

2022 AJSA Events

May 1 – National Classic final deadline, 4:30 PM MDT

May 25 – Bronze, Silver, and Gold Merit Scholarship applications, Trustee Applications, Photography contest due. Send to ajsa@simmgene.com

June 8-11 – AJSA Eastern Regional Classic, Lebanon, IN

June 24-30 – AJSA National Classic, Madison, WI

**All deadlines are Mountain Daylight Time*

Please check website and Facebook for updates.

Make plans to attend the 2022 Regional and National Classics



Eastern Regional Classic

June 8–11, 2022

Lebanon, Indiana

hosted by the Indiana Simmental Association



June 24–30, 2022

Alliant Energy Center, Madison, Wisconsin
hosted by the Illinois Simmental Association

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Blazing a Trail



by Luke Harker
Eastern Region trustee

Located in northwest Ohio is a woman who is quickly becoming one of the most influential people in agriculture. Her virtual rancher experiences and advocacy for animal welfare are blazing a trail on social media. Meet Dr. Marissa Hake: a.k.a. The Calf Vet.

Dr. Hake is a calf veterinarian who has been in practice since graduating from Michigan State with her doctorate in veterinary medicine in 2015. She has a passion for sharing the story of modern agriculture with a bit of whimsy. She is also a farm wife and mother who shares honest accounts of her life in rural America. She is passionate about being a bridge builder between consumers and agriculture.

My grandfather, Dr. Richard Sommers, DVM, was a mentor to Dr. Hake through her first few years of practice. That connection provided me with the opportunity to connect with Dr. Hake and learn more about her and what inspired her to become a social media advocate.

Q: What led you to pursue the veterinary profession?

A: Originally, I wanted to be an equine veterinarian. I grew up in an agricultural community and had experience showing Arabian horses, which led to a deep interest in equine medicine. While in college at Michigan State, I really developed an interest in beef and swine medicine. While equine medicine more closely resembled small animal/pet animal medicine, food animal medicine was more business-oriented with less emotional decisions.

Q: What are your favorite and least favorite parts of the job?

A: My favorite part of my job is working with cattle, being on farms, and helping drive change in the industry. My least favorite aspects of work are emails, defending our way of life, and facing challenges as a woman in the veterinary medicine industry.

Q: What advice would you give a senior in high school who wants to pursue vet school?

A: Have a full understanding of the veterinary profession and get hands-on experience. It isn't just science and surgery. You must be able to run a clinic, communicate with customers, and understand how farms operate. It's also important to understand the financial undertaking as well.

Q: What is the best piece of advice you have been given?

A: It's not a competition. Most vets are highly competitive. Also, I always keep in mind a perspective my biology professor shared with our class: "You are all the cream. You have reached the top and separated yourself. You all are more than capable of succeeding, and you need to capitalize on the connections you make to become the greatest you possibly can."

A few fun facts about Dr. Hake:

Dogs or cats: Dogs, I'm a big Labrador person

Favorite karaoke song: Any song by Nelly

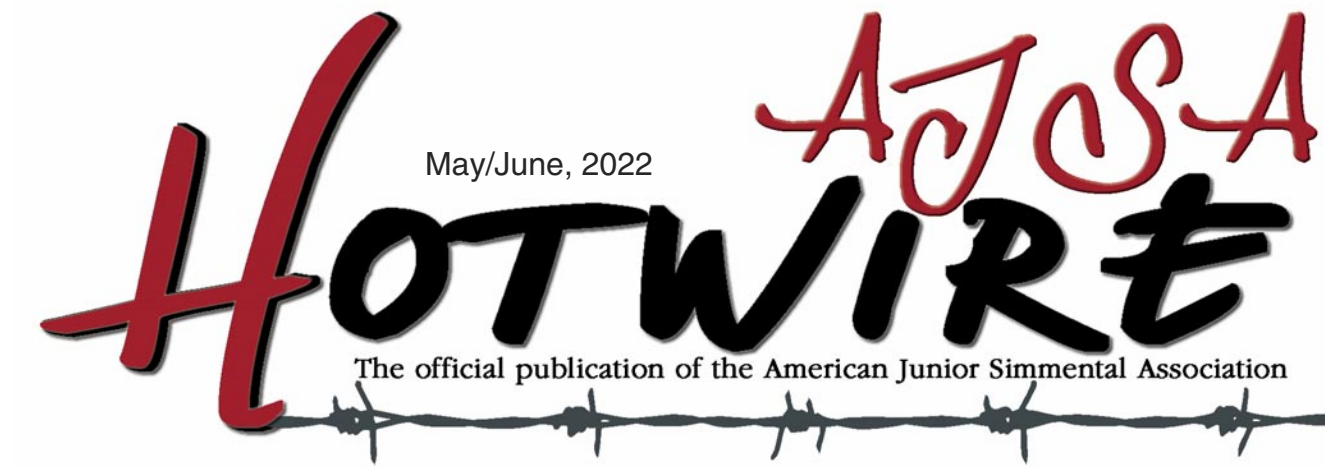
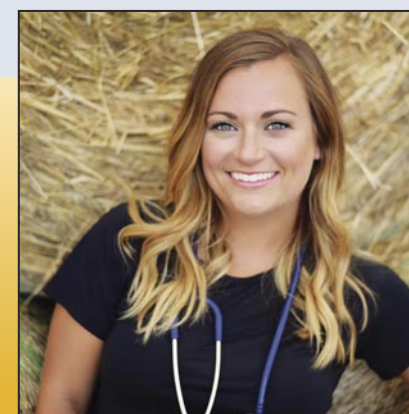
Fruits or vegetables: Fruit

Cake or pie: Pie, every day

Music or TV: Music, I never watch TV

Another fun and surprising fact about Dr. Hake is that she ventured into the show ring with cattle for the very first time at Cattlemen's Congress in January of this year. And in true Dr. Hake fashion, she used this opportunity to inspire and educate others by sharing it on social media and encouraging others to not be afraid to blaze a trail and try something new.

To learn more about Dr. Hake, The Calf Vet, and her journey as an advocate for animal agriculture, be sure to follow her on Facebook, Instagram, and her other social channels.



May/June, 2022

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President's Corner

Martha Moenning, AJSA president

As the Majors have wrapped up, snow begins to melt, and calving season draws to a close, the anticipation for the summer starts to build. The entire board enjoyed seeing familiar and new faces at the Cattlemen's Congress, National Western Stock Show, and Fort Worth Stock Show. We are incredibly grateful for those who supported the Foundation Female at the Bricktown National Sale in Oklahoma City. She was graciously donated by Buck Creek. We thank them for their generous contribution! We also extend our appreciation toward those who supported The One/SimMagic sale in Denver, CO.

Now as the focus shifts to the National Classic, the board would like to share a few important details. We have updated and published our Classic rules on the website. These rules include changes to the judging contest, the bred and owned show, and many updated deadlines. Please check them out to be informed about the upcoming year. If you have any questions about them don't be afraid to ask!

Be on the lookout for our service project and the public speaking topics for juniors. We hope to see you at the Eastern Regional in Lebanon, Indiana, on June 8–11 and the National Classic in Madison, Wisconsin, June 24–30. Both planning committees have put in tireless work in anticipation of these events and have some fun things planned for attendees. Next up for the junior board is to attend the Youth Beef Industry Congress (YBIC) in College Station, Texas, at the end of April. We are looking forward to the opportunity to meet with other junior boards and take part in educational seminars. Together our board will meet to prepare for the National Classic. We are excited to implement the ideas we gain to improve the AJSA. See you this summer!



Martha Moenning

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SIMMENTAL

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A DAILY WORD GAME



2022 National Classic Updates



by Emerson Tarr
North Central Regional trustee

Part of my job now as an AJSA Trustee is to help young juniors (like I was in 2013) be aware, be prepared, and be excited for the new things happening at this year's National Classic.

Bred and Owned Rule:

One rule change I would like to call your attention to is the recently updated bred and owned rule. An animal is now considered bred and owned for any and all siblings, given that those siblings share both the same address and a parent/guardian. All siblings must be under 21 years of age and paid ASA members to exhibit. Make sure to head over to juniorsimmental.org and read the rule in its entirety.

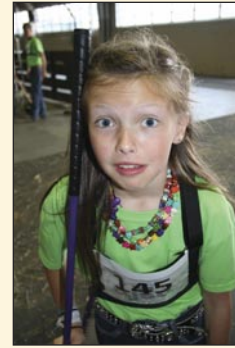
Fitting Contest:

We are excited to announce that this summer in Madison the fitting contests, sponsored by Sullivan Supply, will be back! Those competing in the contest will need a chute, an animal, fitting supplies, and a member of each age division. Be on the lookout for more information to come! Many thanks to Sullivan Supply for their sponsorship.

Junior Judging Contest:

Also new this year, junior contestants will have two options in the judging contest. All juniors will compete in the live animal evaluation portion of the contest and answer one set of questions. Then, for the reasons portion of the contest, juniors must pick ONE of the following options:

1. Take part in an oral reasons workshop. This workshop will go over the basics of giving oral reasons, help with note-taking and basic reasons structure, and more. This option will be worth a flat 30 points (out of 50).
2. Give a set of reasons as scheduled. Reasons takers will be instructed that they cannot issue any scores below 30 points. Contestants can receive a higher score depending on performance.



Emerson Tarr at her first Regional Classic in 2013



An Illinois Update and Welcome:

Illinois is excited to be hosting the 2022 AJSA National Classic in Madison! Jennifer Tarr, one of the coordinators for the event, shares, "Illinois has been working very hard on fundraising and preparing for this event. I am grateful for all the hard work and dedication of the entire Illinois association; it has certainly been a team effort."

The Alliant Energy Center is going to be a great location for this event, with plenty of space in the pavilions and in tie-outs. We are looking forward to showing in the coliseum, leaving us the entire space in pavilions one and two for stalling. "In other words, there is no need to enter additional animals to secure extra stalling," says Jennifer.

Illinois is proud to host this event and anticipates this to be the largest Classic yet. To host an event of this magnitude requires not only a lot of volunteers but also a great deal of funding. Tarr says, "The generosity and support of our breeders and industry professionals in Illinois and beyond are setting us up for an awesome event!"

See you in June in Madison for Simmental Summer!

All Aboard the Simmental Express!



by Rachel Dickson
vice president, Marketing



The American Junior Simmental Association, the Eastern Region trustees, and the wonderful state of Indiana invite you to the 2022 AJSA Eastern Regional (June 8–11) at Boone County Fairgrounds in Lebanon, Indiana. While this is the Eastern Regional, it is not exclusive to just this region. This Regional is open to ANY AJSA MEMBER from ANY REGION! And do not miss out, because this is the only Simmental Regional Classic happening in 2022. Just a reminder, to compete at a Regional or National Classic, the participant must be between 8–21 years of age, a paid junior member with ASA, and must compete in three of the four educational contests.

The Indiana Junior Simmental Association, under the direction of Jill Harker, Jim Herr, and Leah Meinders, have been fundraising and preparing for this event since 2020. We expect this to be an outstanding event packed with Boilermaker pride, which inspired this year's Regional logo. Many online sales and donation items in sales across the Eastern Region have been the highlights of their fundraising efforts. So much hard work and planning has prepared this event to be one of the best and largest attended Regional Classics to date.

Just a few reminders for this event:

1. April 1 – Regional Classic entries open through Herdbook.
2. The early entry deadline is April 15 (4:30 PM MST) and the final entry deadline is April 20 (4:30 PM MST). As a reminder, fees will DOUBLE after the early entry deadline.
3. Tie-outs will be in two locations: trailer tie-outs, and facility-provided tie-outs. Bedding will not be provided in tie-outs.
4. We expect this event to be large! Community tack by state is permitted. Work together as a state to be as efficient as possible!
5. Hotel information is posted on AJSA Facebook page and juniorsimmental.org.

If you have any questions, comments, or concerns please check the "2022 AJSA Eastern Regional" Facebook page. Reminders and event details are posted weekly. We cannot wait to see you in Lebanon in a few short months!

Simmental Sweepstakes Moves to Missouri!



by Kaitlyn Cloud
vice president, Leadership

For the first time ever the Simmental Sweepstakes are loading up and heading to Missouri! This has turned into a wonderful opportunity for exhibitors and their families to experience a different location for such a historic event. The Ozark Empire Fairgrounds have recently updated their cattle facilities, making it super-efficient and useful for all the exhibitors. Springfield offers a lot of fun places to eat and

experience while you are visiting for Sweepstakes. The Dickerson Park Zoo is a fun stop for younger kids and the Wonders of Wildlife Aquarium is great for the whole family. Whether you're in the mood for gourmet burgers from Black Sheep or some "thrown rolls" from the famous Lambert's Cafe, there's fun food options for everyone. Missouri is excited for the opportunity to host this event!



Event dates: July 20–24, Springfield, Missouri

Show Schedule:

- Friday, July 22 - Junior Show
- Saturday, July 23 - Showmanship and Circle M Showmanship Showdown
- Sunday, July 24 - Open Show

Visitor information: www.springfieldmo.org

SPC Competition: An Interview with Audrey Redalen



by Lauren Trauernicht
vice president, Finance

The Steer Profitability Competition (SPC) is a wonderful program for juniors that was launched in order to get youth in the Simmental breed familiar with cattle feeding. I have participated in this competition and know the great value in the information that is learned through not only the experience, but also through the monthly webinars. I wanted to get another junior's take on this great program for young cattle breeders, so I asked Audrey Redalen of Fountain, Minnesota.

Q: How many years/times have you participated in the SPC?

A: I first signed up for the SPC in the fall of 2017, not totally sure what to expect. I've enjoyed how the program has evolved and what I'm able to learn. That's what keeps me coming back every year.

Q: What got you interested in participating in the SPC?

A: I think the biggest thing that got me interested in participating was the really unique opportunity that this program provides both from learning this side of the business and the fun of turning it into a competition. It is fun when you're fortunate to have your steer make the top placings, but the real value comes in what you get out of the experience.

Q: Can you give a brief explanation of what you do as a contestant, from sending your calves to the feedlot through harvest?

A: It starts with the registration for the SPC, which is usually toward the end of September. I pick out my steer or steers from our recently weaned calves and start planning for them to make the trip to Missouri. This prep period would include making sure they are weaned, castrated, properly vaccinated, dewormed, and have a health paper when it's time to travel. Once the steers are on feed in Missouri, it is pretty easy to manage, attending monthly webinars, completing the fun assignments, and paying the feed bill. When it gets close to harvest time, you will be notified when your steer will head to market. That's when it gets real! You will receive a check for your steer and eventually find out the carcass data, and you'll ultimately find out if you were profitable or not.

Q: What is the most rewarding part of the SPC?

A: One of the most rewarding parts of the SPC program is to see the data from my calves that I've raised and selected to head to the feed yard. Carcass data isn't something a lot of juniors would have access to when marketing cattle, so it is great to have even a little snapshot into how your cattle perform.

Q: Why should young Simmental breeders participate in the SPC?

A: I believe the Steer Profitability Contest is a unique learning opportunity for all youth to participate in, especially young Simmental breeders! It provides an educational format to learn about a wide variety of topics that relate to the cattle feeding side of the business that as youth we may not have access to otherwise. It also allows you to solidify what you've learned in the webinars by using a variety of creative outlets to demonstrate what you've learned about the monthly topics. I've had a lot of fun creating short videos for some of my assignments. It is also really fun to see how your genetics (or the genetics you've selected) perform and play a role in the finished product, or where there is opportunity to improve some areas in your herd's genetics. Participation also greatly benefits our breed by providing valuable carcass data on the steers enrolled in this program. I would encourage anyone with questions to reach out, and I look forward to seeing new faces participating in the 2022–2023 SPC event!

Audrey Redalen

