Member Focused Data Driven

2018 Annual Report

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org
On November 7, 2018, ASA officially hit 50 years. On August 25-29, we formally recognized the milestone during our annual Fall Focus event. This year’s theme was “Embrace the Past, Imagine the Future.” It was the best attended Fall Focus to date.

Many people influential in shaping ASA were in attendance. We even had the honor of our first paid CEO, Don Vaniman, providing opening comments. I suspect few 50-year-old companies are able to celebrate with their first paid employee in tow! I had the privilege of interviewing our longest serving employee, Steve McGuire, on ASA’s genetic evaluation history. Beyond the symposium, we listened to history told by long-time members while attendees swapped stories in the hallways and during breaks. To say we had a blast reliving the past would be an understatement!

Though the past 50 years were on the top of everyone’s mind, the celebration was focused on the future. Several speakers gave us glimpses of what lies ahead for ASA and the seedstock industry. The future was also the focus of discussion between Trustees, members, and staff at the accompanying interactive board meeting. Although we can’t possibly predict it with crystal clarity, a quote by management guru Peter Drucker describes the way we can see the future with any degree of confidence:

“The best way to predict the future is to create it.”

There is no doubt the future is shaped by those who take action. It is fair to say our actions have led to a great deal of financial success for our Association. We are currently experiencing a consecutive string of the best years in our history.

Over the last decade, we more than doubled the amount of annual income and one would have to go back to 2009 to find a year our income didn’t exceed expenses. From that point forward, we have netted a minimum of $320K annually, with 2017 being our first year over a million dollars. In that year (the most recent with publicly available financial statements across associations), only the American Angus Association made more money (and only slightly more) — and ASA more than doubled the revenue of the next closest breed association. We experienced this financial success while charging some of the lowest THE fees in the business.

Though some degree of financial success is required for us to service our customers and pay our bills, since we are not a company with shareholders, maximizing our net income is not our goal. So why do I cite our finances? Our good fortune has put us in a solid position to take action on priorities to create a successful future for ASA and its members.

When it comes to priorities, a famous quote by James W. Frick provides sage insight — particularly for a business:

“Don’t tell me where your priorities are. Show me where you spend your money and I’ll tell you what they are.”

There is little question that ASA’s highest priority through our first 50 years has been to serve the commercial cattle industry. During some of that time, ASA had little discretion over where we spent our money, as there was barely enough to service our members and keep the utility bills paid. Fortunately for us, that has changed.

Your Association has leveraged our windfall by making considerable financial commitments to provide great future benefit for our members and the commercial industry. Below is a List of Recent ASA Investments:

- **Initiated Operation Quantum Leap** in January 2014. The project, which came to fruition this year, led to arguably the most advanced genetic evaluation software in existence (BOLT). When combined with the IGS database, BOLT powers the largest genetic evaluation in the world.
- **Operation Quantum Leap evolved a company called Theta Solutions, LLC**, a leading provider of advanced genetic and genomic analytical tools. ASA has steadily worked with Theta on improving the IGS genetic evaluation.
- **Expanded the long-running Carcass Merit Program** to include the collection of intake phenotypes and high-density genotypes.
- **Created Total Herd Enrollment - Commercial Option** to facilitate genetic evaluation of commercial cattle. Commercial producers are now able to get high-value genetic evaluation at low cost, while ASA adds critical data to our database.
- **Overturned a patent** to protect the industry from monopoly and to make available our Feeder Profit Calculator™ (FPC) to the industry. The calculator provides commercial cattle producers with an objective estimate of the economic value of their calves at no cost. IMI Global, the largest age and source verification company in the US, has adopted the FPC for use by their customers.
- **The Cow Herd DNA Roundup,** initiated in 2017, has brought over 35,000 new female genotypes into ASA’s database. The influx of DNA will lead to a sizable increase in the accuracy of genetic prediction — especially for maternal traits.
- **ASA’s Board of Trustees** recently allocated monies toward rounding up carcass phenotypes and genotypes on slaughter cattle. The resulting information will greatly improve our ability to use genomics in the prediction of carcass EPDs.

As you can see, ASA’s vision regarding the leveraging of science and technology to benefit the commercial industry — a vision put forth by our founding fathers 50 years ago — is in full gear. I would like to sincerely thank all involved for helping us pursue ASA’s vision over the last 50 years. Here’s to the upcoming 50 years being even more successful than the first 50.

**How Are We Doing?**

The year 2018 was another impressive one filled with many milestones, the biggest of which was the completion of the new IGS Multi-breed Genetic Evaluation powered by BOLT. After several years of hard work, cutting-edge science, and innovative programming, the system went “live” at the end of April 2018 and has been performing complete evaluations every week since. The evaluation currently produces EPDs on over 17 million animals from 13 different breed associations including ASA. Over 375,000 new records are added annually. IGS Multi-breed Genetic Evaluation powered by BOLT is not a static system. New EPDs are in development, and research is ongoing to develop methods to better utilize existing data and collect additional data.

The new genetic evaluation was not the only impressive feat of 2018. The accompanying graph and chart compare 2018 to previous years. Here are some highlights.

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**Wade Shafer, Ph.D.**
Executive Vice President

**Steve McGuire**
Chief Operations Officer
Genetic Trends

Nearly every EPD and Index has improved year over year for many years. This is an impressive achievement! Improving almost every EPD at the same time cannot be done without dedication to a coherent breeding program. Continuous genetic improvement is the reason for the popularity of Simmental and Simmental-cross seedstock. Commercial cattlemen and women want bulls that work regardless of breed. Simmental members are producing these bulls!

Total Herd Enrollment (THE)

2018 is the fourth straight year with over 100,000 cows on THE inventory; 2018 was over 120,000. 75% of 2018 enrollments are spring-calving herds and 25% fall-calving herds. THE is a program for breeders to submit complete herd information for the improvement and expansion of genetic evaluation. Although not all members of the Association participate in this program, 80% of all data submitted to ASA comes from THE herds.

Data Collection

Simmental members, other-breed producers, and commercial cattlemen and women have increased their use of ASA services. In 2018, ASA added 145,392 new animal records with at least one piece of information (birth weight, weaning weight, calving ease score). This compares to 123,843 and 118,493 in 2017 and 2016, respectively.

Genomics

In 2017, there were 39,463 ASA animals with genomically-enhanced EPDs. At the end of 2018 this count was 77,341—an increase of 37,878 animals with genomic information. This is a result of the tremendous response to ASA’s Cow Herd DNA Roundup (CHR) program as well as breeders more fully understanding all the benefits of genomic testing.

Registrations

ASA members did not register as many animals in 2018 as they did in the prior two calendar years. In 2018, there were 73,286 registrations compared to 76,720 and 75,075 registrations in 2017 and 2016. Since THE and data counts are way above previous years, it’s possible registrations not done in 2018 will be done in 2019. In 2018, purebred registrations made up 32% of all registrations compared to 34% for 2017. Heifers make up 60% of registrations.

Transfers

2018 bull transfers were also somewhat less than in 2017, but as has been the pattern for a number of years, over 80% of bull transfers went to non-ASA members (commercial producers). Transfers of purebred bulls make up 38% of those transfers—62% were percentage (hybrid) bulls.

Future

Every year I wonder what the Association and breeders will accomplish in the future AND at the end of every year I’m always amazed. Thank you all for this.

Staying Financially Strong and Moving Forward.

The 2018 ASA Board of Trustees and staff set the pace with an intensive strategic planning session in Denver last January, and continue with this commitment not only for 2019 but into the future as well.

ASA’s commitment to sound financial practices allows us to support and expand ASA’s leadership in the industry and support programs and projects which bring value to all members and their customers. We recognize we are one of the most diverse, proactive, science and technology-based organizations and have committed funding to many programs and services to continue their success, and to create new programs which benefit all members.

Our total revenue increased by 11.8% from FY2017 to FY2018. As you can see by the 10-Year Review chart, our revenue has continued to increase over the past 10 years. Our expenses have increased also; as mentioned, being in a sound financial position allows us to increase our expenditures supporting programs and services important to the membership. Financial reports are included in this Annual Report along with the full Financial Statements posted on ASA’s website. Our 50th Anniversary slogan still runs true: Embrace the Past, Imagine the Future.
Mission Statement

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

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<thead>
<tr>
<th>Category</th>
<th>Description</th>
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<tbody>
<tr>
<td>Science</td>
<td>Commitment to science and development of the most effective selection tools. Advance ASA in the industry.</td>
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<tr>
<td>Membership</td>
<td>Development, registration and promotion of SimGenetics.</td>
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<tr>
<td>Youth</td>
<td>Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.</td>
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<tr>
<td>Collaboration</td>
<td>Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs, and monitoring genetic defects.</td>
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<td>Promotion</td>
<td>Promotion and marketing to enhance our members’ market share. Ensure that SimGenetics continues to appeal to the commercial industry.</td>
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<tr>
<td>Data Growth</td>
<td>Offer the most advanced genetic evaluation services with the largest genetic evaluation services with the largest database regardless of breed.</td>
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<td>Financial Stability</td>
<td>ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.</td>
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<tr>
<td>Services</td>
<td>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.</td>
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<tr>
<td>Education</td>
<td>For advancement and profit of our members and their customers.</td>
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What a difference 29 years makes. I was sworn in as a Trustee for my first of four terms 29 years ago. It is a privilege and honor to have been re-elected to serve my breed and fellow members in 2014. When I was first elected in 1990, a multi-breed genetic evaluation didn’t exist, no breed association had established a carcass evaluation program, there wasn’t collaboration between breed associations, and today’s DNA records didn’t exist. The ASA computer system filled a huge room and was challenged to complete two genetic evaluation runs annually. Progress Through Performance and Ring of Champions didn’t exist. During the 1990s, our Association and breed saw difficult times as fellow members launched lawsuits against the ASA, and our cattle were poorly accepted by the commercial industry. Registrations and revenue were declining; cash reserves were all but depleted; and the ASA was struggling to pay staff wages.

We just celebrated our 50th anniversary — we didn’t merely survive 2018, but thrived. The launch of our IGS Multi-breed Genetic Evaluation powered by BOLT, the largest beef cattle evaluation in existence, with growing numbers of phenotype and genotype records along with single-step genomic-enhanced EPDs has made the genetic prediction accuracy of a newborn bull calf equal to a sire with a year of progeny data. Our collaboration with 11 other breed associations is unprecedented, and ASA offers a revolutionary slate of services, including EPDs to the commercial cattle industry. We launched the Cow Herd DNA Roundup, started genomic testing animals harvested through the Carcass Merit Program, and allocated $100,000 towards additional collection of carcass and genotype data. The Feeder Profit Calculator® and Ring of Champions are moving into a second year and the SimSpecialist program has evolved into a breed education program. For the first time in history, our Annual Meeting held during the National Western Stock Show will be broadcast live.

Yes, what a difference 29 years makes. The greatest reward is the acceptance of SimGenetics in the beef cattle industry. Never before have we seen the feeder and packer industry pay premiums for SimGenetics-influenced feeder cattle; so many other-breed producers using SimGenetics; or SimGenetic animals winning so many major livestock expositions. Our cattle are making a positive difference in the industry, due to member and staff commitment. The cattle are the difference, but the people make the difference.

My personal commitment and the commitment I request of our Board, staff, and membership is that we work together to continue improving and expanding the services we offer the beef cattle industry. If we continue to advance technology, expand services, and breed cattle to meet the demands of the consumer, then we will be rewarded. If we fail at these endeavors, then we will repeat history. I prefer making history, not repeating it, so let’s all work together and continue to make history.

ASA’s 50th Year Anniversary has been one of excitement for the membership, staff, and Board. During 2018, we reflected on a lot of history with the publishing of the book, Simmental’s American Journey, and your board has used this valuable information to continue to move ASA forward with enhancement and rebranding of existing services and programs as well as the initiation of new ones. The Board has remained committed to working on the common goal of gaining a larger share in the marketplace and continued respect from the commercial cattleman for our SimGenetics products. We, the membership and staff, have positioned ourselves to be very sound financially, which in turn, provides the freedom to expand our large array of services and programs to benefit our membership and the beef industry.

The much anticipated release of the new genetic evaluation, IGS Multi-breed Genetic Evaluation powered by BOLT, was one of the highlights for 2018. ASA again has embraced the SCIENCE and produced what is considered by professionals as the most innovative and progressive genetic evaluation in the industry. The Board remains committed to investing in research and development to assure the growth of our database and pledged up to $100,000 additional funds to hopefully collect at least 10,000 sire-identified carcass records on genotyped calves. The Board has shown its loyalty to the collection of data also by raising the bar on the Cow Herd DNA Roundup project and has extended the program with a new goal of collecting 50,000 samples. We are proud to have the addition of more herds to expand the success of our Carcass Merit Program.

The Board initiated the new Educational Promotion of ASA’s Services and Programs which allows multiple options for members and associations to request a knowledgeable person to attend your function or event with the addition of an educational component. 2018 was also our inaugural year for the well-received ASA Ring of Champions, which recognizes outstanding animals participating in the PTP shows and gathers additional performance data on those animals.

The Board believes in the importance of the AJSA and revamped the requirements for host states of our AJSA National Classic while also pledging additional funds to ensure the growth of our youth programs. The ASA Board also realizes the importance of the ASA Foundation and the role it plays in supporting Youth, Research, and Education. The Board is actively seeking ways of supporting the growth of the Foundation with the potential addition of more staff in the near future to coordinate and collaborate with the hard-working members of the Foundation Board.

The dedication of the ASA staff and fellow Trustees during my six-year tenure on the Board is to be commended. The wealth of knowledge and innovative thinking they possess is very much respected and admired. It has been an honor and wonderful experience to serve as your ASA Board Chairman for 2018, and I thank the membership and all involved for this opportunity.
The Science of Genetic Improvement is at the Core of ASA’s Very Existence.

In 2018, we celebrated 50 years since the foundation of the ASA. The theme for the year was “Embrace the Past, Imagine the Future.” Articles in the Register throughout the year highlighted key turning points in the Association, most centered around the adoption of science and technology. In Simmental's American Journey, by Dr. Bob Hough, ASA’s commitment to science and the role it played in the current success of the Association is highlighted. From the founding fathers’ passion for progeny and performance testing to the come-back in the late 1990s and early 2000s attributed to using science to select better cattle for the commercial customers to the current success of SimGenetics in the industry, commitment to science is the thread linking genetic improvements and the success of ASA’s members. The tradition of commitment to science lives on in the current ASA leadership.

IGS Multi-breed Genetic Evaluation powered by BOLT

IGS’s multi-breed genetic evaluation system has the distinction of being the world’s first and the world’s largest. Although ASA has been running and refining its multi-breed system since 1997, in May 2018 ASA published a full suite of EPDs with a revolutionary change to the evaluation, dubbed the IGS Multi-breed Genetic Evaluation powered by BOLT. Leveraging software developed by Theta Solutions, LLC, the IGS science team revamped the genetic prediction models to better estimate EPDs, added single-step genomics, and gained more accurate accuracy, all while performing weekly evaluations for the breed associations in the US, Canada, and Australia, our multi-breed database is the largest in the world and continues to grow at the rate of over 375,000 records annually.

The team continues to innovate with research and development of new traits, adding new breed associations, investigating improved parameters, and developing novel DNA markers. Moreover, the IGS team continues to improve the feedback loop among breed organizations through the development of web-based interfaces to allow each organization to troubleshoot animal movement and genotype-related exclusions.

New IGS Breed Association Partners

In 2018, the IGS team welcomed four new breed associations to the evaluation — Australian Shorthorn Association, American Salers Association, Salers Association of Canada, and the North American South Devon Association.

Improving Existing Traits

The IGS team continues to fine-tune the genetic evaluation to provide the most reliable EPDs possible. Updates in breed composition estimates, possible interactions between age of dam and contemporary group, and updates to genetic variance components are all underway. The team is continuing to explore new ways of identifying the most predictive genomic markers to squeeze the most out of genotyping and improve EPD accuracy. Science is never static, and the IGS science team continues to use the most current science to improve the IGS genetic evaluation.

New Trait Development

The IGS science team is investigating the addition of new economically relevant traits (ERT) into the genetic evaluation. Among these are days (or age) to finish, dry matter intake, and heifer pregnancy. Days (or age) to finish can be thought of as a cost related to both feed intake and yardage. The work on this important trait complex is in collaboration with Colorado State University, which has considerable experience in this area.

Economic Selection Indexes

The ASA provides two economic selection indexes developed in collaboration with retired USDA geneticist Mike MacNeil. Relying on economic data from CattleFax, the All-Purpose Index ($API) and Terminal Index ($TI) are the result of well-conceived, rigorous mathematical computation. These indexes blend EPDs of ERT from calf survival to marbling scores to estimate an animal’s overall impact on profitability. Used extensively in the swine, poultry, and dairy industries for many years, economic selection indexes allow breeders and commercial cattle producers to make more profitable decisions than ever before when selecting seedstock.
Quality Data to Fuel the Genetic Evaluation

ASA members play a critical role in genetic evaluation. The phrase “we’re all in this together” is certainly on the mark when it comes to our genetic evaluation. Though a top-tier genetic evaluation system requires an engine built on cutting-edge technology, that engine will not get us anywhere without fuel — the fuel being data. Not matter how high-tech the system used to calculate EPDs, achieving high levels of accuracy requires large volumes of high-quality records.

Cow Herd DNA Roundup (CHR)

Female genotypes are rare and valuable, especially for predicting maternal traits such as stayability and maternal calving ease. Furthermore, genotyping entire herds improves genomic evaluations by reducing bias created when only the best cattle are genotyped. Therefore, gathering massive amounts of genotypes on entire cow herds will significantly improve genomic predictions and rate of genetic progress for maternal traits. Considering these facts, the ASA Board of Trustees passed an innovative resolution to invest in the future of genomic technology for ASA members. In August 2017, the Board of Trustees voted to offer a $20 genomic profile (50K including parentage) to members who test their entire cow herd (a $30 savings). Additionally, breeders who submit mature cow weights with either body condition scores (BCS) or hip heights (HH) receive a $5 rebate. In 2018, ASA members in partnership with GeneSeek genotyped over 30,000 cows and added 28,000 mature weights with either BCS or HH measurements — numbers that continue to grow.

Carcass Merit Program (CMP)

Since its beginning, the CMP brought in carcass data from 50 different herds fed and harvested in nearly every cattle-feeding region in the US. In 2017, the ASA expanded the number of cooperator herds in the CMP, which will result in an increase in carcass data in 2019. The ASA also expanded data collection to include feed intake measurements on approximately 1,000 head, GGP-F250 DNA tests completed on all nominated sires, and genotyping on the harvested calves.

Total Herd Enrollment (THE)

A cow-inventory-based reporting program, THE requires participants to provide annual reproductive and inventory status on their cow herd. THE is designed to improve quality of data submitted for genetic evaluation and improve and develop reproductive EPDs. Collecting records on the entire cow herd and complete contemporary groups greatly improves the ability to predict genetic merit from those records.

Commercial EPDs

The ASA’s commercial option in THE allows commercial operations to enroll their females and submit valuable data on their calves. In return, the ASA calculates EPDs on their cow herd — a win-win situation. Commercial producers now have access to tools once reserved for seedstock operations. DNA-enhanced EPDs and indexes are available through this option. Producers can make more knowledgeable selection decisions regarding their female base and select bulls that best fit their herd and marketing plans. This genetic information can be incorporated into a commercial program that values and differentiates the profitability of feeder cattle — such as the IGS Feeder Profit Calculator™.

Carcass Expansion Project

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the CMP is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes. Adding another layer of commitment to predicting carcass traits, the ASA initiated a new program, dubbed the Carcass Expansion Project, in the fall of 2018 to increase the number of carcass records on genotyped animals. The ASA Board of Trustees and staff are ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.

ASA benefits from several partnerships with research institutions including:

- Colorado State University
- Cornell University
- Iowa State University
- Kansas State University
- Montana State University
- National Beef Cattle Education Consortium (NBCEC)
- Oklahoma State University
- University of Idaho
- University of Illinois
- University of Missouri
- University of Nebraska
- University of Vermont
- USDA Fort Keogh
- USDA Meat Animal Research Center (MARC)
2018 was an exciting and formative year for the IGS Feeder Profit Calculator™ (FPC). The FPC officially launched in the early weeks of the 2018 fiscal year (summer 2017) with a goal to provide the industry with pervasive awareness of true feeder calf profit potential. Since that time roughly 300 certificates have been generated to provide producers with greater understanding of the calf crop they’ve assembled. At the same time, these certificates are shared with marketers and potential buyers to empower information and data share across all parties involved in the transaction of moving and trading feeder cattle.

The 2018 fiscal year closed with a bang for the FPC as well. IMI Global, the industry’s dominant third party verifier of health and traceability information, opted to join forces with IGS in promoting the FPC to the industry. This is a logical addition to IMI’s lineup of knowledge-based services. The FPC continues to garner the interest of serious marketing platforms, such as Superior Livestock Auctions and major traditional markets.

What is IGS?
International Genetic Solutions (IGS), the genetics and science arm of the ASA, facilitates collaboration of like-minded breed associations with genetic evaluation and genetic improvement of beef cattle. IGS has the world’s largest multi-breed genetic evaluation and publishes EPDs on the same base for easier comparisons across breeds. Beyond the genetic evaluation, the IGS breed associations work together to build producer awareness of genetics and cross-breeding, support the IGS Feeder Profit Calculator™, and grow youth development for the associations.

The IGS Advantage
- Largest multi-breed genetic evaluation of beef cattle
- All breeds and breed compositions
- Full suite of EPDs and indexes
- Direct EPD comparisons
- Full range of DNA enhancement options
- Commercial herd access
- Producer-friendly cost structures
- IGS Feeder Profit Calculator™ (FPC)

“This concept of data sharing or data commingling facilitates efficient bull selection and adds a simpler tool to the commercial producer’s toolbox for bull selection.”
— Dr. Kris Ringwall, University of Saskatchewan
Director of the Livestock and Forage Centre of Excellence

“The decision to join the collaborative evaluation undertaken by International Genetic Solutions (IGS) will bring a number of advantages to commercial cow-calf producers and other participants in the beef value chain.”
— Dr. Bob Weaber, Kansas State University
Cow-calf Extension Specialist

“IGS represents an unprecedented collaboration between multiple beef breed associations with a common goal: improving National Cattle Evaluation and providing commercial cattle producers with the tools needed to make informed selection decisions.”
— Dr. Matt Spangler, University of Nebraska
Beef Genetics Specialist

Breed Associations with EPDs from IGS Multi-breed Genetic Evaluation powered by BOLT
- American Chianina Association
- American Gelbvieh Association
- American Shorthorn Association
- American Simmental Association
- Australian Shorthorn Association
- Canadian Angus Association
- Canadian Gelbvieh Association
- Canadian Limousin Association
- Canadian Shorthorn Association
- Canadian Simmental Association
- North American Limousin Foundation
- Red Angus Association of America
### Interesting Facts

**Genetic Evaluation Database**
- **17.6 Million** Records in the Multi-Breed Genetic Evaluation Database:
  - American Chianina Association
  - American Gelbvieh Association
  - American Maine-Anjou Association
  - American Shorthorn Association
  - American Simmental Association
  - Canadian Angus Association
  - Canadian Gelbvieh Association
  - Canadian Limousin Association
  - Canadian Shorthorn Association
  - Canadian Simmental Association
  - North American Limousin Foundation
  - Red Angus Association of America
- **375,000+** New animal records added annually
- **190,017** Genotyped animals in the database

**ASA Database**
- **5.6 Million** Animal records in ASA’s database
- **121,069** Active cows enrolled annually in Total Herd Enrollment (THE) by ASA members
- **1,474** Active ASA members committed to THE
- **73,286** Registrations issued in the last year
- **36,323** Transfers processed in the last year
- **8,559** Active adult and junior members

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**The Key to Success — ASA Members’ Commitment to Genetic Improvement**

Cutting-edge technology by itself does not guarantee progress — it must be used. Perhaps no other breed has made as much genetic progress as Simmental. SimGenetics deliver on the traditional strengths of maternal and growth traits, plus marbling and every measure of efficiency quantified at MARC. The genetic progress is a testament to ASA members’ willingness to roll up their sleeves and use sound scientific principles to breed better cattle and produce better beef.

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**Purebred Simmental Genetic Trends**

- Calving Ease
- Birth Weight
- Weaning Weight
- Yearling Weight
- Maternal Calving Ease
- Milk
- Yield Grade
- Marbling
- Stayability
- Post-Weaning Gain
ASA Members Represent a Diverse Group of Cattle Operations.

From the traditional Simmental and SimGenetic seedstock breeder, to seedstock operations of a different breed, to progressive commercial cattle operations, ASA offers services to meet all their needs. ASA provides tools and information tailored to the varied needs of our members and their customers.

Open Herdbook Policy
ASA welcomes all breed compositions to help members produce more profitable beef cattle.

ASA Membership Perks
- Access to Herdbook Services to report performance records, transfer animals, use planned mating tool, search EPDs, or generate reports on your herd
- Free access to our simplified cattle management software, Active Herd
- 24 hour/7 days a week access to online registration and payments
- the Register and SimTalk magazines, Sire Source, online eNews, and eBlasts to stay informed
- Rights and privileges to elect Trustees and vote on changes to Rules and Bylaws
- Be a part of the world’s largest multi-breed beef cattle genetic evaluation
- Opportunity to participate in complete herd reporting with reduced or no registration fees for enrolled animals in the Total Herd Enrollment (THE) program

Herdbook Services
A primary function of ASA is maintaining cattle performance records, pedigrees, ownership, and other genetic information in the database. Herdbook Services gives current members electronic access to their own herd data. EPDs, dollar indexes, genetic traits and conditions, pedigrees, and adjusted performance information on all animals in the database are available to the public on ASA’s website. Check out www.herdbook.org for more information.

Registrations/Registration Certificates
The Association issues registration certificates based on the information in the database if certain breed and pedigree requirements are met. A registration certificate (electronic or hard copy) is a document that reports identification, ancestry, gender, ownership, EPDs, and other information. In 2018, the ASA issued 73,286 registration certificates.

Transfers Mean Opportunity
Transferring the registration certificate from one owner to another is valuable. Transfers keep member inventories current, bring the new owners into the Simmental community through SimTalk subscriptions, and add marketing opportunity with buyers. The first transfer is free. The most up-to-date ownership record can be found by going to herdbook.org/animal/.

DNA Services
- Approve an AI sire or donor dam
- Test an animal at risk for a genetic condition
- Parent-verify a purchased embryo
- Increase the accuracy of EPDs through one simple test

From basic trait testing to genomically-enhanced EPDs, ASA offers a full suite of DNA options. ASA’s DNA Department can help you with all your DNA requests.

Genetic Trait and Defect Tracking on TraitTrac
ASA’s genetic condition and trait tracking tool, called TraitTrac, uses DNA marker tests to provide information concerning genetic traits or conditions for animals in the ASA registry. TraitTrac indicates the status (free, at risk, or carrier) of different traits and genetic conditions based on known information on individual animals. The TraitTrac status can be viewed from the EPD/Pedigree display found in Herdbook Services under Animal Search. An animal’s genetic condition status is determined from information provided to the ASA from recognized laboratories or breed associations.

Top 50 — High-Influence Bull Testing
Historically, ASA partnered with Dr. Jon Beever (University of Illinois) to test the 50 most popular sires (per year) for the main beef genetic conditions. In 2015, we expanded this testing to include voluntary submission for any AI sires and CMP sires. This program now includes over 400 high-impact SimGenetic sires tested for ten genetic conditions.

Active Herd
- A FREE and EASY cattle management software.
- Keep up-to-date informal records that can be directly imported into ASA’s database.
- Easy access: Import existing active animal groups or create new pasture groups and animal records.
- Stay current: Add updated performance data: actual birth, weaning, and yearling weights; calving ease scores; and import records directly into Herdbook for most accurate EPDs.
- Save time: Directly register cattle by moving informal pasture groups and records into an ASA job for data submission.
- Save money: Active Herd is similar to other cattle management software but free with ASA membership.
- Track Your Management Data
  - Herd health treatments
  - Breeding, pregnancy, calving
  - Weaning and yearling weights and measurements
  - Inventory active pastures
ASA’s Customer Service Team

The Customer Service Team strives to use the latest in technology through Herdbook Services to assist breeders interested in advancing their genetics and profitability. Take advantage of this team’s expertise for registrations, enrollment programs, DNA services, data processing, web support, and more.

Front-line Customer Service

Kelly Eakin
Katelyn Gould
Tiffany Paulson
Cindy Newell

Total Herd Enrollment

Jannine Story
Emme Troendle
Marni Gaskill
Heidi Todd

Data Processing Support

Carla Stephens
Robin Marston
Lilly Platts
Riley Foster

No matter your question, a member of our team can help you. Call 406-587-4531 or email the following:

 Registrations, Corrections, and Questions
simmental@simmgene.com

 Memberships and Changes
members@simmgene.com

 Total Herd Enrollment (THE)
THE@simmgene.com

 DNA Testing
DNA@simmgene.com

 Ultrasound and Barnsheets
ultrasound@simmgene.com

 Carcass Merit Program (CMP), Carcass Data, and Commercial Herds
carcdata@simmgene.com

 Cow Herd DNA Roundup (CHR)
cowdna@simmgene.com

Herdbook Services Tools

Online Record Reporting
A structured way to report or update animal records 24/7.

Animal Lookup
The main animal page including EPDs, indexes, and pedigree for any animal with a known registration number, name, or tattoo.

Planned Mating
An easy-to-navigate tool for EPD estimates on calves resulting from a specific mating.

EPD Search
A user-friendly search to generate a list of animals tailored to meet your needs — members may specify thresholds for indexes, EPDs, and/or accuracies as well as coat color and horned/pollled preference.

Report Generation
Download useful reports and summaries.
- Dam averages (calving intervals, BW averages, WW averages, etc.)
- Calf crop summaries
- Animal EPDs/data/ratios
- DNA summaries
- Genetic trait conditions
- Genetic trends
- Custom built herd reports

Active Herd
A free informal management software which transfers records to Herdbook for easy data storage and use.
We are now in an era where science, particularly the field of genomics, is rapidly influencing the speed at which we understand an animal’s genetic potential. One DNA sample is like adding 20 to 25 progeny records to an animal’s EPDs. Genomics are a wonderful tool to improve EPD accuracy; however, the backbone of every genetic evaluation is still performance data. Without records for traits of interest, we can’t use genomics to its full potential.

Looking toward the future it’s important to continue collecting and submitting performance data on your animals, in addition to using genomic technology. Members benefit from ASA programs built to ensure quality record reporting and reward important but rare data like mature cow weights, feed intake, carcass records, and female genotyping.

**Figure 1. Total Herd Enrollment Options**

<table>
<thead>
<tr>
<th>Enrollment Fees: Registration Fees</th>
<th>Option A (TR)</th>
<th>Option B (SR)</th>
<th>Option C (LR)</th>
<th>Option D (CM)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Registration</td>
<td>Selective Registration</td>
<td>Limited Registration</td>
<td>Commercial</td>
</tr>
<tr>
<td>Total Registration $15.00 $12.00</td>
<td>$0.00</td>
<td>$30/$40/$50</td>
<td>$7.50</td>
<td>$500/herd</td>
</tr>
<tr>
<td>$0.00</td>
<td>$30/$40/$50</td>
<td>$30/$40/$50</td>
<td>$42$/52$/60</td>
<td></td>
</tr>
</tbody>
</table>

**Total Herd Enrollment (THE)**

THE is a cow-inventory-based reporting program to gather production, longevity, and fertility performance data on the cow herd. THE requires participants provide annual reproductive and inventory status on their cow herd. To comply with the program, a breeder is required to submit a calving record for every cow on inventory that calved during the year (whether its calf was dead or alive) or a productivity code as to why she did not calve.

**THE is designed to:**

1) Improve quality of data submitted for genetic evaluation through whole contemporary group reporting
2) Improve and develop reproductive EPDs by focusing on the cow herd

There are four THE options (Figure 1) designed to meet the needs of the variety of ASA member operations. Options vary by fee structure and the data returned. Please contact your THE team to assist in selecting the option that best fits your breeding program.

**Carcass Merit Program**

From providing confidence in calving ease to predicting end product value, the Carcass Merit Program (CMP) offers critical records to ASA members. Historically, the CMP contributed over 1,000 birth through weaning records, and over 500 yearling weights and carcass records annually. Recently ASA added new cooperator herds, individual feed intake collection, and genotyping calves to the program. In 2018, the ASA tested 33 bulls in nearly 2,000 females, and collected almost 600 carcass records. The ASA added 1,000 genotypes on terminal calves — extremely rare and vital data for genomic marker predictions of carcass traits. Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for $1,500/sire.
Performance Advocate Program

Members in THE are eligible to participate in the Performance Advocate Program. The Performance Advocate Program encourages thorough reporting of performance records.

To become a Performance Advocate, breeders submit records on 100% of the calves in the herd for the following records:

- Calving ease scores
- Birth weights
- Weaning weights
- Yearling weights
- Yearling hip heights
- Ultrasound or carcass measurements

Breeders need to be vigilant about using calf removal codes to achieve Performance Advocate status. Herdbook Services provides graphs indicating the proportion of calves with data for each trait for easy tracking.

Performance Advocates are highlighted annually in the Late Fall SimTalk and on ASA’s website — a designation that carries weight in the industry. In 2018, 91 data-driven breeders were recognized as Performance Advocates — way to go!

Cow Herd DNA Roundup (CHR)

The CHR is a great opportunity for members to test their entire cow herd at a very inexpensive cost. Through the CHR, members have rapidly increased genotypes and phenotypes from their cow herds. In one year, the number of females genotyped increased by 30,000 and nearly all of these have mature weight with either body condition score and/or hip height measurements — important indicators of cow intake requirements.

In addition to the global benefits of improved maternal trait predictions, the CHR brings great benefits to participating members:

1. For many traits, adding genomic results to a cow’s EPDs is similar to adding a lifetime of calf records to the cow’s information.
2. Parentage included — current error in parentage is estimated at 7%. Large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
3. Parentage markers are in the database for easier parentage testing in the future.
4. Additional trait testing available at lower “add-on” pricing.

Carcass Expansion Program

New in 2018, the Carcass Expansion Program aims to ramp up the number of carcass records on genotyped cattle in the ASA database. Read the Science and Technology section for more information.

Incentive for Feed Intake

The ASA offers a 50% price discount on GGP-LD genomic tests, in exchange for feed intake data. This incentive couples the need to increase the number of feed intake records in our database with an increase in the use of genomic testing.

Genomic Testing

Outside of the above specific programs, ASA strongly encourages breeders to leverage genomic testing to quickly increase accuracy of EPDs in unproven cattle (see Science and Technology section for more). In the past two years, the number of genotypes in the genetic evaluation has tripled — this is extremely valuable for those using the IGS evaluation for breeding decisions — keep up the commitment ASA members!

Commercial Services — Value Added for Members’ Customers

ASA seedstock breeders can leverage ASA and IGS commercial programs to provide better service to their customers. Encourage your commercial customers to enroll in the THE commercial option, CHR, and use the IGS Feeder Profit Calculator to make more informed decisions and market their calves more effectively. In addition, adding records from your customer’s herd is like building your own young sire test program. Make ASA’s customer service team your customer service team.
Junior Program

ASA welcomes Darla Aegerter to coordinate AJSA Regional and National Classics, other assigned youth events, and work closely with the AJSA Board.

Youth Programs

The American Junior Simmental Association (AJSA) is the official youth organization of the American Simmental Association. Founded in 1975, the AJSA has nearly 3,000 active members. AJSA programs build a comprehensive understanding of the beef industry while developing leadership, networking, and communication skills. The AJSA is governed by 16 AJSA Trustees, each serving a two-year term. Trustees generate leadership and educational activities, make recommendations for new programs, and work to strengthen the leadership potential of junior members and promote Simmental cattle.

AJSA Summer Classics

Each summer, youth from around the nation gather to compete in the AJSA Summer Classics. Exhibitors not only show their cattle, but also compete in educational contests. Through these contests, the AJSA develops highly skilled young breeders motivated to continue in the beef and agriculture industries.

Regional Classics

Regional Classics are hosted by a state Simmental association in each of the ASA’s four geographical regions. Held in June, Regional Classics are, for many members, a warm-up for the National Classic. Regionals are a fun-filled week of friends, cattle, and educational contests.

National Classic

The National Classic is the highlight of AJSA summer events and is co-sponsored by the American Simmental Association and the host state Simmental association. The National Classic provides an opportunity for AJSA members to showcase knowledge of their cattle and the industry. Unlike any other beef breed junior national event, the AJSA requires exhibitors to compete in educational events in order to exhibit cattle. Educational competitions include public speaking, sales talk, cattlemen’s quiz, genetic evaluation quiz, and livestock judging, all of which help to develop confidence and communication skills. Juniors from across the country vie for top honors to place in the Top 20 of each of the contests and the esteemed Overall Top 20 of each age division (junior, intermediate, and senior).

Activities showcased at the National Classic include:

- Bred and Owned and Owned Simmental, Percentage Simmental, Simbrah, and Fullblood female, cow-calf, steer, and Bred and Owned bull shows
- Showmanship
- Cattlemen’s Quiz
- Calvin Drake Genetic Evaluation Quiz
- Sales Talk
- Public Speaking
- Livestock Judging
- Photography Contest
- Interview Contest
- Junior Herdsman of the Year
- Recognition of Merit Award winners
- Steer Profitability Contest recognition

Summit Leadership Conference

While the Regional and National Classics promote show cattle and educational contests, the IGS Summit Leadership Conference focuses on leadership development. Junior members, parents, and advisors from all over the country participate in the event. IGS Summit features nationally known speakers, visits to farms and ranches, and workshops designed to enhance leadership development, communication skills, and beef industry knowledge.

Scholarship

Each year the American Simmental-Simbrah Foundation awards over $37,000 in scholarships to AJSA members receiving the Silver and Gold Merit Awards at the AJSA National Classic.

Steer Profitability Competition

The AJSA Steer Profitability Competition (SPC) is designed to provide AJSA members meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC not only allows participants to measure and compare profitability of their own animal(s), but of greater importance, introduces young beef enthusiasts to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer. Juniors who compete in this competition and at the National Classic may have SPC points contribute to their overall score at the National Classic.

Visit www.juniorsimmental.org to learn more about us.
The American Simmental Association’s Progress Through Performance (PTP) program reflects an industry reality that producers routinely balance between phenotypic evaluation and scientifically-proven, industry-relevant EPDs and indexes. The ASA’s sanctioning of worthy shows throughout the country aids in furthering the Association’s mission and efforts to highlight SimGenetics to a wide and enthusiastic audience.

New PTP judge applications and all existing PTP judges are reviewed annually by the ASA Board of Trustees Activities and Events Committee (A&E). A&E seeks judges who are effective visual evaluators, understand and appreciate the value of sound science plus have a willingness to thoroughly discuss the cattle presented to them. Approved judges are highly esteemed cattle evaluators, aware of the EPDs and indexes used by the ASA.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org. A&E and ASA staff consistently monitor the PTP program and are constantly in search of methods to enhance and elevate the program. 2019 will continue to provide strategic opportunities to hone the program and its alignment with ASA mission and membership interests.

ASA Ring of Champions

The ASA Ring of Champions program, implemented during the 2017-2018 show season, recognizes the most successful SimGenetics exhibited at the four largest PTP shows: American Royal, North American International Livestock Exposition, National Western Stock Show and Fort Worth Stock Show. Awarded divisions include Purebred Simmental Bull and Heifer of the Year and Percentage Simmental Bull and Heifer of the Year. After awarding points for placings in individual classes, divisions, and grand and reserve championships, the highest point earners are crowned as royalty in the ASA Ring of Champions at the end of the show season.

ASA expanded the opportunities for members to request a knowledgeable person to attend their event (pending availability). This may be a formal presentation, as one of the speakers at an event, or a few minutes in front of the crowd with an invite to consult one-on-one about ASA’s programs and services. We are seeking members who would like an event to be considered. Notify ASA if you meet at least one of the five parameters.

1. **Audience Qualifier**
   - Must have a minimum of 25 individuals in attendance; highlighting ASA program(s); event must align with ASA goals and programs; ASA personnel must be the focus for at least 30 minutes or 50% of the event.

2. **$3,500 in Business with ASA**
   - (within a fiscal year) per membership; must allow some form of education or program awareness.

3. **$2,000 in Advertising with ASA Publication**
   - Must be a singular membership/account or a collaborative sale; must allow some form of education or program awareness.

4. **$500 “Buy-a-Day”**
   - Must allow some form of education or program awareness.

5. **State Associations**
   - State associations receive two free days per year for ASA attendance; must allow some form of education or program awareness; one of the two days must be a commercially-oriented event.
Important Partners, Past and Present

A review of the American Simmental Association 50-year history brought to light the important role that state associations played in the growth and expansion of SimGenetics across the country. The thoughts and vision of the founding members were not in line with what was considered “conventional wisdom” in the livestock world. Fortunately, there were those who subscribed to the performance philosophy scattered throughout the country and they became important advocates for the breed. Many of these people set about organizing local and state meetings which attracted new members with like interests. ASA’s first paid-executive officer, Don Vaniman, saw the value of “grassroot” support in promotion, education of both breeders and the public, and in marketing as priority factors that could contribute to the breed’s growth and ultimate success.

State associations played an important role in the promotion and expansion of SimGenetics in the early days of ASA’s existence and continue to serve that crucial role today. With a history of strong support for state associations, the ASA took a bold step in 1979 by putting promotional funds in the hands of the state associations with the creation of the Cost Share Program. If a state association would invest in promotional activities, the national Association would share in a proportion of the expense. Revision and expansion of this program led to the creation of the Check Off and Check Off Bonus Programs whereby each state association can receive funds based on the numbers of registrations within that state with incentives for other in-state activities. These programs not only energize the membership, they also provide extensive promotional activities customized to each state’s needs and potential.

ASA’s connection with state associations strengthens promotional efforts to the benefit of not only SimGenetics but the entire beef industry. It helps create spokesmen, advocates, and support at the local level and assists in leading a spirit of cooperation throughout the industry.

Cost Share: $4,000 Each Year for Advertising and Promotion

Cost Share Program
Designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The program also provides support for the promotional activities of state associations to help increase their membership as well as their market share. May be submitted throughout the year. State associations maximizing their use of Cost Share funds ($4,000) receive an additional $1,000 for use in advertising and promotion. Deadline June 30.

- Print advertising
- eBlasts
- Booths and booth space
- Web development and maintenance
- Newsletters and member directories
- SimTalk special mailings
- ASA representation at state events
Check-off Program
Paid quarterly and based on animal registrations in your state. The only requirement is for your state association to send us your current list of officers. **Deadline June 30.**
- Based on animal registrations in your state — 25¢ per animal
- Current list of officers submitted each quarter — online form is available.

Check-off Bonus Bucks
Paid annually at the end of the fiscal year. For additional bonus dollars, a state association must submit a report indicating participation in the list of options — this bonus is also based on animal registrations in your state. **Deadline July 10.**
- Booth and Booth space — 10¢
- Field Day with ASA Representative — 10¢
- AJSA Event — 10¢
- Promotion Advertising - Cost Share Participation — 10¢
- Website Promotion (link to ASA site) — 10¢
- Mailings (include promotion for ASA Representative) — 10¢
- PTP Show — 10¢

If a state completes:
1 bonus criteria — 10¢ per registration
2 bonus criteria — 20¢ per registration
3 bonus criteria — 30¢ per registration
4 bonus criteria — 50¢ per registration
5 bonus criteria — 60¢ per registration
6 bonus criteria — 70¢ per registration
7 bonus criteria — 80¢ per registration

Maximum reward incentive is $1.05 per registration within the state (base + all incentive categories).

State Association Ad Templates
Ad templates are available to download for your use. There is no cost attached to this service. The template contains the 50% generic advertising required through the Cost Share Program. They are ready to use — just place your state information in the remainder of the ad space (white area), and you are ready to go! Ads designed entirely by you may be accepted if they contain 50% generic advertising and are pre-approved.

Any questions can be answered by calling Bert Moore at 406-587-4531 • Ext. 509.

**Promotional Material Available for Use**
- Brochures are available for your booth at trade shows
- Only cost to your association is shipping
- Order early to save money on shipping.
Contact Bert Moore at 406-587-4531 • Ext. 509.

State Association Pull-up Display Booth
- Can be purchased with Cost Share dollars
- Several booths to choose from

Any questions can be answered by calling Bert Moore at 406-587-4531 • Ext. 509

Cost Share funds are available for a wide variety of promotional activities and are detailed at: **www.simmental.org**

- 14 state associations received an additional $1,000 in Cost Share funds for 2019 for maximizing use of funds in 2018.
- 33 state associations applied for and received Check-Off dollars.
- 96.4% of the eligible Check-Off dollars were paid out to state associations.
- 5% more Check-Off Bonus funds were paid out than last fiscal year.
Educational Marketing and Awareness

ASA provides a wide array of approaches and services that speak to most anyone within the beef business. Our membership is progressive and innovative and expects ASA services to be equally cutting edge. As such, our marketing efforts must keep pace and often take on an educational twist — ranging from highlighting the genetic prowess and profit power of SimGenetics to providing awareness of many of the ingenious tools available to all segments of the industry. Our business, and the ever-changing multimedia landscape, necessitate we be nimble and adaptable in marketing efforts.

Target Audiences and Approaches

ASA membership and their existing customers
- ASA publications, weekly enews platform, and a subset of traditional advertising and promotional pieces

Potential members or customers who would benefit from an ASA or IGS relationship: profit-focused commercial bull buyers, elite female purchasers, or serious seedstock providers looking for a better genetic service provider
- Print and digital media with a topic-focused educational approach geared to start conversations with this audience

Serious industry influencers: extension or association personnel, leaders in the feedlot or packing sectors, marketers of large volumes of Simmental influenced genetics, or movers of high-value feeder calves
- Promotional events, well-placed articles and ads, and engaging those serious drivers of social media traffic to speak of the value provided by a relationship with ASA and, when appropriate, IGS

It quickly becomes clear that one size does not fit all and doing things the way we used to do simply doesn’t have legs in today’s climate. We must be flexible and spend resources responsibly to have the desired impact. It is also clear, by any metric to measure success, ASA is responsive and successful in navigating the changing promotional market.

Advertising

Advertising is no longer limited to print media — it is a larger campaign utilizing new resources. Ad slicks for national publications, online and print readership of SimTalk and the Register, in-house produced sale flyers, and eBlasts are all included in ASA’s multi-layered advertising efforts to add value to SimGenetics.

Advertising is also increasingly customized to have the desired result at the most reasonable price point. Ongoing reviews of current marketing campaigns and strategies, continual development of materials in line with current industry topics and concerns, and collaborative efforts with International Genetic Solutions (IGS) partners when prudent, are always front and center for ASA.

Digital Platforms

Multimedia continues to provide ASA unique methods for outreach. These methods can crossover a variety of platforms. Content and engagement can be driven from different channels and often causes an interactive approach between traditional websites, social media channels, video marketing, and phone-based apps.

ASA offers a robust website lineup with timely information and an array of materials:
- simmental.org
- internationalgeneticsolutions.com
- fallfocus.org

Social Media platforms look to connect with the various audiences through different forms of engagement that include promotional/diversity pieces, educational materials, and youth-oriented information. Find ASA, AJSA, and IGS on social media.
Press Releases
Available at www.simmental.org. Click on Media, Press Releases.

SimGenetic Stock Photos
Available at www.simmental.org. Click on Media, Download Photos.

Trade Show Booths
Trade show booths are a tried-and-true method of reaching SimGenetics enthusiasts. They are a major first step in developing new ASA and IGS relationships and are a necessary platform to continue engagement going forward. ASA develops attractive booth displays that garner attention at a wide array of trade shows on an annual basis.

State Association Support
State association support is a major focal point for ASA staff. Passionate breeders and state associations are vital to the success of both sharing the industry-changing strengths of SimGenetics and expanding the use of Simmental and Simmental hybrids. It is ASA’s job to aid the state groups in this effort.

ASA has two programs for state association participation:

Cost Share:
- The Cost Share Program provides reimbursement funds for state association advertising and breed promotion.

Check-Off:
- The Check-Off Program is an incentive-based reimbursement calculated on animal registrations within each state.

For more detailed information, check out pages 16 and 17 or www.simmental.org.

ASA produced a series of informational, educational, and promotional videos. These can be found on various platforms on simmental.org, Facebook, and YouTube.com.
One of the first places commercial cattle producers go for help in understanding genetics is their trusted seedstock suppliers. Keeping ASA members up to speed on beef cattle genetics not only benefits our members, but helps their customers make more informed decisions. ASA strongly believes in education and communication with our members and their customers through a variety of platforms.

Print Magazines: the Register and SimTalk
Two main missions of ASA Publication, Inc. are to educate and communicate with ASA members. Our magazines are chock-full of articles about seedstock breeders, commercial producers, innovations in the beef industry, and newsworthy events.

ASA’s weekly electronic newsletter is packed with timely updates. Subscribe to eNews and have the latest ASA events and news delivered to your inbox every week. To subscribe, go to ASA’s homepage: www.simmental.org/enews.

Website
www.simmental.org
ASA and ASA Publication, Inc. provide online information to keep you informed on the industry and ASA activities and programs. Our website also provides easy access to ASA’s database, Herdbook Services.

Blogs
ASA has three blogs offering timely news and how-to’s on pertinent topics.

>'tReg
An extended electronic version of the Register. Launched in 2013, tReg goes beyond the bounds of print to delve deeper into the stories of Simmental and SimGenetics producers, programs, and happenings.
Educational Promotion of ASA’s Services and Programs

In 2018, ASA expanded opportunities for members to request ASA specialists to attend their events. This new infrastructure aims to grow awareness of ASA services and programs among ASA members, their customers, and the beef industry community. See Page 15 for more details.

State Associations

State associations are locally- and regionally-based Simmental entities that operate independently from ASA to support seedstock breeders in specific locales. Access your state association officers on ASA’s website.

SimmApp

The new SimmApp is a one-stop shop for many of ASA’s outreach efforts. To download the app, go to the Google Play Store or the Apple Store on your phone.

You can find ASA, AJSA, and IGS on your favorite social media platform too!

Fall Focus

The ASA fall board meeting is coupled with a day-long educational session focused on animal breeding and current topics important to seedstock breeders and commercial cattle operations. Open committee meetings and staff updates are a perfect opportunity to learn what’s happening at the ASA and offer your ideas. The 2018 Fall Focus was extra special as it was also our 50-year celebration. Join us in Manhattan, KS, August 23 - 27, 2019, for a promising set of meetings in the Little Apple. Watch for more details and view past years’ presentations at www.fallfocus.org.

Profit Through Data

Provides step-by-step instructions for common processes on Herdbook Services, relevant ASA deadlines, tools available to ASA members. Whether you are a founding member or new to the ASA, Profit Through Data contains easy-to-follow instructions from the most basic to more advanced processes using Herdbook Services. Posts include: Answers to Frequently Asked Questions, New Member page, and How To’s, like how to register a foundation animal and how to report mature dam data. This is an excellent resource for using Herdbook Services.

Have You Herd?

Your resource for all things related to DNA testing and Total Herd Enrollment (THE). Have You Herd provides the basics about the benefits of DNA testing, tips for smooth processing, and ASA requirements. The blog also provides timely updates on THE deadlines and how to’s for THE inventory enrollments.
Back in 1987, when the American Simmental Association made the decision to bring its official magazine in house, the staff was given a mission: “to provide communication, education, and information” to the membership.

First, under the banner of the Register, and later when SimTalk and for a time, American Simbrah, were added under the larger umbrella of ASA Publication, Inc., the editorial and advertising staff has adhered rigidly to the original mission.

Today, numerous other responsibilities have been added, including an Annual Meeting Report, a Breeder’s Directory, Sire Source, sale catalogs, press releases, and web marketing, among many others.

Communication:
- ASA’s magazines, the Register and SimTalk, provide an outlet for members to stay up-to-date on industry events, fellow breeders’ sales, and state association events, while also allowing members the opportunity to communicate their events.

Education:
- ASA taps into the rich knowledge of the staff by creating educational articles, and gives members access to additional educational resources and much more through a variety of platforms ranging from print to social media.

Information:
- Keeping abreast of industry news, the state of SimGenetics in the marketplace, and having a source for accurate information is important for producers. ASA Publication is committed to providing up-to-date industry news and information.

An Effective Outlet for Advertisers
With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and potential customers. ASA Publication, Inc. has all of the resources to help you create an effective marketing strategy. Advertising with ASA provides added value beyond the ad. Your sale date will be published in the Register and SimTalk Datebooks, on simmental.org, and sale reports with averages, high-sellers, and up to four photos printed in the Register.

The Register
Serving as ASA’s official publication, the Register has a circulation of 6,000 and focuses primarily on the active membership. Mailed nine times annually, the Register provides a direct and consistent line of communication to the ASA membership in a glossy, full-color format.
SimTalk

Published four times annually, SimTalk is a glossy, full-color publication with a circulation of over 40,000. With a focus on the Simmental breed’s role in the commercial industry, each issue of SimTalk finds its way to commercial cow-calf producers, feedlots, and much more.

Incredibly Affordable Full-Color Catalogs
With direct access to ASA’s database, our design team can provide quicker, more efficient catalog services. Contact Nancy Chesterfield for a free quote on our low-cost, full-color printing options.

Web Marketing

eBlast — Get the word out about your upcoming event by emailing over 7,000 ASA members and subscribers. This is ASA’s most popular form of web promotion and is an affordable, effective option.

Banner ad — Place your ad on the Home page of Simmental.org, Sales Call, in our new phone app — SimmAPP, or in weekly editions of ASA’s eNews.

Additional Services
Our experienced design staff can assist you in developing any form of creative printed promotion. Projects we can produce include:

- State directories
- Flyers
- Postcards
- Logos
- Business cards
- Banners
- Printed catalogs
- eBlast ads
- Brochures
- Photo retouching
- Booths
- Downloadable PDFs
- Websites
- Online catalog flipbooks
- Posters
- Save-the-date postcards

Ownership is updated immediately. As soon as you give the green light, we can mail the certificates directly to the new owners or send them to you.

Saves you the hassle of dealing with the paper certificates.

Sire Source
A directory designed to assist in the promotion of semen sales of quality Simmental, SimAngus™ and Simbrah bulls. This directory is mailed each spring to every ASA member in order to target potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of Sire Source anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.

Here’s what you get:

- Instant access through online Sire Source Catalog.
- Print version in hard copy at no cost to you.
- Discount on a full or half-page ad in the Register or the SimTalk anytime during the online post.
The American Simmental-Simbrah Foundation (ASF) is committed to supporting the work of the ASA through three primary pillars: youth; education; and research. Contributions made to the ASF will be invested as a part of good financial planning to ensure the Foundation will stay strongly committed to its mission, and to ensure ASA continues to advance and maintain leadership within the beef industry. To enhance existing programs, the Foundation has implemented a new model for fundraising: member groups. If you have an interest in fundraising for any of these special projects, contact one of the listed Foundation Board Members to get involved!

Feed Intake Project

The cost of feed is the number one cost to the beef industry annually (65% of production cost of beef). The ability to predict differences in feedlot intake of sires’ offspring is an important component in the assessment of profitability between sires. The Feed Intake Project collects individual feed intake data on calves of known sire groups to improve our ability to predict feed intake and thus improve our ability to predict differences in profit. Goal: $30,000/year.

Walton-Berry Graduate Student Support Grant

The Walton-Berry Graduate Student Support Grant supports graduate education with emphasis on the genetic improvement of livestock. The fund, originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton’s life-long efforts in animal breeding and raising Simmental cattle. The Walton-Berry Graduate Student Support Grant funds graduate education in research programs to directly improve applied livestock genetics and help build future experts in animal breeding. There are two awards annually — one for $5,000 and a second for $3,000 for graduate education programs; each recipient will contribute to ASA Publication, Inc. regarding their research for both SimTalk and the Register.

Sarah “Sally” Buxkemper Research Fund

Sarah “Sally” Buxkemper, owner of RX Ranch, was an early proponent of breeding composite cattle and was instrumental in developing Simbrah and SimAngus™ HT cattle. She was sold on SimGenetics when her first calves hit the ground in 1971 and on ASA because of its founding principles of genetic improvement, research, education, and youth development. Sally was one of the first women to earn an animal husbandry degree and to be trained in AI in the 1950s. She was an early researcher of the bovine genome when she earned her M.S. in Molecular Biology in 1998. Always learning, she put knowledge into practice in her herd and shared her experiences one on one with fellow breeders, with youth and their families, as well as at podiums around the world. In keeping with her long affiliation and fervent devotion to SimGenetics and research, the Sarah “Sally” Buxkemper Memorial Fund will be used to support the research arm of the American Simmental-Simbrah Foundation.

Steer Profitability Competition

The AJSA Steer Profitability Competition (SPC) is designed to provide members of the AJSA meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC not only allows participants to measure and compare the profitability of their own animal(s), but of greater importance, introduces young beef enthusiasts to peers, mentors, industry advocates, and exceedingly difficult-to-acquire experiences for any beef producer.

Fall Focus Educational Symposium

Each fall the ASA hosts an educational session in conjunction with the fall board meeting. Since 2014, this symposium has welcomed nearly 700 participants from all over the country along with international guests. The day-long event features recognized experts in livestock genetics, animal breeding, and other key topics for beef cattle. Seedstock producers, commercial cattlemen, industry personnel, other breed associations, and academics come together for this session and following social. Join us in hosting the 2019 Fall Focus in Manhattan, KS, by donating funds to this event. Goal: $10,000/year.
A great crowd supported the Foundation Auction this year raising a total of $63,170 combined from the many items up for auction and a generous donation of $10,000 from Golden Book Award Recipient, J.W. Brune. The Phillips Family (Rocking P Livestock, Chan and Tonya Phillips and Keith and Lindsay Phillips and their families) donation heifer auctioned at the One Sale raised $45,000. At SimMagic, the Trans Ova donation brought $3,000. The total for all fundraising events in Denver, 2019: $111,170.

The Foundation Board and Staff would like to thank all the contributors and donors who have made last year’s fundraising and support for many programs and projects even more successful than the last year. Last fiscal year (2018) a total of $239,862 was received from supporters of the Foundation.

**Foundation Wall**

“Brand Yourself in Simmental History” by being included in the ASA’s office through a personalized branded wall plaque, or by dedicating a tree outside the building. Several levels of sponsorship exist, with all proceeds going to the Foundation. You may designate which of the three pillars you wish to support by tagging your donation to a specific project.

**The Foundation Auction**

A great crowd supported the Foundation Auction this year raising a total of $63,170 combined from the many items up for auction and a generous donation of $10,000 from Golden Book Award Recipient, J.W. Brune. The Phillips Family (Rocking P Livestock, Chan and Tonya Phillips and Keith and Lindsay Phillips and their families) donation heifer auctioned at the One Sale raised $45,000. At SimMagic, the Trans Ova donation brought $3,000. The total for all fundraising events in Denver, 2019: $111,170.

The Foundation Board and Staff would like to thank all the contributors and donors who have made last year’s fundraising and support for many programs and projects even more successful than the last year. Last fiscal year (2018) a total of $239,862 was received from supporters of the Foundation.

**Foundation Board Members**

Fred Schuetze, Chairman 817-894-0563
Mikell Davis (2018) 662-418-0686
Lori Eberspacher (2018) 507-532-6694
Tonya Phillips (2018) 606-584-2579
Mark Smith (2018) 601-310-6695
Bill McDonald (2019) 817-894-0563
Emily Brinkman (2019) 419-967-0141
Greg Burden (2019) 405-780-0372
Holli Hatmaker (2020) 859-707-5248
Aaron Owen (2020) 417-830-6252
Scott Cowger (2021) 816-304-0371
Cathy Eichacker (2021) 605-421-1138
Brandi Karisch (2021) 225-717-3324
Bob Mullion (2021) 760-861-8366

**Young Canadian Exchange Project**

Each summer, two AJSA Board of Trustee members will be randomly selected to attend the Young Canadian Simmental Association National Classic. This is not just an opportunity to travel, but also an opportunity for AJSA members to learn about international agriculture, new ideas to progress the Association, and gain new friends while building their resume and personal experience.

**Youth Merit Awards**

Dollars for scholars. Established in 1981, the Merit Award is designed to provide recognition to junior members who have made “significant contributions to their community, home, family, school, and the Simmental or Simbrah breeds of cattle.” As college tuition continues to increase, the Foundation continues to support 16 AJSA members each year by awarding over $25,000 in scholarships, 11 Silver Merit Awards and five Gold Merit Awards, to help them continue their collegiate educational endeavors.

**AJSA Eastern and Western Regional Classics**

Together as one team, our junior programs will flourish! The Eastern and Western Regions have each formed state groups to fundraise for their yearly Regional Classics. The Eastern Regional group hosts a fundraiser at the NAILE each year, allowing states in the east to step up more freely to host Classics, due to a lower financial cost. Following suit, the Western Region formed their own group. The goal is to see states within a specific region as one unit, rather than individuals. The establishment of these regional groups is to raise funds for the Eastern and Western Regional Classics, regardless of which state holds the classic.

**AJSA National Classic**

Each year your state associations play host to the largest SimGenetics event in the country, one of the most prestigious youth livestock events, the AJSA National Classic. With each year’s National Classic bigger than the last, more and more SimGenetics enthusiasts attend the National Classic and purchase SimGenetics. At the same time, state associations are saddled with a growing financial responsibility in hosting. Help lighten the load by contributing and ensuring many years of AJSA National Classics to come.
Committees

Executive Committee

Tim Smith, Chairman
Gordon Hodges, Vice-Chair
Fred Schuetze, Treasurer
Tim Curran
Mike Forman
Wade Shafer
Staff Contact: Linda Kesler

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs and membership in other organizations.

Steve Eichacker, Chairman
John Irvine
Randy Moody
Cliff Orley
John Griswold
Gordon Hodges
Tom Nelson
Tim Curran
Staff Contact: Rachel Endecott (lead) and Luke Bowman

Growth & Development

Review and recommend to the Board of Trustees new programs or activities which will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

Clay Lassle, Chairman
Erika Kenner
Mike Forman
Jim Ligon
Gary Updyke, Ph.D.
Brian DeFreese
Fred Schuetze
Tom Hook
Staff Contact: Chip Kemp (lead), Jannine Story, and Lane Giess

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association.

Erika Kenner, Chairwoman
Gary Updyke, Ph.D.
Randy Moody
John Griswold
Brian DeFreese
Steve Eichacker
Tim Curran
Mike Forman
Staff Contact: Steve McGuire (lead) and Sheldon Ross

Simbrah

The objectives of this Committee are to review policy, rules, regulations, activities, promotional methods, and materials which pertain to the Simbrah breed and make recommendations to the ASA Board of Trustees.

Randy Moody, Chairman
Fred Schuetze
Gordon Hodges
Jim Ligon
John Griswold
Gary Updyke, Ph.D.
Staff Contact: Chip Kemp (lead) and Luke Bowman

Back row, left to right:
Cliff Orley, Fred Schuetze, Brian DeFreese, Tim Smith, Randy Moody, John Irvine, Steve Eichacker, Clay Lassle, Jim Ligon, John Griswold, and Mike Forman.

Front row, left to right:
Tom Hook, Erika Kenner, Tom Nelson, Tim Curran, Dr. Gary Updyke, Gordon Hodges.
Breed Improvement

All activities which would have a bearing on the improvement of the breed will be the responsibility of this Committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology, are examples.

John Irvine, Chairman
Tom Nelson
Fred Schuetze
Clay Lassle
Gordon Hodges
Tom Hook
Jim Ligon
Cliff Orley
Staff Contact: Jackie Atkins (lead), Lauren Hyde, and Mahdi Saatchi

Finance

This Committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

Fred Schuetze, Treasurer
Tim Smith, ASA Chairman
Gordon Hodges, ASA Vice-Chairman
Randy Moody
Steve Eichacker
Staff Contact: Linda Kesler

Trustee Nominating Committee

The Vice Chairman shall serve as Chairman. One Trustee from each of the four areas will be appointed to complete the Committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

Gordon Hodges, Chairman
Clay Lassle
John Griswold
Steve Eichacker
Staff Contact: Linda Kesler
Consolidated Balance Sheet — FY 2018

<table>
<thead>
<tr>
<th>Assets</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>1,696,966</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>727,556</td>
</tr>
<tr>
<td>Income taxes receivable</td>
<td>0</td>
</tr>
<tr>
<td>Prepaid income tax</td>
<td>0</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>85,466</td>
</tr>
<tr>
<td>Deferred income tax assets</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong> 2,509,988</td>
<td></td>
</tr>
<tr>
<td><strong>Foundation Investments</strong> 346,160</td>
<td></td>
</tr>
<tr>
<td><strong>Investments</strong></td>
<td>6,338,221</td>
</tr>
<tr>
<td><strong>Property and Equipment</strong></td>
<td></td>
</tr>
<tr>
<td>Land</td>
<td>417,768</td>
</tr>
<tr>
<td>Building and improvements</td>
<td>3,633,508</td>
</tr>
<tr>
<td>Computer hardware</td>
<td>57,349</td>
</tr>
<tr>
<td>Office furniture and fixtures</td>
<td>124,010</td>
</tr>
<tr>
<td><strong>Accumulated depreciation</strong> (1,010,032)</td>
<td></td>
</tr>
<tr>
<td><strong>Total property and equipment</strong></td>
<td>3,222,603</td>
</tr>
<tr>
<td><strong>Other Assets</strong></td>
<td></td>
</tr>
<tr>
<td>Deferred income tax assets, non current</td>
<td>11,384</td>
</tr>
<tr>
<td>Computer software</td>
<td>209,508</td>
</tr>
<tr>
<td><strong>Total Other Assets</strong></td>
<td>220,892</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>12,637,864</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>79,768</td>
</tr>
<tr>
<td>Due to members</td>
<td>55,971</td>
</tr>
<tr>
<td>Wages, commissions and payroll taxes payable</td>
<td>0</td>
</tr>
<tr>
<td>Accrued annual leave</td>
<td>175,764</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>542,715</td>
</tr>
<tr>
<td>Subscriptions received in advance</td>
<td>1,013</td>
</tr>
<tr>
<td>Advertising received in advance</td>
<td>14,169</td>
</tr>
<tr>
<td>Income taxes payable</td>
<td>9,311</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td>878,711</td>
</tr>
<tr>
<td><strong>Long-Term Liabilities</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Line of credit/Total long-term liabilities</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td>878,711</td>
</tr>
<tr>
<td><strong>Equities Unrestricted</strong></td>
<td></td>
</tr>
<tr>
<td>Parent company’s equity</td>
<td>9,759,372</td>
</tr>
<tr>
<td>Subsidiary’s accumulated (deficit) equity</td>
<td>1,214,794</td>
</tr>
<tr>
<td>Foundation’s unrestricted equity</td>
<td>540,384</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>11,759,153</td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>12,637,864</strong></td>
</tr>
</tbody>
</table>

**Note:** Consolidated financial statements and notes to consolidated financial statements are posted on ASA’s website.

Rudd & Company are certified public accountants who conduct the audit and prepare the financial statements.
### Consolidated Statement of Revenue and Expenses — FY 2018

#### Unrestricted Operating Revenue Dollars

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership fees and registrations</td>
<td>1,519,855</td>
</tr>
<tr>
<td>Annual service fees</td>
<td>682,590</td>
</tr>
<tr>
<td>Total herd enrollment</td>
<td>1,300,179</td>
</tr>
<tr>
<td>Advertising income</td>
<td>807,660</td>
</tr>
<tr>
<td>Production income</td>
<td>67,223</td>
</tr>
<tr>
<td>Transfers</td>
<td>67,120</td>
</tr>
<tr>
<td>Subscriptions</td>
<td>2,186</td>
</tr>
<tr>
<td>DNA Revenue</td>
<td>1,088,687</td>
</tr>
<tr>
<td>Other operating revenue</td>
<td>241,404</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,776,904</strong></td>
</tr>
</tbody>
</table>

#### Unrestricted Operating Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>320,554</td>
</tr>
<tr>
<td>Amortization</td>
<td>68,668</td>
</tr>
<tr>
<td>Bad debt</td>
<td>7,405</td>
</tr>
<tr>
<td>Depreciation</td>
<td>155,097</td>
</tr>
<tr>
<td>Dues and subscriptions</td>
<td>20,799</td>
</tr>
<tr>
<td>Insurance</td>
<td>48,759</td>
</tr>
<tr>
<td>Maintenance and repairs</td>
<td>79,369</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>0</td>
</tr>
<tr>
<td>Office expense</td>
<td>39,134</td>
</tr>
<tr>
<td>Personnel</td>
<td>2,332,342</td>
</tr>
<tr>
<td>Postage and freight</td>
<td>100,585</td>
</tr>
<tr>
<td>Printing</td>
<td>17,747</td>
</tr>
<tr>
<td>Production of magazine</td>
<td>511,442</td>
</tr>
<tr>
<td>Professional fees</td>
<td>280,526</td>
</tr>
<tr>
<td>Property taxes</td>
<td>40,031</td>
</tr>
<tr>
<td>Services</td>
<td>1,170,046</td>
</tr>
<tr>
<td>Telephone</td>
<td>42,504</td>
</tr>
<tr>
<td>Travel</td>
<td>520,657</td>
</tr>
<tr>
<td>Utilities</td>
<td>17,699</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,773,364</strong></td>
</tr>
</tbody>
</table>

#### Other Income (Expenses)

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest and dividend income</td>
<td>191,530</td>
</tr>
<tr>
<td>Rent Income</td>
<td>1,500</td>
</tr>
<tr>
<td>Unrealized and realized gain on investments</td>
<td>210,383</td>
</tr>
<tr>
<td>Net gain (loss) on sale of equipment</td>
<td>200</td>
</tr>
<tr>
<td>Foundation support</td>
<td>176,916</td>
</tr>
<tr>
<td>Foundation expenses</td>
<td>(185,716)</td>
</tr>
<tr>
<td>Interest expense</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>394,813</strong></td>
</tr>
</tbody>
</table>

### Cash Flows from Operating Activities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash received from customers</td>
<td>5,637,347</td>
</tr>
<tr>
<td>Cash received from contributions</td>
<td>298,117</td>
</tr>
<tr>
<td>Cash paid to suppliers and employees</td>
<td>(5,445,562)</td>
</tr>
<tr>
<td>Cash received for rent</td>
<td>1,500</td>
</tr>
<tr>
<td>Investment income</td>
<td>160,280</td>
</tr>
<tr>
<td>Interest income</td>
<td>31,250</td>
</tr>
<tr>
<td>Income taxes refunded (paid)</td>
<td>(12,546)</td>
</tr>
<tr>
<td>Interest expense</td>
<td>0</td>
</tr>
<tr>
<td>Miscellaneous expenses (paid)</td>
<td>(108,916)</td>
</tr>
<tr>
<td>Support paid</td>
<td>(68,797)</td>
</tr>
<tr>
<td><strong>Net cash from operating activities</strong></td>
<td><strong>492,673</strong></td>
</tr>
</tbody>
</table>

### Cash Flows from Investing Activities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redemptions of investments</td>
<td>0</td>
</tr>
<tr>
<td>Purchases of investments</td>
<td>(157,977)</td>
</tr>
<tr>
<td>Proceeds from sale of equipment</td>
<td>200</td>
</tr>
<tr>
<td>Purchases of property and equipment</td>
<td>(83,664)</td>
</tr>
<tr>
<td>Purchase of computer software</td>
<td>(65,000)</td>
</tr>
<tr>
<td><strong>Net cash flows from investing activities</strong></td>
<td><strong>(306,441)</strong></td>
</tr>
</tbody>
</table>

### Cash Flows From Financing Activities

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net borrowing under line of credit agreement</td>
<td>0</td>
</tr>
<tr>
<td>Principal payments on line of credit agreement</td>
<td>0</td>
</tr>
<tr>
<td>Net cash flows from financing activities</td>
<td>0</td>
</tr>
<tr>
<td>Net change in cash and cash equivalents</td>
<td>186,232</td>
</tr>
<tr>
<td>Cash and cash equivalents, beginning of year</td>
<td>1,510,734</td>
</tr>
<tr>
<td>Cash and cash equivalents, end of year</td>
<td>1,696,966</td>
</tr>
</tbody>
</table>
## Yearly Comparative Revenue and Expenses as of June 30, 2018

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Service Fee</td>
<td>682,590</td>
<td>627,401</td>
<td>595,496</td>
<td>541,495</td>
<td>542,910</td>
<td>481,470</td>
<td>445,388</td>
<td>428,440</td>
<td>424,571</td>
<td>387,361</td>
</tr>
<tr>
<td>Memberships</td>
<td>59,000</td>
<td>60,150</td>
<td>59,660</td>
<td>47,075</td>
<td>40,050</td>
<td>39,895</td>
<td>34,525</td>
<td>30,850</td>
<td>28,790</td>
<td>24,725</td>
</tr>
<tr>
<td>Total Herd Enrollment</td>
<td>1,300,179</td>
<td>1,256,799</td>
<td>1,152,519</td>
<td>1,122,057</td>
<td>1,099,946</td>
<td>984,368</td>
<td>891,250</td>
<td>867,849</td>
<td>898,270</td>
<td>842,454</td>
</tr>
<tr>
<td>Registration SR/NC</td>
<td>1,425,153</td>
<td>1,381,610</td>
<td>1,372,603</td>
<td>1,157,776</td>
<td>997,199</td>
<td>922,100</td>
<td>869,182</td>
<td>740,265</td>
<td>695,241</td>
<td>615,263</td>
</tr>
<tr>
<td>DNA Services</td>
<td>1,083,487</td>
<td>748,484</td>
<td>749,672</td>
<td>512,697</td>
<td>373,020</td>
<td>308,945</td>
<td>131,530</td>
<td>111,000</td>
<td>99,938</td>
<td>102,175</td>
</tr>
<tr>
<td>Interest Income</td>
<td>182,281</td>
<td>133,779</td>
<td>181,134</td>
<td>193,073</td>
<td>127,960</td>
<td>131,859</td>
<td>123,782</td>
<td>165,533</td>
<td>91,143</td>
<td>143,577</td>
</tr>
<tr>
<td>Transfers</td>
<td>67,120</td>
<td>60,780</td>
<td>60,035</td>
<td>58,740</td>
<td>53,030</td>
<td>51,010</td>
<td>44,475</td>
<td>45,740</td>
<td>43,100</td>
<td>39,455</td>
</tr>
<tr>
<td>Rental Income</td>
<td>36,500</td>
<td>35,000</td>
<td>35,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Genetic Evaluation Services</td>
<td>155,865</td>
<td>105,220</td>
<td>149,549</td>
<td>163,209</td>
<td>117,709</td>
<td>58,347</td>
<td>41,935</td>
<td>25,245</td>
<td>13,093</td>
<td>14,393</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>97,639</td>
<td>100,690</td>
<td>88,334</td>
<td>187,010</td>
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<td>215,923</td>
<td>209,315</td>
<td>185,462</td>
<td>191,659</td>
<td>183,032</td>
<td>190,031</td>
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<td>238,748</td>
<td>234,094</td>
<td>212,380</td>
<td>215,923</td>
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<td>(501,642)</td>
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<td><strong>Total Expense</strong></td>
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<td>880,180</td>
<td>321,333</td>
<td>624,536</td>
<td>725,089</td>
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In 2018, the ASA Headquarters Received Many Simmental and Beef Industry Visitors.
In 2018, ASA Celebrated 50 Years of Serving the Simmental Breed.

Each issue of the Register in 2018, featured a 50-year article sharing a golden, historical moment and how it shaped ASA’s future.

Simmental’s American Journey
The ASA and Dr. Bob Hough teamed up to compose Simmental’s American Journey, a comprehensive text with over 400 pictures summarizing ASA’s 50 years. This page-turner is full of historical pictures and tales like Travers Smith’s heroic efforts to import Parisien, the philosophy of the founding fathers, the turbulence in the 1990’s, and the comeback centered on collecting data and breeding commercially relevant cattle, and the present outlook of the Association.

Foundation Commemorative Belt Buckles
The American Simmental-Simbrah Foundation (ASF) commissioned Benchmark Custom Buckles & Western Jewelry to design and hand-make 50 custom belt buckles to celebrate the 50th Anniversary of the American Simmental Association. The ASF sold all 50 buckles at several events during 2018 and raised a total of $47,600.

Fall Focus
2018 Fall Focus centered around celebrating our 50-year anniversary and looking toward the future. With record-breaking attendance, over 250 Simmental friends celebrated together over three days in Bozeman, MT. The Montana Simmental Association hosted dinner at the headquarters with pitchfork fondue, live music and dancing, three-digit-account members honored, and book signing with Dr. Bob Hough. Guests brought a bit of history to add to a time capsule to preserve their connection with ASA. The celebration continued during the educational session with Don Vaniman, ASA’s first-paid CEO, providing unique insights from the philosophy of the founders of the association, Dr. Wade Shafer interviewed ASA’s longest running employee (and still counting), Steve McGuire, and an entertaining evening with guest speaker, Dr. Bob Hough, expounding on ASA’s 50 years.