive program.

A native of Pennsylvania, Redding has an innate understanding of production agriculture, stemming from his youth on his family's dairy farm and his time as a dairy farm operator. He currently serves as Chair of the USDA Advisory Committee on Biotechnology and 21st Century Agriculture.

-Black- -Red-

SHOEMAKER'S SIMMENTAL

"Polled Performance Cattle"

William E. Shoemaker
 Phone: 814-624-0667
 Cell: 412-721-8814

3839 Milligans Cove Road, Manns Choice, PA 15550
 email: shoesim@yahoo.com

A Family Tradition of Quality since 1910

PENNSYLVANIA SIMMENTAL ASSOCIATION

Annie Duncan, Director
470 Million Dollar Road
Halifax, PA 17032

PSA DIRECTORS

David Downs Jackson Center, PA (724) 376-7195 ddowns2011@hotmail.com	Ron Dziembowski Dudley, MA (508) 868-8836 RLUVSANGUS@aol.com	Jeff Feight Breezewood, PA (814) 735-3797 JNSSimmentals@yahoo.com	Steve Hook Middleburg, PA (570) 837-7020 stewanfarms@verizon.net	William T. Vossler Gettysburg, PA (717) 337-1615 tvossler@comcast.net
Annie Duncan Halifax, PA (717) 350-2515 simmtalker@yahoo.com	Bradley Feight Breezewood, PA (814) 502-8973 feibra60@pct.edu	Galen Graham Felton, PA (717) 968-3643 niklvalley@aol.com	William Shoemaker Manns Choice, PA (814) 624-0667 shoesim@yahoo.com	Curry Wagner Hummelstown, PA (717) 991-0387 cwsfarms58@gmail.com

PSA OFFICERS

PSA President, Laurie Meyers

Halifax, PA
(717) 350-2516
Laurie@pvsimm.com

PSA Vice President, Bradley Feight

Breezewood, PA
(814) 502-8973
feibra60@pct.edu

PSA Secretary, Vicki Varner

McAlisterville, PA
(717) 463-2513
gvarner@centurylink.net

PSA Treasurer, Jeff Feight

Breezewood, PA
(814) 735-3797
JNSSimmentals@yahoo.com

PSA NEWSLETTER EDITOR

Annie Duncan • 717-350-2515 • annie@annieduncan.com