

Greg Burden

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Dear Simmental, SimAngus and Simbrah breeders,

I am running as a candidate for the position of ASA South Central board of director's seat. I would like to take a few minutes to provide information about my background, involvement in our breeds and my desire to serve on your board.

I am Greg Burden. I was raised in Oklahoma with a ranching background, attended Oklahoma State University and have been involved with SimGenetics, for the past 35 years. In addition, I have two grown children, Kayla and Colton, who participated, and Presley who currently participates in the American Junior Simmental Association.

I am currently the Owner of GB Cattle and continue to run my own herd of Simmental cattle. GB Cattle produces Simmental and SimAngus cattle. We utilize AI and ET heavily in our breeding program and we show on a national level. We believe strongly in the use of EPDs for genetic selections and matings. As the owner, I oversee our entire operation and believe in the importance of being a hands-on part of the ranch. I also handle the marketing of our cattle by private treaty and select sale consignments.

In 2019, I began GB Marketing and we have had the privilege of managing several Simmental and Simbrah sales including the Special Reserve sale in Louisville, the Cowtown Classic in Fort Worth, and the Bricktown National sale in Oklahoma City. During this opportunity, I have made many visits and been able to meet with ranchers and breeders of Simmental and Simbrah genetics across the country.

I served on the Oklahoma Simmental Association Board for six years, including a term as president. I also served on the Texas Simmental/Simbrah Association Board for several years and was president there as well. This has been such a educational experience to see both state boards and how they run independently and in accordance to the ASA rules and regulations. In

addition to board experience, I have financial knowledge and experience, as I and a partner managed a \$140 million portfolio, when I was affiliated with Paine Webber for ten years.

I have seen many changes in our breed, as well as the industry. The ASA is currently in a strong position financially and our cattle have gained acceptance across the country. Our challenge going forward is to continue to improve our genetics, provide cattle that work in the commercial industry and have a product that is desired from a consumer standpoint. The ASA will need an aggressive approach for marketing our products, providing services that assist producers' ability to make a profit, and we must continue to keep the association financially solvent and provide strong support our youth.

I am up for the challenge. I would sincerely appreciate your vote for me on the official ASA ballot. If you have any questions, concerning my views, my reasons for seeking this position and/or my thoughts on any area of the association, please contact me. I will be happy to discuss why I have chosen to run for this position of leadership.

Sincerely,
Greg Burden