

Dear Fellow Simmental Enthusiasts,

I'm humbled and honored to be a nominee for the Eastern Region Trustee. My name is Allen Heishman and I reside in Edinburg, VA. I operate a small seedstock business, consisting of purebred Simmental and SimAngus cattle. The focus of my operation is raising females that are functional and sound from the ground up. They must retain that show ring presence and appearance, while also proving themselves to be productive members of the herd and breed. I also sell a handful of bulls every year to commercial and seedstock producers. The mission of my breeding program is to produce cattle with sound structure and subsequently increased herd longevity. It is my belief that improved cattle longevity, through the selection of phenotypic and genotypic traits, is important for the survival of the Simmental breed within my herd and beef industry. In addition to my seedstock business, I previously served the East Coast as a salesman for an animal health pharmaceutical company. That allowed me to network and gain more knowledge and experiences in the beef industry. I'm a firm supporter of 4-H, FFA and the AJSA. Having grown up and participated in those organizations, I have seen that those are the backbone and future of our association and industry.

I am seeking a position on the board of trustees so that I may better serve the Simmental breed. My primary responsibilities as a trustee are to be open, honest and to equally represent all breeders. As a Simmental breeder from birth, I have a true love and passion for this business and this breed. We raise cattle that are functional in all aspects of the beef industry, from cow-calf to stockers to the feed yard that will result in a superior product on the rail and ultimately what the consumer desires. It is my responsibility to promote and advocate for the Simmental breed in all facets of the beef industry. I believe that the Simmental breed has the most genetic potential to offer our commercial bull buyers as well as show cattle breeders. Simmentals are versatile and mate well with many other breeds to make a strong Sim-solutions business. We, as a breed, have a unique opportunity to position ourselves as a leader in the beef industry. The Simmental breed has already made huge strides in crossbreeding programs and the commercial market as well as in the show ring. We must continue to promote our potential as a breed, showing our uses and strengths to the industry. As a trustee, I want to build on our current programs and keep the lines of communication open between the board and breeders. We need to continue the momentum for promoting and creating a strong demand for all Simmental cattle.

As your trustee, I pledge to learn and know the needs of Eastern Region. I pledge to work hard to fill these needs of our region. I pledge to be objective in addressing my responsibilities as a trustee. I strongly urge you to participate in this important election. I would be honored to have your consideration and vote for the Eastern Region Board of Trustees for the American Simmental Association. Please feel free reach out to me with any questions and comments that you may have, as I am always open to talking with fellow Simmental breeders and cattlemen.

With kind regards,

Allen Heishman, II