

Dear ASA Member,

If it were not for engaged members taking the time to learn about prospective leaders of the American Simmental Association (ASA), the ASA would not be the success it is today, so thank you for participating in the election process. I would also like to thank my fellow candidates who have made the commitment to serve.

As I reflect on my first term as an ASA Trustee, it brings me pride to see our progress since we first stepped foot in the boardroom. Despite our diverse backgrounds and operations, we have come together countless times to thoroughly debate and come to decisions that we believe to be in the best interest of the ASA. This has not come without its challenges, as with many policy decisions there are varying viewpoints and I hope you know that they have all been taken seriously.

Growing up in Texas with a strong Simmental and Simbrah association, as well as an active junior association, gave me an opportunity to develop a passion for SimGenetics. During my first term I have further developed that passion by collaborating with fellow ASA members to enhance current programs such as the Carcass Expansion Program, create new opportunities like the Percentage Simbrah Show, and grow the American Simmental-Simbrah Foundation through its various fundraising efforts.

As we press forward, I intend to continue to take a comprehensive approach to serving the ASA by investing my time and efforts to focusing on all facets of the industry to ensure that SimGenetics continues to remain at the forefront. I will also utilize the valuable experience that I have gained in my first term serving on our various committees in numerous capacities to work with my fellow board members to continue to enhance the ASA.

It has been a pleasure to serve and represent the South Central Region and two ASA Fall Focus gatherings, two American Junior Simmental Association National Classics, and numerous other events promoting SimGenetics. With that being said, I am committed to continuing the work that we have put forth to expand SimGenetics' footprint in the beef industry. There is still much to be done and with your support I look forward to continuing to do my share of the work.

In closing, I wish you continued success and encourage you to stay active in the process by reaching out to your ASA Trustee and others to share your views on the business of the ASA. I respectfully ask for your vote and look forward to working with you in the future. If I can be of assistance, please do not hesitate to contact me at 956.607.5515 or vgg03@aol.com.

Sincerely,



Victor G. Guerra