

ASA Board of Trustees' Meeting

January 16 – 18, 2020

Denver Colorado

Chairman Gordon Hodges called the meeting to order at 8:14 am.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Mike Forman, Tim Curran, Clay Lassle, Tim Smith

Incoming: Trustees Barry Wesner, Kent Brunner

Staff: Wade Shafer, Luke Bowman, Darla Aegerter, Lane Giess, Jackie Atkins, Linda Kesler

Agenda: Moved Fred Schuetze second Gary Updyke to accept the agenda as presented. Motion carried.

Minutes: Moved Mike Forman second Tim Smith to approve the minutes of August 25 – 27, October 8, November 26 and December 28 as presented. Motion carried.

Chairman's Welcome. Gordon Hodges

EVP Report. Wade Shafer

- Data is our Lifeblood – “Big Data is our Lifeblood”.
- Importance of Big Data – ASA was a pioneer in data.
- Data allows us to see new, different, better; tool in which society is going to advance.
- Animal Genetics and Breeding – big data has been used. Now have thousands and thousands of pieces of data. We were pioneers in data and are continuing to ratchet it up.
- Data is the future – if we try to fight it – it won't be good.
- Two things over the next 50 years – if we do this, we will stay successful.
 - Champion of rounding up data – it has to be the primary quest of this organization. Not only traditional data but DNA data; critical. If we don't do that, we will get run over.
 - Use it! Use the data. If you are after good results ... have the best tool in the industry

ASA Investments. Vanguard. Guy Scriptor from Vanguard presented an overview of ASA's investment.

Stats and Measurements. Director, Software development & Administration, Sheldon Ross

- Calendar Year Registrations by Simmental Percent.
- Phenotypes Reported by Birth Year.
- Bull Transfer.
- Total Herd Enrollment.
- Member Submitted Data.
- AI Usage and Data from THE
- API and TI Genetic Trends
- Purebred Genetic Trends
- IGS Database
- Animals Reported and Registered in 2019

Strategic Planning Review and Goal Setting 2020.

Review from previous planning session, what we have followed through, and where we are going now.

Review of:

- Fall 2013 Strategic Planning
- January 2018 Strategic Planning
- April 2018 Revisit and follow-up
- January 2019 Revisit and follow-up
- April 2019 Revisit and follow-up

Mission Statement: If we place our member's customers first, then our members will be successful.

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members' customers

Core Policies: Core Policies are our road map to assist when making decisions for services, programs and projects.

Mission Triangle / WHY – understand the advanced approach and meaning to WHY we do what we do.

Core Strategies: identifying the highest priority items which all feel is important to address and appropriate committees working on the tasks.

Committee Goals for 2020 - Trustees and Staff identified programs, services and projects that are important to work on.

Break out for committee meetings: Activities & Events and Growth & Development.

Recess until January 17, 2020 8:00 a.m.

January 17, 2020

Reconvened 8:14 a.m.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Mike Forman, Tim Curran, Clay Lassle, Tim Smith

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Strategic Planning Review and Goal Setting: Review of Committee Goals for 2020.

Break out for committee meetings: Breed Improvement and Policy & Procedures.

Financial Report. Presented by Treasurer Randy Moody.

- December end-of-month reports reviewed.
- 1 Simmental Way: Backup offer has been accepted; notification has been submitted to the current purchaser under contract. Closing is within 120 days from January 14, 2020.

Finance continues.

Resolution #1. Net income from the sale of property known as “1 Simmental Way” shall be invested for a minimum of 10 years.

- The principal shall not be used before the end of this time period with the only exception being all other reserves are exhausted for emergency situations.
- The return may be used as follows: Return may be used the fiscal year following the year earned to further Research and Development of the American Simmental Association.
 - ASA Board of Trustee approval is required prior to any allocation of funds.
 - Research projects must be approved on an annual basis if they are to be continued for more than one year.

Points of Discussion:

1. ASA has reserves for financial stability in the event of rough economic times (4 million) – invested with Vanguard.
2. ASA has additional reserves for growth outside of daily operations (3.7 million) – invested with Vanguard.
3. This new investment protocol and use strategy would allow for yearly (after the first full year of investment) review for potential research and development projects which need funding outside normal operations/budget while keeping the initial investment untouched.
4. Auditors would approve of this model and the approach to investments and support for research and development programs and/or projects.

Move and seconded in committee.

ASA Publication Report. Report presented by Tim Curran.

American Simmental-Simbrah Foundation Report. Liaison Fred Schuetze.

- Foundation has been restructured in their approach to funding raising.
- Focus for fundraising: four pillars of the Foundation instead of targeting specific funds.
- Recommends continued joint meeting with the Executive Committee and Foundation Board once a year.

Activities and Events Committee. Chairman, Steve Eichacker

- 2019 National Classic. Restructured – ASA assumed financial responsibility.
- 2020 National Classic – Grand Island, Nebraska
- 2020 Regionals – host states approved
- 2021 – no host state yet. Seeking possible host states.
- SPC Contest – revitalize this program.
- Ring of Champion and Exhibitor’s Choice. Current standings are on the first page on the website.
- \$10/per head (5 major shows) – first year to offer this support.
- PTP Judges’ list and recommendations for the major shows.

Resolution #1: To add Dr. Parker Henley to the approved PTP Judges list. Moved and seconded in committee.

Resolution #2: To add Brian DeFreese to the approved PTP Judges list. Moved and seconded in committee.

Resolution #3: To accept the 2020 Western Regional application from Idaho/Washington. Moved and seconded in committee.

Activities and Events Committee continues.

Resolution #4. To adopt new Major PTP Show check-in process presented by staff:

CATTLE CHECK-IN

- OPEN SHOW check-in will take place at the official ASA booth. Date and time will be announced via the PTP Ring of Champions Facebook page, the Remind app, and in the barns (where available).
- Must present proof of registration on all entries being exhibited. Do not bring cattle to check-in. Any entry not checked in during this process will be considered a scratch.
- ASA Staff and/or AJSA Trustees will check tattoos on a random 10% of the animals checked in. This will take place in the exhibitors' stalls immediately following the conclusion of check-in, unless otherwise announced. Any animal with a tattoo that does not match its registration will be automatically disqualified from the show.

PTP STAMPING

- The PTP Stamp will be available by request, but is only needed for animals that may be entered in future AJSA Regional or National Classics.
- This stamp serves as the ASA's only official seal of tattoo verification. In order to earn the PTP Stamp, an animal must first have its tattoo checked for accuracy and have a DNA sample collected via pulling tail hair.

DNA COLLECTION

- DNA samples will be collected on all Grand and Reserve Champions. These samples will be tested for parental verification and genomics.
- ASA and its show host associations reserve the right to collect additional DNA samples on non-champion animals for the same purposes.

FOLLOW US

For the most up-to-date information on ASA's PTP shows, follow our Facebook page 'PTP Ring of Champions' (@ptpringofchamps).

Moved and seconded in committee.

Directive #1. To have ASA staff reach out to host state associations to offer ASA representation at four major PTP show breed advisor meetings. Moved and seconded in committee.

Growth & Development. Chairman Mike Forman

- International Report
- Grant Company Update

Directive #1: Direct staff to generate a proposed structure for a young adult program based on committee recommendations and report back to G&D by April meeting. Moved and seconded in committee.

Points of Discussion:

- Target audience is young adults vested in the beef business.
- Sensitivity to total day/time commitment of attendees.
- Need significant industry influencers involved.
- Need necessary time for attendees debriefing and feedback.

Breed Improvement. Chairman Tom Hook

- Feet and Leg Scoring
- Carcass Expansion Project – overview on how members/data selected – emphasis on herds that have the top 50 bulls.
- Genomic platforms on imputations.
- IGS Updates – October meeting in Bozeman
- Genotype access permission ASA paid vs. member paying
- Adding progeny numbers being published
- Enhancing/bolstering people to turn in whole calf crop information.

Directive #1: Direct staff to return PAP EPD to members who submitted PAP phenotypes and publish a list online of PAP EPDs on the animals with submitted phenotypes and their sires.

Points of discussion:

- CSU and IGS Science Team have been working on the development of a PAP EPD with existing records.
- Using ~1400 records submitted to ASA plus CSU research herd records of 7,300 records.
- CSU has a prototype of PAP prediction ready.
- Pending approval of the PAP EPDs by the IGS Science Team.
- Might in the future have a connection to heart failure seen in terminal cattle near harvest.
- Total number of records of around 9,000

Moved and seconded in committee.

Directive #2: Staff to document reasons for reporting the number of carcass and ultrasound records on progeny available to the public through Herdbook.

Points of discussion:

- We currently make public the following information on HB: EPDs, dollar indexes, genetic traits and conditions, pedigree, and adjusted performance information on all animals in the database to the public on ASA's website.
- Knowing the number of progeny with carcass records might help incentivize members to submit more carcass.
- Considering adding the number of progeny on an expanded report available to the public on herdbook.
- As the number of progeny with carcass records is not included in the current list of publicly available information, we need to first document why new information is considered for the public.

Moved and seconded in committee.

Directive #3: Staff to develop a research project proposal to genotype whole calf crops and present back to the BIC at the April board meeting. This project will depend on approval by Neogen.

Points of discussion:

- Having whole calf crops genotyped is tremendously beneficial for both the members - better genetic selection with a genomically-enhanced EPD and better for the genetic evaluation to have whole contemporary groups genotype.

Moved and seconded in committee.

Directive #4: In April staff to show updated CHR statistics with the BIC to determine if the CHR program continues or if it is time to visit new possible female genotyping projects.

Points of discussion:

- The CHR program has been successful in bringing in genotypes and phenotypes.
- If it appears that the CHR has slowed down, maybe it's time to consider retiring this program and considering a heifer program.

Moved and seconded in committee.

Breed Improvement Committee continues.

Resolution #1. The American Simmental Association maintains exclusive access to raw genotype data when the ASA pays for genomic testing.

Points of discussion:

- When the member pays for a genomic test (GGP uL, GGPLD, GGPHD), the ASA releases genotype calls to if the member requests them.
- Without advanced training and software, having the raw genotype call is not beneficial.
- The valuable information for them is in the genomically enhanced EPDs.
- There are some developments in mating software and decisions where breeders may be interested in using the raw genotype calls for optimum mating.
- The CXP has valuable data that could be sought after by other genetic prediction service providers. One of our goals from the strategic planning is to protect the data.
- If CXP participants wanted to pay for the genotyping test, they can and would have access to their raw genotypes.
- Having raw genotypes from the terminal calves for mating decision tools isn't a benefit. Currently, CXP participants receive parentage results, and carcass data, there is an entity in the ASA database where they can see GE-EPD.

Moved and seconded in committee.

Policy and Procedures, Chairman Randy Moody

- ASA Board of Trustees – Code of Conduct.
- Electronic voting. Suggestion to end voting in the middle of the week.

Directive #1. For staff to continue promoting in *the Register* and electronically the voting procedures to the ASA membership.

Points of Discussion:

- The password problem experienced this year will be addressed.
- A link within Herdbook for each voting member will be available which will simplify the voting procedures.
- Continued promotion will inform members of the process to vote.

Moved and seconded in committee.

Resolution #1: For DNA waivers submitted to the Executive committee to waive the DNA requirement for ET donor dams and/or AI sire collection the following should be followed:

\$100 to submit the request for the Executive Committee to consider the waiver. A 15-minute phone interview with the Executive Committee required.

- First-time if the explanation (for why the required DNA was not placed on file) is acceptable - \$250/per animal fee plus animal's DNA must be placed on file.
- Second-time if the explanation (for why the required DNA was not placed on file) is acceptable - \$500/per animal plus animal's DNA must be placed on file.
- Third-time if the explanation for why the required DNA was not placed on file is acceptable - \$1,000/per animal.
- Fourth-time is under the discretion of the Executive Committee to either approve or deny.

Recess for 5 minutes for P&P Committee to meet.
Reconvened.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Mike Forman, Tim Curran, Clay Lassle, Tim Smith

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Resolution #2: To set a credit limit for new members at \$2,500 balance; for existing members allow CFO to increase a credit limit based on payment history of each member.

Points of Discussion:

- Current policy is to stop accepting new jobs once the member's account reaches 90-days past due.
- Would like the discretion to work with members who have reached their "credit limit" before the balance due reaches 90 days past due.

Moved and seconded in committee.

Resolution #3: THE compliance requirement: THE compliance enforcement is reduced to three-years.

Points of Discussion:

- Current policy is to stop doing business with an account until compliance is satisfied or it ages out – currently 5 years.
- This will change compliance enforcement from 5 years to three years.

Moved and seconded in committee.

Resolution #4: To rescind the ASF reinstatement policy and refund as a credit to their account those members who have paid this fee in FY2020. Moved and seconded in committee.

Recess 5 minutes for P&P Committee to meet.
Reconvened.

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Simbrah. Chairman Jim Ligon

Recess for 5 minutes Simbrah Committee
Reconvened

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Mike Forman, Tim Curran, Clay Lassle, Tim Smith

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Directive #1: To have one more Simbrah – SimGenetics Summit emphasizing SimGenetics and use actual CXP data for review. Budget not to exceed \$5,000.

Points of Discussion:

- Involve breeders' cattle from past Simbrah/SimGenetic feedout at Graham Feedyards.
- Possibly align with TSSA Annual Meeting.

Moved and seconded in committee.

Directive #2: Staff to work with and Grant Company to create an ad slick to promote SimGenetics, including Simbrah and SimAngus, for southern markets.

Points of Discussion:

- Remind staff to use committee approved Simbrah pictures.

Moved and seconded in committee.

Directive #3: Instruct staff to work with Grant Company to develop a plan to collect new Simbrah pictures for committee to review at April board meeting. Moved and seconded in committee.

Directive #4: Have an ASA-involved booth with TSSA at Beef Cattle Short Course and TSCRA Annual Convention. Moved and seconded in committee.

Move Randy Moody second Fred Schuetze to go into Executive Session for Executive Committee elections and to discuss the 2019 ASA evaluation under the direction of the current EVP. Motion carried.

Recess until January 18, 2020 8:00 a.m.

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Voting.

Activities & Events. Chairman Steve Eichacker

Resolution #1. Motion carried
Resolution #2. Motion carried
Resolution #3. Motion carried
Resolution #4. Motion carried
Directive #1. Motion carried

Breed Improvement. Chairman Tom Hook

Resolution #1. Motion carried
Directive #1. Motion carried
Directive #2. Motion carried
Directive #3. Motion carried
Directive #4. Motion carried

Growth & Development. Chairman Mike Forman

Directive #1. Motion carried

Policy & Procedures. Chairman Randy Moody

Directive #1. Motion carried
Resolution #1.
Move Tim Smith second Fred Schuetze to table. Motion carried.
Resolution #2. Motion carried
Resolution#3. Motion carried
Resolution #4. Hand vote Yes: 9 Motion carried by majority

Simbrah. Chairman Jim Ligon

Directive #1. Motion carried
Directive #2. Motion carried
Directive #3. Motion carried
Directive #4. Motion carried

Finance . Chairman Randy Moody

Resolution #1. Motion carried

Committees Chairman and members assigned.

Adjourn. Fred Scheutze second Tim Smith to adjourn. Motion carried.