

For all the members of the ASA south central region, it's my pleasure to announce my candidacy for the ASA board of trustees!

As ASA members we have a common goal of the betterment of Simmental genetics and how the ASA programs, promotion, research, and implementation of those affect our own operations.

As a past ASA board member, I've been a part of all of the inner workings of how our Association functions and in what manner it benefits you as breeders! That was my focus and will be again!

A membership organization should be acting and working for its membership! As I served you for one term, it was my focus and my mission to ensure that your voice was heard, and what was implemented from Bozeman was beneficial to all members of the South Central Region!

I'm a lifetime Simmental breeder and enthusiast, with a passion for SimGenetics standing within this industry. We've risen over the past few decades to a place of significance within the industry, and sound leadership in conjunction with the right cattle will keep us right there as a force within the commercial industry!

Like many of your operations, we're diversified. From a herd of purebreds, commercial cattle, custom baling, hay sales, consulting, and photography. We cover a lot of ground! But our passion has always been on the growth and promotion of this great breed of cattle! I'm lucky enough to have shared this with my wife, Pearl. She was just awarded the Lifetime Promoter Award from the ASA at the Fall Focus in August. Yes, "WE ARE Simmental" and always have been!

Maybe my greatest passion has been our youth program. The AJSA program has been an exemplary program that has produced generations of outstanding young adults who've gained the ability to succeed! As farmers, ranchers, doctors, lawyers, and leaders in industry. AJSA has been one of our greatest successes. I will continue to help with its success and development of our future!

Many of the programs implemented by ASA have been very forward-thinking and ahead of other breed associations in development. I'll continue with the focus toward the future with an awareness on whether the investment will benefit our membership and your operations!

As you all receive your ballots and consider your choice for your representation on the ASA board, I'd appreciate your consideration and vote. After reflecting on my previous service as a South Central representative, I realize that maybe there's still some work to do! And I'll guarantee that I'm ready to go to work for you!

Greg Walthall