
Board of Trustees' Meeting

American Simmental Association

April 24 - 26, 2014

Bozeman, Montana

Chairman Jim Butcher called the meeting to order at 8:17 a.m.

Roll Call: Jim Butcher, Bob Lanting, Susan Russell, Dale Miller, Brian Defreese, Bill McDonald, Gordon Hodges, Cliff Oley, Roger Finke, Calvin Drake, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Blake Nelson, Jessie Driggers

Staff: Wade Shafer, Steve McGuire, Will Townsend, Sheldon Ross, Hannah Wine, Luke Keller, Paulette Cochenour, Jackie Atkins, Linda Kesler

Approval of the Agenda and Minutes. Moved Susan Russell seconded Tim Smith to approve the agenda and minutes of January 17, 2014 and January 18, 2014 as presented. Motion carried.

Chairman's Report. Jim Butcher gave a report and led the discussion.

Items discussed.

- Where should the breed be in 5 years?
- Where do we want the Association to be in 5 years?
- Education is important to increase market share.
- API – promotion of indexes; review the way indexes are presented, take a different approach.
- DNA/TraitTrac – need long-term approach with the realization to manage not eliminate. Educate on how to manage and use this information for good breeding selection.
- Denver – Annual meeting revisited. Consider going to the grounds where the Simmental members are. Should have education and entertainment along with the Annual Meeting. Reports from the Chairman of the Board and Executive Vice President given at the Annual Meeting but publish the committee reports.
- Foundation must be revisited. Needs a business plan and purpose. Foundation needs direction and a plan to revitalize fund raising. Consider shorter terms for Foundation Board Members. Broaden to include education, research and junior programs.
- Fall Board Meeting – consider rotation with one-day education program and open committee meetings along with the board meeting. Use University locations.

Strategy Planning Review. Steve McGuire reviewed measurements of production and collection of data. All measurement reports are posted on the confidential Trustee Intranet site. Reminder, from our strategic planning session, to review mission and vision statements along with core policies each board meeting.

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

Items discussed.

- We will have challenges, important to work together as a team
- Important to keep our focus on our members' customers
- Understand what happened to breed associations in the pig and chicken business
- Patent Challenge / Post Grant Review
- Review of vision statement, developed by the 2013 ASA Board during strategic planning session
- Exist to serve commercial industry, leverage science to benefit the industry & collaborate to benefit the industry
- Directors are ASA's extension service. Seedstock, Education, Junior/PTP and Commercial programs.
- Growth in IT and Programming Department. We are becoming the most desired databasing system in the industry.
- Genomics / MB-ICE. The potential for developing more robust predictions than any database in the industry. Quantum Team with Dorian Garrick and Bruce Golden joining ASA's team.
- Commercial Genetic Evaluation. Opens door to more interaction with commercial industry.
- Economic Selection Indexes – make genetic improvement on multiple traits with use of indexes.
- Using ASA's Vision & Mission, success will be ours if we stay focused and work together.

Recess until 8:00 a.m. April 25. Committee meetings in the afternoon of April 24, 2014.

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Meeting reconvened at 8:10 a.m.

Roll Call: Jessie Driggers, Brian DeFreese, Bill McDonald, Gordon Hodges, Cliff Orley, Roger Finke, Calvin Drake, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Blake Nelson, Jim Butcher, Bob Lanting, Susan Russell, Dale Miller

Staff: Wade Shafer, Steve McGuire, Will Townsend, Sheldon Ross, Hannah Wine, Luke Keller, Paulette Cochenour, Jackie Atkins, Linda Kesler

Staff Presentations.

- Feeder Calf Index / Commercial Promotion. Presentation by Will Townsend.
- Mobile Application. Presentation by Sheldon Ross
- New Animal / Sale Reports available under HerdBook Services. Presentation by Sheldon Ross.
- Financial Balance Sheet and Investment Report. Dale Miller and Linda Kesler presented the report.
 - Review of ASA's Balance Sheet and Investments
 - Understanding "cash items" that will show on the balance sheet vs. expense line items.
 - FY2015 will have several items using savings and CDs which will show up on the balance sheet

Committee Reports and ASA Publication Board Report.

Finance – March Financial Reports and Preliminary Budget Review by Dale Miller.

ASA Publication, Inc. Board Report. Discussion led by Bob Lanting.

Items discussed:

- ASA Publication Board passed a resolution at their April 23, 2014 meeting stating no ring or sales services will be provided.
- ASA Representative's ad in *SimTalk* may not reflect the Representative's tasks.
- ASA Representatives need more training and direction; Directors Luke Keller and Will Townsend plan to do this.
- Current ASA Representative Model is in its first year.
- Once the direction has been decided, need to inform breeders about the opportunities for an ASA Representative to attend an event. ASA Representatives will have a pull-up booth and promotion materials.
- Discussion if ASA Representative is the correct moniker for breeders to understand what type of services they will provide
- Communication is important for breeders to understand the role of ASA Representatives – an educator
- ASA is in good financial shape; sales have increased this past two fiscal years.

Moved Gordon Hodges seconded Scott Cowger for the ASA Publication Board to consider doing away with the \$2,000 minimum in lieu of an application for an ASA Representation to attend an event. Establish criteria for attendance. Motion carried.

Simbrah Committee. Report given by Blake Nelson

Items discussed:

- Open forum for the Simbrah breeder
- Develop a short video clip; 2 – 5 minutes long to post on web site
- Seeking the old breeding up percentage chart to review and possibly use again
- More recognition for Simbrah; consider a top 10 list
- Searching for a carcass merit herd for Simbrah
- Classic 2015 in Texas. Superbowl, junior exhibitors; good opportunity to draw juniors.

Resolution #1. Request \$1,500 to produce copies of promotional brochures similar to brochure which will be developed by the International Committee. Moved and seconded in committee.

Points of discussion:

- ✓ To be used at events; NCBA, BIF, Simmental and Simbrah functions.

Nominating Committee. Report given by Bob Lanting.

Items discussed:

- Review nomination process and seats open in 2015.
- Entry forms due by August 15, 2014.
- Trustees available for second term must submit an application as well as new applicants
- Board nominations will be decided during the September Board Meeting

Growth & Development Committee. Report given by Jon Willis

Items discussed:

- Updates on "How To", reach out to new members program in development.
- Blogs; tReg, DNA, Science Forum
- National Advertising – Will Townsend
- Regional Advertising – Luke Keller
- American Rancher. Broadcast 3 episodes giving us 9 airings of promotion. First episode scheduled for September

Resolution #1. Add a new option to state association cost share menu allowing an ASA Representative to attend an event. This would be a 40/60 (ASA pays 60%) cost share item, maximum of \$400/per event (ASA paying up to \$240/per event). Moved and seconded in committee.

Points of discussion:

- ✓ Allows state associations to have an ASA Representative at their event sharing the cost with ASA.

Resolution #2. Increase state association cost share limit per fiscal year to \$4,000 per state and increasing line item 631 (state association cost share) by \$10,000. Moved and seconded in committee.

Points of discussion:

- ✓ Usually 10 states use the current limit of \$3,500 per fiscal year
- ✓ Increase will allow state associations to continue using their cost share dollars as they have in the past and be able to take advantage of having an ASA Representative attend an event.

Policy & Procedures. Report given by Roger Finke

Resolution #1. Remove Rule II D 2 b

Any SimGenetics donor cow sired by a bull of another breed must be parent verified to her dam. Moved and seconded in committee.

Points of discussion:

- ✓ This only applies to 1 specific mating
- ✓ Removing this rule does not change or eliminate the rule requiring all donors to have DNA on file
- ✓ It was added at a time when bull of another breed was new.
- ✓ It is discriminatory. Angus donor flushed to Simmental bull doesn't require parent verification. Simmental donors out of any percentage Simmental sire doesn't require parent verification.
- ✓ It causes delays, extra cost and member confusion without adding much value

Policy & Procedures Committee (continued)

Resolution #2. Add a “foundation” category to the Simmental percentage chart to allow the registration of an animal out of a foundation registered parent and a registered 1/8 Simmental parent to be registered as foundation. Moved and seconded in committee.

Parents	0	FND	1/8	1/4	3/8	1/2	5/8	3/4	pb
0	0	0 *	0 *	1/8	1/4	1/4	3/8	3/8	1/2
FND	0 *	FND	FND	1/8	1/4	1/4	3/8	3/8	1/2
1/8	0 *	FND	1/8	1/4	1/4	3/8	3/8	1/2	1/2
1/4	1/8	1/8	1/4	1/4	3/8	3/8	1/2	1/2	5/8
3/8	1/4	1/4	1/4	3/8	3/8	1/2	1/2	5/8	5/8
1/2	1/4	1/4	3/8	3/8	1/2	1/2	5/8	5/8	3/4
5/8	3/8	3/8	3/8	1/2	1/2	5/8	5/8	5/8	3/4
3/4	3/8	3/8	1/2	1/2	5/8	5/8	5/8	3/4	pb
pb	1/2	1/2	1/2	5/8	5/8	3/4	3/4	pb	pb

Points of discussion:

- ✓ Right now the percentage chart allows for Simmental animals with 1/8 or greater Simmental to be registered as Simmental.
- ✓ Board policy allows animals out of 2 foundation registered parents to be registered as foundation.
- ✓ The rules and policies do not allow for animals out of a 1/8 Simmental to be registered unless the other parent is at least 1/8 Simmental.
- ✓ Suggestion: add another entry to the percentage chart.

Resolution #3. Direct ASA Staff to notify the membership by mail of the electronic procedures requesting them to specify which method they wish to use; the default voting method will be paper; that a 3rd party administration service be used; all voting ultimately be logged into the system administered by the 3rd party.

Points of discussion:

- ✓ Staff may also use other methods to inform the membership: eMail, eBlast, blogs, web
- ✓ There will be an easy way for members to specify their choice of voting method

Policy & Procedures Committee (continued).

Resolution #4. The name change policy be amended to state the name change of an animal up to 20 months of age is considered a correction; after 20 months of age the name change fee is \$50.00; after 24 months of age the name change fee is \$1,000. Moved and seconded in committee.

Points of discussion:

- ✓ The fee to get a new certificate after a correction if \$5.00
- ✓ With total herd enrollment many members register animals when first reporting calf data – after calving or after weaning – without giving much thought to names.
- ✓ With electronic storage of registration certificates the name is often not noticed until the animal is older and when sale catalogs are being produced.
- ✓ Once an animal is registered the name change fee is \$50.00 up through 24 months and \$1,000 after 24 months of age.
- ✓ There is no fee to change the name of an unregistered animal when registration is requested.
- ✓ The current system encourages members to hold off registering and perhaps submitting data until animals are older.

Breed Improvement. Report given by Calvin Drake.

Items discussed:

- Meeting with members and discussing issues is important to them.
- Use promotion and weighted EPD content of API. Would like Industry Insight with members across the county on their use of API.
- Genetic Defects, new approach is needed to manage breeding decisions

Resolution #1. Request that the ASA Chairman create an adhoc technical advisory committee to review the genetic evaluation. Suggest that the Technical Advisory Committee consist of 3 people; one from the Breed Improvement Committee, an industry person and one person connected with a bull stud. Moved and seconded in committee.

Points of discussion:

- ✓ Assist in reviewing the genetic evaluation before releasing to the public
- ✓ Allows other people in the industry with a fresh set of eyes to look at the data

Directive #1. Staff to develop new articles and promote a new approach to our indexes and traits simultaneously through *SimTalk* and other avenues. Moved and seconded in committee.

Points of discussion:

- ✓ Change approach with emphasis on all traits
- ✓ Determine a threshold for top API and ACC.; then select top end/elite traits
- ✓ Education relating How To Select using API
- ✓ Use a more broad based approach to promoting API

Directive #2. Remove the TraitTrac light, add the word CHECK if genetic conditions exist, remove color and add any genetic defects that ASA test for. Moved and seconded in committee.

Points of discussion:

- ✓ Eliminates the emotion/perception of the colors
- ✓ Starts the steps with emphasis on manage genetic defects
- ✓ Allows all known genetic conditions to be included in the TraitTrac system
- ✓ All genetic conditions will follow the current requirements
- ✓ Staff will continue to investigate the next generation to monitor, code, map and publish genetic conditions as more are discovered

Activities & Events Committee. Report given by Tim Smith.

Items discussed:

- Committee reviewed and updated the PTP list
- Updated PTP list will be posted on ASA's website
- Evaluated the process of nominating judges
- Changing conference call with PTP judges with an instructional video
- Discussed replacing Fort Worth with Houston for 2014/2015 season – resolution on hold
- Next National Show in Denver
- Discussed a herdsman of the year award
- Discussed AJSA request to remove the no paint rule
- DNA testing discussion on PTP show animals

Directive #1. Direct the Staff to research moving the annual meeting at the National Western Stock Show to Sunday and tie the function to a gala-like event with entertainment. Moved and seconded in committee.

Resolution #2. To replace the current habit of the A&E Committee educational teleconferencing with PTP judges prior to major shows with an online information video for judges with verification of the judge's viewing. Moved and seconded in committee.

Points of discussion:

- ✓ Recommended that the Committee educate judges in a more uniform and consistent method while at the same time allowing transparency in the process

Resolution #3. Award the honor of the PTP Herdsman of the Year, along with a belt buckle, to an individual who supports and promotes the SimGenetics industry on a personal and professional level while gently commanding the respect and upholds the honor and dignity of respectable cattlemen.

Recipients will be selected by their peers through an electronic voting process and honored prior to the selection of the Champion Simmental Female at the National Show. One vote per breeder representative. Moved and seconded in committee.

Points of discussion:

- ✓ Do not require the recipient to be an ASA member
- ✓ Promote this at the other major shows
- ✓ Allow for onsite electronic voting

Resolution #4. Enact Active Membership Awards to recognize the longevity, commitment, and durability of our active memberships. Each July, the American Simmental Association (ASA) will identify members for ten, twenty- five, fifty, and eventually one hundred years of active membership in the ASA. Commemorative aluminum signs will be mailed to the recipients and the information will be published annually in the July issue of *the Register*. Moved and seconded in committee.

Points of discussion:

- ✓ Positive program
- ✓ Note that this is awarded to the memberships not the member
- ✓ Award sign is inexpensive and similar to the previously used cow award

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Activities & Events Committee (continued)

Resolution #5. The PTP program materials strongly encourage PTP exhibitors to run HD testing on their animals prior to showing. Moved and seconded in committee.

Points of discussion:

- ✓ Grow the understanding and positive perception of HD testing in the PTP program
- ✓ Enhance ASA's genetic base

Resolution #6. Approve the AJSA Board of Trustees' request to remove the current AJSA Classic rule, "No paint or artificial coloring will be allowed and will be enforced by the white towel rule." Moved and seconded in committee.

Point of discussion:

- ✓ Use of paint at other shows (Sweepstakes, major shows, and other shows)
- ✓ Concern regarding removing the rule that was implemented

Directive #2. Moved Blake Nelson, second Susan Russell for Staff to research having the Fall Board meeting at a rotating venue with a one-day education program and open forum committee meetings.

Consultation with Legal Counsel. eMeeting with legal counsel Gene Summerlin.

Property Update. Update given by Wade Shafer and Linda Kesler.

Recess until 8:00 a.m. April 26, 2014.

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Meeting Reconvened at 8:15 a.m.

Roll Call: Jim Butcher, Bob Lanting, Susan Russell, Dale Miller, Jessie Driggers, Brian DeFreese, Bill McDonald, Gordon Hodges, Cliff Orley, Roger Finke, Calvin Drake, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Blake Nelson

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Voting on Resolutions.

Growth & Development.

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

Activities & Events.

Directive #1. Motion carried.
Directive #2.

Moved Cliff Orley seconded Blake Nelson to add "starting in 2015" to the directive. Motion carried.

Directive for Staff to research having the Fall Board meeting at a rotating venue with a one-day education program and open forum committee meetings starting in 2015. Motion carried.

Resolution #2. Motion carried.
Resolution #3. Motion carried.
Resolution #4. Motion carried.
Resolution #5. Motion carried.
Resolution #6. Motion carried. Two opposed. Recount, visual vote, two opposed. Motion carried.

Breed Improvement

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

Policy & Procedures.

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

Simbrah

Resolution #1. Motion carried.

Approval of the Fiscal Year 2015 ASA Budget. Dale Miller presented the FY2015 budget. Moved Tim Smith seconded Jon Willis to approve the FY2105 budget as presented. Motion carried.

Announcements by Jim Butcher.

Items discussed:

May – focus will be on the Foundation. More details announced in early May for participation.

September – Fall Board meeting tentatively set for September 7 – 10. More details shortly.

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The Future of Genetic Improvement, A Quantum Leap Ahead! Presentation by Drs. Dorian Garrick, Bruce Golden and Wade Shafer.

Items discussed/presented:

- Where we are now / Vision for the future / What needs to be done to get to the future vision?
- Understanding performance of the progeny
- Evaluation of our current evaluation
- Incorporating DNA into the genetic evaluation, understanding the training population
- Development of the new tools, better design model to not only create a new genetic evaluation, but to allow growth as the science advances.
- Development to seamlessly connect to the database
- Development of hardware and software to implement this advancement
- Turnaround/speed important to accommodate the needs of this “quantum leap”
- Genomic prediction is an immature technology. To harness its potential, there is need for R&D funding and continued research and development.
- Drs. Dorian Garrick and Bruce Golden’s presentation recorded for additional viewing.

Adjourn. Moved Brian DeFreese seconded Bob Lanting to adjourn. Motion carried.