

## NEWS FOR IMMEDIATE RELEASE

**American Jersey Cattle Association  
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### JERSEY ASSOCIATION ANNOUNCES STAFF ADDITION

*Reynoldsburg, Ohio, April 24, 2017*—Jon Pesta, Canal Winchester, Ohio, joined the staff of the American Jersey Cattle Association March 13 as junior programmer to build and support applications for data exchange and utilization.

“Jon brings extensive experience in web development and content management to our staff,” said Neal Smith, Executive Secretary and CEO. “His hiring adds to the strength of our Information Technology section as it continually works to manage and deliver the ever-increasing amounts of data required by Jersey owners for their herd management and breeding decisions.”

Jon has progressed through positions with JP Morgan Chase, Nationwide, and Tahzoo since completing a B.S. in Information Technology at Franklin University in 2011. Specializing in creating public-facing websites, he led a front-end development team to redesign chase.com, delivering more engaging content for Chase customers and brand consistency for the company. For Tahzoo, he delivered blackboard.com, a hub providing educators with access to an array of digital technologies that support virtual classrooms and collaborative learning.

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

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