

Dear Fellow North Central Simmental Breeders,

I appreciate your support and willingness to have submitted my name as a write-in nominee for the upcoming board of trustees election. I've enjoyed visiting with many of you in the last couple weeks.

In the last year, the American Simmental Association has gone through some big transitions, interviewing and selecting a new EVP to replace Dr. Wade Shafer on his retirement, key staff members either resigning or retiring, and a massive discussion revolving around IGS and the future direction of it. It was quite interesting to follow those processes and committee meetings.

The North Central region has a large demographic of breeders that heavily rely on the Association for the services provided, especially IGS, for accurate data compilation and genetic evaluations. IGS is crucial to their operations and the cattle they produce. We need to keep aggressively forging ahead to establish what is best for the overall well-being and ability for IGS to thrive. To lose momentum now would be a crucial blow, not only for us, but the cattle industry as a whole.

The American Simmental Association and its members have been steadily working toward this time of wide acceptance across the beef industry. We've all worked very hard to get here, but as always, there is so much more work to do.

On a personal note, I live, eat, and breathe Simmental cattle and have since I was ten years old. There is nothing, other than my young family, that gives me more satisfaction and excites me. The pursuit of excellence within our breed is a lifelong goal of mine....and frankly, my livelihood depends on it.

I hope if elected I can offer a voice of reason and an abundance of ambition to the ASA Board and provide a transparent and informed perspective to the North Central membership.

Please reach out at any point if you'd like to visit more!

Sincerely,

Chris Nicholson