

**American Simmental Association  
Board of Trustees' Meeting  
January 28 – 29, 2021  
Virtual**

Chairman Tim Curran called the meeting to order at 7:03 a.m.

Roll Call: Tim Curran, Clay Lasse, Mike Forman, Tom Nelson, Gordon Hodges, Jim Ligon, Cliff Orley, Randy Moody, Barry Wesner, Tom Hook, JW Brune, Kent Brunner, Steve Eichacker, John Griswold, Fred Schuetze, Greg Walthall, Gary Updyke

Staff: Wade Shafer, Luke Bowman, Sheldon Ross, Randie Culbertson, Jackie Atkins, Darla Aegerter, Jannine Story, Lane Giess, Kathy Shafer, Nancy Chesterfield, Linda Kesler

Incoming Trustees: Doug Parke, Chad Cook, Victor Guerra, Chris Ivie, Brandon Callis

Legal Counsel: Jane Mersen

**Agenda.** Moved Fred Schuetze second Clay Lasse to approve the agenda as presented. Motion carried.

**Minutes.** Moved Fred Schuetze second Kent Brunner to approve the minutes of August 28, 2020, October 5, 2020, October 26, 2020, November 20, 2020 and December 11, 2020 as presented. Motion carried.

**Chairman's Report.** Tim Curran

Items Presented:

- Financially strong
- Value of staying the course
- Growth on the commercial side, increase of customers
- Focus 2000 was the start of where we are to day
- We are relevant in the industry
- Growth in shows
- Increase in demand of purebreds

**EVP Report.** Wade Shafer

Items Presented:

- WHY → HOW → WHAT
- All companies must know their WHY
- People don't buy what you do; they buy WHY you do it
- Most breed association's focus on the WHAT instead of the WHY
- ASA's founding fathers:
  - Exist to serve the beef industry – Mission and Vision statements (WHY)
  - Leverage Technology and Data (How)
  - Core Polices (WHAT)
- Long-term
  - ASA to provide WHATEver ASA and our members' produce
  - Evolve from a breed association to a breed organization

**Stats and Measures** – Sheldon Ross, Director, Systems Administration, Lead Developer

**Financial Report** – Treasurer, JW Brune

- Committee and Board of Trustees undertake sound financial decisions to move ASA forward now and into the future.
- Cost comparisons across cattle breed associations – ASA services provided are at or below average for the same process.
- Completed the sale of the old building (1 Simmental Way).
  - Monies from the sale invested long-term with a goal of funding research and industry growth programs from the gains received each year.
- Membership Relief Package offered to members for FY2021.
- Continue to be in a strong financial situation.

**ASA Publication Report** -- Chairman Randy Moody

- Quality communication sources for the ASA, its membership and the commercial industry.
  - Includes editorial content providing Association and industry news and as a promotional, marketing, and advertising vehicle for the membership.
- Enhances financial returns by performing additional services and programs to outside enterprises.
- Help target new business with a marketing strategy designed to establish reputation and expectation for products and services.
- Multi-faced plan offering advertising packages.
- Educational program offered for members who qualify supporting and promotion ASA's services and program.

**American Simmental Simbrah Foundation Report** – Foundation Liaison Fred Schuetze

- Servicing youth, education and research for today and future development of ASA, the beef industry and ASA membership.
- Fundraising events designed for the four pillars: Research & Technology, Youth, Education and General.
- Specific Designated funds to support specific programs; i.e. Merit Award Scholarships, Fall Focus, Walton-Berry Scholarship, National Classic.

Recess for 15 minutes.

Reconvened.

Roll Call: Tim Curran, Clay Lassel, Mike Forman, Tom Nelson, Gordon Hodges, Jim Ligon, Cliff Orley, Randy Moody, Barry Wesner, Tom Hook, JW Brune, Kent Brunner, Steve Eichacker, John Griswold, Fred Schuetze, Greg Walthall, Gary Updyke

Staff: Wade Shafer, Luke Bowman, Sheldon Ross, Randie Culbertson, Jackie Atkins, Darla Aegerter, Jannine Story, Lane Giess, Kathy Shafer, Nancy Chesterfield, Linda Kesler

Incoming Trustees: Doug Parke, Chad Cook, Victor Guerra, Chris Ivie, Brandon Callis

## **Committee Reports and Presentations.**

### **Activities & Events Resolutions / Chairman, Fred Schuetze**

#### Items Discussed:

- PTP Program including PTP Judges' list.
  - Change in format to select judges.
- Working with the AJSA Board.
- Meet & Greets at the major PTP Shows
- Fall Focus
- National Classics

Resolution #1: To recognize the newly formed Florida Junior Simmental Simbrah Association as part of the AJSA.

Resolution #2: To add Marty Ropp to the approved PTP judges list.

Resolution #3: For the 2022 Fort Worth Stock Show & Rodeo to be host of the 2021-2022 National Simmental Show. Point of Discussion: Continue rotation set before the pandemic.

Resolution #4: To approve list as presented:

2022 NWSS Pen Judge Selection for approval:

- a. Steve Reimer
- b. Gordon Hodges
- c. Tim Ishee

Resolution #5: To approve list as presented:

2022 NWSS Junior Show Judge Selection for approval:

- a. Matt Copeland
- b. Dan Shike
- c. Brian DeFreese

Resolution #6: To approve list as presented:

2022 NWSS Hill Show Judge Selection for approval:

- a. Scott Schaake
- b. Brett Barber
- c. Dan Shike

Resolution #7: To approve list as presented:

2022 FWSSR Judge Selection for approval:

- a. Greg Walthall
- b. Curt Rincker
- c. Ryan Haefner

Resolution #8: To approve list as presented:

2021 American Royal Open Show Judge Selection for approval:

- a. Amanda Schnoor
- b. Carey Crow
- c. Tyler Cates
- d. Kyle Colyer

Points of Discussion: The American Royal host group and the South Central Regional host group are the same people. Both this resolution and resolution #16 have Amanda Schnoor as their first selection. They will allow Ms. Schnoor to choose which show to judge; then Carey Crow will move up to first choice on the show Ms. Schnoor did not ~~select~~

Resolution #9: To approve list as presented:

- 1) 2021 NAILE Open Show Judge Selection for approval:
  - a. Jack Ward
  - b. Kyle Rozeboom
  - c. Amanda Schnoor

Resolution #10: To approve list as presented:

- 1) 2021 Eastern Regional Judge Selection for approval:
  - a. Joe Seale
  - b. Cary Crow
  - c. Jeannie Griswold

Resolution #11: To approve the application from the Indiana Simmental Association to host the 2022 Eastern Regional in Lebanon, Indiana.

Resolution #12: To approve Showmanship judges list as presented for Junior Showmanship division at 2021 National Classic:

- i.** Rob Long Family- Iowa (2 family members)
- ii.** Marcus and Paige Wallace Arnold- Iowa
- iii.** Tori Schwartz- Nebraska

Resolution #13: To approve Showmanship judges list as presented for Intermediate Showmanship division at 2021 National Classic:

- i.** Brady and Brooke Jensen
- ii.** Brigham and Gregg Stewart
- iii.** Taylor Frank

Resolution #14: To approve Showmanship judges list as presented for Senior Showmanship division at 2021 National Classic:

- i.** Mark and Deb Core
- ii.** Jara Settles
- iii.** Shane and Melissa Schaake

Resolution #15: To approve list as presented:

- 1) 2021 Western Regional Judge Selection for approval contingent on the approval of Resolution #2, approve adding Marty Ropp to the approved PTP Judges' list.
  - a. Marty Ropp
  - b. Tom Hook
  - c. Donnell Brown

Resolution #16: To approve list as presented:

- 1) 2021 South Central Regional Judge Selection for approval:
  - a. Amanda Schnoor
  - b. Cary Crow
  - c. Joe Seale

Points of Discussion: The South Central Regional host group and the American Royal host group are the same people. Both this resolution and resolution #8 have Amanda Schnoor as their first selection. They will allow Ms. Schnoor to choose which show to judge; then Carey Crow will move up to first choice on the show Ms. Schnoor did not select.

## Breed Improvement / Chairman, Tom Hook

Items Discussed:

- IGs Multi-breed Genetic Evaluation
- Carcass Merit Program (CMP)
- Cow Herd Roundup (CHR)
- Calf Crop Genomics (CCG)
- Carcass Expansion Project (CXP)
- Electronically submit three feet and leg traits
- PAP EPDs
- Multi-breed heifer Pregnancy EPD
- Visual Performance Advocate Dashboard
- Birthweight Ration Standardized
- Neogen GGPLD Genomic Panel

No resolutions or directives to present.

## Growth & Development / Chairman, Mike Forman

Items Discussed:

- Continued elevation of National ad campaign & Stand Strong branding.
- Feature video series highlighting members.
- Rapidly expanding and high performing social media approach.
- Creative digital advertising on numerous fronts.
- Unparalleled acceptance of SimGenetics industrywide.
- Innovative IGS/SLA Rep Reward Program (400% growth on SLA).
- Added flexibility for use of digital ad dollars through State Cost Share program.
- Growth in SimSpecialist team and nationwide events.

Resolution #1: To adopt Check-Off subcommittee's recommendation to update Check Off Bonus criteria to add \$.15 to the third activity and to add \$0.05 to the fourth through seventh activities effective immediately.

Points of Discussion:

1. Adds more incentive for state associations.
2. Continued flexibility for state associations.

Proposed	Currently
<b>Total Potential Reward Incentives (per state total registrations/fiscal year)</b>	
If a State completes 1 Bonus Criteria, an additional \$0.10/registration	.10/registration
If a State completes 2 Bonus Criteria, an additional \$0.20/registration	.20/registration
If a State completes 3 Bonus Criteria, an additional <b>\$0.45</b> /registration	.30/registration
If a State completes 4 Bonus Criteria, an additional <b>\$0.55</b> /registration	.50/registration
If a State completes 5 Bonus Criteria, an additional <b>\$0.65</b> /registration	.60/registration
If a State completes 6 Bonus Criteria, an additional <b>\$0.75</b> /registration	.70/registration
If a State completes 7 Bonus Criteria, an additional <b>\$0.85</b> /registration	.80/registration
<b>Maximum reward incentive: \$1.10/registration (base of \$0.25/per registration plus 7 bonus criteria)</b>	

## **Growth & Development (continues)**

Resolution #2: To continue to allocate \$10,000/year for the IGS/SLA incentive program for two more years (through January 2023).

Points of Discussion:

1. The IGS/SLA has been in place since 2019.
2. The use of the IGS Feeder Profit Calculator on the SLA platform through
3. 2020 has greatly grown in number of head certified (2020 was nearly 400%
4. more than 2019).
5. The number of SLA reps using the FPC in 2020 was double of 2019.
6. This is a tremendous service to the commercial industry and SLA's influence continues to add to the credibility of the FPC industrywide.

## **Policy and Procedures / Chairman, Randy Moody**

Items Discussed:

- Electronic Voting
  - Able to log-in through Herdbook Services.
  - Elections continue to be handled through a third-party.
- DNA Requirements for AI and Donor Dams.
  - Able to use collateral relatives if the animal is deceased.
- Continued review of the ByLaws and Rules.
- Digital Registration in development.

Resolution #1: For ASA to absorb the costs for retests on a partially failed sample, providing the sample was submitted via TSU.

Points of Discussion:

1. This only covers samples that are run and achieve some results, but fail add-on or other testing.
2. This does not cover costs for re-sampling animals due to poor sample quality. This shouldn't be an issue as these are generally not charged. Neogen will not attempt to run a sample that is obviously contaminated or otherwise unusable.
3. Covering the costs for a retest is for a TSU sample only. TSUs appear to have lower failure rates than other sample types and this will encourage use of TSUs rather than blood or hair cards.
4. Committee believes ASA covering these costs this will greatly improve member satisfaction and is an example of ASA's commitment to great customer service.

## **Simbrah / Chairman, Greg Walthall**

Items Discussed:

- Focus on Southern SimGenetics/Simbrah advertising and promotion.
- Video produced with the emphasis on a multi-generational operation with commitment to Simbrah Genetics and the junior program.
- Simbrah Roundup.
- Carcass Expansion Project at Graham Feedyards.
- Cattlemen's Congress / Simbrah Junior Show.

Recess until January 28, 2021 at 6:00 pm.

Reconvened at 6:00 pm, January 28, 2021

Roll Call: Tim Curran, Mike Forman, Clay Lassel, Tom Nelson, Gordon Hodges, Jim Ligon, Cliff Orley, Randy Moody, Barry Wesner, Tom Hook, JW Brune, Kent Brunner, Steve Eichacker, John Griswold, Fred Schuetze, Greg Walthall, Gary Updyke

Staff: Linda Kesler

Legal Counsel: Jane Mersen

**Executive Session.** Move Fred Schuetze second JW Brune to go into Executive Session for 2021 Executive Committee election.

Move Fred Schuetze second JW Brune to come out of Executive Session.

Recess until January 29, 2021 at 7:00 am.

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Reconvened at 7:00 am, January 29, 2021

Roll Call: Tim Curran, Clay Lassel, Mike Forman, Tom Nelson, Gordon Hodges, Jim Ligon, Cliff Orley, Randy Moody, Barry Wesner, Tom Hook, JW Brune, Kent Brunner, Steve Eichacker, John Griswold, Fred Schuetze, Greg Walthall, Gary Updyke

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Incoming Trustees: Doug Parke, Chad Cook, Victor Guerra, Chris Ivie, Brandon Callis

**Committee Resolutions Directives.**

**Voting.**

Activities & Events. Chairman, Fred Schuetze

Resolution #1: To recognize the newly formed Florida Junior Simmental Simbrah Association as part of the AJSA. Motion carried.

Resolution #2: To add Marty Ropp to the approved PTP judges list. Roll call vote. Motion carried.

Resolution #3: For the 2022 Fort Worth Stock Show & Rodeo to be host of the 2021-2022 National Simmental Show. Motion carried.

Resolution #4: To approve 2022 NWSS Pen Judge Selection as presented. Motion carried.

Resolution #5: To approve 2022 NWSS Junior Show Judge Selection as presented. Motion carried.

Resolution #6: To approve 2022 NWSS Hill Show Judge Selection as presented. Motion carried.

Resolution #7: To approve 2022 FWSSR Judge Selection as presented. Motion carried.

Resolution #8: To approve 2021 American Royal Open Show Judge Selection as presented. Motion carried.

Resolution #9: To approve 2021 NAILE Open Show Judge Selection as presented. Motion carried.

Resolution #10: To approve 2021 Eastern Regional Judge Selection as presented. Motion carried.

Resolution #11: To approve the Indiana Simmental Association to host the 2022 Eastern Regional in Lebanon, Indiana. Motion carried.

## **Committee Resolutions and Directives (continue)**

### **Voting.**

#### Activities & Events, Chairman Fred Schuetze

Resolution #12: To approve 2021 National Classic Showmanship junior division judges list as presented. Motion carried.

Resolution #13: To approve 2021 National Classic Showmanship intermediate division judges list as presented. Motion carried.

Resolution #14: To approve 2021 National Classic Showmanship senior division judges list as presented. Motion carried.

Resolution #15: To approve 2021 Western Regional Judge Selection as presented. Motion carried.

Resolution #16: To approve 2021 South Central Regional Judge Selection as presented. Motion carried.

#### Growth & Development, Chairman Mike Forman

Resolution #1: To adopt Check-Off subcommittee's recommendation to update Check Off Bonus criteria to add \$.15 to the third activity and to add \$0.05 to the fourth through seventh activities effective immediately. Motion carried.

Resolution #2: To continue to allocate \$10,000/year for the IGS/SLA incentive program for two more years (through January 2023). Motion carried.

#### Policy & Procedures, Chairman Randy Moody

Resolution #1: For ASA to absorb the costs for retests on a partially failed sample, providing the sample was submitted via TSU. Motion carried.

### **Announcement of 2021 Committee Chairman and Committee Members.**

Adjourn. Moved Fred Schuetze second