



The Call to Leadership

“The first and most important choice a leader makes is the choice to serve, without which one’s capacity to lead is severely limited.”

Robert K. Greenleaf

The American Jersey Cattle Association and National All-Jersey Inc., are membership organizations. Through the company’s history, we have been blessed with outstanding leadership. For that tradition to continue, willing and qualified candidates are needed to serve on the Boards.

The people you elect to serve on the Board of Directors have the responsibility to provide equal and fair representation of all members as they make decisions about the AJCA’s policies and services.

With 2019 now in the books, the AJCA has just completed the eighth consecutive year of more than 100,000 registrations and the second high in history with 132,318 recorded. These represent 4,708 different owners. And, these numbers reflect just one portion of the business that we encompass.

Leadership does matter.

Representing all members, the Board of Directors establishes the policies respective to the AJCA’s mission and purpose:

To improve and promote the breed of Jersey cattle and to maintain such records and activities as the Association deems necessary or conducive to the best interests of the breeders of Jersey cattle;

To promote the increased production and sale of Jersey milk and products, and to promote Jersey cattle and the interests of breeders of Jersey cattle.

And thus, the Board of Directors ensures that quality, cost-effective programs and services are delivered. They determine charges for services, supervise the use of funds and accumulate assets to support future investments, research and growth.

Board members should be prepared to acknowledge four questions in the continuing quest for breed progress and growth:

Do our policies, programs and services encourage and support the development of a more efficient Jersey cow?

Are we improving her fast enough so that commercial milk producers continue to regard the Jersey cow as the profitable choice for their businesses?

Do our marketing programs increase the value of and demand for Jersey products: milk, cattle and genetics?

Are we progressive minded enough to achieve our goal of changing the color of the dairy industry?

In the Board room, the organization is looking for Directors willing to draw upon and share their personal and professional expertise. Directors asking penetrating questions and expecting good answers. Directors willing to listen, analyze and evaluate, then speak sincerely. Directors, even in disagreement, committed to having an objective conversation in service of Jersey breed improvement, better markets for our products, and Jersey breed growth.

At the 2020 AJCA Annual Meeting on June 27 in Portland, Ore., a President will be elected, as well as four Directors from these districts:

- *Second District:* New Jersey, New York;
- *Sixth District:* Illinois, Indiana, Kentucky, Michigan, Tennessee;
- *Eighth District:* Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; and
- *Eleventh District:* Arizona, California (all counties except Merced), Hawaii, Nevada and Utah.

To those eligible, willing and qualified to stand for the 2020 elections, do consider answering the call to leadership. Contact the Executive Secretary for a nominating petition today. Nominations are due to the office by April 23.

Turn to page 46 for more details on serving the association.



THE JERSEY by Bonnie L. Mohr, commissioned by the American Jersey Cattle Association. Copyright © American Jersey Cattle Association 2018 All Rights Reserved