

**Chairman**  
**by Doug Parke, Chairman**

This has been a challenging year in some aspects, but a great year for your Association. As an association we have increased our membership and especially junior members. The ASA has seen continued growth in many of the programs offered by the ASA. The commercial sector Simmentals are widely accepted more than ever, the spring bull sale hopefully will be fast-paced on the buying end. No matter what your role is in the beef business, the Simmental is at the forefront in almost all aspects. Go talk to a commercial producer, watch any online sale, go to a production sale, go to a major show, junior national, or all-breed jackpot show —or even the BIF convention — we are not the only ones excited about Simmental. I really like to hear or witness the all-breeds performance-tested bull sales with many breeds involved and the majority of the top are Simmental or Sim Angus. The majority is not just among the high-sellers but meet all the requirements for the commercial sector. Those producers select bulls for their EPD and other data to fit their individual needs. Simmental genetics are still the topic of discussion about our past and where we are now, and the future of the breed. The Simmental breed faces many challenges just like other breed associations; the important thing is how we respond as staff and ASA trustees. Many realize the importance of collaborating with other breeds not only in the US but Canada and International on IGS. In my opinion we have a great group of trustees respected for their knowledge, dedication, and leadership, all while maintaining their livelihood and way of life to pass on to the next generations. Hopefully many will be a Simmental breeder or in an Ag related field. The next generation will carry on the same passion in their operations and all the opportunities in the ASA, AJSA, or the beef industry. The STYLE Leadership program went through their second year, which consists of young Simmental breeders in the U.S. and Canada. The reports of the attendees have been nothing but good.

What is the role of the Simmental Association? The main role is to maintain breed integrity of the herd book. The ASA is to maintain the registry and establish the boundaries within which its members can maintain their herds and still register and record their cattle. This past year we have been challenged by several different beliefs as to the direction we should be going, and the ASA strives to keep some common ground for the membership. The ASA has many responsibilities; however, the ASA board of trustees' main goal is integrity and the core missions.

The ASA continues to offer many different programs and the membership is utilizing the ones suited for their operation. The membership is advancing the breed and the ASA is hopefully providing the needed tools. The tools for today and tomorrow are ever-changing with technology and science moving at a faster pace. The use of DNA continues to increase, and we are all aware of the turnaround so please get your samples in early. Look into utilizing TSUs: it seems to be a preference of several breeders. The topic of DNA and parent verification is being talked about in committee for the ASA-sponsored shows. All the staff and both boards (AJSA and ASA) take a serious approach on all matters. The progress for the year has been great with the communication between our leadership, staff, new staff members, AJSA, and the entire ASA board. We continue to challenge ourselves and stay committed to the membership. As always you as members are the most important. Stay active and let's continue to be instrumental in the business of people. ASA has a strong foundation and commits to helping serve their commercial customers in an increasingly competitive marketplace. As we move forward, it's important to remain open to what lies ahead and trust the journey. Don't forget our mission and core statement.

## **Activities & Events**

**by Brandon Callis, Chairman**

**Committee members: Greg Burden, Tim Clark, Chris Ivie, Maureen Mai, Troy Marple, Doug Parke, Scott Trennepohl, and Barry Wesner**

**Staff lead: Luke Bowman**

It's been a fun and eventful year as expected for the Activities & Events committee and staff. We focused on improving the business of SimGenetics from the junior programs all the way to the commercial cattle producer's benefits. Our goal as always is to find areas to develop and promote the ASA in its entirety from coast to coast.

A considerable amount of time was dedicated by staff and the junior board to refining the rules of the 2023 national classics and the implementation of the sibling rule for the bred and owned division. As is routine for this committee, we also spent time on judges approval, show date approval, and the acceptance of new shows such as the Dixie national to our PTP show schedule.

We set guidelines and parameters to handle the addition of the Percentage Simbrah cow-calf show as a part of our PTP and National Classic shows.

We charged down the road of perfecting the process of collecting and processing DNA of crowned champions at our PTP events. Our goal was to streamline this process and protect our membership from any mishandling of samples and having them sent to the lab in a timely manner. This also led to deep and thorough conversations about the future and role of DNA in our PTP and youth events.

We are constantly trying to simplify the process for shows to select judges. Each of the recent committees have taken turns proposing solutions and it was no different this year. A "Judge Selection Proposal" was presented, discussed, and passed. We also added a Non-Ambulatory Animal policy to our verbiage in our show rules and regulations.

Healthy discussion was had by both the junior and senior boards about the possible addition of divisions to our bred and owned national classics shows. It was also voted on to add Fullbloods, Simbrah, and Percentage Simbrah to the Ring of Champions program.

To wrap things up, it was a busy and fast-paced year for the A&E committee. A few major changes and lots of health and fruitful discussions that lead to perfecting existing programs and the additions of a few new ones. I want to thank staff and fellow board members for all their time, sacrifice, and dedication to the A&E committee and its business.

Mr. Chairman, this concludes my report for the Activities & Events Committee, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **Breed Improvement Committee**

**by Ryan Thorson, Chairman**

**Committee members: Matt Aggen, Chad Cook, Victor Guerra, Joseph Hensgens, Brandi Karisch, Quin LaFollette, Doug Parke, and Loren Trauernicht**

**Staff lead: Jackie Atkins**

The Breed Improvement Committee (BIC) and the ASA Staff had another busy year focusing on different research opportunities and also working to enhance our current genetic evaluations for improved programs and tools to aid in not only in our members' success, but also their customers'. I would also like to thank Ryan Boldt with IGS for his contributions throughout the past year.

### ***DNA services:***

#### **Cow Herd DNA Roundup (CHR):**

To date, over 58,000 mature cows were genotyped through the CHR (and just under 2,500 in 2023). ASA has paid out just under 20,000 rebates for mature size records through the CHR, totalling \$96,865 paid back to the membership.

#### **Calf Crop Genomics (CCG):**

2023 was the fourth year for CCG, bringing in over 23,000 genotypes this year and 74,507 genotypes total on whole birth groups of calves during that time. Members participating in CCG earned just over 16,000 rebates for complete weight trait records submission on 90% of the birth group (birth, weaning, and yearling weights). Additionally, just over 1,800 rebates were paid for harvest records from CCG calves. Between the weight traits and carcass records, the CCG has given back just over \$107,000 to ASA members.

### ***Carcass programs:***

The American Simmental Association (ASA) offers a robust set of programs for carcass data collection. The carcass programs range from young-sire progeny testing, regional feedouts, and incentivized DNA programs such as Calf Crop Genomics (CCG) and Carcass Expansion Project (CXP). In the past couple of years, ASA has seen a notable increase in the percentage of animals registered with actual carcass phenotypes. The ASA has increased the emphasis to capture carcass data on genotyped calves through these programs, and can report that over 18,000 animals with carcass data have been genotyped.

In 2023, the BIC and the board of trustees passed a resolution to extend the funding for the Carcass Expansion Program (CXP) up to \$100,000 per year until 2029. In August the BIC and full board voted to increase the CMP payment for carcass records up to \$200/carcass and to increase the nomination fee for a sire from \$1,500 to \$2,000.

### ***International Genetic Solutions (IGS):***

IGS remains healthy and strong with additional cattle, testing new partners, launching model and software updates to the growth and carcass evaluations, and moving new trait development close to the finish line. The total number of animals in the genetic evaluation grew to over 22 million head and 500,000 genotypes in 2023. This year marked another strong year for building and leveraging relationships and

data for the IGS genetic evaluation and beef cattle improvement. IGS had its second year at the IGS pavilion at NCBA, which was a great success, as well as monthly meetings with the collaborators, and a sponsored social at Beef Improvement Federation in Calgary, Alberta, CA.

**Genetic evaluation updates:** In the past two years, the production evaluation started to take longer than one week due to the increase in data coming into the evaluation. The IGS science team began testing a variety of approaches to software updates and modeling the evaluation to increase the efficiency of the production evaluation without losing prediction accuracy. After a year of development and testing, IGS released the first set of optimized production evaluation trait complexes with updates to CW and REA and the growth traits (Birth Weight, Weaning Weight, Yearling Weight, Milk, and Maternal Weaning Weight). This resulted in increased prediction accuracy for the trait complexes and an evaluation that was noticeably faster. IGS will continue to optimize the remaining traits with updated software and modeling changes.

In the fall of 2023, an update was added to the Docility prediction to allow docility records into the evaluation when they were collected on a different date than weaning or yearling weight dates. This resulted in a 6% increase in docility data in the evaluation.

**Dry Matter Intake EPD:** A prototype of a DMI prediction was completed in 2023 and is entering a research launch phase for feedback and testing.

**Mature Weight EPD:** After discovering the need to revamp the model approach for Mature Weight, IGS has completed updated variance component estimates and is working on model development next.

**Heifer Preg EPD (HPG):** Data prep is done and multiple models are being examined to find the best one to fit the data. IGS is working on a new method to predict HPG that has not been tried before to better fit with BOLT software and a multi-breed genetic evaluation.

**Feet and Legs:** Updated variance components were generated using ASA member data, with over 11,000 records to date. The ASA membership is encouraged to continue scoring structure traits and reporting data for the future development of genetic tools.

**PAP EPD:** Published updated predictions in the fall of 2022. Currently requesting members in high-elevation to submit phenotypes to gain access to genetic selection tools for improved PAP in their cow herds. The physiology of PAP and its relationship to Bovine Congestive Heart Failure was explored deeply at the 2023 Fall Focus and is a continued area of interest for researching genetic improvement for feedlot health.

#### ***Collaborative Research:***

In 2023, the BIC and the full board voted to support three research projects. Two of these research projects are being funded equally between ASA and the Red Angus Foundation Inc. (RAFI).

**Male Fertility Prediction:** The first is a project focused on developing a prediction for male fertility with the animal breeding and genetics group at Kansas State University led by Dr. Megan Rolf. Dr. Rolf and

her colleagues aim to develop a male fertility prediction based on breeding soundness exams and working closely with the IGS team to function with the IGS evaluation model and software (BOLT). The board voted to support this project in partnership with the Red Angus Foundation Inc. (RAFI) with each organization granting \$20,000 per year for three years.

**Hydrops:** In the spring of 2023, a novel genetic condition in the Simmental population came to light. The staff, the BIC, the board, and the breeders involved in this project have worked closely with Dr. Steffen and Dr. Petersen at the University of Nebraska–Lincoln to describe and strategize publication and advising breeders of this genetic condition. The Hydrops pregnancies result in extreme fluid accumulation in the uterus, often the fetus or calf does not survive and sometimes the dam dies during delivery as well. The BIC and board approved to fund the sequence of initial cattle involved in the Hydrops research and analysis to attempt to find a causative mutation and DNA test for the Hydrops condition. The initial sequencing and analysis was funded for \$13,000 and the UNL team found strong evidence of the region of the genome that carries the mutation but have not been able to find a specific sequence variant to explain the mutation. In November of 2023, the BIC and the board approved funding up to \$32,000 to transfer embryos of known carriers and follow the embryos through pregnancy to thoroughly document the pathology of these pregnancies, collect samples for RNA analysis, and other DNA sequencing if needed. The aim is to fully describe the pathology and continue to try to develop a DNA test for carriers. As of December of 2023, 25 embryos were transferred into recipients. Additionally in December an active case was sent to CSU to collect thorough records and tissues in coordination with the UNL team.

**Genotype and Phenotype Pooling:** In August of 2023, the BIC and the board approved funding of a second grant to share with RAFI. This project is led by Dr. Matt Spangler at the University of Nebraska–Lincoln. At present there is an abundance of commercial data that doesn't enter into the evaluation, as it doesn't fit the requirements of individual animal records and identifications. The UNL proposal would build simulations and then test models to use pooled phenotypic and genotypic data, in particular for rare traits like feed intake, carcass, and female fertility or longevity. The ultimate goal is to build a system that can capture this data and improve genetic prediction accuracy by leveraging the volume of commercial records. The BIC and the board voted to fund half of the research project that would last 2.5 years at \$60,000. Later this fall, the American Simmental-Simbrah Foundation committed to funding a portion of this grant.

Mr. Chairman, I would like to thank the Breed Improvement Committee members and the ASA staff for their help with a productive year and I move that the report be accepted into the minutes of the 56th Annual Meeting.

## **Finance**

**By Chad Cook, Chairman and Treasurer**

**Committee members: Chris Ivie, Greg Burden, Scott Trennepohl, and Doug Parke**

**Staff lead: Linda Kesler, COO/Financial Operations**

First of all, I would like to thank all of the finance committee members for their help making a first-time committee member and chairman's work easier. A special thank you goes to Linda and Wade for all the extra time spent on the phone before finance reports.

With three current committee members also on the Executive Committee, the end-of-month reports have been hard this year. That being said, ASA is still in a great position fiscally and members should feel very confident that the ASA continues to work on their behalf. Please keep in mind that your board, staff, and all committees are working hard to build a budget that is fiscally responsible but still benefits membership with many projects and programs.

At fiscal end (June 30, 2023) ASA continued to see positive growth. Operating income was \$6,085,410, with total operating expenses of \$5,815,501 leaving the ASA with net operating income of \$269,909. The ASA board discussed other avenues to invest money other than with Vanguard since the stock market had been trending down. Without removing money from Vanguard, Linda has begun rolling excess cash into CDs. Total assets at the end of fiscal year 2023 were \$20,010,643 which is up \$1,357,544 from fiscal year 2022.

Mr. Chairman, ASA members and staff, I am glad to report the ASA is in a solid financial condition. This concludes my report for the Finance Committee, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **Growth & Development**

**by Chris Ivie, Chairman**

**Committee members: Greg Burden, Brandon Callis, Troy Marple, Doug Parke, Ryan Thorson, Loren Trauernicht, Scott Trennepohl, and Barry Wesner**

**Staff lead: Chip Kemp**

This past year has seen a continuation of a well-laid plan. Our promotional efforts and our educational experiences continue to pay dividends with cattle quality, enhanced value, and a strong industry perception of Simmental in general. Even more importantly, those efforts help individuals and families accomplish their personal and business goals within the beef industry. I commend the Growth and Development committee members for their willingness to be forward-thinking and supportive of this approach.

I would like to publicly thank each committee member for their service and insights. Thank you to Greg Burden, Brandon Callis, Troy Marple, Doug Parke, Ryan Thorson, Loren Trauernicht, Scott Trennepohl, and Barry Wesner.

Your ASA staff is tremendously capable, committed, and adaptable to the landscape of the industry. They are the best in the business. A big thank you to each of those staff members who have aided the G&D committee over the last year.

Here are a handful of 2023 Growth and Development highlights.

### **1) Internal marketing and promotion decisions**

While marketing and promotion efforts may be the most routine portion of G&D, they are also the most crucial. Having a system and culture in place that responsibly leverages the dollars of ASA members to make the industry at large aware of the successes and advances within the Simmental population and within the Simmental business is core to what we do. Over recent years, we have all worked together to chart and monitor a course that has seen an increase in registrations, an increase in total animal records, an unprecedented acceptance and value of Simmental influenced genetics, and a growth of the partner institutions within the International Genetic Solutions (IGS) platform — all while many of our fees and margins are the lowest in the business.

A combination of thoughtful breeders, in-demand cattle, uniquely talented employees, data-driven decision-making and key relationships with outside folks make this possible. The continued relationship with the Grant Company team as a complement to our own staff has also been key on this front. It is a significant financial commitment, but one that has clearly proven its worth.

The humble, novel, and targeted promotion path charted by ASA has proven quite impactful, while being intentional and responsible with member dollars. You expect a ROI on your dollars. It is clear the ASA method is providing a serious return for you and your family.

### **2) SimGenetics Training for Young Leaders and Entrepreneurs (STYLE)**

2022 saw the highly anticipated first cohort of the STYLE program. That was followed up with an equally successful, though slightly different experience in 2023. Both events were held in Oklahoma City. With pent-up demand, it is no surprise that the 2022 class was on the higher side of the desired number of attendees for this event. On the flip side, this past summer saw a smaller, more intimate group, which is likely more reflective of numbers going forward. This allows staff to plan accordingly as we design future versions of the program.

STYLE is focused on professionals on the front side of their career and adding to their arsenal of leadership and industry training as they continue in their careers, the Simmental business, and their families. Those interested in future STYLE cohorts should watch for promotional materials through various ASA communication channels.

### **3) State Association programs**

G&D continues to refine programs that are directly beneficial to our state associations. This empowers our members at the local level to leverage dollars to help spread the regional message that makes the greatest sense to their audience.

For numerous years, Dr. Bert Moore did yeoman's work as the ASA's State Liaison. In 2023 Callie Cooley took over that role. Building upon the efforts of Dr. Moore, she is refining processes and communication with our state associations regarding the Cost Share and Check-Off programs.

### **4) ASA and the Genetic Merit Pricing Task Force (GMP)**

In 2022, the ASA became one of the founding organizations behind the Genetic Merit Pricing Task Force (GMP). This support came with much discussion and well-defined parameters to ensure that ASA resources were used wisely and that the GMP was aligned with the core tenets and philosophy of ASA and its membership. As a reminder, in brief, those parameters are:

*Focus on multi-breed objective measures of terminal merit.*

*Commit to scientifically sound assessments.*

*Respect currently existing programs and allow free market to determine best use of objective terminal measures.*

*Commit to respecting and avoiding any disruption to currently approved USDA beef programs.*

*Ensure a viable, industry-led GMP structure.*

*Commit to transparency of process and expenditures.*

As the GMP actually came together in 2023, and moves into 2024, ASA staff has been instrumental in all steps and will continue to aid and promote the desire for the use of objective genetic measures across the beef business.

Mr. Chairman, this concludes my report for the Growth & Development Committee, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **Policies & Procedures**

**by Victor G. Guerra, Chairman**

**Committee members: Matt Aggen, Tim Clark, Chad Cook, Joseph Hensgens, Brandi Karisch, Quin LaFollette, Maureen Mai, and Doug Parke**

**Staff lead: Sheldon Ross**

I hope this report finds you, your family, and the ranch in good shape. I would like to extend my appreciation to the Policies & Procedures committee this past year for their time and efforts, members of the committee included: Matt Aggen, Tim Clark, Chad Cook, Joseph Hensgens, Brandi Karisch, Quin LaFollette, Maureen Mai, and Doug Parke.

We are also grateful for the staff support we have had, our staff liaison for this committee is Sheldon Ross; however, several members of the staff contributed throughout the year and for their efforts we would like to thank them as well.

Due to the constructive collaboration of this committee, we were able to both discuss and institute numerous policies that should make the ASA more effective and efficient. Here is an overview of what is new at the ASA from a Policies & Procedures standpoint as of this year. It was brought to our attention that the term Annual Service Fee created some confusion, thus the committee voted to amend the term to now state Annual Membership Fee.

The committee also agreed to align the American Simmental Association's mileage reimbursement rate with the Internal Revenue Service guidelines — this includes trustees and staff. If you have utilized the Planned Mating system online, you may have noticed that the animal registration number you are on when you select the Planned Mating option is automatically inserted thus just requiring one registration number and not two as previously required. We believed this would enhance the online experience for membership.

In an effort to notify the appropriate parties upon the completion of DNA testing within our Progress Through Performance (PTP) program, the committee voted for the PTP staff to work closely with the DNA department to personally notify owners of any record exclusions. We also considered the acceptance of EID tags along with tattoos as an approved method of permanent identification; after a thorough discussion, the committee recommended taking no action at that time.

Another topic that was heavily discussed and considered is to move to a delegate system of some sort when electing the ASA Board of Trustees. We had Don Scheifelbein, who has had experience with the system through the American Angus Association as well as other organizations, discuss the ins and outs of the system, as well as the advantages and challenges that it may present the ASA. The committee also did some work outside of committee meetings that included listing the pros and cons of utilizing the delegate system and any other practical options to enhance the current election system. After the presentation, a survey was distributed among the board, and it was determined that no action be taken on this item. However, the discussion on how we can enhance the election process is ongoing.

The committee also discussed the fee structure on certain registrations within the Total Herd Enrollment (THE) program. It was decided that if a breeder's entire herd is enrolled in THE, all embryo transfer calves registered will be charged the corresponding enrollment fees within that enrollment year. The measure includes calves from donors and/or recipient cows that may not be owned by that breeder enrolled in THE.

A few other items that the committee discussed throughout the year included the protest process, including the Executive Committee's involvement on matters such as voting on appeals, to whom and when notice should be given, and how new evidence would be managed. The committee decided to investigate whether the Executive Committee could initially consider all protests to determine whether the ASA would proceed.

For more information or suggestions, please reach out to Sheldon Ross at the ASA at [sross@simmgene.com](mailto:sross@simmgene.com) or 406.587.4531 or Victor G. Guerra at [vgg03@aol.com](mailto:vgg03@aol.com) or 956.607.5515. Mr. Chairman, this concludes my report for the Policies & Procedures Committee, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **Simbrah**

**by Joseph Hensgens, Chairman**

**Committee members: Greg Burden, Brandon Callis, Chad Cook, Victor Guerra, Brandi Karisch, and Doug Parke**

**Staff lead: Luke Bowman**

Mr. Chairman I would like to start out by thanking my committee members, Brandi Karisch, Brandon Callis, Victor Guerra, Greg Burden, Chad Cook, and Doug Parke. This committee sparked great conversations on many topics pertaining to Simbrah and SimGenetics throughout the year. I would like to thank them, the non-committee members, and our staff for their time and efforts as some of the trustees are not directly involved in the Simbrah breed.

In January of 2023, there was a motion to institute a percentage Simbrah show at the National and Regional Classics while committee chairman Randy Moody was at the helm. This was further discussed, honed, and passed by the full board to institute a Percentage Simbrah show at Regional and National Classics that began at the 2023 shows. Percentage Simbrah cattle eligible to show are cattle within the Simbrah registry, excluding purebred Simbrah (5/8 SM x 3/8 BR), that are one generation away from producing a Purebred Simbrah. We look forward to the National Classic being held in the southern region this year in Tulsa, Oklahoma, and hope many Simbrah juniors plan to attend!

In April it was brought before the committee to have an ASA staff member attend the American Junior Simbrah Roundup. This event has been held annually each summer for 23 years running now. A directive was passed, and Simbrah breeders and juniors were pleased with the presence and presentation of Mr. Chip Kemp who made the trip to Bryan, Texas. The focus sought-after by many Simbrah breeders was DNA. Chip explained the process ASA currently has in place for collecting and submitting DNA information as well as other topics.

The Simbrah committee developed a survey that was distributed by ASA to members by email at first, then via eNews when we were made aware of some members not receiving a survey. With countless surveys many of us receive on a daily basis we do not even open the link or mail but, we were thrilled that the Simbrah survey was completed by a large number. The goal of this survey was to poll Simbrah and non-Simbrah breeders on certain questions on which the information could be used now and in the future, if needed. The Simbrah Summit and feed-out has been an ongoing topic of discussion as we all know the importance of the carcass data needed for the Simbrah and SimGenetic cattle. We hope to have a feed-out option available and a summit/social event scheduled in the future. Any person who has any questions, comments, or ideas pertaining to anything Simbrah please contact any of the committee members as everyone of us would be excited to hear from you.

Mr. Chairman, this concludes my report for the Simbrah Committee, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **ASA Publication, Inc. Board**

**by Chris Ivie, Chairman**

**Board members: Tim Clark (Vice-Chairman), Chad Cook, Doug Parke, Ryan Thorson, Wade Shafer**

**Staff lead: Chip Kemp**

ASA Publication, Inc. (Pub) is in a very solid and unique position. In a time of increasing challenges for print media, the Pub has maintained a reasonable financial position while continuing to pursue opportunities to better serve the ASA membership and to communicate with the industry at large.

I would like to publicly thank each board member for their service and insights. Thank you to Vice-Chairman Tim Clark, Chad Cook, Doug Parke, Ryan Thorson, and CEO Wade Shafer.

Your Pub staff, and their colleagues on the ASA side of the business, are committed to exceeding expectations. And they do this with humility, competence, and a great attitude.

It would be reasonable in a time of rising and unpredictable costs to be hesitant and reactionary. However, the Pub staff has been just the opposite. The team has been forward-thinking and making moves that position the Pub as a business and the readership as a whole to be better situated going forward.

Three specific examples of this are:

### **1) Staffing decisions**

It would be explicable if the Pub team had some stumbles over the last year. With the retirements of two long-term employees in Jim Largess and Cynthia Conner and their combined 71 years of knowledge, institutional memory, and sheer will to get the job done, who wouldn't have expected a hiccup? Interestingly enough, Jim and Cynthia. They were both tireless in seeking and training staff in recent years and building systems that ensured viability and successes well past their own tenures. That paid off. The current Pub team has taken the time-tested approach that has been stewarded so well in the past and built some fresh approaches into the mix. As a result, many processes have streamlined and allowed the Pub to increase efficiencies and expand time to seek new opportunities.

### **2) Transition from LSC/Kodi to Royle Printing**

One of those new opportunities comes in the form of a change in printing companies. First, we sincerely thank our friends at LSC for decades of service to ASA and our members. At the same time, as we seek to make our materials as appealing as possible, it became apparent that there were numerous subtle areas we could see improvements on the printing side of our business. No single issue was, in and of itself, the deciding factor. However, a variety of issues from philosophical alignment, quality control, greater nimbleness to serve a firm of our size, a more thorough consultative relationship, and yes, even the potential for some savings (time will tell) all came together to necessitate this change. While the team is thoroughly confident in working with Royle Printing starting early in 2024, it will come with real and serious challenges. That can't be hidden. During this change, please communicate with Chip Kemp if you have thoughts, questions, or concerns. And a huge thank you to Gretchen Jensen for her individual work in vetting this new relationship with Royle. It simply wouldn't have happened without her efforts.

### **3) Multimedia efforts**

The Pub team, in close collaboration with a variety of direct ASA efforts, is working to use available content across as many avenues as possible. That means the digital footprint of both the Pub and ASA are growing and will continue to grow. Social media is one obvious avenue, as are programmatic advertising and available search tools. When these assets converge in a coherent strategy you get things like the upcoming highlight of the heart health issue. The content derived from Fall Focus will be packaged up in a focused *SimTalk* issue, a TV episode featuring the panel discussion, and corresponding social media. All to be delivered to the industry at roughly the same time — the front end of the spring bull sale season — to maximize impact.

Mr. Chairman, this concludes my report for the ASA Publication, Inc. Board, and I move that it be accepted into the minutes of the 56th Annual Meeting.

## **American Simmental-Simbrah Foundation Board**

**by Randy Moody, Chairman**

**Board members: Mark Smith, Tonya Phillips, Cathy Eichacker, Scott Cowger, Bob Mullion, Jennifer Tarr, Aaron Owen, Carrie Horman, Adrienne Trennepohl, and Kelly Schmidt**

**Staff leads: Mia Bayer, Linda Kesler**

The ASF board continues to be dedicated to raising funds to support the American Simmental Association in the areas of education, youth and research. Several fundraising activities are held throughout the year. Foundation members are tasked with reaching out to public and private donors as well as making funding recommendations on research projects and other endeavors to the executive committee. Highlights of 2023 included:

### **1) Foundation Female**

The year kicked off with the sale of the foundation female during the Cattlemen's Congress in Oklahoma City, Oklahoma. Thank you to Clear Water Simmentals of Indiana for their donation of the 2023 female. \$57,000 was raised from the sale of the female to support the Merit Scholarship program. Five Gold Merit awards at \$5,000 and twelve Silver Merit awards at \$2,500 were awarded to outstanding Simmental youth during the National Classic.

### **2) PTP Show Fundraising**

The PTP show season provides many opportunities for fundraising. A variety of items were auctioned off with funds going towards the Merit and youth programs. Sale items included a fishing trip, toy pedal tractor, the ever-popular liquor and gun raffle held during the National Western, and the sale of the 2022 Power Simmental female, where funds were split between ASF and Colorado Simmental. Advertising opportunities for show programs were also sold. Overall, close to \$30,000 were raised during these fundraising efforts.

### **3) National Classic**

ASF continues to have a strong presence at the National Classic. Besides awarding Merit Scholarships, the board also sponsors and organizes daily giveaway prizes for exhibitors. New this year was a sponsorship of a lunch for the novice participants. It is our hope to increase the awareness of the Foundation by being visible to the junior exhibitors and their families. The National Classic also hosts the golf outing and silent auction, and this year a BBQ cookoff was added to the mix.

### **4) Supporter of the Year**

The board voted to award the first annual Supporter of the Year award to Nate and Carrie Horman of Iowa. Nate and Carrie have organized and executed the Foundation golf outing since its inception. They are true champions of the Simmental breed and they enthusiastically support the fundraising efforts of the ASF. Nate and Carrie were recognized at the 2023 National Classic.

### **5) Fall Focus**

Funds for the general pillar of the Foundation are raised through the Cash Cow fundraiser during the Fall Focus. 95 cow tags are sold throughout the conference with the final 5 tags being auctioned off during the annual Recognition Dinner. The lucky winner receives \$2000 and the remaining funds go to the general fund. \$11,600 was raised during this fun event at Fall Focus.

### **6) Research Funding**

The Foundation board was asked to review several research projects this year. The board has recommended funding the following three projects: \$20,000 to the Genetic Merit Pricing, \$20,000 to the DNA Pooling, and \$10,000 to hydrops research. The board is committed to funding research projects

and will be looking to build up the research fund as much has been depleted through the commitment to the mentioned projects.

The success of the Foundation is not possible without the hard work of its board as well as the generous donations of many supporters. Mr. Chairman, this concludes my report for the American Simmental-Simbrah Foundation Board, and I move that it be accepted into the minutes of the 56th Annual Meeting.