STAND STRONG SIMMENTAL



2025 Annual Report

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

Data Driven. Member Focused.



Dr. Jon DeClerck
Executive
Vice President

As I reflect on my first six months as the Executive Vice President of ASA, I am grateful for the opportunity to serve a membership that has long embraced progress, innovation, and accountability. ASA is home to progressive producers who leverage science, technology, and performance to drive profitability, and the genetic progress made by our breeders is increasingly evident in the consistency, quality, and market acceptance of SimGenetics. In a rapidly evolving industry, this commitment to innovation remains central to our mission, and ASA is well-positioned to build on its proud legacy of leadership.

Strategic Priorities and Genetic Progress

Advancing our genetic evaluation and strengthening our collaboration through International Genetic Solutions (IGS) remain among my highest priorities. In 2025, we made meaningful progress with the introduction of new traits: $Gain, Dry Matter Intake (DMI), Cow Energy Requirements (CER), and Mature Weight (MW), while also updating the calving ease model, resulting in a 12% increase in accuracy. These advancements reflect ASA's long-standing commitment to delivering the most accurate, relevant, and scientifically sound genetic tools in the industry.

A key advantage of the IGS coalition is access to the world's largest multi-breed dataset, encompassing 25 organizations and 24 million head of cattle. By working together as crossbreeding partners rather than competitors, IGS delivers more accurate EPD that serve both seedstock and commercial producers. As growth and terminal traits have advanced to keep up with consumer demands, harnessing the power of heterosis has become increasingly important to protect reproductive efficiency. I am exceptionally proud of the IGS team and their continued commitment to this work.

Operational Growth and Team Development

From a staff perspective, 2025 was a year of progress. I am proud of the professionalism and dedication our team demonstrated during a year marked by leadership transition, increased demands, and evolving industry expectations.

We also made strategic investments in people. The additions of Drs. Elizabeth Dressler and Ben Crites, along with other staff hires, significantly enhance our capacity for member outreach, education, and industry engagement. Together, our team remains firmly committed to ASA's core mission of driving progress measured by commercial cattle performance and real-world impact.

Outreach and Engagement

Among the most rewarding aspects of my first year has been the opportunity to meet members across the country, reinforcing the importance of engagement at every level of the Association. That commitment was evident throughout the year in our events and programs, highlighted by an outstanding Fall Focus in Columbia, Missouri. The event featured an exceptional welcome and participation from state and university leadership. True to ASA's tradition, Fall Focus addressed major industry issues head-on, with leading experts challenging producers to continue innovating to meet the evolving demands of the commercial cattle industry.

Additionally, the National Classic and youth development continue to be cornerstones of our organization. The quality of young people, the rigor of the educational contests, and the leadership development on display are second to none. It is no surprise AJSA has been recognized as the top junior breed organization for two years running, and attending the National Classic makes that distinction immediately clear.

Industry Conditions and Market Opportunity

There is no question that 2025 will be remembered as one of the most outstanding cattle markets in history. Commercial producers were rewarded for decades of genetic progress, as strong consumer demand for beef coincided with historically low cattle inventory. Cow-calf producers experienced record margins, while markets recorded historic highs across all classes of cattle.

Importantly, this strength extended back through the seedstock sector, with record-high bull and female prices rewarding the breeders who have driven genetic progress. Looking ahead, current market dynamics suggest continued opportunity in the years to come, making this an exceptional time to be in the Simmental business.

Looking Forward

I sincerely thank the Board of Trustees for their guidance during this transition year, our members for their continued trust, and the ASA staff for their professionalism and dedication. Together, we have established strong momentum in 2025, and I am confident that ASA and the industry we serve are headed in the right direction. I look forward to continuing this work and capitalizing on the opportunities ahead.



Victor Guerra
Immediate Past Chairman,
ASA Board of Trustees

ASA kicked off 2025 at the Annual Meeting in Denver, Colorado. The past year was marked by the transition of leadership, with Dr. Wade Shafer retiring in July of 2025, and Dr. Jon DeClerck taking the helm as our new Executive Vice President. I would like to express my gratitude to both gentlemen for their dedication, leadership, and vision over the last year.

The National Western Stock Show would set the tone for the year, with both the pen and Hill shows, as well as the sales, being successful events. The strong support of the American Simmental-Simbrah Foundation (ASF) gun raffle and auction was a highlight. Thank you to the membership, staff, and stakeholders who made this success possible in Denver, as well as throughout the year.

Many conversations over the past year were dedicated to the governing structure of International Genetics Solutions (IGS). After much deliberation, it was determined by a majority vote of the Board for IGS to continue to operate as is. This matter of business proved to be fruitful, as the deep dive into IGS created opportunities for education, highlighting the strengths of the world's largest multi-breed evaluation, as well as the value it generates for the commercial and seedstock beef industry. Most importantly, perhaps, areas where improvement may be had were identified, discussed, and placed on the proper agendas.

Summer brought many opportunities for American Junior Simmental Association (AJSA) and ASA members alike, with state preview shows, regional shows, and the National Classic, as well as the highly anticipated Fall Focus on the calendar. We saw great participation at these events, and I would like to thank all the sponsors and speakers, as well as the volunteers who helped make these events a success. Special thanks to the Missouri Simmental Association, University of Missouri, and Cattle Visions for putting together an impactful and insightful tour during Fall Focus.

The AJSA National Classic in Madison, Wisconsin, was impressive to witness. The opportunities for personal growth through the leadership-oriented contests and fellowship that junior members are met with make this week special. The annual ASF Golf Tournament, spearheaded by Nate and Carrie Horman, was once again well attended and proved to be a solid fundraiser. Hats off to Mia Bayer and her team, as well as the Board members who were able to attend and assist with the event, Town Hall, and DNA collection. Special thanks to the 2025 AJSA Board President, Walker Housley, and the entire AJSA Board of Trustees for all your efforts throughout the year and for being an inspiration to younger members.



At Fall Focus, we had the opportunity to acknowledge some of our most successful members. Darrell Stiles of Oklahoma, and Erroll Cook with Bridle Bit Simmentals of Colorado, were both recognized with our highest honor — the Golden Book Award. Warren Garrett of Texas and Terry Burks of Kentucky were acknowledged for their impressive bodies of work as ASA Promoters of the Year. Congratulations to these gentlemen and those who support them for this prestigious recognition. Another successful Cash Cow fundraiser was held, headed by Cathy Eichacker and Dr. Brandi Karisch. We appreciate everyone who invests in broadening SimGenetics' impact on the industry through the Foundation.

The fall brought a successful sale season. Down in Simbrah country, a F1 Simbrah Summit was co-hosted with the American Brahman Breeders Association and held in conjunction with 7P Ranch's 50th Annual Production Sale in Winona, Texas. The event was well attended, and a dynamic set of speakers highlighted the many positives of utilizing SimGenetics in the South. Meanwhile, the start of a new ASA Progress Through Performance show season kicked off as many members will be attending numerous national shows exhibiting their SimGenetics as they vie to enter the prestigious ASA Ring of Champions. We welcomed two new ASA trustees as Chris Effling and Chris Nicholson were victorious in the recent election. With that, we say thank you to both Troy Marple and Matt Aggen for their service over the last three years and dedication to the ASA.

It has been surreal and an honor having the opportunity to give back to the Association that had such a positive impact on me as a junior member. A special thanks to our families, friends, and crews at home who picked up the slack while we served the ASA, and thank you to the ASA staff. It was a good year. May God Bless You.

Mission Statement

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 that bring value to ASA members' customers.

Core Policies

Science
Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership
Development, registration, and promotion of SimGenetics.

Youth
Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.

Collaboration
Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Promotion
Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth
Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability
ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services
Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education
For advancement and profit of our members and their customers.

Directors and Staff

ASA's directors and lead staff work with the ASA members, Board of Trustees, and ASA customer service teams to help facilitate programs and events for the Association and beef industry as a whole.



Jackie Atkins, PhD
Director, Science and IGS Operations
jatkins@simmgene.com



Mia Bayer
Director, Youth Programs and Foundation Manager
mbayer@simmgene.com



Ryan Boldt, PhD
IGS Lead Geneticist
rboldt@simmgene.com



Jordan Bowman
IGS Lead Developer
jbowman@simmgene.com



Ben Crites, PhD
Director, Commercial and Industry Relations
bcrites@simmgene.com



Molly Diefenbach
Director, ASA DNA Services
mdiefenbach@simmgene.com



Elizabeth Dressler, PhD
ASA Lead Geneticist
edressler@simmgene.com



Sheldon Ross
ASA Systems Architect and Lead Developer
sross@simmgene.com



Jannine Story
Director, Performance Data Programs
jstory@simmgene.com

ASA would like to thank the following for their continued support:

International Genetic Solutions Collaborative Partners:

- 701X
- American Black Hereford Association
- American Chianina Association
- American Gelbvieh Association
- American Salers Association
- American Shorthorn Association
- American Simmental Association
- American Speckle Park Association
- Australian Gelbvieh Association
- Australian Shorthorn Society
- Braunvieh Association of America
- Canadian Angus Association
- Canadian Gelbvieh Association
- Canadian Limousin Association
- Canadian Salers Association
- Canadian Shorthorn Association
- Canadian Simmental Association
- Canadian Speckle Park Association
- Neogen®
- North American Limousin Foundation
- North American South Devon Association
- Performance Beef Breeders
- Red Angus Association of America
- Shorthorn Beef (Australia)
- Simmental Australia
- Simmental New Zealand

ASA benefits from several partnerships with research institutions, including:

- Colorado State University
- Cornell University
- Iowa State University
- Kansas State University
- Montana State University
- National Beef Cattle Education Consortium
- Oklahoma State University
- Texas Tech University
- Theta Solutions
- Top Genomics
- University of Idaho
- University of Illinois
- University of Missouri
- University of Nebraska–Lincoln
- University of Tennessee Institute of Agriculture
- University of Vermont
- USDA Fort Keogh
- USDA Meat Animal Research Center (MARC)
- Washington State University

The Science of Genetic Improvement is at the core of ASA's very existence.

$All Purpose Index ($API)

Predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

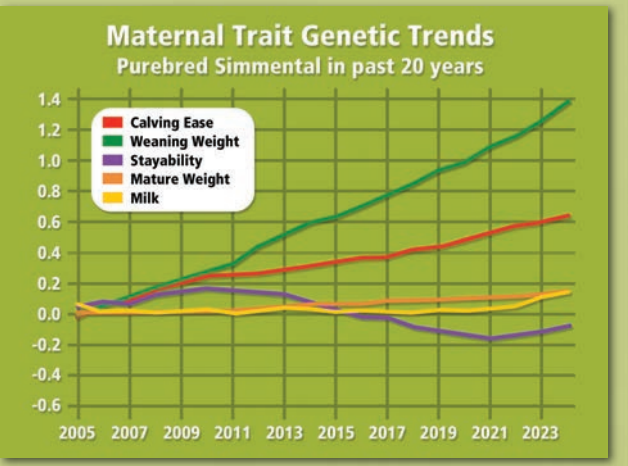
Compare the profit potential of two Simmental bulls using $API:

1. Bull A's $API = $120 and Bull B's $API = $180
2. Breeding 25 females/year
3. Used for 5 years

Bull	1 $API		2 # Females per year		3 # years using the bull		Profit Potential
A	$120	X	25	X	5	=	$15,000
B	$180	X	25	X	5	=	$22,500
					Difference	=	$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional $7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

Simmental cows set the bar for fertility, weaning weights, and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue, or high altitudes.



$Terminal Index ($TI)

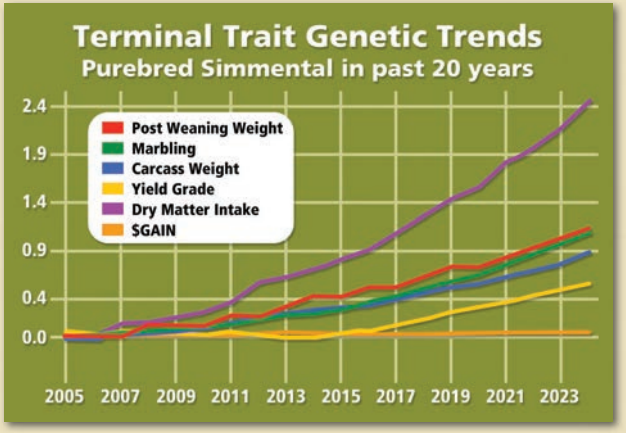
Predicts profitability when all calves are harvested.

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

By keeping the profitability of the commercial cattle industry at the heart of Simmental genetic tools, ASA members have built profitable cattle for both maternal and terminal beef cattle needs.

Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Backfat	Second
Post Weaning Gain	First

Source: USDA MARC



"We like the efficiency of Simmental, and we like the genetics that can produce a superior product for the consumer. Simmental works well for the producer, in terms of calving ease, growth, maternal traits, and the subsequent carcass traits. Those all add up to profitability."
- Randy Anderson,
Highland Acres Cattle/Bred for Balance

Simmental calves reliably perform in the feedyard, with better growth, better structure, and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Members benefit from ASA programs built to ensure quality record-reporting, and reward important but rare data like mature cow weights, feed intake, carcass records, and female genotyping.

Total Herd Enrollment (THE)

- Whole-herd reporting program, with options tailored to registered and commercial programs.
- Ensures the most accurate prediction from the genetic evaluation so that both commercial and seedstock producers can make more informed selection decisions.
- Designed to gather production, longevity, and fertility performance data on the whole cow herd.
- Requires participants to provide annual reproductive and inventory status on their cow herd.
- Improves quality of data submitted for genetic evaluation through whole contemporary group reporting.
- Improves reproductive EPD by focusing on cow herd.
- Performance Advocate recognition. A Driven Performance Advocate submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A Dedicated Performance Advocate submits records on 90% of the contemporary group, and records on 8 of the 14 traits. Those who meet this designation are highlighted in the Late Fall *SimTalk* and on ASA's website.

Contact your THE team to find the best fit for reporting data on your entire herd.

Carcass Merit Program (CMP)

- The CMP is more than a young sire evaluation; data has impact in predicting end-product value.
- Contributes valuable data to IGS Genetic Evaluation.
- Evaluates young sire candidates, and gathers carcass data on sire groups.
- Has a significant impact on accuracy, and gives young bulls an important head start in data submission.
- The data collected has allowed the ASA to amass substantial information for benchmarking, so that performance and value expectations can be conveyed to current and potential customers of members. From this data, ASA can reliably estimate the performance of their genetic products with the help of information collected on SimGenetic sires tested in these real-world commercial situations.
- Relies on select cooperator herds, which get access to premium semen, carcass payout incentives, and the option to retain females from calf crop. These females also benefit ASA, continuing to contribute data.
- CMP steers are born, raised, fed, and harvested in nearly every cattle-feeding region of the nation. Historically, the CMP has contributed more than 800 birth through yearling records and more than 300 carcass records annually.
- Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for $2,000/sire.

Over eight years, 64,408 females have been genotyped through CHR

Over six years, 132,135 animals have been genotyped through CCG

Cow Herd DNA Roundup (CHR) and Calf Crop Genomics (CCG)

CHR and CCG are research projects launched by ASA in collaboration with Neogen® Genomics to offer 50% off a GGP-100K genomic panel to participating breeders who test their entire cow herd (CHR) or calf birth group (CCG).

If breeders submit additional phenotypic data on the animals in either program, they can receive additional discounts.

- Global benefits of improved trait predictions.
- CHR: for many traits, adding genomic results to a dam's EPD is similar to doubling a lifetime of calf records to the cow's information.
- CCG: More complete information to make selection decisions earlier in an animal's life, saving valuable resources spent developing bulls and heifers.
- Parentage included – large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
- Parentage markers are in the database for easier parentage testing for the future.
- Additional trait testing available at "add-on" pricing.

Carcass Expansion Program (CXP)

- Although carcass traits are among the most important in the beef industry, they are also among the most difficult phenotypes to collect.
- In the age of genomics, it is clear that we need genotypes on animals that have actual carcass phenotypes.
- In exchange for individual carcass records, ASA will cover the genotyping costs associated with the use of tissue-sampling units (TSU) for CXP participants.
- This program aims to increase both genomic and phenotypic data-reporting on terminal calves.

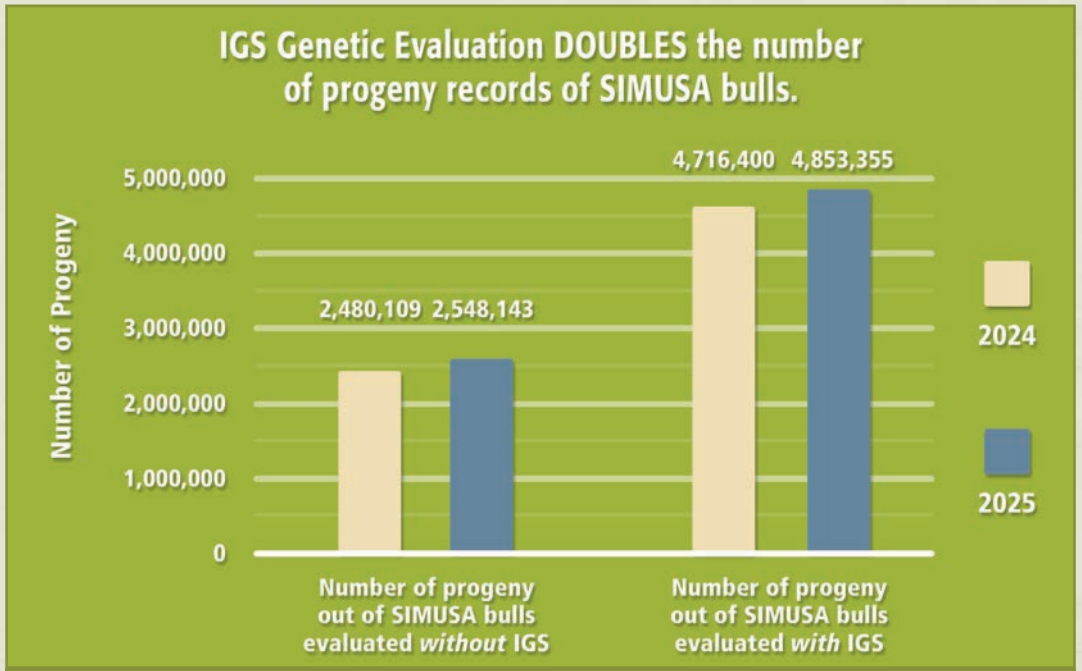


Feed Intake Incentive

- The cost of feed is the number one cost to the beef industry annually (65% of the production cost of beef). The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability among sires. Collecting individual feed intake data on calves of known sire groups will improve our ability to predict feed intake and thus improve our ability to predict differences in profit.
- The ASA offers a 50% price discount on GGP-100K genomic tests, in exchange for feed intake data from the same animal. This incentive couples the need to increase the number of feed intake records in our database with an increase in the use of genomic testing.

Data is our lifeblood!

International Genetic Solutions (IGS) is an unprecedented collaboration among progressive breed associations to enhance beef industry profitability. This partnership began in 2010 and has since grown to be the most powerful beef cattle evaluation in the world. Based on over three decades decades of continually improving the genetic evaluation system to accurately account for heterosis and breed differences, the EPD calculation system employed by IGS is the nation's most respected genetic solution software. While the process of calculating EPD on the world's largest multi-breed database is complex, IGS partners have taken a revolutionary step by presenting the resulting EPD on a common base, thus allowing commercial producers to directly compare the genetic merit of animals regardless of breed composition. Whether your breeding objective is to develop the next generation of purebred seedstock, or reap the proven benefits of structured crossbreeding, IGS provides the industry's most reliable genetic solution tools to assist in achieving producers' goals.



The Power of Collaboration

- There was a 21% increase in the number of animals genotyped in IGS in 2024, adding over 100,000 genotypes in one year.
- There was a 25% increase in the number of carcass records submitted by IGS partners, adding almost 84,000 phenotypes in one year.
- The ASA is responsible for 84% of the number of animals genotyped with carcass data in IGS.



"We have animal breeding and genomic scientists at a number of breed associations who all work toward a common good. The power of getting everyone pulling the wagon together allows the IGS team and the leading scientists in the world working in beef cattle genetics to accelerate the process of genetic improvement."

- Dr. Bob Weaber, Kansas State University

ASA's contribution to IGS is important

Data growth in the ASA by year

	2025	2024	2022	2020	2018
Animal records in ASA Database	6,856,172	6,682,818	6,200,000	6,000,000	5,600,000
Animals reported to ASA with data	80,096	128,791	141,210	146,145	127,215
THE enrollments	126,415	126,962	123,534	125,963	122,782
Registrations	77,315	78,615	80,133	75,122	73,273
Total animals with genomic information	357,331	299,622	225,164	129,859	77,341



"When you have this many cattle in the genetic evaluation and now with single-step genomics, what you get is a crossbred cattle evaluation that commercial cattlemen can use when they're looking at EPD traits. In the race to make better cattle, the science we're using today is on the forefront of getting really exciting."

- Mark Anderson,
North American Limousin Foundation

IGS Multi-breed Genetic Evaluation

internationalgeneticsolutions.com

IGS Feeder Profit Calculator™ (FPC)

Since its inception in 2017, the FPC has allowed hundreds of producers, both large and small, to receive a third-party opinion regarding the profit potential of their calf crop. Producers now hold facts in their hands that speak to how their calves stack up against the industry at large for genetics, health, and management. Buyers are equally empowered. This beneficial approach is good for all parties involved and begets long-term relationships that are fruitful for buyer and seller alike.

Serious seedstock providers should be encouraging their commercial clients to investigate how the FPC can help them gain more insight about their efforts and to market more effectively. Also, those same seedstock operators need to strongly encourage local sale barns, country buyers, and online marketers to study and highlight the FPC results of their bull customers.



"IGS has built its reputation on delivering the most advanced multi-breed genetic evaluation in the world. Through strengthened scientific collaboration, we continue to accelerate innovation while upholding the rigor and shared purpose that have defined IGS and driven progress for the beef industry."

- Dr. Jon DeClerk, ASA EVP

IGS Updates in 2025

- Added Dry Matter Intake and $GAIN to the weekly production evaluation run.
- Launched a research release of Mature Weight and Cow Energy Requirements.
- Updated the models for Calving Ease and Maternal Calving Ease.
- Brought Pulmonary Arterial Pressure (PAP) evaluation in-house.
- Made progress in Heifer Pregnancy prediction.
- Improved the beef on dairy evaluation and data to include more weight traits.
- Added three new partner organizations in the IGS collaboration.
- Funded a research project at Colorado State University for feet and leg predictions, in collaboration with Red Angus Association of America and American Gelbvieh Association.

The IGS database is unrivaled.

Thanks to the partnership of 25 breed organizations, the database includes over 24 million animals, and over 800,000 genotypes.



ASA members represent a diverse group of cattle operations.

From the traditional Simmental and SimGenetic seedstock breeders, to seedstock operations of a different breed, to progressive commercial cattle operations, ASA offers services to meet all their needs. ASA provides tools and information tailored to the varied requirements of our members and their customers.

ASA Membership Perks

- Open herdbook. ASA welcomes all breed compositions to help members produce more profitable beef cattle.
- Online access to Herdbook Services 24 hours/7 days a week for registrations, transfers, and payments.
- *the Register* and *SimTalk* magazines, Sire Source, e-newsletter, and eBlasts.
- Rights and privileges to elect Trustees and vote on changes to Rules and Bylaws.
- Be a part of the world's largest multi-breed beef cattle genetic evaluation.

DNA Services

From basic trait testing to genomically enhanced EPD, ASA offers a full suite of DNA options.

- Approval for all sires or donor dams via the GGP-100K panel (required for associated calf registrations).
- Test and track animals at risk for a genetic condition or trait.
- Parent-verify a purchased embryo (required for registration).
- Increase the accuracy of EPD through genomic testing.

Herdbook Services

A primary function of ASA is maintaining cattle performance records, pedigrees, ownership, and other genetic information in the database. Herdbook Services gives current members electronic access to their own herd data. EPD, dollar indexes, genetic traits and conditions, pedigree, and adjusted performance information on all animals in the database are available to the public on ASA's website. Check out www.herdbook.org for more information.

Herdbook Services Tools

Registrations

Report, register, or update animal records 24 hours/7 days a week.

Transfers

Transferring the registration certificate from one owner to another keeps member inventories current, brings the new owners into the Simmental community through *SimTalk* subscriptions, and adds marketing opportunities with buyers. **The first transfer is free.**

Animal Lookup

Look up EPD, indexes, and pedigree for any animal with a known registration number, name, or tattoo.

Planned Mating

An easy-to-navigate tool for EPD estimates on calves resulting from specific mating(s).

EPD Search

Generate a list of animals tailored to meet your needs. Members may specify thresholds for dollar indexes, EPD, and/or accuracies as well as coat color and horned/polled preference.

Using Your Data

Herdbook has many useful reports and summaries available to download.

- Dam averages (calving intervals, BW averages, WW averages, etc.)
- Calf crop summaries
- Herd and Animal EPD, data, and ratios
- DNA summaries
- Genetic trait conditions
- Genetic trends
- Custom-built herd reports

Total Herd Enrollment (THE)

A whole cow herd reporting program designed to gather production, longevity, and fertility data. ASA has four THE options designed to fit most seedstock and commercial operation needs. Reach out to our THE team to help get started or answer any questions.

Active Herd

Digitally manage your herd records and import them directly into Herdbook when ready.

- Weaning and yearling weights and measurements
- Herd health treatments
- Breeding, pregnancy, calving
- Inventory active pastures




Working Ranch Photography

No matter your question, a member of our team can help you. Call 406-587-4531 or email the following:

Registrations, Corrections, and Questions
simmental@simmgene.com

Memberships and Changes
members@simmgene.com

Total Herd Enrollment (THE)
THE@simmgene.com

DNA Testing
DNA@simmgene.com

Carcass Merit Program (CMP), Carcass Data, and Commercial Herds
carcdata@simmgene.com

Ultrasound and Barnsheets
ultrasound@simmgene.com

Research DNA
Cow Herd Roundup (CHR), Calf Crop Genomics (CCG), Carcass Expansion Program (CXP), Genetic Abnormalities, and Defect Research
dna@simmgene.com



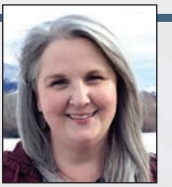
The service teams strive to use the latest in technology through Herdbook Services to assist breeders interested in advancing their genetics and profitability. Take advantage of this team's expertise for registrations, enrollment programs, DNA services, data processing, web support, and more.

Front-line Customer Service

Membership services, registrations, data entry, accounts receivable, and mail services.


Hannah Darby


Danielle LeDoux


Sara Landry


Alexis Avila

DNA Department

DNA testing and customer service.


Molly Diefenbach


Mikela Lorash


Madison Marks


Shelby Monsaas


Karolina Perkins

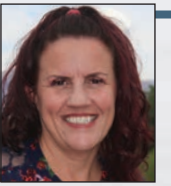
Data Management

Total Herd Enrollment, commercial programs, and data entry.


Jannine Story


Katelyn Gould


Amber Coila


Shannon Janssen

Carcass Merit Program


Susan Russell

ASA Publication, Inc. Staff



Nancy Chesterfield
Sales Manager
406-587-2778 • Ext. 138
nchesterfield@simmgene.com



Rebecca Price
Advertising &
Editorial Assistant
406-587-2778 • Ext. 134
rprice@simmgene.com

ASA Publication, Inc.
One Genetics Way • Bozeman, Montana 59718 USA
406-587-2778 • Fax: 406-587-9301
register@simmgene.com
editor@simmgene.com

CEO
Jon DeClerck, PhD*

Managing Editor
Lilly Platts

Business Manager
Callie Cooley*

Director, Commercial & Industry Relations
Ben Crites, PhD*

Design/Production
Joel Coleman
Jenna Haughian
Gretchen Jensen

Sales Manager
Nancy Chesterfield

Advertising/ Editorial Coordinator
Rebecca Price

Media/Website Administrator
Kathy Shafer*

** Staff with crossover responsibility for ASA and ASA Publication, Inc.*

ASA Publication, Inc., Board

Chairman
Ryan Thorson

Vice-Chairman
Scott Trennepohl

Victor Guerra
Troy Marple
Quin LaFollette

Executive Secretary-Treasurer
Jon DeClerck, PhD

Visit www.simmental.org to learn more about us.

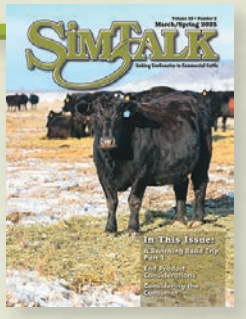
Linking Simmental Genetics to the Beef Industry!

ASA Publication's mission is to provide communication, education, and information to the membership.

To meet this mission, ASA Publication produces the magazines *the Register* and *SimTalk*, as well as Sire Source, social media, and online resources, among many others.

- ASA's magazines, *the Register* and *SimTalk*, provide resources for members to stay up-to-date on relevant news, educational and scientific articles, sales and shows, and industry events.
- ASA's official publication, *the Register*, has a circulation of **7,000** and is mailed nine times annually. *The Register* features breeder profiles, educational articles, and news and events specifically for the Simmental community.
- Published four times annually, *SimTalk* has a circulation of **40,000**, and focuses on the Simmental breed's role in the commercial industry. *SimTalk* finds its way to commercial producers, feedlots, and others.





Sire Source

- Advertise your bull offering to the ASA membership and beyond.
- Mailed each spring at the height of semen sales season.
- More are handed out at trade shows and industry events.
- Bulls are promoted via the online Sire Source.
- Receive a discount on a full- or half-page ad in *the Register* or *SimTalk* anytime during the online post.





We can help you reach your audience effectively.

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing strategy. Our staff can assist you as you decide where, when, and how you'd like to get the word out about your ranch, sale, or event.

Advertising your sale with ASA provides value beyond the ad itself. Your sale date will be published in *the Register* and *SimTalk* calendars, your sale link posted on simmental.org, and you will automatically be included in Sales Call. Emailed to over **5,700** subscribers, Sales Call announces the date of your sale, and provides a link to your catalog or website.





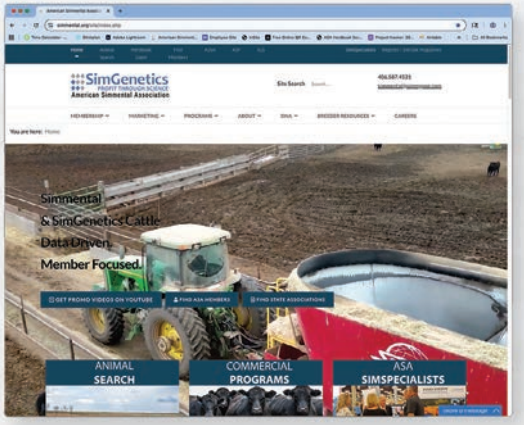
Educational Marketing and Awareness

ASA provides a wide array of services relevant to almost anyone in the beef business. Our members are progressive and innovative, and as a result, they expect ASA services to be equally cutting-edge. Our marketing efforts must keep pace, and often take on an educational twist—ranging from highlighting the genetic prowess and profit power of SimGenetics to providing awareness of many of the ingenious tools available to all segments of the industry. Our business, and the ever-changing multimedia landscape, necessitates that ASA be nimble and adaptable in marketing efforts.





Sample ads placed in national and regional publications, in addition to the Register *and* SimTalk. *Scan this code to see more sample ads.*



Head to simmental.org for all things SimGenetics!

Transfer Services

- ASA provides a spreadsheet containing all sale lots.
- Following the sale, return the completed spreadsheet to ASA, including buyer number(s) for each lot and a list of buyers. ASA handles it from there, completing transfers for you!

Date Book

- Free listing of sales by month, printed in each issue of *the Register* and *SimTalk*.

Sales Call

- Recent advertisers automatically included.
- Broadcast to over 5,700 subscribers, and includes date and link to catalog or website.

Nimble and targeted print and online marketing:

Our experienced design staff can assist you in developing many kinds of creative promotion:

- Brochures
- Flyers
- Postcards
- Booths
- Logos
- Banners
- Posters
- eBlast ads
- Mailing lists
- Downloadable PDFs
- Website development and hosting
- Photo retouching
- Business cards
- Online banner ads
- State directories
- Digital advertising campaigns

Scan this code to see the ASA Publication, Inc., Media Kit.

Digital Marketing, Promotion & Communications

- Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- eBlasts, circulation of 4,800
- FPCAPP (IGS Feeder Profit Calculator)
- Stock photos and Cost Share ads available at simmental.org

IGS Multi-breed Genetic Evaluation

Feeder Profit CALCULATOR

FPCAPP

Booths and Presentations



- ASA participates in numerous events as speakers, presenters, and invited guests.
- Trade show booths are leveraged at various events nationally and regionally.
- Promotional SimGenetics material is available upon request and availability for state functions.
- Invited ASA staff presentations and talks are key to appropriate messaging and connectivity with target audiences.

SimSpecialists

Name	Region	Home Town
Gary Burns	Southeastern US	Pendleton, SC
Russ Danielson	ND, SD & MN	Fargo, ND
Brian DeFreese	Northeastern US	West Lafayette, IN
Michael Dikeman	KS & MO	Manhattan, KS
Ashby Green	Southeastern US	High Springs, FL
Bert Moore	IA	Indianola, IA
Ken Odde	Central Plains	Pollock, SD
Andy Roberts	Northwestern US	Kinsey, MT
Susan Russell	CO & NE	Sugar City, CO
Mike Smith	MO	Columbia, MO
Ben Spitzer	South Central US	Fort Worth, TX
Perry Thomas	ND	Bismarck, ND
Bill Zimmerman	MN	St. Cloud, MN

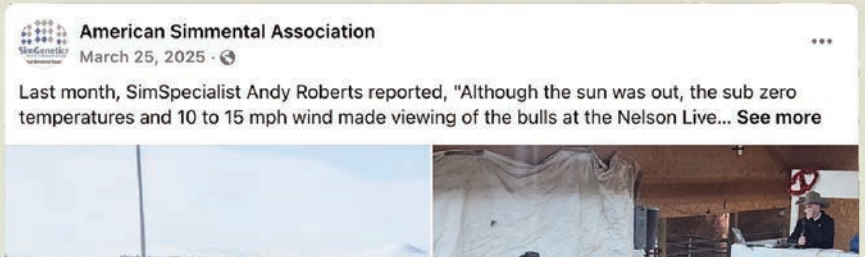
ASA is fortunate to have a team of beef industry professionals with a wide variety of experience representing the Simmental breed. The SimSpecialists team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial breeders alike.

Above is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

Members of the ASA can qualify to have a SimSpecialist at their sale or event based on meeting one of five minimum criteria:

1. $2,000 spent with ASA Publication
2. $3,500 spent on ASA business (registrations, transfers, etc.)
3. Crowd of 30 or more and allow ASA to speak for 30 minutes of the program
4. $500 "buy a day"
5. State Association Day – field day

Ken Odde
SimGenetic Development
asapromotion@simmgene.com
Details about the SimSpecialists can be found at:
www.simmental.org



Fall Focus



Fall Focus 2025 attendees gathered for ASA's day-long educational symposium. Sessions were captured by the Grant Company, and released as educational videos on IGS TV.

- Held annually, Fall Focus brings the best in the business together for two days of education and camaraderie. Attendance is FREE.
- Day one features state-specific tours and education. Day two is an educational symposium, featuring the industry's leading experts.
- Education is focused on pressing industry issues, research, and education, with a priority on topics impacting the entire industry.
- Fall Focus is followed immediately by the fall ASA Board of Trustees meeting, giving membership the opportunity to interact with Association leadership.
- Fall Focus 2025, co-hosted by the Missouri Simmental Association, saw record attendance.

FALL FOCUS
FOCUS ON YOU. FOCUS ON SUCCESS. FOCUS ON PROFIT.



Victor Guerra, 2025 ASA Board Chairman (left) and Dr. Jon DeClerck, ASA EVP, with Missouri Agriculture Director Chris Chinn, Missouri Governor Mike Kehoe, and Wayne Vanderwert, Missouri Simmental Association.

Cost Share Program

The Cost Share Program is designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The program also provides support for the promotional activities of state associations to help increase their membership as well as their market share.

Each active state association is allocated $4,000 by the ASA to be used to offset advertising and promotion-related expenses. Associations that use the entire $4,000 are rewarded with an additional $1,000 to be used the following fiscal year. In order to receive cost share reimbursement, a state association's advertising must fall into accepted categories and meet the general guidelines. For example, all ads must be generic in nature, meaning at least 50% of the content must be generic information about the breed and cannot highlight specific sale animals and consignors.



Examples of accepted cost share items include:

- Print advertising
- Radio and TV advertising
- Display booths
- Internet and web advertising
- Breeders' directories and newsletters

State association officers can request cost share reimbursement anytime throughout the fiscal year by sending a copy of the invoice and advertising example (e.g., Ad copy, link to website, etc.) to stateassoc@simmgene.com. Each year, the deadline to receive the final requests is July 15.



An example of the cost share ads available to state associations

Advertisement templates that automatically meet the 50% generic content requirement are available to state associations for download at simmental.org.

Check-Off Dollar Program

The Check-Off Dollar Program is an incentive-based system that rewards state associations for breed promotion based on cattle registration numbers.

Quarterly Bonus Checks

State association officers can claim quarterly check-off dollars by sending ASA a list of the current officers, including email addresses, via an online submission form. Upon doing this, state associations receive 25 cents per registration recorded in that state. The money can be used for any state association activity.

- Q1 ends September 30
- Q2 ends December 31
- Q3 ends March 31
- Q4 ends June 30

Yearly Bonus Checks

State associations are eligible for additional money (based on the state's total registration numbers) if certain promotional activities are completed throughout the year. The bonus activities include:

- Displaying a booth at a state or regional event
- Hosting a field day with ASA representation
- Sponsoring or hosting a junior educational event or Classic
- Participating in the ASA Cost Share Program
- Promoting the breed via a state association website
- Including SimGenetic promotional material in state mailings
- Coordinating with ASA staff to host a PTP Show

The additional money available is based on the number of bonus activities completed and is broken down as follows:

- 1 bonus criteria = an additional $0.10 per registration
- 2 bonus criteria = an additional $0.20 per registration
- 3 bonus criteria = an additional $0.30 per registration
- 4 bonus criteria = an additional $0.50 per registration
- 5 bonus criteria = an additional $0.60 per registration
- 6 bonus criteria = an additional $0.70 per registration
- 7 bonus criteria = an additional $0.80 per registration

Bonus dollars are paid at the end of each fiscal year, so state associations must fill out the activity report that indicates the bonus criteria completed by July 15. The maximum reward incentive a state can receive is $1.05 per registration (base of $0.25 per registration plus 7 bonus criteria).

Details about the program available to state Simmental associations can be found at:
www.simmental.org
Please contact stateassoc@simmgene.com with any questions.

Building on the pillars of success.



"The Foundation Board is made up of individuals who are passionate about supporting both the youth and adult membership of the Simmental breed. It is rewarding to work with this dedicated group to raise funds that continue to support the American Simmental-Simbrah Foundation and its vision of serving youth, education, and research."

- Mia Bayer, Director, Youth Programs and Foundation Manager



ASF Mission Statement

The purpose of the Foundation is to encourage, by public or private contribution, support of worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects.

Vision Statement

Serving youth, education, and research for today and future development of the American Simmental Association, the beef industry, and ASA's membership.

Foundation Board Members

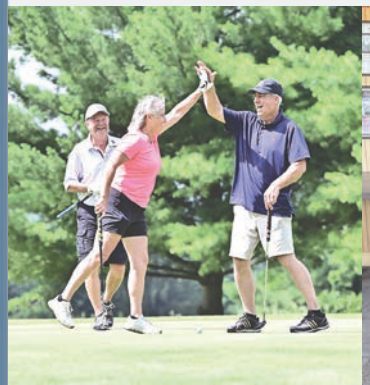
Chris Ivie, Chairperson

Chris Beins | 435-452-1806
David Clanton | 601-384-0144
Scott Cowger | 816-304-0371
Lori Eberspacher | 612-805-8225
Cathy Eichacker | 605-421-1138
Jill Harker | 812-371-9591
Carrie Horman | 319-551-7626
Kelly Schmidt | 406-599-2395
Adrianne Trennepohl | 765-635-1622

ASA Support Staff: Mia Bayer, Dr. Jon DeClerck, EVP

asf@simmgene.com • simmental.org/foundation

The Foundation is a 501 (c)(3) corporation









Youth

AJSA National Classic

- The largest, most prestigious annual SimGenetic youth livestock event hosted by rotating state associations.

AJSA Regional Classics

- Each of the four regions – Eastern, Western, North Central, and South Central – has the opportunity to host a Regional Classic every June.
- Allows juniors to attend a Classic closer to home and have a warm-up before the National Classic.

AJSA Leadership Development

- The Summit, IGS Youth Leadership Conference — Youth from IGS partner organizations team up to hold an biennial educational conference, open to all beef industry youth.
- Young Canadian Exchange Project — Two members of the AJSA Board attend and learn about international agriculture.
- Youth Beef Industry Congress (YBIC) — Held every other year, various youth breed association boards gather to learn about the industry.

Youth Merit Awards

- Awards — Bronze, Silver, and Gold.
- $55,000 in scholarships to AJSA members awarded annually.





Gold Merit Award Winners



Silver Merit Award Winners



Bronze Merit Award Winners

Education

Fall Focus Symposium

- Held each fall with keynote speakers on livestock genetics, animal breeding, and worldwide beef cattle topics.
- 2025 Fall Focus was held in Columbia, Missouri, August August 22–26.





Steer Profitability Competition

- Provide ASA members exposure to the opportunities and challenges associated with cattle feeding.

Research & Technology

Walton-Berry Graduate Student Support Grant

- Supports graduate education with an emphasis on genetic improvements of livestock.



Foundation Fundraising

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

- Foundation Female - $30,000
- AJSA National Classic - $14,000
- Cattlemen's Congress - $12,000
- Dixie National - $2,500
- Fall Focus - $14,775
- National Western - $17,000

2025 Total: $90,725

To date, the Foundation Female program has raised $765,100

Thank you to all contributors and donors for your past and future support to further enhance our Foundation.



From little hands to big leaders; grow with AJSA.



"The AJSA offers opportunities for youth in the Simmental breed no matter what your interests include. It doesn't matter if your passion is in the show ring, the feedlot, or sharpening your leadership skills, the AJSA can help you achieve your goals while making lifelong friends along the way."

- Mia Bayer, Director,
Youth Programs and Foundation Manager

Founded in 1975, The American Junior Simmental Association (AJSA) prioritizes building our youths' understanding of the beef industry, while developing leadership, networking, and communication skills. The AJSA is governed by a group of regional and at-large trustees elected by the membership. Trustees promote the Simmental breed while assisting in new programs and strengthening the leadership of junior members, which today number over 3,000.



Visit www.juniorsimmental.org to learn more about us.

Regional and National Classics

- Regional Classics are held in June prior to the National Classic, and are hosted by a state association in one of four regions: Western, South Central, North Central, and Eastern.
- The National Classic is held each summer for a week, taking place in a different location across the country each year.
- The Classics provide an opportunity for junior exhibitors to showcase knowledge of their animals, the beef industry, and the Simmental breed.
- Mentor/Mentee Program, and recognition of the Merit Award Winners.
- Juniors are required to compete in three out of the five educational contests to exhibit their animals:
  - Public Speaking
  - Sales Talk
  - Cattlemen's Quiz
  - Calvin Drake Genetic Evaluation Quiz
  - Judging Contest
- Additional competitions include: Cattle Show, Showmanship, Photography Contest, Interview Contest, and Junior Herdsman of the Year. Juniors from across the country compete to place in the top ten at the Regionals and the top 20 at the National Classic in each contest. An esteemed top ten and top twenty overall, at Regionals and Nationals respectively, are also recognized. Cattle are exhibited for Percentage Simmental, Purebred Simmental, Simbrah, Percentage Simbrah, and Fullblood for the following divisions:
  - Bred and owned heifer and cow-calf pair.
  - Owned heifer and cow-calf pair.
  - Bred and owned bull.

"The AJSA has limitless opportunities to turn junior cattle exhibitors into the future leaders of the beef industry. I believe that it is never too early to prepare young people for their future careers and passions. The AJSA has a special ability to set our youth up for success, as evidenced by the numerous successes that past AJSA members have achieved. In an industry that changes as rapidly as the beef industry, it is important to encourage our juniors to be a positive part of that change, and to eventually become a leader and mentor to youth themselves."

- Hallie Hackett, 2025/2026 AJSA President

American Simmental-Simbrah Foundation Scholarships

- Awards several scholarships totaling $55,000 at the National Classic.
- Juniors receive Bronze, Silver, and Gold Merit Awards; and hotel and lodging scholarships.
- Also awarded at National Classic are the Jim Bloomberg Memorial Scholarship, the Ronald G. Miller Memorial Scholarship, the Kerry Hart Memorial Scholarship, and the Nathan Adkins Memorial Scholarship.
- National Classic attendees are encouraged to apply for the Hotel Scholarship, two of which are awarded annually to cover lodging expenses.



Summit Leadership Conference

- Held in conjunction with the American Junior Shorthorn Association and the American Junior Gelbvieh Association every other year.
- Focuses on educational workshops designed to enhance leadership development, communication skills, and beef industry knowledge.
- Juniors 14–21 years of age from all over the country participate.
- Features nationally known speakers, and farm, ranch, and industry-leading company tours.



- The 2025 National Classic was held in Madison, Wisconsin, and featured 482 contestants and 817 cattle entries.



Mia Bayer

Director, Youth Programs and Foundation Manager

mbayer@simmgene.com



Chance Ujazdowski

Progress Through Performance Coordinator

chanceu@simmgene.com

The American Simmental Association's Progress Through Performance (PTP) program reflects an industry reality that producers routinely balance between phenotypic evaluation and scientifically proven, industry-relevant EPD and indices.

Every show season, five judges each are nominated by a representative of each National PTP Show host association, the AJSA Board and the reigning ASA Herdsman of the Year. These nominations are reviewed and approved by the Activities & Events (A&E) Committee and the full Board. Once the list is finalized, it is sent back to the host associations of the AJSA National Classic and the National PTP Shows for review and judge selection for the upcoming show season. The first choice of judges is awarded to National Classic, followed by the host of the next National SimGenetics Show, then the other PTP Shows based on the rotation of the National Show. Approved judges are highly esteemed cattle evaluators and are provided EPD and indices, along with the corresponding percentile ranks, on each entry.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org.

ASA Ring of Champions

PTP Ring of Champions Winners
2024–25 Show Season

Purebred Simmental

Champion Purebred Simmental Bull
OBCC/GSC College Player C13K
Owen Bros Cattle Co, Gerdes Show Cattle, XTB Cattle Co, Elmore Cattle Services, B&K Farms, Ivie & Sons Simmentals

Champion Purebred Simmental Heifer
Everharts Brandy
Morgan Jackson

Percentage Simmental

Champion Percentage Simmental Bull
GCC Next Generation 3105L
Griswold Cattle, Haugh Cattle Company and St. Germain Simmentals

Champion Percentage Simmental Heifer
UDE Princess 172L
Brenna Bartlow and Adcock Land & Livestock

Simbrah

Champion Simbrah Bull
Hagan Money Clip 6M
Hagan Cattle Company

Co-Champion Simbrah Heifers
Hagan Penny 5L
Karter Peoples
3CC LMC Gin Blossom L69
Waylon Seale

Champion Percentage Simbrah Heifer
Hagan Marvelous 034M
Zachary Buchanan

Fullblood

Champion Fullblood Simmental Bull
FTA Gold Rush 24L
McCaig Livestock and TCBO Farms

Champion Fullblood Simmental Heifer
SBV Choice 280M
Amber Morris

ASA Ring of Champions

The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the six National PTP Shows during the 2024–25 season: American Royal, North American International Livestock Expo, Cattlemen's Congress, National Western Stock Show, Fort Worth Stock Show, and Dixie National Livestock Show. Awarded divisions recognize the Champion, Reserve Champion, and Honorable Mention Heifer show cattle of the year. Bulls and Heifers of the Year are awarded in each of the following categories, so long as minimum requirements are met within each division: Purebred Simmental, Percentage Simmental, Simbrah, Percentage Simbrah, and Fullblood. After awarding points for placings in classes, divisions, and grand and reserve champion drives, the highest point earners are crowned as royalty in the ASA Ring of Champions program after the conclusion of the show season.

PTP National Shows

- American Royal
- NAILE
- Cattlemen's Congress
- National Western Stock Show
- Fort Worth Stock Show and Rodeo
- Dixie National Livestock Show

Consolidated Balance Sheet

Assets	Dollars
Current Assets	
Cash and cash equivalents	2,656,945
Accounts receivable	744,662
Prepaid income tax	4,469
Prepaid expenses	275,333
Total current assets	3,681,409
Foundation Investments	444,123
Investments	18,389,650
Property and Equipment	
Land	374,412
Building and improvements	2,956,056
Computer hardware	153,827
Office furniture and fixtures	144,115
Accumulated depreciation	(1,484,179)
Total property and Equipment, net	2,144,231
Operating lease right-of use asset	30,525
Other Assets	
Deferred income tax assets, noncurrent	75,885
Cross-Breed Development	120,832
Computer software	20,129
Total other assets	216,846
Total Assets	**24,906,784**

Liabilities and Net Assets	Dollars
Current Liabilities	
Accounts payable	618,872
Due to members	67,417
Wages, commissions and payroll taxes payable	118,262
Accrued annual leave	212,106
Deferred revenue	330,459
Advertising received in advance	10,876
Operating lease liability, current portion	12,014
Income taxes payable	110
Total current liabilities	1,370,116
Long-Term Liabilities	
Operating lease liability, net of current portion	17,817
Long Term liabilities	17,817
Total Liabilities	1,387,933
Net Assets	
Without donor restrictions	
Parent company's net assets	22,848,182
Subsidiary's accumulated equity	(660,484)
Foundation's unrestricted equity	661,195
With donor restrictions	
Foundation's net assets	669,958
Total other assets	23,518,851
Total Liabilities and Net Assets	**24,906,784**

Note: Consolidated financial statements and notes to consolidated financial statements are posted on ASA's website. Rudd & Company are certified public accountants who conduct the audit and prepare the financial statements.

Change in Net Assets Without Donor Restrictions

	Dollars
Operating Revenue	
Without Donor Restrictions	
Membership fees and registrations	1,864,625
Annual service fees	726,635
Total herd enrollment	1,432,134
Advertising income	520,959
Production income	48,055
Transfers	76,610
Subscriptions	2,396
DNA Revenue	2,258,267
Foundation Support	163,512
Other operating revenue	348,336
	7,441,529
Release of program restrictions	52,969
	7,494,498
Operating Expenses	
Program activities	4,333,614
General and administrative	2,781,629
Fundraising	-
ASA Publication	965,355
Total Operating Expenses	8,080,598
Change in Net Assets from Operations	**(586,100)**

Consolidated Statement of Revenue and Expenses

Other Income (Expense)	Dollars
Interest and dividend income	1,112,194
Unrealized gain (loss) on investments	916,214
Total Other Income (expense)	**2,028,408**
Income (loss) before provision for income taxes	1,442,308
Provision for income taxes	**11,401**
Change in Net Assets without Donor Restrictions	**1,453,709**
Donor Restricted Support	
Foundation support	65,420
Release of program restrictions	(52,969)
Change in Net Assets With Donor Restrictions	12,451
Total Change in Net Assets	**1,466,160**

Consolidated Statements of Cash Flow	Dollars
Cash Flow from Operating Activities	
Cash received from customers	7,362,593
Cash received from contributions	262,875
Cash paid to suppliers and employees	(7,381,195)
Investment income	1,112,194
Income taxes paid	(2,973)
Support paid	(223,014)
Net cash from operating activities	**1,130,480**
Cash Flows from Investing Activities	
Proceeds from sale of investments	266,011
Purchases of investments	(845,903)
Purchases of property & equipment	(36,589)
Purchase of computer software	(17,279)
Purchase of cross-breed development	(40,564)
Net cash flows from investing activities	**(674,324)**
Net change in cash and cash equivalents	456,156
Cash and cash equivalents, beginning of year	**2,200,789**
Cash and cash equivalents, end of year	**2,656,945**

Reconciliation of Changes in Equities and Net Assets to net cash flows from operating activities	Dollars
Change in equities and net assets	1,466,160
Depreciation and amortization	157,002
Unrealized and realized loss (gain) on investment	(916,214)
Bad debt expense	35,120
Changes in operating assets and liabilities	
Accounts Receivable	95,711
Prepaid expenses	(145,185)
Prepaid taxes	50
Deferred income tax assets	(15,861)
Trade accounts payable	431,942
Due to members	(786)
Wages, commissions and payroll taxes payable	84,148
Accrued annual leave	(60,967)
Deferred revenues	797
Advertising received in advance	-
Income taxes payable	(1,437)
Operating lease right-of-use asset	11,569
Operating lease liability	(11,569)
Total adjustments	**(335,680)**
Net Cash Flows From Operating Activities	**1,130,480**

Yearly Comparative Revenue and Expenses as of June 30, 2025

REVENUE	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016
Annual Service Fee	726,635	77,860	702,274	771,585	744,182	721,925	702,614	682,590	627,401	595,496
Memberships	78,170	717,615	72,900	73,530	65,690	62,355	59,350	59,000	60,150	59,660
Total Herd Enrollment	1,584,113	1,528,136	1,546,302	1,370,477	1,521,450	1,503,651	1,506,307	1,300,179	1,256,799	1,152,519
Registration Non-THE	1,589,674	1,505,915	1,492,711	1,447,619	1,238,895	1,154,678	1,219,784	1,425,153	1,381,610	1,372,603
DNA Services	2,258,266	1,908,394	1,874,913	1,638,998	1,555,465	1,224,490	1,770,317	1,083,487	748,484	749,672
Genetic Evaluation Services	372,025	332,110	311,627	295,834	292,898	242,796	225,890	155,865	105,220	149,549
Interest Income	1,085,300	641,100	367,255	587,914	422,851	187,033	342,927	182,281	133,779	181,134
Transfers	76,610	78,160	77,345	79,450	61,966	70,660	71,380	67,120	60,780	60,035
Rental Income	35,000	35,000	35,000	35,000	35,000	40,000	35,000	36,500	35,000	35,000
Other Revenue	6,909	197,930	(27,662)	227,366	421,850	132,525	69,829	99,871	101,908	91,021
Total Revenue	**7,812,702**	**7,022,220**	**6,452,655**	**6,527,773**	**6,360,247**	**5,340,113**	**6,003,398**	**5,092,046**	**4,511,131**	**4,446,689**

EXPENSES	FY2025	FY2024	FY2023	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016
Advertise/Promotion	536,060	538,437	503,913	526,419	566,154	515,723	556,184	499,252	372,995	299,042
Depreciation/Amortization	157,002	177,793	199,717	220,672	261,224	204,008	239,941	222,384	204,606	89,428
General & Admin	308,646	275,544	249,134	273,709	267,482	249,187	289,043	259,905	238,748	234,094
Maintenance & Repair	44,548	42,451	44,708	43,153	32,765	31,657	36,853	56,273	41,561	51,281
Personnel	2,938,741	2,623,793	2,556,286	2,185,100	2,070,724	2,127,559	1,923,931	1,804,773	1,455,565	1,314,694
Professional	322,740	311,457	261,671	342,764	308,178	381,854	214,631	238,806	129,813	365,808
Service	1,966,635	1,500,359	1,578,109	1,315,542	1,219,050	916,594	1,409,564	1,170,047	565,140	581,521
Subscriptions	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Taxes	30,005	29,139	21,255	22,098	15,640	66,926	132,894	44,054	16,346	15,972
Travel	788,711	617,239	444,159	553,250	484,606	405,069	469,224	404,882	340,300	346,498
Unrealized & Realized (Gain) Loss Investments	(905,736)	(1,024,730)	(762,288)	2,629,288	(1,827,318)	(205,179)	(205,707)	(209,352)	(342,530)	53,235
Gain/ Sale Properties					(4,351,156)	(250,000)	(200)			
Total Expense	**6,337,352**	**5,241,482**	**5,246,664**	**8,261,995**	**3,548,505**	**492,242**	**4,966,558**	**4,640,824**	**3,172,544**	**3,501,573**
NET INCOME	**1,475,350**	**1,780,738**	**1,206,001**	**(1,734,222)**	**2,811,742**	**4,847,871**	**1,036,840**	**451,222**	**1,338,587**	**945,116**



Front row (left to right): Chad Cook, Victor Guerra, Maureen Mai, Brandi Karisch, Tim Clark, Chris Ivie.

Back row (left to right): Ryan Thorson, Jon DeClerck, Scott Trennepohl, Mark Smith, Troy Marple, Matt Aggen, Greg Walthall, Greg Burden, Quin LaFollette.

Executive Committee

- Victor Guerra (Chairman)
- Ryan Thorson (Vice Chairman)
- Scott Trennepohl (Treasurer)
- Troy Marple
- Quin LaFollette
- Dr. Jon DeClerck (EVP)
- Staff: Luke Bowman

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

- Brandi Karisch (Chairwoman)
- Chad Cook
- Victor Guerra
- Joseph Hensgens
- Quin LaFollette
- Mark Smith
- Ryan Thorson
- Loren Trauernicht
- Staff: Kathy Shafer

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs, and membership in other organizations.

- Greg Burden (Chairman)
- Matt Aggen
- Tim Clark
- Victor Guerra
- Chris Ivie
- Brandi Karisch
- Maureen Mai
- Mark Smith
- Greg Walthall
- Staff: Mia Bayer

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have bearing on the membership of this Association.

- Troy Marple (Chairman)
- Matt Aggen
- Greg Burden
- Tim Clark
- Victor Guerra
- Chris Ivie
- Maureen Mai
- Scott Trennepohl
- Greg Walthall
- Staff: Sheldon Ross

Assets/Finance

This committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

- Scott Trennepohl (Chairman)
- Greg Burden
- Victor Guerra
- Chris Ivie
- Greg Walthall
- Dr. Jon DeClerck (EVP)
- Staff: Luke Bowman

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology are examples.

- Quin LaFollette (Chairman)
- Chad Cook
- Victor Guerra
- Joseph Hensgens
- Scott Trennepohl
- Troy Marple
- Loren Trauernicht
- Ryan Thorson
- Staff: Dr. Jackie Atkins

Simbrah

The objectives of this committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

- Joseph Hensgens (Chairman)
- Greg Burden
- Victor Guerra
- Chris Ivie
- Brandi Karisch
- Troy Marple
- Mark Smith
- Scott Trennepohl
- Greg Walthall
- Staff: Dr. Elizabeth Dressler

Trustee Nominating Committee

The vice chairman shall serve as chairman. One trustee from each of the four regions will be appointed to complete the committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

- Ryan Thorson (Chairman)
- Tim Clark
- Chris Ivie
- Maureen Mai
- Greg Walthall
- Staff: Luke Bowman

STAND STRONG SIMMENTAL



2025 Annual Report

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association