

"My Goals as an AJSA Trustee"

Having been born and raised in the registered cattle business in Colorado, I have a firm handle on the needs of the western region. We are primarily a cow/calf region with large pastures, not a show-oriented region with smaller herds. I believe that I can bring some of the west's commercial cattlemen's perspective to the board.

The ASA has an emphasis on making the commercial cattlemen profitable. That has been my background of providing Simmental seedstock to the commercial cattlemen. I sell a few bulls each year to this market. I think that the mindset of this marketing emphasis is something that is generally found in my region and something that I could contribute.

As well as seedstock development and marketing, my immediate family is involved in artificial insemination technical service, ruminant nutrition, and feed manufacturing for our clientele. This has given me a bigger picture of the beef industry.

I also have a show ring background. I have exhibited my Simmental genetics at the local, state, and national level. On the local level, it can be an educational effort. From booth tri-folds and showmanship clinics, to visiting with fair-goers walking through the cattle stalls at a show, I can help to promote beef.

My family's show ring goal is not really on winning the rosettes, but on allowing me to network and fully participate, while keeping the end-goal in mind. That goal is that my heifer will return to the pasture, get AI'd and produce a moderate-framed, high growth calf that will later become seedstock. Sometimes it is hard not to reach the winner's circle, but practical cattle that will enhance my herd are more important to me.

I also have helped my family work in the background to make National Western Stock Show run smoothly. I have grown up helping – from stamping sticky notes for processing ahead of time, to putting up banners and booths and lugging Simmental brochures and trophies to events.

The AJSA has an emphasis on education. My goals would be to continue to develop and enhance the current programs and contest, such as those I have participated in a Regional and National Classics for 9 years.

Some of these AJSA educational goals have trickled down to my leadership in Colorado Junior Simmental, 4-H and FFA. I have had the opportunity to serve as a State 4-H Officer for the past 11 months. This has allowed me to grow, as I have already helped put on four conferences or camps for 4-H members throughout the state. I have touched more than 600 kids thus far, with the final state convention yet to come. The officer team actually conducts these conferences, so my planning, organizational and public speaking skills all have been honed because of this opportunity.

I hope to take some of my 4-H officer experience to the AJSA board. Both my parents have served six-year terms on the ASA board and its executive committee, so I understand the time commitment that this AJSA board will entail.

I don't have a specific "agenda" but I'm open-minded and think that listening is something that allows me to hear the ideas of other AJSA board members.

Cheal Russell

Mike Stoltey
Past ASA Chairman
Promise Land Ranch
374 Promise Lane
Plummer, Idaho 83851

May 13, 2015

Chad Russell
24614 Road G
Sugar City, CO 81076

Re: Reference for Chad Russell

Dear ASA and AJSA Board,
To whom it may concern;

I appreciate the opportunity to recommend Chad Russell as a candidate for AJSA trustee. It would be hard to find a more uniquely qualified candidate for this leadership position.

I have been acquainted with Chad and his family literally since he was a small child. I have watched him grow year after year into a fine young man. Chad exhibits the character, intellect, drive, and overall ability to excel in this position. He has distinguished himself academically and competitively at school, in 4-H and FFA commitments and in his AJSA activities, winning numerous contests and awards.

Perhaps no other family in the history of ASA has had all its family members serve this membership as has the Russell family. Chad's parents, Curt and Susan, have now served this membership for a combined 12 years on the ASA board. His brother Jason previously served as a trustee on the AJSA board.

It is my honor and privilege to recommend Chad Russell as a candidate for Western Regional AJSA trustee.

Sincerely,

Mike Stoltey
Past ASA Chairman

Reference for Chad Russell

To whom it may concern,

I've known Chad most of his life. He has grown up in and around Simmental business. He has held many if not all positions in CJSA board. Also Chad is very active in 4H and currently holds state office. Has participated at state fairs, regional and national classics. Chad is always ready to help his peers, friends and parents. He is one of the most courteous and genuine young men I know.

Thanks for your consideration

Robert Campbell
Past ASA Chairman
Ignacio, CO