



Unprecedented Times

For the first time in recent history Jersey breeders will not be traveling to a unique destination to celebrate the organization's accomplishments. This year, there will be no face-to-face meetings of the membership, no socializing with friends from across the nation, farm tours, or banquets as part of the AJCA-NAJ Annual Meetings. However, the meetings will go on, just in a different format.

On April 13, 2020, The American Jersey Cattle Association (AJCA) Board of Directors voted, with support from the board of National All-Jersey Inc. (NAJ), to cancel the 2020 AJCA-NAJ Annual Meetings that were planned to be held in Portland, Ore., June 24-27.

Amidst the COVID-19 pandemic, the boards and staff of the USJersey organizations felt it was in the best interest of all parties to move to a virtual business meeting for the membership this summer.

"This unprecedented decision is imperative to protect the health and safety of our staff, board members, and breeders as well as the financial stability of the USJersey organizations," said Neal Smith, Executive Secretary.

Over the next several weeks, USJersey staff and boards of directors will be working together to bring a virtual event to you the last weekend in June. It will include business meetings of both organizations, results of the elections, invited speakers as well as messages from the Presidents of both companies.

Plans are underway for honoring this year's award recipients at a later date when gatherings can once again be held safely.

The National Heifer Sale Will Go On

The National Heifer Sale, an annual event held in conjunction with the AJCA-NAJ

Annual Meetings, will continue. The venue will be changed to a virtual sale with all lots selling live through videos on JerseyAuctionLive.com on June 27.

For six decades, the National Heifer Sale has been the single largest contributor to the national youth development activities sponsored by the AJCA. Since the sale's inception in 1958, it has been standard for each consignor to donate 10% of each animal's selling price to the funds. Last year's sale added more than \$36,000 to the National Jersey Youth Development Fund.

Now You Need to Vote.

Elections of the AJCA President and four Directors and one NAJ Director will be conducted by ballots mailed or emailed to all active members of the AJCA and all voting members of NAJ. *Biographies of the eight candidates begin on pages 28 and 29.*

You need to vote, first, to express thanks and appreciation to these people for standing up as candidates for these positions. The Jersey organizations have been blessed with outstanding leadership. If that is to continue to be the case, we need people who are both qualified and willing to stand as candidates for election to the AJCA and NAJ Boards.

Secondly, you need to vote, to exercise your right and responsibility to have a voice in the affairs of the Jersey organizations. The AJCA and NAJ are governed by representatives of their memberships.

The people who will be elected at the June meetings will be the people who create the policies and programs, who set the fees and authorize the expenditures, who hire the Executive Secretary and Treasurer, and are responsible for the overall well-being of the organizations. You need to vote because the decisions they make and policies they set will affect your business.



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