

Dear ASA Members,

My name is Chris Effling, from Highmore, South Dakota, and I am honored to be a candidate for the American Simmental Association Board of Trustees representing the North Central Region.

If you would have told me thirty years ago that I'd be raising Simmental cattle, I would've had a lot of questions. But a few years later, as I "looked over the fence," I became intrigued by the progress and direction of the Simmental breed. What started as curiosity quickly became a passion, and over the last twenty-five years, I've had the privilege to witness firsthand the incredible strides this breed has made.

Today, the Simmental breed continues to thrive, from elite seedstock programs to the commercial cattle sector, from feedlot performance to the growing enthusiasm of our junior members. Across every segment, Simmental genetics are making a measurable impact and leading the industry forward. Our operation in Highmore has been built around Simmental and SimAngus genetics, and I've seen firsthand what they can do. Simply put, Simmental cattle work, and they've helped put our entire breed in the driver's seat of the beef industry.

If elected to the Board of Trustees, my goal is to help keep that momentum strong and focused. We all have different types of operations, markets, and goals, but at the end of the day, we're all pulling for the same thing: the continued growth and success of Simmental cattle. I want to help create a stronger sense of collaboration and communication across all sectors of our membership. We accomplish more when we work together and listen to one another.

Behind every great breed are great people. Our juniors, breeders, and families are what make this Association special. I believe in supporting youth involvement and leadership development programs that keep people engaged and proud to be part of the Simmental community.

Family and friendships have always been the foundation of my life. The people I've met through this breed have had a profound impact on me, and I'm deeply grateful for the opportunity to have raised my children in this breed.

It would be a privilege to represent the North Central Region, to listen, collaborate, and work for all members to ensure continued progress for the Simmental breed. Thank you for your time and consideration.

Sincerely,
Chris Effling