

**ASA Board of Trustees' Meeting
January 4 – 6, 2022
Virtual Meeting**

ASA Chairman Randy Moody called the meeting to order at 7:00 am.

Roll Call: Randy Moody, Barry Wesner, Chris Ivie, Doug Parke, JW Brune, Kent Brunner, Steve Eichacker, Tim Clark, Greg Walthall, Gary Updyke, Brandon Callis, Victor Guerra, Tim Curran, Clay Lassle, Tom Nelson, Chad Cook

Incoming 2022 Trustees: Maureen Mai, Ryan Thorson, Loren Trauernicht, Joe Hensgens

Staff: Wade Shafer, Chip Kemp, Luke Bowman, Sheldon Ross, Randie Culbertson, Lane Giess, Jannine Story, Kathy Shafer, Nancy Chesterfield, Bert Moore, Jackie Atkins, Linda Kesler

Agenda. Moved Clay Lassle second Chad Cook to accept the agenda as presented. Motion carried.

Minutes. Moved Brandon Callis second JW Brune to accept the August 26 – September 2, 2021 minutes as presented. Motion carried.

Welcome/Chairman's Report. ASA Chairman Randy Moody

Growth & Development Committee Session. Chairman Barry Wesner

ASA Financial Reports. Presented by Treasurer Steve Eichacker

Stats and Measures. Presented by Sheldon Ross, Director, Lead Developer & Systems Administration

Recess until January 4, 2022 at 1:00 pm.

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Activities & Events Committee Session. Chairman Steve Eichacker

Breed Improvement Committee Session. Chairman Tom Nelson

Recess until January 5, 2022 at 8:00 am.

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EVP Welcome and Report. Wade Shafer. The WHY / from Simon Sinek

WHY?

- Exist to serve the beef industry
- Important to focus on the WHY

HOW?

- Leverage technology and data
- Leverage collaboration

WHAT?

- Simmental
- Today's climate has changed dramatically – now: it has expanded, not only Simmental – it is whatever ASA & ASA members choose to produce.

Staff Reports.

Luke Bowman, Director SimGenetics Development

Highlights of presentation:

- WHY: To develop a more progressive membership who generate more profitable seedstock for the modern stockman.
- HOW: Encourage the full use of tools provided by ASA programs and projects by the #1 breed society board and staff in the world. Doing the right thing and the right time.
- Pillars/Focus: A&E, PTP, SimSpecialists, Simbrah, International.
- Board Provided Tools – progressive resolutions and directives to assist staff in moving forward.
- Seven Step Problem Solving Process –
 - Board: Define the problem, disaggregate, prioritize, develop a workplan.
 - Staff: Communicate, synthesize, analyze.
 - Iterate / Repeat: important to repeat the policies throughout the year – let things happen multiple times before changing policies.
- SimSpecialists Program. A field service prepared to inform, educate and accommodate the needs of the ASA membership's customers and greater commercial beef industry. Program to help member's customers. There are qualifiers to receive ASA presence.
- PTP – Progress Through Performance
 - Performance, Selection, Conformation, Soundness, Promotion.
 - Model for the industry – very successful
 - Major PTP Show Season: National Classic, American Royal, NAILE, Cattlemen's Congress, NWSS, Ft. Worth Stock Show.
 - Ring of Champions – point system accumulated from four of the five Majors;
 - Informed Judges – use a balanced evaluation
 - EPD Show program presented to the judges the night before the show
 - PTP Judge Selection – Delegates – Six-member judge selection panel /Board / Hosts

Luke Bowman, Director, SimGenetics Development continues.

- National Show Rotation: Fort Worth Stock Show, American Royal, North American International Livestock Exposition, National Western Stock Show, Oklahoma Cattlemen's Congress
- International Business – Important to the ASA
 - USLGE – members of U.S. Livestock Genetics Export. Grants are received through USLGE for ASA's staff international travel.
 - Why focus on Australia – positive growth for solid colored and polled. US genetics is strongly used.
- *"We sell ideas and solutions to people, and people sell our products and services to themselves"* -Tim Conner, The New Art of Selling.
- Learning Library – pages on ASA's website targeted especially for new members and member's customers who may want to know more about getting into the Simmental business.

Jackie Atkins, Director Science and IGS Operations

Highlights of Presentation:

- ASA Science Programs and IGS Multi-breed collaboration
- Mission statement: The success of the ASA 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 to our member's customers.
- Back to Basics:
 - Phenotype = Genetics + Environment
 - Observable characteristics are due to: Genetics and Environment
 - Genetics = Breeding value (genes) and the unique combination of that animal's genes.
 - Genetic component is due to
 - Breeding value (gene makeup)
 - Combination of genes (hybrid vigor and inbreeding suppression)
 - The breeding value is the only heritable part of the phenotype. EPD is ½ of breeding value (what the genetic evaluation predicts).
 - Accurate prediction of the heritable part of genetics ... it takes lots and lots of data
 - Pedigree, breed, accurate, measurements, records on whole contemporary groups, genomics.
- How can breeders/breed association help paint the most accurate picture of GENETICS?
 - Whole herd reporting
 - Accurate Contemporary group definitions
 - Records on entire contemporary group
 - More late-in life-records – carcass, ultrasound information
 - Genomics in particular on whole contemporary groups, females, and terminal cattle
 - Neogen partnership helped tremendously
- ASA Programs developed to help paint the most accurate picture of genetics?
 - Performance Records (THE)
 - Performance Advocate (PA)
 - Carcass Merit Program (CMP)
 - Carcass Expansion Program (CXP)
 - Cow Herd DNA Roundup (CHR)
 - Calf Crop Genomics (CCG)
 - ASA DNA Services
 - IGS collaboration
- WHY IGS?
 - Genetic Evaluation with multi-breeds (19 different organizations).
 - Total IGS records by yr. of birth is much greater than any singular contribution from each breed association. / 20 partners (and counting) in the collective
 - Over 20 million animal records / Over 350,000 genomic tests
 - Using cutting edge software to leveraging the best statistics and models to make the most accurate beef cattle selections tools available.
 - No one has more data / No one uses it more effectively

Randie Culbertson, IGS Lead Geneticist

Highlights of Presentation:

- WHY – Genetic Evaluation is the best tool to provide information to members
- EPD published every Monday 20,556, 075 EPDs
- Being a part of IGS increases the number of progeny. We are mining this data to improve the genetic prediction.
- ASA
 - Number of ASA sires with progeny multiple databases: 13,000
 - Total number of progeny for these bulls: 4.3 million
 - Number of non-ASA progeny: 2.0 million
 - 1.9-fold increase in progeny
- Evaluation timeline: Tuesday – Evaluation begins; following Monday publishes EPDs
- Data Prep / Contemporary Grouping
- Genomic Pipeline
- Run Evaluation – multiple steps
- New Trait Development
 - Mature Weight
 - Feed Intake
 - Heifer Pregnancy
 - Feet and Leg
- Challenges – we use advancement in technology/methodologies, improvement to current evaluations and pushing limits.

Lane Giess, Director Commercial & Non-traditional Data Programs

Highlights of Presentation:

- Rare and Meaningful Data
- Producer Education & Data Collection Initiatives – engage with ASA’s membership to obtain/collect rare and meaningful data
 - Carcass Data (CMP, CXP)
 - Feet and Leg Phenotypes
 - Indicator Trait Investigation
 - Health
 - Udder
 - WHR
 - High Altitude PAP data
 - Heifer Pregnancy EPD development
 - Commercial Data
 - Maternal measures
 - Unbiased performance data
- Focus on collecting the more difficult data – Harvest records, genotype, ultrasound
- IGS Bulls Sessions – educational webinars
- ASA Foot and Leg Scorecard for the current data collection phase – Herdbook Services accepts reporting this information
- PAP – IGS and Colorado State University working together to produce PAP EPDs
- Heifer Pregnancy EPD – Research is underway to develop a multi-breed HPG EPD

Sheldon Ross, Lead Developer and System Administrator

- Main area of focus is with HerdBook Services and ASA database
- History of changes with Herdbook Services
- Launch of the digital certificate
- CCG program
- More informative information
- Feed Intake input capabilities
- Maintaining the code
- Hardware/Servers – all hosted and maintained in-house; able to tailor to ASA needs
- Contingency plan – robust backup in-house daily; with a weekly backup offsite
- Secure system; firewalls responding to requests; encryption.
- Moving forward
 - Online submittal for DNA request through HerdBook Services

Chip Kemp – Director ASA & IGS Commercial & Industry Operations.

- Committed to the Mission Statement
- Interaction and reach out to members and industry
- SPC – Steer Profitability Contest
- FPC – Feeder Profit Calculator
 - Knowledge in the feedlots sector
 - The biggest single impact of FPC is one on one conversations with staff and each individual producer (reach-back). All understand dollars & cents.
 - Growth in FPC certifications on Superior Livestock
- Advertising and Promotion
 - Effective Marketing
 - Respect tradition but present the latest and up-to-date facts
 - Build the best tools and lay out those facts
 - Appeal to our customers, those more remote clients and future customers
 - Our promotion and marketing efforts – goal to give that next generation a shot at being more successful
 - Print
 - Social media
 - Booth
 - Online & Programmatic Advertising
 - Database Mining
 - In Person
 - Industry Events and Trade Shows
 - Invited Talks
- *“By any measure – in this instance the measure of HBR -- the business of Simmental has never been stronger or more influential in the beef business than today. Ever. ASA has never had a more impactful decade. Ever.”* Chip Kemp

Recess until January 5, 1:00 pm

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Open to the Floor. Members to address the Board of Trustees.

Committee Reports.

Activities and Events, Chairman Steve Eichacker

Items presented.

- National and Regional Classic Rules
- Fall Focus 2022 Update – Roanoke, Virginia
- PTP Judges Selection
- ASA's Role in National Classic

Resolution #1. To approve the Showmanship Judges' List as presented for the 2022 National Classic.

Junior

1. Melissa and Sammi Schrag
2. Bob and Lauren May
3. Courtney Zehr

Intermediate

1. Courtney Cates
2. Parker and Christi Henley
3. Chad and Sydney Zehnder

Senior

1. Jeff and Jennifer Bedwell
2. Jordan and Amanda Holt
3. Jara Settles

Moved and seconded in committee.

Breed Improvement Committee, Chairman Tom Nelson

Items Presented.

- Programs
- IGS

Growth and Development, Chairman Barry Wesner

Items Presented

- NCBA Booth Update /IGS Participation
- SPC
- Foundation Female Registration Update
- Social and Digital Review
- SYTLE Program

Directive #1: Direct staff:

1. To move forward with STYLE Program as presented by staff. A \$200/attendee registration fee is to be charged for participation.
2. If attendee participates in all three days of the event, attendee will receive a \$200 credit on their ASA account following completion of the STYLE Program.
3. To hold a drawing for two free room and board packages for those who register for the event by the early entry deadline.
4. To investigate the viability of corporate sponsorships of the STYLE Program.

Moved and seconded in committee.

P&P Committee, Chairman JW Brune

Items presented:

- Correction fee when a name added to a registered record
- Code of Conduct – in the works
- Digital Certificate available

Resolution #1: Proposed Policy for Geriatric Dams.

Accept the Geriatric Dam Policy as presented.

Policy for Geriatric Dams:

1. Require written testament that the dam is correct and the calf is natural.
2. Submit DNA on the dam and calf; sire if necessary for complete parentage.
3. Submit DNA on a sibling if no existing sibling DNA exists
4. Use collateral comparisons to verify lineage.
5. All DNA and research costs are the member's responsibility

Points of Discussion:

- Would follow similar procedure to the Dead Donor Policy

Moved and seconded in committee

Move Barry Wesner second Chris Ivie to amend Resolution #1: add definition.

A geriatric dam is defined as a dam reporting a natural born calf born over 20 years between the dam and calf's birthdates.

Motion carried.

Amended Resolution #1: Proposed Policy for Geriatric Dams.

Geriatric Dam Definition: A dam who is more than 20 years older than a natural calf's reported birthdate.i.e., the dam's birthdate to the calf's birthdate >20 years.

1. Policy applies when there is a natural calf reported to a dam of questionable age. See definition above.
2. Require written testament that the dam is correct and the calf is natural.
3. Submit DNA on the dam and calf; sire if necessary for complete parentage.
4. Submit DNA on a sibling if no existing sibling DNA exists.
5. Use collateral comparisons to verify lineage.
6. All DNA and research costs are the member's responsibility.

Points of Discussion:

- Would follow similar procedure to the Dead Donor Policy.

Simbrah, Chairman Greg Walthall

No resolutions or directives.

Gavel turned over to Chairman-Elect, Barry Wesner

Executive Session. Moved Randy Moody second JW Brune to go into Executive Session to elect the 2022 Executive Committee. Motion carried.

Move Gary Updyke second JW Brune to come out of Executive Session. Motion carried.

Recess until January 6 at 8:00 am.

Board Meeting Reconvened January 6 at 8:18 am.

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Voting – Resolution and Directives.

Activities and Events.

Resolution #1: Resolution #1. To approve the Showmanship Judges' List as presented for the 2022 National Classic. Motion carried.

Breed Improvement. No resolution or directive.

Growth and Development.

Directive #1: To Move Forward with the STYLE program. Motion carried.

Policy and Procedures.

Amended Resolution #1: Proposed Policy for Geriatric Dams. Motion carried.

Simbrah. No resolution or directive.

Adjourn. Move JW Brune second Brandon Callis to adjourn. Motion carried.