

## NEWS FOR IMMEDIATE RELEASE

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### USJERSEY ORGANIZATIONS ANNOUNCE FORMATION OF NEW COMMUNICATION DEPARTMENT

*Reynoldsburg, Ohio, January 14, 2019*—Neal Smith, Executive Secretary and CEO of the American Jersey Cattle Association and National All-Jersey Inc., has announced a restructuring of departments within the USJersey organizations effective January 8, 2019.

“Communication to our membership and allied industry friends is an important role of the USJersey organizations. As we prepare to move into a more digital era, we will be combining the Development and *Jersey Journal* departments,” announced Smith. “With the retirement of Dr. Cherie Bayer, options were evaluated, and we are confident the restructuring of these departments will benefit the USJersey organizations in carrying out the strategic communications and branding efforts of our companies.”

Delivering the message of the organizations will be the responsibility of the newly formed Communications Department. The team will oversee media relations, including writing and distributing news releases, responding to media inquiries, produce *Jersey Journal*, manage company websites and social media platforms, and prepare presentations and reports for USJersey staff and representatives. The department will also oversee the national Jersey youth development programs, including Jersey Youth Academy and capital fundraising efforts for the organizations.

Kim Billman has been named Director of Communications. Billman has been an employee of the USJersey organizations for 25 years, serving as Editor of *Jersey Journal* for the past 15 years – and prior to as Assistant Editor-Advertising and with Jersey Marketing Service in catalog and advertising production. Billman will also assume the role of All American Coordinator, which includes three national shows, two sales, the national junior recognition banquet and the National Jersey Queen selection contest.

Her Jersey roots run deep as a fourth generation Jersey breeder. She participated in the national Jersey youth contests as a youth and was the 1990 National Jersey Youth Achievement contest winner.

Michele Ackerman, Tracie Hoying, Jaclyn Krymowski, and Hannah Meller will fill out the Communications current team. All four have experience in communications,

graphic design, copywriting, and website design. Ackerman and Hoying each have over 14 years of experience with the company.

A position will be posted for an Assistant Director of Communications at [www.USJersey.com](http://www.USJersey.com). Interested applicants may apply by submitting a letter of application and resume to Kim Billman with “Assistant Director of Communications” in the subject line.

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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