

# VIEWPOINT

By Trustee Roger Finke, Berthold, ND



As I write this (April) calving is winding down, bull sales are also almost finished, and breeding decisions are being made for this spring.

What a great time to utilize all the data the American Simmental Association provides for breeders of SimGenetics. The EPD data on potential bulls

are outstanding. From calving ease to performance, maternal and carcass data is invaluable; and now with genetic defects — the ASA has been pro-active and is using TraitTrac to help breeders with our breeding selections.

The decisions we will make now will influence our product for years to come. So, please use all of the tools available when making these decisions. The diversity associated with SimGenetics is tremendous. From purebred breeders to commercial cattlemen to feeders and packers, this breed stands out.

Unlimited selections are available for whatever trait or traits you desire. The ability to use planned matings from different dams and sires to get the traits you are selecting for is truly valuable. Please use these tools in your breeding decisions.

The enthusiasm and optimism evident at all the sales and events I have recently attended is both very evident and contagious.

It is a great time to be involved in Sim Genetics. The future of our breed is unlimited! ♦

By Annie Allen, Director of Sales, ASA Publications



What an exciting time to be involved with Simmental. Though I've only spent a short five-year tenure with this breed, I realize the current level of success our members are

experiencing is the best our business has ever seen. I have even heard some breeders remark that because the demand for SimGenetics is so strong in their respective regions, advertising does not seem as necessary. However, I would argue that now is the perfect time to capitalize on the 'hype' of Simmental and take steps to further increase the demand for YOUR GENETICS! It may be as important as ever to brand your own specific product, and ASA Publications can help.

Traditional print advertising is arguably the most popular form of marketing in the cattle industry, proving successful and reputable through its many years of use. Both *the Register* and

*SimTalk* provide specific demographics that enable you to target potential customers with a product that meets their own particular needs. We have a skilled design staff in-house that can help you market this product with a strong and creative message, even assisting in the placement of these ads with other agencies. Furthermore, we can build a sale catalog that ties in with your print advertising to provide a consistent marketing message. With ASA's database on hand and our own extensive photo library, catalogs can be developed easily and affordably.

Over the last year, ASA Publications has taken steps to provide new and innovative web services to meet the growing demand of this marketing avenue. This method of advertising provides a fast, efficient, and affordable outlet that enables you to keep the dialogue open with a larger potential customer base as you approach your sale date, or even in the off season. Some of these services include eBlasts, banner ads, SimClassified ads, and online catalogs, including the popular 'sort-&-search' module. Coupling our web services with our print

services can create a well-rounded marketing plan that can also save you money.

Advertising in any form is as valuable in good times as it is in bad times. Whether the Simmental business is great, or the economy is suffering, you should view your marketing expense as a major contributor to profits. Continuing a strong advertising presence in any or all of our marketing services will only work to increase and maintain your market share. Take advantage of the direct outlets that only we can provide to the full ASA membership and the 25,000+ commercial users of SimGenetics

As you turn your attention to busy summer projects, I encourage you to still take time to consider your marketing strategies for the coming year. With the combined summer issues of *the Register*, we here at ASA Publications will be doing the same, taking time to plan, develop and improve upon the marketing services we offer. If you manage to find a break in between AI'ing, haying, AJSA Classics, etc., I invite you to contact me to discuss the role of ASA Publications in elevating the success of your marketing program. ♦

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