

## **NEWS FOR IMMEDIATE RELEASE**

### **SETH ISRAELSEN NAMED ADVANCE SERVICES CONSULTANT BY JERSEY ORGANIZATIONS**

*Reynoldsburg, Ohio, November 16, 2015*—Neal Smith, CEO of the American Jersey Cattle Association and National All-Jersey Inc. (USJersey), today announced the hiring of Seth Israelsen, Logan, Utah, as Advance Services Consultant.

In this position, Israelsen will market and provide customer support nationwide for JerseyMate™, Jersey Link™ and Jersey Tags, plus work as an AJCA-NAJ Area Representative in Nevada and California.

“Seth brings a unique combination of Jersey breed experience, business and product marketing skills, and communication abilities to this position,” Smith said. “His knowledge of the daily ins-and-outs of dairy herd management is grounded in a thorough understanding of the Jersey cow, Jersey genetics, and USJersey herd improvement services.”

Israelsen recently completed a Masters of Business Administration at Utah State University and previously earned a B.S. in marketing with a Latin American studies and Spanish minor at the same institution. While attending college full-time, he was primary herdsman and feeder for Double A Dairy, Benson, Utah. He supervised the herd health and breeding programs for the 1,000-head operation, directed other employees, and maintained tractors and equipment. Between his undergraduate and graduate degree programs, he worked for Journal Communications, Inc., selling advertising space in print and online travel guides in Tennessee, Mississippi and Texas.

The American Jersey Cattle Association, organized in 1868, maintains identification and performance records for dairy herd owners and provides services that support genetic improvement and greater profitability through increasing the value of and demand for Registered Jersey™ cattle and genetics, and Jersey milk and milk products. For more information on its programs and services, visit [www.USJersey.com](http://www.USJersey.com).

###