

American Simmental Association
Board of Trustees
Bozeman MT
April 26 - 28, 2019

Call the Meeting to Order at 8:04 am

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

Staff: Wade Shafer Steve McGuire, Lane Giess, Luke Bowman, Mahdi Satachi, Sheldon Ross, Jannine Story, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Linda Kesler

Agenda. Move Tim Smith second Fred Schuetze to approve the agenda with the addition of teleconference on Saturday with Legal Counsel at 1:00 if needed. Motion carried.

Minutes. Moved Fred Schuetze second Tom Hook to approve the minutes of January 17 – 19, March 4, March 12, March 14 and April 4, 2019 as approved. Motion carried.

EVP's Report. Wade Shafer

Start with Why – Simon Sinek. Suggested reading or view: Start with Why; How Great Leaders Inspire Everyone to Take Action: <https://www.youtube.com/watch?v=IPYeClTXpxw>

Discussion Points:

- Golden Circle.
 - Outside Circle – What / Everyone knows what they do.
 - Middle Circle – How/ Some know how they do it.
 - Inside Circle – Why/ Very few know why they do it. What is your purpose, what do you believe?
- Most act from the outside circle in (what).
- Should act from the inside circle out (why).
- People will respond/act if understand the why ... why do you do it.
- Law of diffusion of innovation.
- Look at competitors; look at their promotion, their website – most start with what.
- ASA – this organization starts with why ... presentations, advertisements, messaging / we present why.
- ASA employees understand the why and believe. We exist to serve our customer's customers; leverage science.

Chairman's Report. Chairman Gordon Hodges

- Why do we raise beef cattle? Raising beef cattle to produce beef cattle to feed the world. That is why we service the commercial industry.
- Reference Formal Procedures for Committees.
- Strategic Planning of 2018.

Mission Statement. Review

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

Core Policies. Review

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 the 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 EPDs, 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 genetic evaluation services with the largest database regardless of breed.
Financial Stability	ASA will maintain sufficient financial reserves to assure 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.

Core Strategies.

- I. (Re)branding. SimGenetics ... Working within the “big tent” – Growth & Development.
- II. Continue expanding data collection – Breed Improvement.
- III. Increase market demand for SimGenetics (include collaboration) – Growth & Development.
- IV. Unparalleled support for stuff -- EVP leads ...
- V. Continued to expand and promote our array of services and tools A&E, BIC, G&D.

Parking Lot 2018 in 15 months we accomplished the majority of these items:

- Brand clarification for IGS, API, PTP and ASA (using Mission Triangle: *Why we exist; Who we serve; What we offer*).
- Include when/how to use each brand and to connect them, where appropriate.
- Numbers in show ring at PTP shows– are the numbers perceived as ASA promoted? *Are we promoting them?*
- Get commercial breeders to become members of ASA.
- Electronic voting – going to spam? Format; perception.
- Extra help where needed.
- Develop an app that might capture data (performance, what else?).
- Protect ourselves (our data) from competitors; develop a moat for selection tools.
- Increased business, market share.
- Validation of FPC.
- Health through genetics phenotypes.

Important to continue to add to the parking lot; but focus should be on the top 5 Core Strategies.

Strategic Planning Review. Items to Revisit from January 2018 Strategic Planning. *Have we accomplished addressing critical issues from the 2018 Strategic Planning Critical Issues?*

- More staff for member services – *yes.*
- Release of genetic information via BOLT – *yes.*
- Make sure technology keeps up; efficiency (data services and DNA) – *yes.*
- Continue work on social media – *grown a lot in this area.*
- P&L and balance sheet on a monthly basis – *back on track.*
- Establish a procedure identifying and sharing talking points for all in challenging/emergency situations (board and staff) *is there another platform to share information. Trustee Confidential Intranet Site will be back up in February. When something new is posted to the Trustee site – a message to all board members.*
- Staff/board relations – *improve, more teamwork.*
- Data protection – *yes.*
- Protect ourselves from competitors, develop a moat for selection tools. *Being on the cutting edge. Have done that. Competitors that can use Theta to obtain the same program, but don't have the tools we've developed.*

Moving Forward ... 2018 Updated Comments – April, 2019

- More staff member services – yes / *added key staff members.*
- Release of genetic information – done, *but continued progress needed / we didn't have the rumble we expected with the implementation.*
- Make sure technology keeps up; *continued efficiency and advancement* (data services and DNA).
- Continue work on social media ... *a lot of progress had been made.*
- P&L and balance sheet on a monthly basis – back on track / *monthly reports for FY19 posted.*
- Establish a procedure identifying and sharing talking points for all in.
- Trustee Confidential Intranet Site ... up and running; *ensure Trustees are notified of updates/ this is being done, however, some feel that more frequent announcements need to be made.*
- Staff and board relations – improve, more teamwork; *continue working in this area.*
- Data protection.. yes, no one has access to our multi-breed database – *it is ours; other organizations cannot access this. In the event that anything happens to Theta Solutions – we own all the code.*
- Protect ourselves from competitors. *Continue to be aware of challenges and industry to be on the leading edge. Define competitors.*

Moving forward 2019. Strategic Planning in place. Purpose for commitment and review is to make sure everyone is on the same page – the collaboration is for the board and staff to continue on its mission. What should be considered as we move forward?

Items Discussed:

- Review Regional Classics and make them sustainable.
- BIC: Get the focus narrowed down to the top three or four major projects to improve the breed.
- New data collection.
- HOLSIm index.
- Committee Chairs: hand book to pass on from chairman to chairman each year.
 - Minutes, and resolutions and directives for the last 5 years.
 - January – ask each committee chairman write up a summary of actions taken the previous year to pass on to the new committee chairman.
- Review Rules and Bylaws.
- Ensure committee minutes are written with enough detail for review and to use as reference in the committee handbook.
- Continue to streamline technology and services for our membership and staff.
- Full guide/summary Book of directives and resolutions / update statuses.
- (Re)branding.
- Grant Company.
- HOLSIm.
- Review technology advancements every year.
- Continued collaboration with staff / Continued field feedback.

2019 Focus

- Staffing for member services.
- BOLT.
- Technology keeps up.
- Continue work on social media – what is the best ways for ASA to relate to our membership.
- Renew our contracts with our IGS partners.
- P&L and balance sheet / investment strategies. Stay current.
- Continue to work on Trustee Confidential Intranet site – step up announcement when items are posting. Send an email with the link to the site with the user id and password – for all to store for easy access to the site.
- Talking Points. Provide talking/discussion/education point that Trustees could use when speaking at events. Provide information and documents for Trustees to use for presentations.
- Data protection – still comfortable with our policy.
- Continue to protect ourselves from competitors.
- Clarification for membership on the Animal Search – review animal search link / education for the membership. Review of DNA tests of TraitTrac ... inclusion of test results on animal search.
- Editorial – continued expansion on the digital side
- Continued research and development into social media ... keep up with technology.
- Add status to resolution and directives ... keep it updated on the Trustee Intranet site.
- Committee to include “old business” on the agenda to review/updates (don't forget about the past actions).
- Commercial Option – THE Option D – do we want to expand this service?

Staff Reports.

- Cow Herd Roundup – Rachel Endecott
- Carcass Expansion Program – Lane Giess
- Learning Library / Digital Education – Luke Bowman
- Phone Services – Mary Hoagland, Katelyn Gould and Jannine Story

Recess until April 27 at 8:00 am. Policy and Procedures and Breed Improvement Committees to meet this afternoon.

Reconvene April 27 8:12 am

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

Staff: Wade Shafer Steve McGuire, Lane Giess, Luke Bowman, Mahdi Satachi, Sheldon Ross, Jannine Story, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Darla Aegerter, Linda Kesler

Recess until 1:00 pm. Growth & Development and Activities & Events Committees to meet this morning.

Reconvene April 27 2:30 pm.

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

Staff: Wade Shafer Steve McGuire, Luke Bowman, Mahdi Satachi, Sheldon Ross, Jannine Story, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Darla Aegerter, Linda Kesler

Financial Investments. Wade Shafer.

Items Discussed:

- ASA Investments -- combine all three index funds: approximately 50% bonds and 50% stocks
- Goal – long term in index funds; these usually give you higher than average returns
- Moved to Vanguard 5 years ago.
- Index Funds vs. Managed Funds

Financial Report. Treasurer Randy Moody

- April end-of-month review
- Preliminary budget presented.

ASA Publication Report. Chairman Tim Curran.

- Reports from Staff.
- Discussion on Sire Source in the date it comes out (taking a look at March)

American Simmental~Simbrah Foundation – Foundation Liaison Fred Schuetze

- Lori Eberspacher now Chairwomen
- Darla Aegerter now joining the Foundation Team

Activities & Events – Chairman Steve Eichacker

Resolution #1: To accept the AJSA Board proposal to make the junior division of the public speaking contest at the Regional and National Classics a prepared speech instead of an extemporaneous speech starting in 2020. Moved and seconded in committee.

Point of Discussion:

- AJSA board will pick two topics for Regional Classics and three topics for National Classic each year.
- Just for the junior division.

Resolution #2: To appoint a subcommittee to proceed with the concept of the Ring of Champions People's Choice Award and report back to the A&E Committee with the details at Fall Focus 2019. Moved and seconded in committee.

Resolution #3: To approve Matt Leo's addition to the PTP Judges list. Moved and seconded in committee. Moved and seconded in committee.

Resolution #4: To approve Brett Barber's addition to the PTP Judges list. Moved and seconded in committee.

Resolution #5: To approve the 2020 National Western Stock Show judge nomination list. Moved and seconded in committee.

Points of discussion:

- Pen shows: 1. Shane Bedwell; 2. Jason Hoffman; 3. Donnell Brown
- Open Hill shows: 1. Charlie Boyd; 2. Randy Daniels; 3. Shane Bedwell
- Junior show: 1. Scott Schaake; 2. Joel Judge; 3. Jon DeClerk

Resolution #6: To approve Blake Nelson and Charlie Boyd from the 2019 North American International Livestock Exposition judge nomination list. Moved and seconded in committee.

Resolution #7: For the Foundation to increase Regional Classic host state support to \$5,000 each year to each Regional Classic starting in 2019; and for the ASA budget to encumber \$20,000 in 2019 and \$20,000 in 2020 to cover this increase in support in case the funds can't be raised. Moved and seconded in committee.

Resolution #8: To approve the revised Merit Award Program Guidelines. Moved and seconded in committee.

MERIT AWARD PROGRAM GUIDELINES

Together, the American Simmental Association and the American Simmental/Simbrah Foundation support this Merit Award Scholarship Program each year. Only one award can be achieved per year per applicant. The Bronze, Silver and Gold Award Certificates are presented to the winners at the National Classic each year. However, the Silver & Gold scholarship money is not awarded until the recipient has registered and paid tuition to attend a post-secondary institution. At that time, the recipient must send proof of enrollment to the ASA Chief Financial Officer at invoices@simmgene.com. A check will then be forwarded to the recipient.

The three award levels are outlined below:

1. BRONZE (Certificate and Bronze Lapel Pin)

- For ASA junior members
- Recognizes achievement in Association sponsored Simmental/Simbrah activities
- Application and two (2) letters of recommendation required
- Selected by ASA with assistance from State Association.
- Certificates will be presented at the National Classic each year.
- Unlimited number of awards/state/year
- One-time award per individual. Completed application and recommendation letters and recent photo (head& shoulders) must be submitted to ajsa@simmgene.com no later than June 1.

2. SILVER (Certificate and \$2,000 Scholarship)

- For ASA junior members who are at least 16 years of age by January 1 of year of application
- Recognizes achievement in Association sponsored Simmental/Simbrah activities
- Application and two (2) letters of recommendation required
- Must have participated in at least 2 Regional or National Events (Regional and National Classics, IGS Summit, and SPC).
- Selected from among previous Bronze Award winners by an ASA appointed committee.
- Presented at National Classic
- Maximum of 11 awards per year
- One-time award per individual completed application, recommendation letters and recent photo (head & shoulders) must be submitted to ajsa@simmgene.com no later than June 1.

3. GOLD (Certificate and \$3,000 Scholarship)

- For ASA junior members who are at least 16 years of age by January 1 of year of application
- Recognizes achievement in Association sponsored Simmental/Simbrah activities
- Application and 3 letters of recommendation required (including one from a State Senior Association Officer or if no State Association a letter from a Senior State member.
- Must have participated in at least 3 Regional or National Events (Regional and National Classics, IGS Summit, and SCP).
- Selected from among previous Silver Award winners by an appointed ASA committee.
- Presented at National Classic
- Maximum of five awards per year
- One-time award per individual Completed application, recommendation letters and recent photo (head & shoulders) must be submitted to ajsa@simmgene.com no later than June 1.

Resolution #9: To update check-in for the major PTP shows and AJSA Classics as follows:

- First and second place animal in each class will have their tattoo verified before entering the ring for division championship. If their tattoo does not verify, they are disqualified from entering the ring for the division championship. Reasonable efforts will be taken to move lower placings up should a higher placing animal be disqualified. Tattoos on other animals may be checked at ASA discretion.
- Champions and reserve champions will be DNA samples pulled and tested for parentage and genomics. ASA has the option to pull additional random DNA samples.

Point of discussion: Establish a central location where exhibitors pick up their exhibitor number.

Moved and seconded in committee.

Resolution #10: To accept the Major PTP Show Hosting Division of Responsibilities document as revised. Moved and second in committee.

American Simmental Association Major PTP Show Hosting Responsibilities

American Royal, North American International Livestock Expo,
National Western Stock Show and Fort Worth Stock Show

Revised 4/27/2019

<i>Area of Responsibility</i>	<i>Host State Responsibilities</i>	<i>ASA Responsibilities</i>
Photographer		Coordinate with official photographer for backdrop photos of all grand and reserve champions, division champions and reserve for press purposes only. Full financial responsibility.
Host Hotel	Secures block	ASA to announce host hotel block through e-blasts and other media.
Rules	Submits current ASA PTP show rules and regulations to show management staff for publication in exhibitor premium books.	PTP Coordinator to take rule changes in premium books to State Association coordinator Shows Coordinator and give copy to State Association leadership.
Check-in	Coordinates check-in area and time with show management. Provides: 4 volunteers to distribute back numbers/ support traffic.	Oversees cattle check-in, provides staff to check tattoos, picks up back numbers from show office, serves as the final say on tattoos, issue dates, etc., Adjust class breaks as needed based on regimented classes utilized for all major shows.
Entries	Handles any entry information for which the show management is not accountable. Entry information must be submitted to the ASA office 14 days prior to the date of check-in. This information should be submitted in a Microsoft Excel file, containing the following information, at minimum: Reg. numbers, animal DOB, animal name, exhibitor name and exhibitor address. If the information is available, please also provide class number and back tag/entry number.	Receives entry data from host state 2 weeks prior to check-in for data pull.
Awards	Full financial and ordering responsibility.	Set up awards on show day and ensure passed out properly.
Show Programs (<i>Printing, covers, distribution</i>)		Full responsibility
Promotion		Full responsibility
Follow up promotion (<i>Press releases</i>)		Full responsibility

Show ring help		Full responsibility (Staff, AJSA Board of Trustees and ASA Education Specialists)
Additional awards (<i>Including premier breeder, exhibitor, etc.</i>)	Full responsibility for awards and calculations.	ASA to hand out Herdsman of the Year Award at NAILE.
Ready ring		Provides a ready ring line up staff member. Serves as the official on whether or not a calf is permitted in the ring late.
Official book		ASA and AJSA keep Official Book. Submits official book along with photos to <i>the Register</i> for results publication.
Stalling	Full responsibility (per coordination with show management).	
Tie-out time	Full responsibility (per coordination with show management).	
Booth Space	Coordinates with ASA to reserve Booth space.	ASA to provide professional booth at all major PTP Shows.
Booth materials		ASA provides materials.
Social events	Facilitate social event with the ASA	Host a breeder oriented gathering to develop breeder interaction and foster the feeling of association involvement.
Event Insurance	Full responsibility	
Pulling DNA Samples		Full responsibility. Provide DNA sample materials. Handle pulling of DNA samples on all grand and reserve champions. In addition, ASA may pull additional samples and run parental validation on an HD panel on each sample collected. ASA will incur costs.
Challenges of Authenticity		Full responsibility of handling any animal authenticity/registration issues when proper protocol is followed for challenges, which begin with a signed, written protests from a member and sent to the ASA Executive Vice President.
Conflict Resolution	To remain in the National Show rotation, host states must comply with the outlined responsibilities.	
Social Media/ Communications		Full Responsibility. ASA to use a "Remind Me"-type smartphone app to communicate with exhibitors about the show's events.
Judges (Selection, payment)	Submits 3 names in order of preference from the PTP approved judges list for consideration by the Activities and Events Committee by April 1. Full responsibility for lead judge payment unless otherwise arranged with stock show staff. Once a judge has officiated one of the above 4 major shows, NWSS Pen Show, or the AJSA National Classic that judge will not be allowed to be nominated the following show season. Coordinates with lead judge the selection of associate judge (required) and ensures that the associate judge selection is a person in good standing with the ASA.	Activities and Events Committee to make final judge selection (all major show judge selections to be made no later than the April board meeting and secured immediately thereafter). Full responsibility for associate judge payment.
Definition of Show Season		Show season is defined as July 1 to June 30 of the follow calendar year. i.e: July 1, 2019 – June 30, 2020

Resolution #11: To rearrange the public copy of PTP show programs to place the EPDs on the right-hand side of the page with the animal and exhibitor information on the left-hand side of the page. Moved and seconded in committee.

Resolution #12: To change the judge's program format for PTP shows as follows:
Purebred division judge's program will contain EPDs, indexes, percentile ranks, and breed averages with no color coding.

Percentage division judge's program will contain EPDs, percentile ranks, and breed averages with no color coding.
Points of discussion:

- Indexes are appropriate for comparing cattle of like breed composition.
- Indexes will not appear on the Percentage section of the public show program.

Moved and seconded in committee.

Resolution #13: To approve the PTP Show Guidelines as revised. Moved and seconded in committee.

Progress Through Performance (PTP) Show Guidelines

The American Simmental Association is proud to sanction Progress Through Performance (PTP) shows. PTP shows effectively combine the assessment of statistical data, such as EPDs and actual measurements, with traditional phenotype evaluation. The primary goal of the PTP program is to promote multi-level progress within the Simmental and SimGenetics industry.

In order to simplify the hosting process and increase the number of PTP shows throughout the nation, the American Simmental Association is offering several options, as well as some guidelines, for holding a sanctioned PTP show. Please review this document and utilize the format that is most suitable for your event, as well as its exhibitors and staff.

PTP Regulations (*These apply to all PTP shows.*)

For Exhibitors (*These rules should be included, in some form at, in your event's premium book.*)

1. All animals must be registered with the American Simmental Association. (Exceptions may be made, if arranged in advance, for cattle registered with the Canadian Simmental Association.)
2. A.) To show in the Simmental division, an animal must be 7/8 Simmental or greater.
B.) To show in the Percentage Simmental division (also called SimSolutions, SimGenetics, etc.), an animal must be at least 3/8 Simmental but less than 7/8 Simmental.
C.) To show in the Simbrah division, if one exists, an animal must be registered as a 5/8 Simmental, 3/8 Brahman.
D.) To show in the Fullblood Simmental division, if one exists, an animal must be registered as a Fullblood.

Note: Animals must show in their designated divisions.

3. All show animals must be checked in. At the time of check-in, cattle identification must conform to PTP guidelines. All animals must be tattooed or branded, and an animal's identification must correspond to its official registration certificate.
4. All bulls twelve (12) months of age and older must be shown with a nose lead or ring.
5. Expected Progeny Differences (EPDs) will be included in a show program on an individual animal basis.
6. In addition to the PTP rules, all exhibitors must adhere to the rules set forth by the event coordinators.

For Event Hosts

1. Exhibitors should be made aware of all regulations, including but not limited to: PTP regulations, general show rules, deadlines, check-in time(s), class breaks and show order. Rules regarding class sizes, division breaks, codes of ethics and other general rules will be governed by the host committee.

2. The host committee will select the Progress Through Performance judge and ensure that he or she is compensated. A judge must be chosen from the list of approved Progress Through Performance judges.
This list can be found online at: www.simmental.org/site/index.php/events/shows/ptp-judges.
3. A specific check-in time and location will be selected by the host committee. All show animals must be checked in.
4. At the time of check-in, tattoos will be subject to inspection and are subject to approval by ASA staff and/or event staff.
5. Entry information must be submitted to the ASA office 14 days prior to the date of check-in. This information should be submitted in a Microsoft Excel file, containing the following information, at minimum: registration numbers, animal DOB, animal name, exhibitor name, and exhibitor address. If the information is available, please also provide: class number and back tag/entry number.
The ASA will then provide a spreadsheet containing the most current EPDs for all animals entered in the show. The more information you provide, the more accurate the information returned by the ASA will be.
6. If you provide publicity information, such as show dates/location or event pictures, the ASA will include it on the website, in eNews and/or in *the Register*, as space allows.
7. *If your show allows animals with pending registrations to be entered, the host committee is responsible for the follow-up work to ensure that the EPDs on these animals are included in the final ASA spreadsheet.
8. *The host committee will decide, prior to the show, if DNA will be collected from champions for pedigree verification purposes. If DNA will be collected, hair kits should be obtained from the ASA and returned following the show.
Note: DNA processing fees will be paid by the host association or committee.
9. *Judges will be provided with access to performance information to use in conjunction with visual appraisal.
10. *Data, including EPDs and any measurements taken, will be printed in the show program. At minimum, the following EPDs should be listed: CE, WW, YW, MCE, MWW, VG, MARB, API and Tl. (In percentage shows, BW can replace CE.)

** This will be the responsibility of the PTP Show host committee in the event that an American Simmental Association staff person is not present to assist with the event. If ASA staff is available, the host committee should be available to assist.*

If any rules and regulations are imposed beyond the aforementioned (i.e. entry or registration deadlines, fitting practices, etc.), it is the responsibility of the host committee and/or event staff to enforce such rules.

Option 1- EPDs and Actual Data

In this option, both EPDs and actual measurements will be incorporated into the PTP judging process. The host committee will submit all entry information to the ASA (see Event Host Rule #5), and the ASA will provide a spreadsheet containing the most current EPDs for all registered entries. Actual measurements will be taken at the time of check-in.

The host committee and/or state association will decide which of the following actual measurement to use:

Frame Score: Frame scores must be measured using Beef Improvement Federation (BIF) guidelines.
Scrotal Circumference: Scrotal circumference may be measured on either: A.) All bulls entered in the bull division ; or B.) All bulls twelve (12) months of age and older entered in the bull division.

Ultrasound: The host committee is responsible for arranging all ultrasound technicians and equipment.

All measurements will be taken at the time of check-in and included in the show program on an individual basis.

The host committee and/or state association will also decide whether or not to include the following regulations:

1. Any bulls fifteen (15) months of age or older must have veterinary proof of a semen test and/or breeding soundness exam and must be proven as a satisfactory breeder.
2. Any female eighteen (18) months of age or older must be: A.) certified pregnant by a licensed non-owner veterinarian; or B.) have certification that she has been used in embryo transfer.
3. **Documentation on the above must be provided before an animal is eligible to show.**

Note: The decision to incorporate these measurements and/or requirements must be made prior to the publication of the event's rules. They should be included, in some format, in the general rules and regulations and made available to the show's exhibitors.

Option 2 - EPDs Only

In this option, only EPDs will be used. This gives the host committee the greatest amount of flexibility and limits the number of exhibitor and host duties at check-in. The host committee will submit all entry information to the ASA (see Event Host Rule #5), and the ASA will provide a spreadsheet containing the most current EPDs for all registered entries. At no time will actual measurements be taken or fertility verification papers be inspected.

Show Programs

Below you will find a sample copy of both the public show program and the judge's show program. In PTP shows, all owner and pedigree information is removed from the judge's program.

Public Copy (Sample)

2011 North American International Livestock Exposition Open Sim Angus/Sim Solutions Show			Percentage Simmental EPD Averages											Hometown	
Place	Tag	Animal Name	DOB	Sire	BW	WW	YW	MW	VG	MRB	\$AP	\$TI	Exhibit #		
Division I: Spring Heifer Calves															
Class 1: Heifers Calved May 2011															
1	40	HILLCOUNTRY AND JOY 301Y	2/28/11	33 EBONYS GRANDMAS TER	0.7	20	43	20	14	0.3	107	39		HILLCOUNTRY COMPANY KENTON, KY	
2	40	JR ENVY	5/16/11	JR POKER FACE	0.3	18	4	1/2	0.3	99	34			MORGAN COOK KENTON, KY	
3	40	CHAK QUEEN 109Y	2/6/11	3C MACHO M450BZ	0.7	28	64	14	16	0.3	11	67		CHAK CATTLE CO INC OWENSVILLE, IN	
4	40	KKK NASHLOOKE 071Y	2/2/11	7024 LOOKOUT	0.7	25	37	10	14	0.3	10	60		MACKENZIE LUNDY HARDY, VA	
5	40	HOLLEYS 024Y	2/2/11	844 U CHOPPER	0.7	25	43	12	0.2	97	35			LULLION NORTHROP ELMORE, OH	
6	40	EEZY YASMIN 063Y	2/1/11	633 UNTOUCHABLE	0.5	26	37	14	0.8	95	36			FUSLER BKUS FARMS LOCKNE, TX	

MOVE TO FAR RIGHT

Judge Copy (Sample)

The American Simmental Association appreciates your consideration of the Progress Through Performance (PTP) Show program. We hope that you will find an option that suits your event. For further information or any assistance, please contact the PTP Coordinator at PTP@simmgene.com. ASA Office Phone: 406-587-4531

Recess for 5 minutes for the Activities and Events to meet regarding resolution #13.

Board meeting reconvened. Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lassel, Tim Smith

Staff: Wade Shafer, Lane Giess, Luke Bowman, Mahdi Satachi, Sheldon Ross, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Linda Kesler

Resolution #13 stays as presented.

Resolution #14: To remove Roger Deiter, Mike Hall, and Patrick Wall from the PTP Judges list; and that they be notified that if they want to be on the list they must resubmit their application. Moved and seconded in committee.

Resolution #15: To approve the Show Judge Nomination form as revised. Moved and seconded in committee.

Resolution #16: The A&E Committee will review the PTP Judges list every 3 years. Anyone approved to the list within the previous 3 years automatically remains on the list unless there was controversy. The list will be posted online and will include judge name, address, contact information, year approved to list, relevant shows judged, and eligibility for next show season. Moved and seconded in committee.

Board meeting recessed for 5 minutes for the Activities and Events to meet regarding resolution #16.

Board meeting reconvened. Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lassel, Tim Smith

Staff: Wade Shafer, Lane Giess, Luke Bowman, Mahdi Satachi, Sheldon Ross, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Linda Kesler

A&E Amended Resolution #16 – moved and seconded in committee. The A&E Committee will review the PTP Judges list every 3 years. Anyone approved to the list within the previous 3 years automatically remains on the list unless there is a just reason for removal. The list will be posted online and will include judge name, address, contact information, year approved to list, relevant shows judged, and eligibility for next show season.

Resolution #17: To post the following documents on the PTP section of the ASA website as well as provide these documents in a booklet format to the A&E chairman and all committee members.

- Major PTP Show Hosting Division of Responsibilities
- PTP Show Guidelines
- PTP Judge Nomination Form
- PTP Judges List
- ASA Launches New Stamping Program
- Ring of Champions Description
- PTP Herdsman of the Year Award
- Membership Longevity and Commitment Award
- 4-part “PTP Shows Contribute to Our Success” series from *the Register*
- AJSA Regional and National Classic Preparation Guide and Division of Responsibilities

Moved and seconded in committee.

Resolution #18: To clarify that the shows used to determine the eligibility of a PTP judge include the 4 major open PTP shows (American Royal, NAILE, NWSS, FWSSR), the NWSS Pen Show, and the AJSA National Classic. Moved and seconded in committee.

Resolution #19: Showmanship judges at the AJSA National Classic will be paid mileage up to 250 miles. Moved and seconded in committee.

Resolution #20: To approve Kevin Jensen and Jake Scott from the South Central Regional Classic judge nomination list. Moved and seconded in committee.

Directive #1: Staff to add 4 designated check boxes for Foundation donations, indicating each of the 4 Regional classics. Moved and seconded in committee.

Directive #2: That ASA assure live coverage of the AJSA National Classic on an annual basis.

Recess for 5 minutes regarding A&E Directive #2

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

Staff: Wade Shafer, Lane Giess, Luke Bowman, Mahdi Satachi, Sheldon Ross, Rachel Endecott, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Linda Kesler

A&E Amended Directive #2 – moved and seconded in committee: That ASA assure live coverage of the AJSA National Classic show on an annual basis.

Directive #3. That state associations be reminded by staff twice a year at minimum to submit PTP judge applications. Move and seconded in committee.

Resolution #21: for ASA to give \$10 per head entered for the 5 major open PTP shows (American Royal, NAILE, NWSS Hill Show, NWSS Pen Show, and FWSSR) to the host state associations. State associations must show proof that funds were used to support costs of hosting a major PTP show and must provide proof of entries to staff. Move and seconded in committee.

Point of discussion: Estimate the cost will be approximately \$18,000. Promotion line item.

Breed Improvement, Chairman Tom Hook.

Directive #1. Direct staff to report back to the Breed Improvement committee in two months with a revised growth and development plan for the FPC. Moved and seconded in committee.

Points of Discussion:

- Lots of effort has been spent publicizing the FPC.
- Can we be more creative in the growth and development of the FPC to see if picked up and used more?
- Are there ways to influence people who have “Pull through” to get feedlots to help create more need for an FPC certificate?
- Advertise the “Why”

Directive #2. Referred a research proposal “Evaluation of breed effects on reproductive and carcass traits from Holstien – beef breed crosses” to the Carcass Expansion Project staff team for them to work out the details on whether or not to fund.

Points of Discussion:

- Proposal presented to study the fertility and carcass traits in Holstein/Simmental crosses. The proposal has one year of funding from Select Sires and is looking for one more year of funding. Our goal is to determine if certain beef breed crosses produce more profitable calves with fewer reproductive and calving problems. We have two primary objectives in this study:
- Evaluate breed effects on reproductive performance (i.e. calving ease, conception rate, gestation length);
- Identify breed differences in growth (average daily gain, weaning and yearly weight) as well as carcass characteristics (carcass weight, ribeye area, intramuscular fat, dressing percentage, and yield grade).
- As there are already funds in the Carcass Expansion and Carcass Merit Program, could use these to possibly fund the research proposal. *Cost would be \$35,000.*

Moved and seconded in committee.

Directive #3: To add a row with possible change to the Animal Search page on Herdbook. Moved and seconded in committee.

Points of Discussion:

- Possible change is the range \pm an animal's EPD that, 67 percent of the time, we expect the animal's true genetic value to fall within.
- For example, a bull with a CE of 15.0 and accuracy of 0.25 has a possible change of ± 5.8 . This means $\frac{2}{3}$ of the time, the true genetic value will fall within 15.0 ± 5.8 or from 14.2 to 20.8.
- Possible change is more intuitive to understand than accuracy and also helps set expectation levels for EPD movement.
- An example was provided to the committee with EPD, accuracy, \pm possible change, and percentile rank on the animal search page.

Growth and Development. Chairman Mike Forman

Directive #1: Direct staff to move forward with promotion of HOLSIm™ list and to engage in research and development efforts not to exceed anything beyond the data collection. Moved and seconded in committee.

Points of Discussion:

- Need for ASA to participate in the promotion of the HOLSIm list of bulls.
- Need for conception data, feedlot records, carcass phenotypes, and novel trait info.

Directive #2: Direct staff to have Grant Company generate a Simmental specific promotional ad to be used in ASA's national advertising campaign. Moved and seconded in committee.

Resolution #1: Proceed with attempting to acquire a 50% ownership stake in the HOLSIm™ trademark. Moved and seconded in committee.

Points of Discussion:

- Legal counsel believes there is little likelihood of increased legal liability because of an ownership stake in the trademark.
- Provides ASA a voice in how the HOLSIm™ trademark is utilized.

Policy and Procedures. Chairman Randy Moody.

Resolution #1: For all future Rule or Bylaw amendments use Herdbook Services for electronic voting; this excludes Trustee electronic voting. Move and seconded in committee.

Points of Discussion:

- Voting for rule changes through Herdbook Services worked well.
- Perception of voting for Trustees through Herdbook Services – concern of staff access or involvement.

Directive #1: Staff to accept the genetic defect designations that are posted on the Angus website and allow those to be updated in ASA's Herdbook – TraitTrac. Moved and seconded in committee.

Points of Discussion:

- This is for Angus animals which are being registered in ASA's Herdbook.
- Staff has followed this policy, but it has not been officially documented with a directive.
- Staff is comfortable that the information posted on the Angus website is accurate.

Directive #2: For staff to investigate the cost of printing different colored certificates based on the different animal classifications. Moved and seconded in committee.

Points of Discussion:

- Find out the cost of a new printer or adding trays to allow different colored paper to print certificates on different colored paper based on the animal's classification (Purebred, Fullblood, SimAngus, SimGenetics, Simbrah, etc.) along with other information (number of certificates printed vs. one stored electronically, number of classifications, etc.).
- May provide easier identification of an animal record classification.

Finance. Chairman Randy Moody.

ASA FY2020 Budget will be presented as is.

Simbrah. Chairman Jim Ligon.

Resolution #1: To hold a Simbrah/SimGenetics Summit and field day at Graham Feedyards, Gonzales, TX in late October in conjunction with cattle delivery date. Moved and seconded in committee.

Recess until August 28 at 7:30 am

Reconvened August 28, 2019 at 7:42 am

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

Staff: Wade Shafer, Luke Bowman, Mahdi Satachi, Sheldon Ross, Bert Moore, Chip Kemp, Jackie Atkins, Kathy Shafer, Linda Kesler

Trustee Attending Events – Generating a list of possible events Trustees plan to attend (each Trustee able to attend up to 2 events each year).

Spring Board Meeting per Diem: 4 days unless attended Thursday's meetings – then 5 days.

Voting on Directives and Resolutions.

Activities & Events Committee.

Resolution #1: Make the Junior Division of the public speaking contest at the Regional and National classics. Motion carried.

Resolution #2: Appoint Ring of Champions People's Choice Award subcommittee. Motion carried.

Resolution #3: Approve Matt Leo to PTP Judges list. Motion carried.

Resolution #4: Approve Brett Barber's addition to PTP Judges list. Motion carried.

Resolution #5: Approve the 2020 National Western Stock Show judge nomination list. Motion carried.

Activities & Events Committee.

Resolution #6: Approve Blake Nelson and Charlie Boyd from the 2019 NAILE judge nomination list. Motion carried.

Resolution #7: Foundation to increase the Regional Classic host states to \$5,000 each to each regional with ASA support. Motion carried.

Resolution #8: Approve the revised Merit Award Guidelines. Motion carried.

Resolution #9: Update check-in for the major PTP shows and AJSA Classics. Motion carried.

Resolution #10: Accept the Major PTP Show Hosting Division of Responsibilities as revised. Motion carried.

Resolution #11: Rearrange the public copy of PTP Show program. Motion carried.

Resolution #12: Change the judges program. Motion carried.

Resolution #13: Approve the PTP Show Guidelines. Motion carried.

Resolution #14: Remove Roger Dieter, Mike Hall and Patrick Wall from the PTP Judges list. Motion carried.

Resolution #15: Approve the Show Judge Nomination form. Motion carried.

Resolution #16: Review policy of the PTP Judges list. Motion carried.

Resolution #17: Post documents on the PTP section of the ASA website as well as provide a booklet. Motion carried.

Resolution #18: Clarify that the shows used to determine the eligibility of a PTP Judge. Motion carried.

Resolution #19: Showmanship judges at the AJSA Classics will be paid mileage up to 250 miles. Motion carried.

Resolution #20: Approve Kevin and Jake Scott from the South Central Classic judges list. Motion carried.

Resolution #21: Funding for the 5 major PTP events. Roll Call Vote: Yes – 16 / No -1

Directive #1: Add four Foundation funding designation boxes to seek donations for the four regionals. Motion carried.

Directive #2: Staff to ensure live coverage of the AJSA National Classic show on an annual basis. Motion carried.

Directive #3: Staff to remind state associations at a minimum of twice a year to submit PTP judge applications. Motion carried.

Breed Improvement Committee.

Directive #1: Staff to report back to BIC with a growth plan for the FPC program. Motion carried.

Directive #2: Staff to determine if the Research proposal prepared by Mahdi Saatchi “Evaluation of breed effects on reproductive and carcass traits” should move forward. Motion carried.

Directive #3: Add a row with possible change to Animal Search in Herdbook Services. Motion carried.

Growth and Development Committee.

Directive #1: move forward with promotion of HOLSIm list and to engage in research and development efforts not to exceed anything beyond the data collection.

Move JW Brune second Jim Ligon to amend Directive #1: Direct staff to move forward with research and development efforts of HOLSIm not to exceed data collection. Move JW Brune second Jim Ligon to rescind the motion. Motion carried to rescind amendment.

Move Greg Walthall second Randy Moody to amend Directive #1: direct staff to move forward with provision of the HOLSIm list to Holstein USA, and engage with research and development effort, not to exceed beyond data collection.

Call the Question by Fred Schuetze, second JW Brune. Motion carried.

Directive #1 as amended. Move Greg Walthall second Randy Moody to amend Directive #1: direct staff to move forward with provision of the HOLSIm list to Holstein USA, and engage with research and development effort, not to exceed beyond data collection. Roll Call vote. Yes – 17.

Directive #2. Staff to work with Grant company to general a Simmental specific promotional ad. Motion carried.

Resolution #1. Attempt to acquire 50% ownership stake in HOLSIm trademark. Motion carried.

Add to Points of Discussion: Staff to approach Holstein to see if the trademark can be change to HolSim when in print; OK with HOLSIm in the logo.

Finance. FY2020 budget.

Move Randy Moody second Tim Smith to approve the FY2020 budget as presented. Motion carried.

Policy & Procedures.

Resolution #1: Electronic voting for rules and bylaw amendments; exclude Trustee electronic voting. Motion carried.

Directive #1: Accept genetic defect designations policy for Angus animals. Motion carried.

Directive #2: Staff to investigate the cost of printing certificates on different colored paper. Motion denied.

Simbrah.

Resolution #1: Simbrah/SimGenetics Summit. Motion carried.

Adjournment. Move Fred Schuetze second Tim smith to adjourn. Motion carried.