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**Board of Trustees' Meeting**  
**American Simmental Association**  
**April 23 – 25, 2015**  
**Bozeman, Montana**

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Chairman Bob Lanting called the meeting to order at 8:15 a.m.

Roll Call: Bob Lanting, Susan Russell, Dale Miller, Michael Forman, Jim Butcher, Gordon Hodges, Cliff Orley, Brian DeFreese, Barry Wesner, Calvin Drake, JW Brune, Erika Kenner, Claye Kaelberer, Tim Smith, Blake Nelson, Fred Schuetze, Jon Willis

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Will Townsend, Sheldon Ross, Jackie Atkins, Bill Zimmerman, Linda Kesler

**Agenda.** Approve the agenda. Moved Dale Miller seconded Susan Russell to approve the agenda. Motion carried.

**Minutes.** Moved Tim Smith seconded Susan Russell to approve the minutes of January 16, January 17, and March 31, 2015 as presented. Motion carried.

**Chairman's Report.** Discussion led by Bob Lanting.

Items Discussed:

- Key things from last year working toward this year.
- Focus on moving forward and continuing programs.
- Foundation. Reorganization. Goal is to expand reach out including education, research as well as youth.
- Quantum Leap – ongoing work and hopefully involvement with Theta Solutions.
- IGS – genetic predictions; IGS a big part of the collaboration with other breed associations.
- New ASA headquarters. Moving forward with building and continued reports/photos will be posted throughout the project.
- Fall Focus – Confidence Builds Success. Pennsylvania. Special Web Pages.
- Denver – Meet & Greet on the Grounds.

**Statistics and Measurements.** Discussion led by Steve McGuire.

Strategic Planning Session 2013. Emphasis to develop and look at measurements frequently and discuss: Where are we; how are we doing?

Areas of Measurements:

- Registration by percent Simmental. Increase of 6% / Registrations and Data Counts.
- Herd Size Base on Animals born from FY2014 / Member Submitted Data.
- Bull Transfers / AI Usage.
- Total Herd Enrollments by Year / Data from THE.
- Animals with High or Low Density DNA Tests.
- Credit Card Usage.
- Genetic Trends / Genetic Evaluation Database.
- Custom Frozen Beef Semen / Domestic Beef Semen Sales.

Items Discussed:

- Animal with High or Low Density DNA Tests (tested for EPD enhancement).
- Herd size distribution (fiscal year).
- THE enrollments.
- Registration fee – consider moratorium?
- Reach out – Show Box / Show Circuit; ad along with editorial – how to register; use of ASA services.
- Member submitted data. Chart % of birth, weaning and yearling weights.
- 11 – 12 million animals actual go into the numbers of the genetic evaluation.
- Genetic Trends – how trends look over time. Goal to increase API ¼ of a standard deviation every year.
- Use genetic evaluation database slide – how the other breeds fit into the scope.
- Domestic beef semen sales (reported to NAAB) – target to get this over 10% Key in on the distributors – arm service. Total increase of beef semen sales of 22% / AI Usage.
- Dairy selection of Limousin – evaluate dairy industry selection of Limousin. Consider pursuing the dairy industry.

**Executive Vice President's Report.** Report given by Wade Shafer.

Items Discussed:

- Vision Statement.
- Core Focus of ASA – Enhance Commercial Profitability.
- Set of Tools – development of tools over the last decades and the need for continued development.
- Core programs led us to where we are today – evolving from serving ourselves to serving the industry.
- IGS. 16 million animals, technology, collaboration. Enhance commercial profitability.
- Diversity. Can be a good thing – depends how it is used.
- Harness ideas and values that we have to put the pieces together.

**ASA New Headquarters.** Presentation by Mike Forman.

- Windows of Opportunities.
- Campbell Rd Site / Site Improvements / Building Placement.
- Campbell Rd Site / Geo Report.
- Exterior and Interior Finishes and Features.

Contractors John Miller and Mike Allsop joined to answer any questions the Board may have regarding building ASA's new headquarters.

**EVP Report continues.** Discussion led by Wade Shafer.

- Patent Challenge / Lee Leachman – BIF synopsis and industry supporting ASA in this challenge.
- Swine Seedstock History – Review of breed associations, commercial industry and corporate involvement.
- Competitors – swine and poultry have made more genetic progress on production efficiency.
- Indexes to predict feeder calf value has the potential to impact the industry.
- Quantum Leap – next generation of genetic evaluation. December 31 target date to deliver software.
- Theta Solutions, LLC.

Directive: Moved Brian DeFreese seconded Dale Miller for the Breed Improvement Committee to further investigate moving forward with Quantum Leap – next generation of the genetic evaluation and consider all paths and options at this time. Motion carried.

Recess until 8:00 a.m. April 24, 2015. Committee meetings in the afternoon of April 23, 2015.

**Meeting reconvened April 24 at 8:10 a.m.**

Roll Call: Bob Lanting, Susan Russell, Dale Miller, Michael Forman, Jim Butcher, Gordon Hodges, Cliff Orley, Brian DeFreese, Barry Wesner, Calvin Drake, JW Brune, Erika Kenner, Claye Kaelberer, Tim Smith, Blake Nelson, Fred Schuetze, Jon Willis

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**Staff Presentations.**

Websites. Discussion led by Kathy Shafer and Nancy Chesterfield.

Items Discussed:

- Other websites built and/or hosted by ASA Publication.
- Ability to expand in this area.
- simmental.org website.

Processing / Team. Discussion led by Linda Kesler.

Customer Service, Data Collection, Processing, Education and Promotion are roles of the Processing Team.

- Interaction, cross-training and backup important for example:
  - Randall Mealer, Linda Bakken and Nancy Chesterfield – emphasis on accounts receivable and membership.
  - Marilyn Roth, Linda Bakken, Emme Troendahl, Callie Griffith and Leoma Wells – emphasis on customer service (mainly by phone), THE – options A and B, and Herdbook services support.
  - Leoma Wells, Callie Griffith and Marilyn Roth – emphasis on DNA services and THE – option A and B; compliance; Jackie Atkins also assists with DNA.
  - Courtney Wesner and Jannine Story – emphasis on THE option C and D, ultrasound, carcass merit herd data, and performance advocate herds.
  - Allison Clements – emphasis on mail operations and backup customer service.
  - Cindy Newell and Heidi Todd – emphasis on data entry and error resolution.
  - Emme Troendahl and Hannah Wine – junior registrations.
- In-house and off-site blending to bring services to the members.
- Phone/customer service communication (in-house staff) vs. electronic communication (off-site staff).
- Communication methods used among staff.

**Foundation Report.** Report presented by Fred Schuetze.

Items Discussed:

- Foundation Board Members.
- Foundation's Mission and Core Policies.
- Dedication expanded to education and research as well as youth / broaden the scope of the Foundation.
- Fall Focus 2015 – sponsorship levels; promotion in the May/June *Register*.
- Foundation Member Groups – Fundraising Targets.
- Merit Scholarship to \$20,000/yr.
- Feed Intake System – Fundraising.
- Core money in investments. Use the interest only.
- New contributions seeking designation for the new projects and fundraising.
- Challenge Foundation Board Members to group together raising funds.
- Involve all the Trustees to support all aspects the Foundation support.
- Support working hand-in-hand with ASA to enhance different areas in ASA and AJSA.

**Financial – March End-of-month Reports.** Reports presented by Tim Smith.

**ASA Publication** – Report presented by Dale Miller.

- March end-of-month reports.
- New Option: Qualify for an ASA Representative but choose not to use this option, client will receive a \$400 credit on (client/breeder/event) account to be used for future advertising or promotion within the fiscal year.

**Activities & Events** Report presented by Susan Russell.

Items Discussed:

- National Classic 2017 location – sent back to the junior board to reconsider location.
- PTP Show Judges for events.
- Age out concern. Confusion when they turn 22 and when they are no longer a junior member. Birthdate determined as of January 1. No action taken.
- PTP list reviewed. Committee has taken action to update the list. Some applications in review.
- Major shows – reach out as a sounding board with the major shows to discuss/review judges' selection.
- Fall Focus 2015. First promotion in the May/June 2015 in *the Register*.
- Social Events at the major PTP shows. Outreach to members at the shows.
- National Western Schedule – Denver Schedule for January 2016 including Board Meetings. 2017 will be challenging there will be construction.
- Need a person to enhance programs ... a PR person at current activities, not a Rep, a motivational speaker to promote the breed; educator to the novice type breeder.

**Directive #1:** For the 2015 Fall Focus, the Board of Trustees may be compensated for car rental.  
Moved and seconded in committee.

Points of Discussion:

1. Travel usually is handled by a hotel shuttle, but in this scenario airports are a minimum of 50 minutes away from the Gettysburg, PA conference location.
2. Arrival times may not allow for a potential shuttle service. Car pools may be possible, however.
3. If a trustee was going to have an extended stay, before or after the event, then the trustee would be responsible for personally paying the difference, so a flat rate would be preferred.

**Resolution #1:** Accept the AJSA board's submission of 2015 cattle show judges of:

- AJSA North Central regional – Cary Crow
- AJSA South Central regional – Brandon Callis
- AJSA Eastern regional – Brandon Callis
- AJSA National Classic – Jack Ward

And

Accept AJSA board's showmanship judges at 2015 AJSA National Classic of:

- Junior division – Joe & Joellen Rathman
- Intermediate division – Gary & Kathy Bucholtz
- Senior division – Teri Barber

Moved and seconded in committee.

Points of Discussion:

1. Show judges all are qualified on the PTP list and have the knowledge & integrity to officiate the shows.
2. Western regional show judge has not been submitted to the AJSA board nor A&E, so will be determined during a committee conference call.
3. Showmanship judges all fall in the regional radius requested by A&E.

Resolution #2.

Resolution #2: Accept the AJSA board's request that any AJSA Trustee who secures \$1,000 or more in sponsorship for the 2015 Summit will have their \$250 registration fee waived.

Moved and seconded in committee. Moved Erika Kenner seconded Blake Nelson to amend the resolution to replace AJSA trustee with AJSA member. Motion carried in committee.

Amended Resolution #2: Accept the AJSA board's request that any AJSA member who secures \$1,000 or more in sponsorship for the 2015 Summit will have their \$250 registration fee waived.

Points of Discussion:

1. The AJSA handles all financing of The Summit leadership conference, so it will not impact the ASA budget.
2. The AJSA board wishes to stimulate greater participation among its board by offering an incentive. It may ease the burden of the AJSA finance committee with being saddled with fundraising responsibilities.
3. Fundraising would not be retroactive to any funds already raised, but the \$1,000 threshold would help push the board to secure the remaining funding needed for the event.
4. The ASA Youth Director will review the fundraising submissions to determine qualifications.

Resolution #3: Accept the AJSA Board's recommendation that the 2016 South Central regional be hosted by Oklahoma Simmental-Simbrah Association.  
Moved and seconded in committee.

Points of Discussion:

1. Application will provide adequate facilities and resources to host a successful event.
2. No applications have been received for other 2016 regionals to date, but will come before A&E committee later.
3. The 2016 AJSA National Classic will be in Iowa.

**Breed Improvement.** Report presented by Calvin Drake.

Items Discussed:

- CE EPD – labeling and use of this EPD.
- DNA on fullblood and Simbrah.
- Theta Solutions.
- Publishing ADG EPD.

Resolution #1: The ASA will add a post-weaning average daily gain EPD to the existing list of published EPDs.  
Moved and seconded in committee.

Points of Discussion:

1. Post weaning ADG is an important economically relevant trait.
2. We already calculate and use the post-weaning ADG EPD in indexes.
3. We propose adding ADG EPD to the existing list of EPDs (without removing any other published EPDs).

Resolution #2: The ASA will grant \$11,428.75 to KSU for the research proposal entitled "Development of National Genetic Evaluation System for Feet and Leg Conformation in Beef Cattle".  
Moved and seconded in committee.

Points of Discussion.

1. The scope of the research is to: develop and implement an effective scoring system for hoof, feet, and leg structure; develop a genetic evaluation of feet and leg conformation; examine correlations between structure and other traits (stayability, mature weight, etc.).
2. KSU (Weaver and Bormann) are asking for half the project funds jointly from the RAAA and ASA.
3. The ASA has funds in our R&D budget that could cover this cost.
4. Review regarding udder score could be included in the study.

**Simbrah Committee.** Report presented by Blake Nelson.

Items Discussed:

- Updated booth & pamphlet to help with promotion.
- Texas breeders (SimGenetics – Simbrah and Simmental) participating in a bull feed out with a facility which has a GrowSafe system; data will be available and usable.
- Use of genetic enhanced EPDs – training population review.
- *Simbrah World* – Simbrah breeders advertising.

**Directive #1:** Requests that an ASA staff member attend the Simbrah Long Range Plan meeting and the Simmental-Simbrah Superbowl show in San Antonio, Texas.

Moved and seconded in committee.

Points of Discussion.

1. Continue efforts in improving ASA relations.
2. Promotion SimGenetics in Texas.
3. Held in conjunction with the San Antonio Livestock Show.

**Directive #2:** Requests that the Growth and Development committee pursue placing promotional ads for SimGenetics with a strong Simbrah representation in the *Gulf Coast Cattleman* and *Southern Livestock Standard*. Ideal months would be November, December, and January. *Sent to Growth & Development Committee.*

Moved and seconded in committee.

Points of Discussion:

1. Continue efforts for promotion of Simmental and Simbrah cattle throughout the South.
2. A more targeted regional promotion of SimGenetics.

**ASA Board of Trustees.**

**Directive #1:** Moved Susan Russell seconded Gordon Hodges the Board directs Staff to establish a full-time position and hire a Director of Public Relations. Motion carried.

Points of Discussion:

1. Begin search for the “right” person to serve as a spokesperson for the breed at events.
2. The position would enhance the current structure and compliment the EVP and other Directors’ talents to promote SimGenetics.
3. Job description would include qualities stemming from the Board’s brainstorming session, with primary focus being promotional outreach.
4. This position would not replace the Field Rep program, which is an arm of ASA Publication, but be a position through ASA.

**Growth and Development.** Report presented by JW Brune and Jon Willis.

Items Discussed:

- DV Auction – working with them to develop short clips to be used in different venues electronically and possibly RFDtv.
- Focus on video clips and testimonials – 2 per region.
- Print media.
- Superior – consider banner ads; commercial and seedstock focus.
- IGS – investigating working with partners for own airing on RFDtv; possibly 50 episodes – each partner committing to a certain number of weeks). Possible commercial options.
- ASA Representative Feedback.

**Growth and Development** continues.

Directive #1: Place promotional ads for SimGenetics with a strong Simbrah representation in the *Gulf Coast Cattleman* and *Southern Livestock Standard*. Ideal months would be November, December, and January.

Moved and seconded in committee.

Points of Discussion:

1. Continue efforts for promotion of Simmental and Simbrah cattle throughout the South.
2. A more targeted regional promotion of SimGenetics.

Resolution #1: Recommends cost share item: Representation from ASA – add **or ASA Trustee** to the guidelines.

Moved and seconded in committee.

Representation from ASA.

ASA will reimburse 60% (maximum \$400/per event) for an ASA Representative **or ASA Trustee** at a state association sponsored event. State Associations will coordinate with ASA's State Association Liaison. A detailed written description of the event must be submitted to ASA by the ASA Representative or **ASA Trustee**. ASA will pay up to \$240 per event and deduct the remaining from the state association cost share funds (\$160).

Points of Discussion:

1. Offer the state associations the option of asking an ASA Representative or ASA Trustee to attend a state association function.
2. An ASA Representative invoices ASA and receives \$400 for attending an event. The state association's amount of available cost share dollars will be reduced by \$160.
3. An ASA Trustee submits travel expenses (mileage and lodging) for attending an event. The state association's amount of available cost share dollars will be reduced by \$160.
4. Assumed in most cases an ASA Trustee from their (the state association) region will be asked to attend to keep costs reasonable.

**Policy & Procedures**. Report presented by Erika Kenner.

Items Discussed.

- Sales managers' authority and current procedures. No action taken.
- Notification of responsibilities for authorized representatives listed on memberships. No action taken.
- Planned mating EPDs and percentile tables.
- Country of origin – classification for fullbloods. No action taken.

Directive #1. Staff to notify members when a write-in candidate, if elected, violates the ByLaw of no more than 2 from each state. This needs to be done during the write-in process of the election (nominating ballot).

Moved and seconded in committee.

Points of Discussion.

1. This will not happen very often, but it did happen this year in the South Central region with a seated Texas board member and 2 who were running a write-in campaign. The members were notified during the final election, but not during the write-in process, which caused confusion.
2. Notification will be done when the nominating ballots are sent if a situation could occur where more than two candidates would be from the same state.

Policy and Procedures (continues)

Resolution #1: ASA to publish the dilution test results on the website and monitor with TraitTrac like coat color and polled if test results are known.

Moved and seconded in committee.

Points of Discussion:

1. Members are doing the tests and would like it recorded online to be able to keep track of the pedigrees easier.
2. There has been question as to whether all known data has been reported by members in their own promotional marketing.

Resolution #2.

Resolution #2. ByLaw Change: Section 3 – Classification of Members, Item F “Inactive Members”. Remove the words: “have not registered or transferred at least one or more animals in a two-year period or”.

Moved and seconded in committee. Moved Erika Kenner seconded by Tim Smith to amend Resolution #2 to add: and remove: “upon the resumption of registering or transferring one or more animals”. Motion carried.

Amended Resolution #2. ByLaw Change: Section 3 – Classification of Members, Item F “Inactive Members”. Remove the words: “have not registered or transferred at least one or more animals in a two-year period or” and remove: “upon the resumption of registering or transferring one or more animals”.

Points of Discussion.

1. Members who paid ASF but have not registered/reported or transferred animals in 2-years are not able to vote.
2. This change allows every member who pays their annual service fee to be an active member.

**Finance – FY2016 Budget**. Presented by Tim Smith.

**Legal Counsel Teleconference** – ASA Patent Litigation Update. Gene Summerlin.

Recess until April 25 at 7:00 a.m.



**Meeting reconvened April 25 at 7:10 a.m.**

Roll Call: Bob Lanting, Susan Russell, Dale Miller, Michael Forman, Jim Butcher, Gordon Hodges, Cliff Orley, Brian DeFreese, Barry Wesner, Calvin Drake, JW Brune, Erika Kenner, Claye Kaelberer, Tim Smith, Blake Nelson, Fred Schuetze, Jon Willis

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General, Open Floor Discussion. Discussion led by Bob Lanting.

Items Discussed:

- Simmental Way Property.
  - For sale signs were placed immediately after receiving directive.
  - Two serious inquiries to date.
  - Several real estate representatives have been interviewed.

Directive: Moved Tim Smith seconded Susan Russell to allow Staff 60 days to work through potential offers for the Simmental Way property working with a Montana lawyer proficient in real estate. Motion carried.

*Note: Directive from March 31, 2015 eMeeting will continue after 60 days. Moved Erika Kenner seconded Fred Schuetze to pursue a multi-list commercial real estate agent to sell the Simmental Way property.*

- Leachman / Patent Challenge. Breed Improvement Committee to counsel with Gene Summerlin.
- Quantum Leap: Genetic Evaluation.
  - Evaluation test run with the new genetic system will use the fall data (from current evaluation).
  - Goal is to use the new system for the December genetic evaluation run.
  - New software will be able to take on new traits; flexible to accept new traits.
  - Accuracies are going to be more accurate (true accuracy).

**Voting on Resolutions and Directives.**

Activities & Events.

Directive #1. Motion carried. (Note: determine set rate)  
Resolution #1. Motion carried.  
Resolution #2. Motion carried.  
Resolution #3. Motion carried.

Breed Improvement

Resolution #1. Motion carried.  
Resolution #2. Motion carried.

Growth & Development.

Directive #1. Motion carried.  
Resolution #1. Motion carried.

Policy & Procedures.

Resolution #1. Motion carried.  
Resolution #2. Motion carried. (Note: ByLaw change – must pass by ¾ of membership to go into effect.)  
Resolution #3. Motion carried.

Simbrah.

Directive #1. Motion carried.

**Finance – FY2016 Budget.**

Moved Dale Miller seconded Jon Willis to approve the FY2016 budget as presented. Motion carried.

Adjourn. Moved Jim Butcher seconded Jon Willis to adjourn. Motion carried.