

## NEWS FOR IMMEDIATE RELEASE

**American Jersey Cattle Association  
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### **JERSEY ASSOCIATION ANNOUNCES CHANGES IN JMS STAFF ASSIGNMENTS**

*Reynoldsburg, Ohio, January 12, 2016*—Neal Smith, Executive Secretary and CEO of the American Jersey Cattle Association and National All-Jersey Inc., announced today management staff changes focused on delivering optimum service and cattle marketing support for Jersey owners nationwide.

Greg Lavan assumes the responsibilities of Manager of Jersey Marketing Service (JMS), effective immediately. Lavan was named JMS Marketing Coordinator in November of 2014. He will continue to serve as AJCA-NAJ Area Representative for Ohio and Michigan and evaluator for the AJCA Linear Type Traits Appraisal program.

Jason Robinson will become the new Logistics & Onsite Auctions Supervisor to ensure efficient movement of cattle for all JMS transactions, plus coordinate and produce public auction sales at facilities across the United States. His responsibilities as an Area Representative will be expanded to include the entire state of Texas, in addition to Alabama, Louisiana, Mississippi, and west Tennessee.

“Jersey Marketing Service is at the core of the USJersey organizations’ strategy to increase Jersey market share across U.S. dairy herds,” stated Smith. “We are proud of the dedicated, enthusiastic people we have hired to do JMS work and see these new assignments for Greg and Jason as the next step in constructing an effective team that consistently produces optimum results for buyers and sellers.”

The American Jersey Cattle Association, organized in 1868, compiles and maintains animal identification and performance data on Jersey cattle 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. Founded in 1971, Jersey Marketing Service policies are set by a Board of Directors representing the 1,000 producer-members of National All-Jersey Inc. and more than 2,300 members of the American Jersey Cattle Association.

For more information on the association’s complete line of services for dairy business owners, visit the website at [USJersey.com](http://USJersey.com) or connect on Facebook at USJersey.

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