

## NEWS FOR IMMEDIATE RELEASE

**American Jersey Cattle Association**  
6486 East Main Street  
Reynoldsburg, Ohio 43068-2362  
www.usjersey.com

Contact: Cherie L. Bayer, Ph. D.  
Director of Development  
614/322-4456

### **DANIELLE BROWN JOINS USJERSEY STAFF AS CENTRAL PLAINS AREA REPRESENTATIVE**

*Reynoldsburg, Ohio, May 30, 2017*—Neal Smith, CEO of the American Jersey Cattle Association and National All-Jersey Inc. (USJersey), today announced the hiring of Danielle Brown, Sun Prairie, Wis., as Area Representative for the Central Plains region.

Brown will provide on-farm service and support to Jersey owners located in Iowa, Minnesota, Nebraska, North Dakota and South Dakota.

“Danielle is a lifelong Jersey breeder who has established herself in the allied dairy industry as a knowledgeable, experienced professional,” Smith said. “She has hands-on experience breeding and managing Jerseys in a mixed-breed herd situation, a keen eye for evaluating cattle, and a proven track record as an effective data analyst and communicator. We are fortunate to be able to add her to our national field service team.”

Brown comes to the AJCA-NAJ staff after five years of working as sales and marketing communication specialist for Select Sires, Inc. In addition to newsletter and press release writing, she managed multiple social media profiles for the A.I. cooperative. Danielle is a member of the commercial exhibitor committee for World Dairy Expo, with additional service on National Dairy Shrine committees and for the Association of Women in Agriculture.

A graduate of the University of Wisconsin–Madison, Danielle was high individual at the 2011 All-American Intercollegiate Dairy Judging Contest (Harrisburg) and ranked second in the 2012 National Dairy Shrine student recognition contest. She was a National Holstein Distinguished Junior Member finalist in 2006, selected for the first class of Jersey Youth Academy in 2009, and has completed the Young Dairy Leaders Institute program (2013-14).

Smith also announced that Mark Fisher, Edgewood, Iowa, has joined the staff of the American Jersey Cattle Association as a part-time evaluator for the Linear Type Traits Appraisal program.

For the past 20 years, Fisher has made the breeding decisions and maintained registrations and records for the family farm, Fishersons Dairy, in addition to doing milking and general labor for the Holstein, Jersey and Ayrshire herd. Since 2012, he has been a self-employed dairy cattle fitter, preparing cattle in all seven breeds and working 20 national convention sales. Fisher graduated with a two-year dairy management degree from Northeast Iowa Community College, Calmar, and has also completed dairy science and agronomy coursework at Iowa State University.

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. National All-Jersey, formed in 1957, works to increase the value of and demand for Jersey milk and to promote equity in milk pricing. For more information about services offered by AJCA and NAJ, visit [USJersey.com](http://USJersey.com) or connect on Facebook at USJersey.

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