

## Opportunities Don't Happen. You Create Them.

"The secret of change is to focus your energy, not on fighting the old, but on building the new." ~Socrates

For more than 65 years, the Jersey Journal has been known as the "Voice of the Jersey Breed." The magazine has been the source of everything Jersey within the dairy industry. It is a success story in its own. The purchase of the Jersey Bulletin and the creation of the Jersey Journal was even noted as one of the six most important decisions the American Jersey Cattle Club had made in a study done in 1967.

As the only monthly, all Jersey publication in the world, the Jersey Journal is not just a carrier of news for the American Jersey Cattle Association and National All-Jersey Inc., but it is the most reliable and consistent platform for Jersey breeders to develop a marketing plan and build a positive image for their business.

In 65 years of print, the publication has seen many milestones reached, new benchmarks established and heard many stories shared by our Registered Jersey breeders. It has also seen the struggles of the dairy industry as well as the triumphs. One thing has always remained constant for the magazine—the loyalty of our breeders and their support to the publication.

2019 will be a year of increased opportunity for the Jersey Journal. In these trying economic times, the magazine has felt the pain of our readers and supporters. We know we need to meet your needs and wants and deliver news in the most timely and efficient fashion we can.

With the new Communications department comes the plan for a more extensive online media presence for the US Jersey organizations and Jersey Journal. Later this spring, a new real-time Jersey Journal website will be unveiled. It will include more advertising opportunities for breeders and industry friends.

The format will allow for more extended Jersey and dairy event coverage as well as opening the door for herd promotion through added advertising exposure.

In the coming months, watch your inbox for a survey requesting your input on what you would like to have provided through the new website.

The opportunities will be endless.

While a digital presence will become more prominent, your beloved print magazine will not go away. It will only be enhanced with new opportunities in a more real-time scenario. Its presence remains just as important today as it was 65 years ago.

There has never been a more essential time to begin a regular advertising program. With your support of the Jersey Journal, you are doing more than just backing the magazine. You are building your own herd's reputation and image.

The familiarity you will establish with the more than 2,200 subscribers of the Jersey Journal is immeasurable. Their trust in your breeding program, from your regular presence, in the magazine and on the website, will have them seeking you out. They may not be ready to buy cows today, but when they are, they will come to you because of the positive image you have built through Jersey Journal.

This will help you establish a premium price in the market place.

Print media is permanent. It can always be picked up and read over and over again for years to come. Digital and social media can be here today and gone tomorrow. The increased digital presence will only enhance the print version with added features and more exposure to the world.

Remember that while opportunities are growing for us due to change within the industry, the same is true for you and your business. Jersey Journal will help create your opportunities.



*THE JERSEY by Bonnie L. Mohr, commissioned by the American Jersey Cattle Association.  
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