

# AICA Board of Director Nominees

currently shows our registered Charolais at local and state fairs and Junior Nationals.

On the national level my family has attended Charolais Junior Nationals for many years when my son was showing cattle and now as my grandson is showing cattle. My son Tyler was on the AIJCA Junior Board from 2007 to 2011. I have been involved with the Tennessee Charolais Association for many years, serving as a West TN Board member, Vice-President, President and currently serving a second term as Vice-President. On the local level I am working with the high school to enhance their breeding program for their registered herd thru selective AI breeding.

If elected as Area 13 Director I would like to be more involved in the association and help to continue improvement in the Charolais breed. I would like to see the youth getting more involved in our association, they are our future. We have to keep our youth excited about the cattle industry. Tennessee ranks 12th in the nation in beef cow numbers and we need to continue to work on Charolais in the market place for seed stock and commercial breeders. Other breeds have excelled in their marketing strategies and we as the AICA need to continue to develop marketing strategies to increase our market share and profitability.

## Area 15



### Dan Eversole

Dr. Eversole has been involved in the purebred cattle industry for 60+ years. He grew up in southeastern Ohio on a purebred Angus and Holstein family farm showing steers and beef heifers as 4-H projects. Dan graduated from The Ohio State University in 1973 with a B.S. degree in Animal Science and then was recruited to pursue a doctorate program at Michigan State University investigating muscle and growth development in feedlot cattle. Upon receiving his

Ph.D. degree in 1978, he accepted a teaching position at Michigan State and was heavily involved in teaching several undergraduate courses and coaching very competitive livestock judging teams. In order to become more integrated in the purebred cattle industry, Dr. Eversole accepted a teaching/research position at Virginia Tech (VT) in 1984 to become the Director of Beef Cattle Programs as well as to continue training and coaching college students for livestock judging competitions.

Over the past 38 years, he has taught 12 different Animal Science courses at VT and also oversees the purebred teaching herd of beef cattle, which consists of Charolais, Hereford, Simmental, and Angus breeds. The Charolais breed has contributed significantly to meaningful, real-life opportunities and situations in an experiential learning environment. Charolais genetics are a great teaching tool for students to visualize differences in muscle shape, heterosis, and growth rate patterns compared to other breeds.

His 'signature course' is Livestock Merchandising which involves the Hokie Harvest Sale. Since its inception in 1995, this course has enrolled nearly 1,850 students, sold 1,242 head of beef cattle and 410 horses, and has generated over \$3.2M for the Department of Animal and Poultry Sciences. Dan has authored numerous articles in scientific journals, extension publications, breed magazines, and cattleman newspapers.

Dr. Eversole has worked closely with state breed associations and extension personnel serving in leadership roles and coordinating/hosting field days, breed association boot camps, junior beef round-ups, state 4-H and FFA livestock judging contests, and state fair competitions. In addition to his classroom teaching, he advises 90+ undergraduate students in a 700-student major, serves as the sole advisor for the Beef Leadership Council, and has a heavy focus on career placement with graduating students. Dan recently served as the co-director of the undergraduate teaching program in the Department.

Dr. Eversole's first indoctrination with Charolais occurred when he interned as an undergraduate student at Ohio State in the early 70's at Riverwood Farm in Powell, Ohio. He worked with the show and sale cattle for this prominent Charolais operation and assisted with their fall production sale.

As Director of Beef Cattle Programs at VT, Dr. Eversole was instrumental in launching the university's herd of Charolais cattle in 1998 by working closely with the late Mary Howe DiZerega of Oakdale Farm, who at the time was President of the AICA Board of Directors. The establishment of this herd of beef cattle certainly raised awareness of the Charolais breed throughout the Commonwealth of Virginia and Mid-Atlantic states.

Since then, Dan, along with his farm manager Chad Joines, has entertained the Virginia Charolais Association field day during the summers of 2000, 2002, and 2016. Together, they have exhibited Charolais cattle at WV, NC, and VA State Fairs as well

as consigning cattle at the North American International Livestock Exposition in Louisville, KY. Charolais yearling bulls are consigned annually to a central bull test station and are frequently sale toppers at the Southwest Virginia Performance-Tested Bull Sale.

In collaboration with the Virginia Charolais Association, VT has hosted every Fall Improvement Sale in Blacksburg, which now has totaled 17 sales. The 'VPI' prefix is nationally known in Charolais circles at all levels. Discipline within our breeding program's standards reflects the seriousness taken in the utilization of DNA-typing, performance data, and carcass ultrasound. Under Dr. Eversole's tutelage, VT is proud to have bred VPI Free Lunch 708T, a multi-trait breed leader in the National Sire Evaluation Program. This bull epitomizes several of our breeding goals in producing seedstock with economic value and later became a roster member for Select Sires in 2008 where he was used heavily in the AI industry on purebred and commercial females. In addition, LOF/VPI Abraham 48 is another featured AI sire for Bovine Elite, LLC and currently offers mating flexibility for many maternal lines today.

Dr. Eversole has previously represented Area 15 on the AICA Board of Directors from 2005-10 and during that tenure served on the Breed Improvement, Rules and Ethics, and Intellectual Committees. He currently serves as the Vice President of the Virginia Charolais Association and is presently the Vice Chair of the AICA Breed Improvement Committee.

The American-International Charolais Association recognized Dr. Eversole and VT in 2017 as the Seedstock Producer of the Year. There is tremendous value in having purebred cattle like the Charolais breed at land-grant institutions to better serve our clientele through the tripartite missions of education, research, and outreach.

Dr. Eversole worked closely with AICA in hosting the second Listening and Learning Industry Session in July, 2018 at Virginia Tech. Over 65 Charolais producers and stakeholders from 10 states listened to presentations on adding value to Charolais-influenced cattle. A competitive judging contest of three Charolais classes with challenging scenarios and EPD information was arranged by Dr. Eversole and stimulated much discussion for those who participated.

I welcome the opportunity to serve as your Area 15 representative on the AICA Board of Directors and am asking for your vote in this upcoming election. I feel that my tri-fold emphasis on breed improvement, good business practices, and visibility at cattle events has allowed me to contribute at the state level, and I would enjoy the opportunity to continually implement those same practices on the national scene. Our national association continues to provide many progressive programs to our membership, regardless of herd size or location, in order to maintain breeder enthusiasm and to improve the genetic progress of our breed.

A prominent breed association like the Charolais should focus on the following four main goals:

- 1) Serve our membership in a professional and timely manner and do so on a solid financial foundation. Communication, service, and timeliness are key elements for such things as animal registrations, breed inquiries, and genetic evaluations in order to promote our breed.
- 2) Provide more events and activities to our junior membership for their development in leadership, stockmanship, and marketing opportunities. I am a huge cheerleader for our junior program and firmly believe that every adult state association needs to continually place our junior program in a strong position since these young members will become our future breed leaders.
- 3) Promote and market Charolais genetics to the commercial sector. It is critical to maintain a viable marketing network through AICA to assist all members in expanding individual market share. There is certainly a continual need to promote the breed and to further educate our eastern U.S. feeder cattle buyers about the increased value of Charolais-influenced feeder cattle.
- 4) Work with cow/calf producers, large and small, to promote and improve Charolais seedstock within the beef cattle industry. We need to encourage more genomic testing and yearling ultrasound data collection among our membership. There are many events and activities available to the AICA membership to showcase our breed.

We, as Charolais members, are very fortunate that the AICA staff and Board of Directors have many projects already in place that help to accomplish these objectives. My desire is to assist in the continuation of this success and to further promote this great breed of beef cattle. While there is a need to continually improve our seedstock through research and cutting-edge technology such as DNA testing and ultrasound, we stand to gain the most by capturing a larger market share. This can be accomplished by an expanded awareness of the benefits of the breed through increased marketing and education. I appreciate your support and promise to bring a balanced view from Area 15 to the business of the AICA Board. Thanking you in advance, I am Dr. Dan Eversole. 