
Board of Trustees' Meeting
American Simmental Association
Bozeman, Montana
April 20 - 22, 2017

Chairman Brian DeFreese called the meeting to order 8:10 a.m.

Roll Call: Brian DeFreese, Barry Wesner, Gordon Hodges, Randy Moody, Claye Kaelberer, John Irvine, Steve Eichacker, Erika Kenner, Fred Schuetze, Jon Willis, Tim Smith, Gary Updyke, Mike Forman, Tim Curran, Clay Lasse, Tom Nelson, and Dale Miller.

Legal Counsel: Gene Summerlin

Staff: Wade Shafer, Steve McGuire, Chip Kemp, Jackie Atkins, Emily Lochner, Luke Bowman, Sheldon Ross, Paulette Cochenour and Linda Kesler

Agenda. Moved Fred Schuetze seconded Mike Forman to approve the agenda as presented. Motion carried.

Minutes. Moved Tim Smith seconded Fred Schuetze to approve the minutes of April 4, 2017 as presented. Motion carried. Moved Randy Moody seconded Fred Schuetze to approve the minutes of January 13 -14, 2017 as presented. Motion carried.

Stats and Measurements. Presented by Steve McGuire.

Items Discussed:

- Member Submitted Data and Payments
- Total Herd Enrollment, Data from THE
- Registration and Data Counts, Registrations by Simmental Percent
 - Animals with phenotype: would like to add breakout of weights/post weaning data
- AI Usage, Bull Transfers, Domestic Semen Sales
 - Bull transfers: would like to add breakout of 1st time buyers
- Genetic Trends
- Genetic Evaluation Database, Genetic Trends by Breed
 - Genetic Trends/Comparisons of EPD Change: would like to add stats for percentage Simmental and SimAngus. Discussion on yearling wts vs. average daily gain.

HR/Staff Review. Presentation by Jennifer Williams from Heartmanity. Ms. Williams has been working with staff since December as an independent human resources consultant. Initially started with one-on-ones with staff and the past months had staff training sessions. Ms. Williams gave an analysis of ASA and its staff.

HR/Review and Compliance Audit. Discussion continued with Legal Counsel, Gene Summerlin.

Committee Meetings in the afternoon: Breed Improvement and Policy & Procedures.

Recess until 8:00 a.m. April 21, 2017

Board Meeting Reconvened on April 21, 2017 at 8:05 a.m.

Roll Call: Brian DeFreese, Barry Wesner, Gordon Hodges, Randy Moody, Claye Kaelberer, John Irvine, Steve Eichacker, Erika Kenner, Fred Schuetze, Jon Willis, Tim Smith, Gary Updyke, Mike Forman, Tim Curran, Clay Lassle, Tom Nelson, and Dale Miller.

Legal Counsel: Gene Summerlin

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Committee Meetings/Morning: Growth & Development and Activities & Events.

Committee Reports / Present Resolutions and Directives.

Activities & Events Report – Presented by Chairman, John Irvine.

Items discussed.

- Fall Focus 2018. Explore costs to host event in Bozeman vs. Texas; would like to keep it within a date range of late August, early September to allow board nominations during the face-to-face board meeting. Staff will review and present options.
- Annual Meeting. Denver, 2018. Travel Day, January 11. Meetings January 12 through January 14.

Resolution #1: To accept Illinois' application for the 2018 North Central Regional Classic. Moved and seconded in committee.

Resolution #2: To accept Southern New England's application for the 2018 Eastern Regional Classic. Moved and seconded in committee.

Resolution #3: To add an additional contest starting in 2018 relating to the genetic evaluation component of the industry. This is to be included as a primary contest in the National and Regional Classics. The rules will change requiring participants to complete four of five contests. Moved and seconded in committee.

Points of Discussion:

- This will encourage the actual, logical use of EPDs and Indexes.
- Continue promotion of BOLT technology.
- Develop skills and understanding of our genetic evaluation system.
- Emphasis the importance of the genetic evaluation system in the industry.

Resolution #4: Move that the Denver Meet and Greet will continue as a chili feed. Moved and seconded in committee.

Resolution #5: Any alcoholic beverages served at ASA events will be served by licensed vendors. Moved and seconded in committee.

Points of Discussion:

- Liability is on bartenders.
- More than likely bartenders on site will cover events.
- Responsibility falls on hosting state associations for regional classic events.

Resolution #6: Add stayability to the PTP approved show columns. Moved and seconded in committee.

Resolution #7: Re-run four-part PTP article segment (wrote by Jerry Lipsey, Marty Ropp, Curt Rincker and Steve Reimer) in the *Register* as timeline is seen fit by *Register* staff. Moved and seconded in committee.

Resolution #8: PTP show programs would change to: percentile rank only for judge color coded for quartiles, use actual number & percentile rank on a horizontal line printed on legal paper for audience program. Moved and seconded in committee.

Directive #1: Direct staff to contact insurance broker to ensure coverage exists for ASA events where alcohol is served. Moved and seconded in committee.
Activities and Events (continues)

Directive #2: At request of Oklahoma Simmental Association, a clause will be stated on the registration form that will state: at the 2018 ASA South Central Regionals, ASA will accommodate X head, if entries exceed X head, ASA will contact exhibitors to limit to X head. Moved and seconded in committee.

Points of Discussion:

- If number of head needs to be limited, the exhibitors with six head will be asked to bring five head, then if needed further, exhibitors with five head will be asked to bring four.

Recess 5 minutes for Activities & Events to meet regarding Directive #2. Amended directive moved and seconded in committee. Strike “at the request of Oklahoma Simmental Association” from the directive.

Resumed Board Meeting. All present as roll call.

Directive #2 amended: A clause will be stated on the registration that will state: at the 2018 ASA South Central Regionals, ASA will accommodate X head, if entries exceed X head, ASA will contact exhibitors to limit to X head.

Points of Discussion:

- If number of head needs to be limited, the exhibitors with six head will be asked to bring five head, then if needed further, exhibitors with five head will be asked to bring four.

Directive #3: Staff to proceed in developing a points program with the four major PTP show, at minimum ultra-low-density DNA and parentage as a qualification, awards system, beginning and end date, optional carcass merit system award (clause for young bulls). Add to all show premium books, reference ASA website for details. Moved and seconded in committee.

Points of Discussion:

- Possibly ultra-low density mandatory requirement.
- Consider winner – bull to enter into the carcass merit program at no charge.
- Effective Date – possible to start in 2017?
- Staff to develop program and post on Trustee Confidential Site for review.

Directive #4: Direct staff to investigate the travel stipend for ASA trustees, understanding qualifying events, only used equally across commercial, junior, show etc., maximum dollars spent at each event. Also evaluate a per diem and travel expenses versus general dollar amount. To be evaluated as an educational piece for trustees to become more involved in the beef and Simmental industry. Moved and seconded in committee.

Directive #5: Direct staff to explore more Meet and Greets at all four major shows: cost, time involvement, corporate sponsorships and report no later than June 1. Moved and seconded in committee.

Breed Improvement. Presented by Chairman, Tim Curran.

Items discussed.

- Estimate date for BOLT – July, 2017. Growth, stayability. carcass traits, calving ease. Next evaluation will be with the current program.
 - Full Board teleconference before BOLT is released to update the board.
 - Any owners of the top bulls changing will be notified in advance.
- IGS partners – encourage DNA testing.
- Publish a heifer pregnancy / feed intake / cow weight – EPD tabled until next meeting to continue discussion.
- Performance Advocate – looking at adding additional weights to qualify for Performance Advocate.
- Encourage members to go through ASA instead of going directly through Igenity.
- Animal records of ½ bloods with unknown dam with have the commercial breed designation – no genetic defect checking. Continue discussion regarding flagging as a population genetic risks.

Breed Improvement Committee continues.

Resolution #1: The BIC recommends the board approve \$5,000 requested by the Beef Improvement Federation for the Beef Cattle Research Fund. Moved and seconded in committee.

Points of discussion:

- The BIF is proposing the establishment of a Research fund (paid for by a percentage of retail sales of beef).
- Projecting \$250 million dollars/year for beef cattle research. 40% will go into a foundation for overhead and future needs. Remaining to be used for beef cattle research.
- Will have a board with representatives from different regions, scientists, breed associations, packing industry, and retail industry personnel.
- Trying to have regional research fund (diverse and efficient).
- They need 100 Stakeholders in the industry to support the project and donate \$5,000 to establish this research fund.
- Asking the ASA to be one of the foundational Stakeholders

Resolution #2. The BIC asks the finance committee to budget \$40,000 for DNA research with primary focus on the CMP calves and continue to budget for the next three years. Moved and seconded in committee.

Points of discussion:

- The ASA has DNA on most of the CMP calves from the last 2 years archived.
- Genotyping these animals would be very valuable to our evaluation and genomics understanding as we have rare phenotypes on these cattle (feed intake and carcass).
- Worthwhile to invest in R&D to further ASA and our vision and this is a low-hanging fruit project.
- We have DNA on these calves, we have phenotypes on these calves, we have the staff to analyze the data.
- Genotyping these calves will not only improve the evaluation for the CMP bulls but also provide DNA markers for the Simmental population for these economically relevant traits. This will improve genomic predictions for intake and carcass traits on the Simmental population.

Growth & Development. Presented by Chairman, Mike Forman

Items Discussed:

- Enhanced branding and promotion of ASA and SimGenetics
- Develop articles on how IGS, profit calculator has evolved; history / background articles.

Resolution #1: To add \$20,000 over the 2017 budget amount to the 2018 budget for line item 630 Advertising. Move and seconded in committee.

Resolution #2: To continue the \$20,000-line item to the carcass merit program.

Points of discussion:

- Provide a safety net for the Feed Intake Project.

Directive #1: Direct Staff to change the Check-Off Bonus Program criteria and level amounts to make more sense for the states and report back to the committee. Moved and seconded in committee.

Directive #2: Direct Staff to develop a process where members are able to buy ASA Representation for their event. Moved and seconded in committee.

Policy and Procedures. Presented by Chairwoman, Erika Kenner

Items discussed:

- Dispute of an EPD movement – protocol in place to evaluate.
- “How to” videos – more short, informative how tos for on-line data.
- Animal suspension during DNA testing.
- Parental Validation of AI Sires.
- Suggested Sales Terms and Conditions.
- Policy for non-profit or other organizations requesting free memberships and registrations.
- THE Option C Monitoring.
- THE Option D Option

Resolution #1: To allow electronic voting to be done through Herdbook services with results to be tabulated by a 3rd party. Moved and seconded in committee.

Points of discussion:

- Who is allowed to see it?
- If membership is uncomfortable with the process, they can still vote by paper.
- Could potentially use this same platform for member input.
- Programming design would be used for voting and possibly surveys in the future.

Directive #1: To have Legal Counsel make the slides regarding misconduct complaints with reference to the bylaws they correspond and use the information online for members to access. Moved and seconded in committee.

Points of discussion:

- Members who want to know how to make a formal complaint can access the process easily.
- Current policy is for any grievance against a member, it must be submitted in writing with a \$500 deposit.
- Any suspicion of incorrect pedigrees has to be investigated.

Resolution #2: To add a \$50 reinstatement fee to non-THE members going into effect October 15 on unpaid ASF. Moved and seconded in committee.

Points of discussion:

- Current process is to send 3 invoices and after October 23, the account is credited. If the member wants to be reinstated later when they have work that needs to be done, the staff has to go back and reinstate the membership (ASF).
- Requires extra staff time to deal with delinquent annual service fees.
- The reinstatement fee may deter people from waiting to pay their annual services fees.
- A postcard will be mailed to notify unpaid ASF member by October 15 of the reinstatement fee.

Directive #2: To direct staff to investigate the cost of the Association holding the Annual Meeting in Denver versus holding an electronic annual meeting. Staff to report to committee by July 1. Moved and seconded in committee.

Points of discussion:

- Due to lack of attendance at the annual meeting and the cost to travel the Board and staff to Denver, is there a better way to conduct the annual meeting?
- Is there a better location to host the chairman’s reception and foundation auction where there are more members present?
- If this is changed, it would be a bylaw change.
- There would still need to be a board meeting, but would not need to necessarily be in Denver

Resolution #3: To amend the rule II.E.1 to add color and horned/poled status to the information that must be submitted on an application for registrations. (Rules and Bylaws – Call to the Meeting 2018). Moved and seconded in committee.

Points of discussion:

- Currently the paper copies and the online registration system say the color and horned/poled status is required, but it is not listed as required in the Rules.
- It would be good to be consistent and since most people are already reporting, it would be easy to add it to the Rules and make it required.

Policy & Procedures (continues)

Directive #3: To direct staff to mark documents on the trustee website that are not to be released to the membership as confidential. Moved and seconded in committee.

Points of discussion:

- Sometimes it is confusing to Board members as to what they can talk about to members and what they can't.
- This would clear up any confusion and keep sensitive matters confidential.

Directive #4: To direct staff to create a Board policy manual based on prior directives and resolutions of importance to be reviewed annually by the Policy and Procedures committee. Moved and seconded in committee.

Points of discussion:

- The policy manual will help all Board members understand the current practices of the organization.
- There are old policy manuals that staff can use to compile policies from the past. Staff has a spreadsheet of all the more recent resolutions and directives.

Simbrah. Presented by Chairman, Jon Willis.

Resolution #1: To amend the Simmental percentage chart regarding Simbrah qualifications to read:

Simbrah Registry B: Standard for Registration Eligibility. Item 3:

The registration of cattle resulting from Simmental-Simmental cross and Brahman-Brahman cross parents shall extend to and be available to male and female cattle having no less than one-eighth (1/8) Simmental blood and one-eighth (1/8) Brahman (or equivalent) blood, with a combination of Simmental and Brahman not less than five-eighths (5/8), and not over three-eighths (3/8) maximum of other breeds.

Moved and seconded in committee.

Recess for 5 minutes for the Simbrah Committee to meet. Resolution #1 amended directive moved and seconded in committee. Change "to amend the Simmental percentage chart regarding Simbrah qualifications" to add an explanation....

Resumed Board Meeting. All present as roll call.

Amended Resolution #1: To add an explanation for clarification to be added to assist member understanding the Simbrah breed qualifications.

Simbrah Registry B: Standard for Registration Eligibility. Item 3:

The registration of cattle resulting from Simmental-Simmental cross and Brahman-Brahman cross parents shall extend to and be available to male and female cattle having no less than one-eighth (1/8) Simmental blood and one-eighth (1/8) Brahman (or equivalent) blood, with a combination of Simmental and Brahman not less than five-eighths (5/8), and not over three-eighths (3/8) maximum of other breeds.

Recess until 9:45 am April 22, 2017.

Board Meeting Reconvened on April 2, 2017 at 8:05 a.m.

Roll Call: Brian DeFreese, Barry Wesner, Gordon Hodges, Randy Moody, Claye Kaelberer, John Irvine, Steve Eichacker, Erika Kenner, Fred Schuetze, Jon Willis, Tim Smith, Gary Updyke, Mike Forman, Tim Curran, Clay Lassel, Tom Nelson, and Dale Miller.

Staff: Wade Shafer, Steve McGuire, Chip Kemp, Jackie Atkins, Emily Lochner, Luke Bowman, Sheldon Ross, Paulette Cochenour and Linda Kesler

Staff Presentations:

- Phone System and Analytics – Mary Hoagland & Sheldon Ross
- Fall Focus – Jackie Atkins
- Financial Overview – Linda Kesler
- HR Overview – Linda Kesler

ASA Publication Report. Presented by Chairman, Tim Smith

Item Discussed:

- Financial Report
- Publication Analysis – Register, SimTalk, Sire Source, Breeder Directory, Catalogs
- Industry Trend moving toward electronic interaction
- Monitor the balance of eBlasts, eNews ... to keep subscribers
- Circulation / Register – continued target to stay in the black
- Invoicing – under Herdbook Services – ASA Tab to see your invoices and allow for credit card payments
- ASA Representation Program.

Financial Report. Presented by Chairman, Fred Schuetze

Foundation Report. Presented by Fred Schuetze.

Items Discussed:

- Completed to fill the vacant seats of the Foundation Board / Balance of the Foundation to work toward fundraising in education, science and research and youth.
- Reestablished the monthly article for the Foundation in the Register
- Fundraising for R&D / Golf tournament / Denver Foundation Auction.

Executive Session. Moved Fred Schuetze, seconded Tim Smith to go into Executive Session to discuss review of legal counsel, HR and compliance audit. Motion carried.

Voting – Resolutions & Directives.

Activities & Events.

- Resolution #1. Accept Illinois' application for the 2018 North Central Regional Classic. Motion carried.
- Resolution #2. Accept Southern new England's application for 2018 Eastern Regional Classic. Motion carried.
- Resolution #3. Add a Genetic Evaluation Component Contest to the Regional and National Classics. Motion carried.
- Resolution #4. The Denver Meet and Greet will continue as a chili feed. Motion carried.
- Resolution #5. Alcoholic beverages will be served by licensed vendors at ASA events. Motion carried.
- Resolution #6. Add stayability to the PTP approved show columns. Motion carried.
- Resolution #7. Re-run four-part PTP article segments in the Register. Motion carried.
- Resolution #8. PTP show programs change to percentile rank only for judge program, color coded for quartiles; use actual number and percentile rank on a horizontal line printed on legal paper for audience program. Motion carried.
- Directive #1. Contact insurance broker to ensure coverage exists for ASA events where alcohol is served. Motion carried.
- Directive #2. Clause for 2018 ASA South Central Regionals regarding accommodation of x number of head. Motion carried.
- Directive #3. Develop points program with the four major PTP shows. Motion carried.
- Directive #4. Investigate a travel stipend for ASA trustees; to be evaluated as an educational piece for trustees to become more involved in the beef and Simmental industry. Roll call vote; 9 to 7. Motion carried.
- Directive #5. Staff to explore more Meet and Greets at all four major shows: cost, time involvement, corporate sponsorships. Motion carried.

Breed Improvement.

- Resolution #1. Become a foundational stakeholder in the Beef Improvement Federation Beef Cattle Research Fund. Motion carried.
- Resolution #2. Budget \$40,000 for DNA research with primary focus on the CMP calves and continue to budget for the next three years. Motion carried.

Growth & Development.

- Resolution #1. Add \$20,000 over the 2017 budget amount to the 2018 budget for line item 630 Advertising. Motion carried.
- Resolution #2. Continue the \$20,000 in the carcass merit line item to support the feed intake project. Motion carried.
- Directive #1. Change the Check-off bonus program criteria and level amounts to make more sense for the states. Motion carried.
- Directive #2. Staff to develop a process where member are able to buy ASA Representation for their event. Motion carried.

Policy & Procedures.

- Resolution #1. Allow electronic voting to be done through Herdbook Services with results tabulated by a 3rd party. Motion carried.
- Directive #1. Legal Counsel make slides regarding misconduct complaints with reference to the bylaws they correspond to. Motion carried.
- Resolution #2. Add a \$50 reinstatement fee to non-THE members going into effect October 15. Motion carried.
- Directive #2. Investigate the cost of the Association holding the Annual Meeting in Denver vs. holding an electronic annual meeting. Motion carried.
- Resolution #3. Amend rule II. E.1 (Rules and ByLaws) to add color and horned/polled status to required information to be submitted on an application for registration. Motion carried.
- Directive #3. Direct staff to mark documents on the trustee website that are confidential. Motion carried.
- Directive #4. Direct staff to create a board policy manual based on prior directives and resolutions of importance to be reviewed annually by the Policy & Procedures Committee. Motion carried.

Simbrah.

- Resolution #1. Clarification to assist members in understanding the Simbrah breed qualifications. Motion carried.

Trustee and Staff Bull-Session. Discussion led by Chairman, Brian DeFreese and EVP, Wade Shafer.

Items discussed.

- Advertising and Promotion.
 - Promotion of the American Simmental cattle.
 - IGS Ad; branding of SimGenetics, American Simmental Association advertising.
 - More Simmental advertising this last fiscal year than in the past.
 - More hard-copy advertising of SimGenetics only.
 - Continue digital, electronic promotion and advertising.
 - Cost-share dollars / Challenge the state associations to use their maximum allocation.
 - Background/Interaction with State Association; can we find out the type of support/interaction each state association needs?
 - Redesign check-off dollars to also assist state associations for advertising and promotion.
- Promotion and Marketing
 - Editorial on the promotion of ASA and its marketing
 - Inform Staff of at least one event in each trustee's area for ASA Representation
 - Sire Source logo – but would like to see Simmental where SimGenetics is (switch).
- Feeder Profit Calculator.
 - Feed Profit Calculator will show the value of SimGenetics
 - Education to ensure good understanding and use.

➤ DNA

- Encourage breeders to DNA their whole cow herd;
- Seek a rate for 10,000 – 20,000 cows
- Gather/develop a process to collect large volumes of DNA turned in at one time
- Result of collection – its value to the breeders and investing in ASA and its members
- The need to get more females into the pipeline is tremendous.
- Possible, incentive for whole-herd DNA testing – all herd DNA; gets a lower rate for enrollment; volume discounts.
- Huge volumes (50,000) needed to advance with BOLT – now the most important thing we could do is get genotypes on whole herds.
- Once they have DNA's their whole herd; they continue on with their replacement heifers.
- Consider subsidizing DNA testing – genotypes... mass genotypes – they have a lot more value ... if cow weights, carcass weight, ultrasound ... thinking about expanding to tie genotypes with phenotypes to advance further.
- DNA Storage. Staff to bring a recommendation. GeneSeek currently stores the samples for free. DNA storage will take organization but the storage will not be a concern.

Adjourn. Move Fred Schuetze second Clay Lassle to adjourn. Motion carried.