

Shadehill, SD
February 8, 2020

Dear Members of the British White Cattle Association of America,

Greetings to you, and I hope you are all wintering well. We're having a pretty easy time here right now. The temps during the day have been unseasonably warm, and most of the snow is gone. From the kitchen window, Ericka and I can watch the cattle grazing along, staying fat and just enjoying the day.

British Whites are very pretty animals. It's just a natural fact that people love looking at them, and when they do, they want to know something about them. Putting these cattle in the show ring is a great way to get more and more people to have a look and get interested. This is why the BWCAA has consistently supported and helped finance many show opportunities that members of our association have made available to us all.

Recently, your Board of Directors has decided on a way to expand on this. We have implemented a Promotional Regions Program in order to better interest and encourage young people to show British White animals and to sponsor events closer to their home. Our members across the country have been divided into seven regions with the idea being for the Association to promote and sponsor shows and events within each region where there is easier accessibility for members and more local control.

There is much excitement about this new program. We feel that more of our members getting together and interacting at shows and other events can't help but strengthen our Association and stir up greater interest in our cattle. Attached to this letter is a complete explanation and guidelines for this new program. Please read it over carefully, and if you have any questions, don't hesitate to call our Executive Secretary, Sue Seep, at the BWCAA office.

I also wish to inform all of you that John and Katie Kugler have volunteered to host the 2020 BWCAA Annual Meeting on Friday, September 11th in Lexington, Nebraska. They are planning a reception for socializing and pre-registration on the evening of Thursday the 10th at the Holiday Inn Express in Lexington. As usual, talks by the guest speakers, the Membership Meeting and Board of Directors' Reorganizational Meeting will be held Friday morning.

The speakers include Brent Plugge of University of Nebraska Extension Beef Systems discussing bred heifer replacement selections and Dr. Mary Drewnoski discussing preparing cows to cope with cold stress. On Friday afternoon we will tour the 40,000 head Darr Feedlot, and then John and Katie will treat us to a ranch tour and cookout at their beautiful place.

Thank you for your time in reading this, have a great year and we're looking forward to seeing you at John and Katie's in September.

Sincerely,
Jonathan Wiechmann
President, BWCAA