

NEWS FOR IMMEDIATE RELEASE

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SALLY STINE TO RETIRE AFTER 26 YEARS WITH USJERSEY ORGANIZATIONS

Reynoldsburg, Ohio, August 1, 2017—Sally J. Stine, the longest tenured employee of Jersey Marketing Service, has announced her retirement effective September 13, 2017.

Stine recently completed 26 years of service with the USJersey organizations, having started work June 10, 1991 as front-desk receptionist for the American Jersey Cattle Association and National All-Jersey Inc. She has been the administrative assistant for Jersey Marketing Service since January 31, 1994. Prior to joining the AJCA staff, she worked 10 years for an insurance company.

“Sally has been a tremendous asset for the USJersey organizations, delivering outstanding customer service with a friendly voice and warm smile,” said Neal Smith, Executive Secretary and CEO of the American Jersey Cattle Association and National All-Jersey Inc. “Her attention to detail and insistence on accuracy not only contributed to high customer satisfaction for all these years, but also supported Jersey Marketing Service as it expanded with higher volume sales and grew its private treaty business across the U.S.”

Stine recalls the growth of JMS as “unbelievable. Our business today is more geographically widespread than it was two decades ago, and technology has changed everything. The biggest change, however, is that where we used to talk to established herd owners all the time, we are now talking to more new customers adding Jerseys to their herds because of the breed’s profitability.”

“We sincerely appreciate her hard work, loyalty, and dedication for the past 26 years,” Smith said. “It is with personal regret, but warm wishes that we wish her the best in her retirement.”

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. Since 1957, National All-Jersey Inc. has provided services that increase the value of and demand for Jersey milk and milk products and Registered Jersey™ cattle and genetics. Founded in 1971, Jersey Marketing Service policies are set by the Board of Directors representing the 1,000-plus producer-members of National All-Jersey Inc.

For more information on AJCA and NAJ services for dairy business owners, visit the website at www.USJersey.com or connect at facebook.com/USJersey.

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