
Board of Trustees' Meeting
American Simmental Association
Denver, Colorado
January 13 – 14, 2017

Chairman Dale Miller called the meeting to order 8:00 a.m.

Roll Call: Dale Miller, Brian DeFreese, Tim Smith, Fred Schuetze, Gordon Hodges, Cliff Orley, Barry Wesner, Erika Kenner, Claye Kaelberer, John Irvine, Gary Updyke, Jon Willis, Mike Forman, Tim Curran, Clay Lassle, Bob Lanting. JW Brune attended by phone.

2017 Incoming Trustees: Steve Eichacker, Tom Nelson, Randy Moody

Staff: Wade Shafer, Chip Kemp, Luke Bowman, Paulette Cochenour, Lauren Hyde, Bill Zimmerman, Linda Kesler

Guest: Fred Smith

Agenda. Moved Fred Schuetze second Brian DeFreese to approve the agenda as presented. Motion carried.

Minutes. Moved Fred Schuetze second Tim Smith to approved the minutes of August 21 – 23, 2016 as presented. Motion carried. Moved Tim Smith second Gordon Hodges to approve the minutes of December 6, 2016 as presented. Motion carried.

Financial Report. Financial report presented by Tim Smith. Moved Mike Forman second Jon Willis to approve the treasury report as presented. Motion carried.

Resolution #1: The Finance Committee requests that the Priority Handling Fee is increased from \$25.00 per animal to \$50.00 per animal. Moved and seconded in committee.

Points of Discussion:

1. Priority Handling Fee is charged only if staff must work with the breeder to assist to complete processing within a specific time period.
2. Priority Handling offers a breeder to request faster turn-around service, usually with a 24-hour period, however, most times requests for priority handling received before 1:00 p.m. Mountain are completed and mailed the same day as the request.
3. Priority Handling requests received after 1:00 p.m. Mountain usually completed the next day.
4. Priority Handling does not guarantee processing will be completed. There are errors (such as DNA requirements) that cannot be resolved with a 24-hour period.
5. Members can avoid the priority handling fee by registering the animal online themselves. Staff suggests this to encourage breeder to use Herdbook Services.
6. There is a FedEx or UPS charge if a breeder requests certificates to be mailed FedEx or UPS in addition to the priority handling fee.
7. \$25.00 Priority Handling fee is not high enough to encourage members to plan better to receive their registration certificates in time or to register the animal themselves online.
8. \$50.00 Priority Handling fee would encourage more to consider using Herdbook Services.
9. Proper notification of the fee increase will be published in *the Register* before starting to charge \$50.00 per animal to encourage use of registering online.

Finance Committee (continues)

Resolution #2. The Finance Committee requests for Staff to close out the Wells Fargo line of credit. Moved and seconded in committee.

Points of Discussion:

1. The Wells Fargo line of credit was specifically opened to ensure appropriate cash flow during the construction period of ASA's new headquarters.
2. The entire amount owed (\$315,000) has been paid.

International Genetics Solutions (IGS) Report. Update given by Wade Shafer and Chip Kemp.

Items discussed:

- Unprecedented collaboration among breed associations to serve the beef industry.
- IGS – dba to do business under the identify of IGS but is under the ASA (non-profit) umbrella.
- NCBA – Partnership/Booth.
- IGS Youth Summit – Open to all youth to attend. August, 2017 in Lincoln, NE. Commercially focused program.
- Captured interest in the beef industry. Other breeds interested in joining IGS. Possibly Australian Shorthorn.
- NCBA: Feeder Profit Calculator release at NCBA. Demonstrations. There will be administrators who will administer the use of the feeder profit calculator. Luke Bowman will provide the training to the administrators.
- Developed BOLT with ThetaSolutions.
 - BOLT provides a platform appealing to other breed associations.
 - The old software is effective; however, it doesn't accommodate the incorporation of DNA the way BOLT does. Primary reason for the advancement to service ASA members.
 - The most effective way to use genotypes; a one-step process for a large, major beef cattle database.
 - Currently the Genetic Evaluation component of IGS involves 12 breeds.
 - First trait using BOLT – Stayability. 2017 will transition other traits to use the BOLT platform.
 - BOLT – centered on meat animal research data (MARC); one-step methodology.

Note: ThetaSolutions – initial contract agreement \$200,000 for the development of the BOLT technology. Own the source code for BOLT as of January 1, 2016. August, 2016 agreement: 5-year payout \$65,000 – (\$325,000) gives us lifetime upgrades to the software. Software continues to advance. Conditions exist before ASA would have an advanced/upgraded (after January 1, 2016) copy of the source code.

Action: To have informative board sessions before each release of an EPD using the BOLT technology and for staff to continue with the education, information and promotion with each new release.

Committee Reports.

Activities & Events. Report given by Fred Schuetze.

Items Discussed:

- Brought in the AJSA Board members in April for a youth strategic planning session.
- All AJSA events and activities under the A&E Committee.
- SPC (Steer Profitability Competition).
- PTP Program. Plans to Review:
 - Parameters of the PTP Program/Infrastructure.
 - History of the PTP Shows.
 - Member/host state responsibilities.
 - ASA/staff responsibilities.
 - Premium books – Major PTP Shows current rules/regulations.
 - Check-in process; requirement of paper (hard-copy certification) vs. online verification/certificate.

Resolution #1. This committee requests that the Minnesota Simmental Association is accepted as the host state for the 2018 AJSA National Classic. Event is to be held in St. Paul, Minnesota. Moved and seconded in committee.

Breed Improvement – Report given by Brian DeFreese.

Items Discussed:

- Red Charlie.
- DNA Lab, lower fee schedule.
- BOLT Software.
- Carcass Merit Program.
- Feed Intake Program.
- IGS vs. LLC. Pros vs. Cons decision at this time – no reason to go down that path.
- Feeder Calf Calculator.
- Support the grading system – USDA is still investigating the need to upgrade this system
- Indexes – subcommittee to investigate the need for another index. Reviewed the support material and discussed the current indexes. Linear vs. non-linear models. Sub-committee does not recommend creating any new indexes at this time.
- Carcass Merit Herd – take a look the program’s current structure. Is there is a way to get more cows and get more data?

Action: Review by April, however, currently have added more herds to accommodate the sires accepted for testing. See update on carcass merit program from Jackie Atkins under the Bull-Session.

Growth & Development. Report given by Mike Forman.

Items Discussed:

- National Advertising - many are industry directed. More use of electronic vs. hard-copy ads.
- Promotional Videos - would like to use them more than we currently do.
- Feed Intake Project – allocated \$20,000 from the promotion budget to ensure funding to complete the program. Have not needed to use these funds.
- Additional Cost Share funds for those who used their maximum limit in fiscal year 2016. An additional \$1,000 for fiscal year 2017 for states who qualify. Feel states would make better advertising/promotion decisions to promote SimGenetics in their regions.
- First-time non-members receive a packet inviting them to become more involved with ASA.
- Looking at the opportunity of reaching out electronically to members. Report in April.
- State Association – discussion to make an allowance for cost share when two states work together in advertising and promotion.
- Outreach to Missouri Cattlemen – highlight this portion of the year. Chip Kemp spoke at two of their events. Very well attended. Use this as a prototype – need to evaluate if MO was successful enough to continue this program.
- ASA Representative. Rep days vs. attending sales is gaining use. State Associations – Rep days are going well.

Directive #1: The Growth & Development Committee requests staff to determine:

- a) Percentage of ASA members with an email on file.
- b) The percentage of ASA members using credit cards to pay for ASA services.
- c) The percentage of credit card users with emails on file.
- d) Seek legal counsel regarding the legality of requiring an email address to be on file to do business with ASA and the legal usage of emails collected through the various ASA platforms and services.

Moved and seconded in committee.

Action: Submit current ASA policy concerning use of emails for legal counsel review and comment. Linda Kesler to send.

Policy & Procedures. Report given by Erika Kenner.

Items Discussed:

- Authorized Rep – ensure members understood the consequences of being an authorized rep on memberships.
- Review several rules & bylaws – no further actions taken at this time with the exception of the one being presented at the annual meeting.

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- Cattle imported from Canada. Reverse the policy of requiring an affidavit if an animal is a fullblood – accept what is accepted on the Canadian certificate.
 - THE Option C and D – monitoring the sale of bulls from these options.
 - Suggested Sales Terms and Conditions – no action taken.
 - Election timeline. When the ballots were due. Ballots were printed correctly.
 - Priority Handling. Policy – shows require paper certificates; try to promote the acceptance of using the online certificate for shows. (on the adhoc PTP Show Committee's agenda).
 - Policy on procedures for reporting unethical behavior or concerns – flow chart of how to follow a policy on complaints.

Action: Submit the current policy and procedures for legal counsel review and comment. Linda Kesler to send. After legal review – flow chart the procedures.

Simbrah Report. Report given by Jon Willis

- 50% low density discount on the fee for the test.
- Genetic Development at Navasota – intake feed data and exposure for the commercial cattleman. This was offered to all SimGenetic breeders. 144 SimGenetics Bulls (44 are Simbrah cattle / 50 SimAngus Bulls) are now on test. (entire test – 264 bulls). They are maintaining contemporary groups. Sale is March 11.
- Two new advertisements for Simbrah.

Executive Committee.

Resolution #1 – Approve the following ASA DNA Pricing. Moved and seconded in committee.

Points of discussion:

1. Most fees are reduced or have stayed the same.
2. Cost analysis projects with lower expenses for ASA and (anticipate) an increase of members using ASA's DNA services, we will still be within an acceptable profit margin.
3. If we meet a certain volume level, we will receive additional discounts from GeneSeek.
4. New fees are competitive to encourage members to work through ASA for DNA testing.
5. The GGP-uLD (7K) for \$33.00 encourages members who are committed to the use of genomic data a less expensive option.
6. The parental validation fee is reduced in the new fee structure. The previous fee was higher in part to compensate for staff time spent on exclusion cases or large multi-sire groups. In the case of an exclusion, the new price will include testing two additional possible parents. However, if more time is needed beyond these two additional parents, there will be a DNA research fee charged to compensate for additional staff time.
7. Previously, members were not charged for samples that failed DNA testing (no results)- the ASA paid for this testing at no expense to the member. Again, covering this testing and was built into the higher fees. With the new reduced prices, the ASA will charge members for samples that fail testing.
8. "Add-on" content refers to test results generated from the genomic panels (GGPF250, GGPHD, and GGPLD). The new pricing structure has "add-on" pricing for traits and conditions generated from the genomic panels which is less expensive than testing these traits independently (stand-alone). Note: The new GGP-uLD test includes a genomic profile and parentage but does not contain any add-on content.
9. The ASA will charge a \$5.00 export fee for exporting parental markers (SNPs) in the AB format (currently only applies to the American Angus Association). The lab charges us this same fee so we are simply passing this on to the membership.
10. The Executive Committee approve the proposed DNA fee schedule going into effect the week of November 1 and presenting this resolution for final approval from the full board.

ASA DNA PRICING

Genomic Tests-Increase Accuracy of EPDs			Single Trait Analysis		
Test	Cost	Previous Price	Test	Cost	Previous Price
GGP-HD	\$90.00	Same	Parent Verification(PV)	\$18.00	\$30.00
- PV	Included	Same	Genetic Traits		
- Add Diluter	Included	Same	Coat Color	\$20.00	Same
- Add Coat Color	\$9.00	\$20.00	Red Charlie(RC)	\$15.00	\$7.00
- Add HPS	\$42.00	\$50.00	Diluter	\$20.00	Same
- Add AM	\$11.00	\$25.00	Horned/Polled	\$50.00	Same
- Add NH	\$11.00	\$25.00	OH	\$25.00	Same
- Add CA	\$11.00	\$25.00	Genetic Defects		
- Add DD	\$11.00	\$25.00	AM	\$25.00	Same
- Add PHA	\$11.00	\$25.00	NH	\$25.00	Same
- Add TH	\$11.00	\$25.00	CA	\$25.00	Same
- Add OS	\$11.00	\$25.00	DD	\$25.00	Same
- Add BDVD	\$5.00	Same	TH	\$25.00	Same
			PHA	\$25.00	Same
			OS	\$25.00	Same
GGP-LD	\$50.00	Same	BVDV	\$5.00	Same
- PV	Included	Same	DNA collection		
- Add Diluter	Included	Same	Blood cards	Free	Same
- Add Coat Color	\$9.00	\$20.00	Hair Cards	\$3.00	Same
- Add HPS	\$42.00	\$50.00	Allflex TSU	\$2.00	NA
- Add AM	\$11.00	\$25.00	DNA Research fee	\$60/HR	\$0.00
- Add NH	\$11.00	\$25.00	Explanation: In the case of an exclusion, the PV price will include rechecks for 2 additional parents. If further investigation is needed to find the parents, the member will be charged \$1.00/minute or \$60/HR. Additionally, if multi-sire pastures are used and excess time spent to confirm parentage, this fee will be applied. Members will be notified and asked to authorize research fees prior to work being completed by ASA.		
- Add CA	\$11.00	\$25.00	Export PV fee (AB format)	\$5.00	\$0.00
- Add DD	\$11.00	\$25.00	Explanation: Previously, there has been no charge to export genotypes to AAA (only accept AB format). However, GeneSeek is now charging a \$5.00 export fee.		
- Add OS	\$11.00	\$25.00			
- Add PHA	\$11.00	\$25.00			
- Add TH	\$11.00	\$25.00			
- Add OH	\$11.00	\$25.00			
- Add BDVD	\$5.00	Same			
GGP-uLD	\$33.00	NA			
- PV	Included				
GGPF250	\$125.00	NA			
- PV	Included				

Add-on tests Same as above

*All testing fees will be invoiced to members, including samples that end in a 'No Results'(NR).

Items Discussed:

- GeneSeek – cost of hair cards. Pushing to use blood cards. Blood cards can be more automated.
- Volume Discounts.
- ASA storing all the ASA samples and maintain – process/procedures required.
- More programming knowing the increase in DNA services.

ASA Publication – Report given by Brian DeFreese.

Items Discussed:

- Pub Board must stay at arms-length with its parent company.
- The Pub board did a comprehensive review of ASA Publication.
- ASA Rep Program.
- Providing advertisers with options to promote their operations and to keep members informed.

Foundation Report. Report given by Fred Schuetze.

Items Discussed:

- Operates under the auspices of the American Simmental Association.
- Fred Schuetze and Dr. John Harker terms have expired on Dec 31, 2016.
- Nominations for Foundation Chairman; recommendation to the ASA Chairman.
- To date: Raised \$160,531.
- Honoring the past members of the Foundation Board.
- Designation of funds
- Core funds – invested (Vanguard)
- Cost share of staff spending time vs hire a full-time employee

Executive Session.

Moved Fred Schuetze second Bob Lanting to go into executive session to discuss 2016 evaluation of the American Simmental Association under the direction of the current EVP. Motion carried.

Moved Fred Schuetze second Gordon Hodges to come out of executive session. Motion carried.

Bull Session. Discussion led by Dale Miller and Wade Shafer.

Items discussed:

- Center for Genetic Excellence – does this affect ASA in the future? Funded by the state of Missouri.
- DNA
 - DNA Storage – storing DNA in a central hub. DNA companies no longer want to store the samples, plus the importance of having the samples should we switch DNA companies.
 - DNA – 2 new tests. No difference in the tests. Imputation – standard set of snips.
 - Better prediction by requiring high-density testing for AI Sires and Donor Dams.
 - Devise ways to collect more DNA.
 - DNA to determine disease resistance cattle. Colorado State is researching this. 5-10% inheritability. At the research stage – Zoetis and USDA are supporting this project.
 - Back thickness from DNA – least information available.
 - Respiratory disease – 250 chip; looking for those markers.
 - Stayability of all the traits have the most impact from DNA.
- Yearling Weight vs. Post Weaning Gain.
- Mature Cow weight collection. Collect weights every few years.
- Growth Traits next to use the BOLT platform. Process to introduce the next suite in the best manner/timing.
- How do we best utilize our resources?
- Foot evaluation ... collect 1,500 phenotypes. First run coming up.
- Allflex tag – new tagger / applicator won't be released for several months.
- Research Grant – Western Sustainable Agriculture Research Grant.
- Carcass Data /Intake Data – continue to subsidize. Hovering around 1,600 females; last year was 1,000. New Cooperator herds – record oriented – could bring in about 800 more. One herd uses Chappell; will be able to get the feed intake data. Would like to mate a few more bulls to calves than we have had in the past. Shoot for 15 calves / happy with 12 but sometimes we fall from that threshold; sometimes it is sex related.
- Past EPD values: Herdbook – under special reports you are able to look at past EPD values.
- Patent granted in Australia & Canada; applied for in Europe & New Zealand. Rejected in the US. Legal Counsel to research the feasibility to recover legal fees from Leachman lawsuit.
- Simmental Way – seeking right-in right-out. Mahaney pulled out.

Action: Legal Counsel researching the feasibility to recover legal fees and Staff is working with the city and state for North 19th right-in, right-out access.

Recess until 8:00 a.m. January 14, 2017.

Reconvened on January 14, 2017 at 8:03 a.m.

Roll Call: Dale Miller, Brian DeFreese, Tim Smith, Fred Schuetze, Gordon Hodges, Cliff Orley, Barry Wesner, Erika Kenner, Claye Kaelberer, John Irvine, Gary Updyke, Jon Willis, Mike Forman, Tim Curran, Clay Lassle, Bob Lanting. JW Brune attended by phone.

Incoming Trustees: Steve Eichacker, Tom Nelson, Randy Moody

Staff: Wade Shafer, Chip Kemp, Luke Bowman, Paulette Cochenour, Bill Zimmerman, Linda Kesler

Voting on Resolutions.

- Executive Committee Resolution #1. Motion carried.
- Finance Committee –
 - Resolution #1. Motion carried.
 - Resolution #2. Motion carried.
- Activities & Events. Resolution #1. Motion carried.
- Breed Improvement. No resolutions.
- Growth & Development. Directive #1. Motion Carried.
- Policy & Procedures. No resolutions.
- Simbrah. No resolutions.

Turn Gavel over to Chairman-elect, Brian DeFreese.

Elections of Officers and Executive Committee.

Nominations for Vice-Chairman. Moved Erika Kenner second Dale Miller to nominate Tim Smith. Moved Dale Miller second Barry Wesner to elect Tim Smith by acclamation. Motion carried.

Nominations for Treasurer. Moved Cliff Orley second Clay Lassle to nominate for Fred Schuetze. Moved Gordon Hodges, second Tim Smith to elect Fred Schuetze by acclamation. Motion carried.

Nominations for Executive Position #1: Moved Mike Forman second Gary Updyke to nominate Gordon Hodges. Moved Gary Updyke second Barry Wesner to elect Gordon Hodges by acclamation. Motion carried.

Nominations for Executive Position #2: Moved Claye Kaelberer second by Dale Miller to nominate Erika Kenner. Moved Gary Updyke second by Cliff Orley to nominate Barry Wesner. Moved Dale Miller second by Mike Forman to cease nominations. Motion carried. Barry Wesner by vote.

Moved Mike Forman second Fred Schuetze to destroy the ballots. Motion carried.

Announcements:

- Travel Expenses – 5 days per diem; must submit within 30 days.
- 2017 Committees announcements
- Spring Board Meeting. New/Incoming Board Members to come in a day early. Ensure enough time for committee meetings; consider an additional day plus travel on Sunday.
- Fall Board Meeting – dates set. Include an educational panel during the Fall Focus.
- Suggest all committees to meet in February and March (as well as April).
- Executive Committee plans to meet every month.
- ViewPoint Schedule.

Adjourn. Moved Tim Smith second Erika Kenner to adjourn. Motion carried.