STAND STRONG SIMMENTAL

2022 Annual Report
As I led with in last year’s report, ASA closed the books on another profitable year, which now tallies 14 straight. As I’ve mentioned many times, being a nonprofit, member-driven organization, profit is certainly not our primary focus. That said, our substantial and sustained profits have given us the latitude to provide our membership with benefits and opportunities not afforded by other associations. Further, one of our overriding goals has been to stay profitable without putting excessive financial burden on our membership — fair to say, we have achieved that goal!

Some may question my assertion that we have not put undue financial burden on members. That said, given the substantial increase in prices for virtually everything our members need to operate, it may be surprising to know that ASA has not raised the price of our core functions (THE, registrations, transfers, memberships, annual service fees) over the entire period of our consecutive operating profits. How many businesses can claim that they haven’t raised prices for fourteen years? Few, if any, I suspect!

We have maintained operating profits while providing our members with arguably the best value in the business. For example, we have the lowest THE fees of any association and our registration fees are very competitive. Furthermore, members willing to participate in one of ASA’s several programs designed to improve genetic prediction for all members by encouraging widespread genotyping (CCG, CHR, CXP) gain access to the industry’s lowest-priced genotyping. While beneficial from the industry’s best prices, our members also have access to one of the most advanced and largest genetic evaluations in the world. To me, all that sums up to the definition of bang for your buck!

How have we been able to maintain profitability while holding our prices in check despite absorbing steadily increasing costs? The answer is that we have leveraged efficiencies of scale by dramatically increasing our volume of business over the years. In fact, our operating revenue has increased an average almost $330K per year over the past 14 years, which has tripled the size of our business over that time (see graph). Since the bulk of our costs are fixed, though they have grown significantly over the years, we have been able to spread them over more units. So, by increasing our volume we have been able to deliver the best value in the business — and as you can see from perusing the pages of our annual report, do so while offering more benefits and opportunities to our membership than ever before.

I am honored to be a part of the ASA Board of Trustees and serve this year as your Chairman. I appreciate everyone’s support; both from my region and across the United States. I have and will continue to learn from our association members, my fellow board members, and ASA staff. Though we all possess different backgrounds and opinions, I feel that we are working as a team. I encourage you as a member of the American Simmental Association to be a part of our working team. Reach out to any ASA Trustee and we will listen. We strive to take all matters seriously and work for the members.

The past year was busy but exciting for the Simmental breed. Simmentals continue to be recognized across the beef industry, and our members — both ASA and AJSA — make headlines for their leadership and success. We can breed, show, sell, and feed as many cows as we want, but if we aren’t helping grow our members then we are missing a piece of the puzzle. Last year was also a difficult year. We lost some great Simmental breeders who have seen the breed grow and change for many years. Their support and cheerleading for this breed will be missed, but we know their legacies will continue.

IGS continues to assist in improving the science and data for all breeders to utilize no matter what your operation’s goal is. IGS is fueled by data from nearly 20 progressive organizations globally. IGS is a big player in the commercial and seedstock industry. The ASA’s primary function is to develop the best tools for genetic improvement possible. This data that is developed is then provided for our membership and your customers to utilize. This is a huge benefit to all sectors of our industry.

The ASA provides for the membership and their customers, which is a huge benefit to all sectors of the industry. Our breed has grown in so many areas. Simmentals have their place and provide benefits for the seedstock breeders, commercial breeders, feedlots, packers, and consumers. Purebred, SimAngus, Simbrah, and Fleckvieh are all invited to the table.

Our Association is in the best place it has been in many years. The ASA is financially stable to maintain services and continue to develop helpful, new technologies in the future and maintain a leader in the beef industry. I will not list all the services that ASA provides, but I encourage you to check all of them out. The ASA depends on its members to utilize the technology, services, and staff of the American Simmental Association. Take a moment in 2023 and familiarize yourself with the mission and core policies, history, and staff of this great association. We are welcoming some great new board members this year who are leaders and influencers across the beef cattle industry. We probably have the best set of board members ever; take time to visit with all of them, view their backgrounds, history, knowledge, and passion. Just imagine what we all can do together. Whether you own ten cows or hundreds of cows we all have a voice and something to offer our industry. I am looking forward to an exciting year with them, and learning from their ideas.

Our members are the ones out there producing the product and our job as an association is to assist you by developing tools and supporting you. Trust and champion our association, staff, and board as we partner together to continue to grow and lead this association. I wish you a happy, healthy, and prosperous 2023 and look forward to serving you this year and down the road.
The past year was full of progress and success thanks to the diverse group of people on the ASA Board of Trustees in 2022. They represent many different facets of our business, and we functioned at a very high level. We were all pulling in the same direction, and I think we had some great accomplishments.

There were a number of highlights that came out of each committee over the past year:

- **In Growth and Development** we decided to continue the SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) program after it was a success in 2022. We saw great participation in that program. We also chose to make the $5 foundation female registration promotion permanent.

- **In Breed Improvement** we put a gene editing rule into place, which was voted on by the membership. This is a new frontier in the industry but we now have something established for the future. We also chose to reallocate money in order to continue the Carcass Expansion Project (CXP).

- **In Policies and Procedures** we put an alcohol policy in place for events, and the implementation of it was very successful.

- **In Activities and Events** we re-evaluated the division of responsibilities for the AJSA National Classic. ASA will continue to take a bigger role in that event, taking pressure off of state associations.

One last thing I would like to highlight is the meeting the Board held with the American Simmental-Simbrah Foundation (ASF) during Fall Focus in Roanoke, Virginia. It was a very inspiring meeting. Many learned a lot about how the ASF works, and one highlight was their partnering with ASA to fund the Genetic Merit Pricing Task Force.

Serving as the Chairman of the ASA Board of Trustees was extremely humbling and I enjoyed it very much. I appreciated the way everyone worked together — I will always remember and cherish the opportunity to lead a great group of people. Our teamwork and collaboration was unprecedented.

These continue to be exciting times for ASA and its members. I hope you will take the time to read through this annual report. You will realize the commitment to ASA’s mission statement, its core policies, and science. You will see that we are financially sound and can not only maintain fees at reasonable levels, but ensure financial success.

Your success, ASA’s success, and being a leader in the industry depends on all of us – ASA Board of Trustees, staff and members – working together. Take advantage of ASA’s programs and tools offered.

Data Driven, Member Focused; Better Cattle, Better Profits.

Stay connected to ASA and we will continue to move forward!
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 that bring value to ASA members’ customers.

Core Policies

Science
Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership
Development, registration, and promotion of SimGenetics.

Youth
Support junior programs. Guide the junior membership and their programs to learn life skills, science and use of technology, and financial responsibilities. Involve the Foundation.

Collaboration
Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Promotion
Promotion and marketing to enhance our members’ market share. Ensure that Sim-Genetics continues to appeal to the commercial industry.

Data Growth
Offer the most advanced genetic evaluation services with the largest database regardless of breed.

Financial Stability
ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services
Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education
For advancement and profit of our members and their customers.
ASA’s directors and lead staff work with the ASA members, Board of Trustees, and ASA customer service team to help facilitate programs and events for the Association and beef industry as a whole.

Directors and Staff

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IGS Lead Geneticist
rboldt@simmgene.com

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IGS Lead Developer
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Director, SimGenetics Development
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IGS Lead Genomicist

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Jackie Atkins,
PhD
Director, Science and IGS Operations
jatkins@simmgene.com

ASA would like to thank the following for their continued support:

International Genetic Solutions Collaborative Partners:

- American Black Hereford Association
- American Chianina Association
- American Gelbvieh Association
- American Salers Association
- American Shorthorn Association
- American Simmental Association
- Braunvieh Association of America
- Canadian Angus Association
- Canadian Gelbvieh Association
- Canadian Limousin Association
- Canadian Salers Association
- Canadian Shorthorn Association
- Canadian Simmental Association
- Neogen®
- North American Limousin Foundation
- North American South Devon Association
- Red Angus Association of America
- Shorthorn Beef (Australia)
- Simmental Australia

ASA benefits from several partnerships with research institutions, including:

- Colorado State University
- Cornell University
- Iowa State University
- Kansas State University
- Montana State University
- Oklahoma State University
- USDA Fort Keogh
- USDA Meat Animal Research Center (MARC)
- National Beef Cattle Education Consortium
- University of Idaho
- University of Illinois
- University of Missouri
- University of Nebraska
- University of Tennessee
- University of Vermont
The Science of Genetic Improvement is at the core of ASA’s very existence.

$All Purpose Index ($API)

Predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

<table>
<thead>
<tr>
<th>Breed</th>
<th>Mature Cow Wt.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hereford</td>
<td>1,419</td>
</tr>
<tr>
<td>Angus</td>
<td>1,410</td>
</tr>
<tr>
<td>Red Angus</td>
<td>1,409</td>
</tr>
<tr>
<td>Simmental</td>
<td>1,404</td>
</tr>
</tbody>
</table>

Source: USDA MARC

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional $7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

**Bull** | $API | # Females per year | # years using the bull | Profit Potential |
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$120</td>
<td>25</td>
<td>5</td>
<td>$15,000</td>
</tr>
<tr>
<td>B</td>
<td>$180</td>
<td>25</td>
<td>5</td>
<td>$22,500</td>
</tr>
<tr>
<td>Difference</td>
<td></td>
<td></td>
<td></td>
<td>$7,500</td>
</tr>
</tbody>
</table>

**$Terminal Index ($TI)**

Predicts profitability when all calves are harvested.

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

By keeping the profitability of the commercial cattle industry at the heart of Simmental genetic tools, ASA members have built profitable cattle for both maternal and terminal beef cattle needs.

<table>
<thead>
<tr>
<th>Trait</th>
<th>Simmental rank compared to other Continental breeds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marbling</td>
<td>First</td>
</tr>
<tr>
<td>Carcass Weight</td>
<td>Second</td>
</tr>
<tr>
<td>Back Fat</td>
<td>Second</td>
</tr>
<tr>
<td>Post Weaning Gain</td>
<td>First</td>
</tr>
</tbody>
</table>

Source: USDA MARC

“*We have great respect for the Simmental breed and association, because they are so focused on performance cattle. Cattle that have the data to back it up, to deliver the goods that will enhance the profitability for commercial cattle producers.*”

- Donnell Brown, RA Brown Ranch

Simmental cows set the bar for fertility, weaning weights, and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, rescue, or high altitudes.

Simmental calves reliably perform in the feedyard, with better growth, better structure, and fewer health problems. Simmental cattle add pounds without sacrificing marbling.
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.

**Total Herd Enrollment (THE)**
- Whole-herd reporting program, with options tailored to registered and commercial programs.
- Ensures the most accurate prediction from the genetic evaluation so that both commercial and seedstock producers can make more informed selection decisions.
- Designed to gather production, longevity, and fertility performance data on the whole cow herd.
- Requires participants to provide annual reproductive and inventory status on their cow herd.
- Improves quality of data submitted for genetic evaluation through whole contemporary group reporting.
- Improves reproductive EPD by focusing on cow herd.
- Performance Advocate recognition. A Driven Performance Advocate submits records on at least 10 of the 14 traits. Those who meet this designation are highlighted in the Late Fall SimTalk and on ASA’s website.

Contact your THE team to find the best fit for reporting data on your entire herd.

**Carcass Merit Program (CMP)**
- Offers critical records to ASA members, from confidence in calving ease to predicting end product value.
- Historically, the CMP contributed over 1,000 birth-through-weaning records, and over 500 yearling weights and carcass records annually.
- ASA continues to add new cooperator herds, individual feed intake collection, and genotyping calves to the program. All new CMP sires were evaluated on a prototype sequencing genomic panel, helping further develop more impactful genomic technologies.
- Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for $1,500/sire.

**Carcass Expansion Project (CXP)**
- 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.

**Cow Herd DNA Roundup (CHR) and Calf Crop Genomics (CCG)**
- CHR and CCG are research projects launched by ASA in collaboration with Neogen® Genomics to offer 50% off a GGP-100K genomic panel to participating breeders who test their entire cow herd (CHR) or calf birth group (CCG).
- If breeders submit additional phenotypic data on the animals in either program, they can receive additional discounts.
  - Global benefits of improved trait predictions.
  - CHR: for many traits, adding genomic results to a dam’s EPD is similar to doubling a lifetime of calf records to the cow’s information.
  - CCG: More complete information to make selection decisions earlier in an animal’s life, saving valuable resources spent developing bulls and heifers.
  - Parentage included – large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
  - Parentage markers are in the database for easier parentage testing for the future.
  - Additional trait testing available at “add-on” pricing.

**Feed Intake Incentive**
- The cost of feed is the number one cost to the beef industry annually (65% of the production cost of beef). The ability to predict differences in feedlot intake of sires’ offspring is an important component in the assessment of differences in profitability among sires. Collecting individual feed intake data on calves of known sire groups will improve our ability to predict feed intake and thus improve our ability to predict differences in profit.
- The ASA offers a 50% price discount on GGP-100K genomic tests, in exchange for feed intake data from the same animal. 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.

Over five years, 56,000 females have been genotyped through CHR

Over three years, 51,000 animals have been genotyped through CCG

Historically, the CMP contributed over 1,000 birth-through-weaning records, and over 500 yearling weights and carcass records annually.
International Genetic Solutions (IGS) is an unprecedented collaboration among progressive breed associations to enhance beef industry profitability. This partnership began in 2010 and has since grown to be the most powerful beef cattle evaluation in the world. Based on three decades of continually improving the genetic evaluation system to accurately account for heterosis and breed differences, the EPD calculation system employed by IGS is the nation’s most respected genetic solution software. While the process of calculating EPD on the world’s largest multi-breed database is complex, IGS partners have taken a revolutionary step by presenting the resulting EPD on a common base; thus, allowing commercial producers to directly compare the genetic merit of animals regardless of breed composition. Whether your breeding objective is to develop the next generation of purebred seedstock, or reap the proven benefits of structured crossbreeding, IGS provides the industry’s most reliable genetic solution tools to assist in achieving producers’ goals.

The total data in the IGS genetic evaluation dwarfs any singular database contribution. By pooling the information into one genetic evaluation, all associations gain better genetic predictions than any could do alone.

"When the common goal is to provide tools for the commercial cattle industry, this completely changes the dynamics. Now, the breed associations can collaborate and work together toward helping the commercial cattle industry have the most accurate tools at their disposal.”
- Jackie Atkins, PhD, Director, Science and IGS Operations

The IGS database is unrivaled.

Thanks to the partnership of 19 breed associations, the database includes over 21 million animals, and over 450,000 genotypes.
IGS Feeder Profit Calculator™ (FPC)

Since its inception in 2017, the FPC has allowed hundreds of producers, both large and small, to receive a third-party opinion regarding the profit potential of their calf crop. Producers now hold facts in their hands that speak to how their calves stack up against the industry at large for genetics, health, and management. Buyers are equally empowered. This beneficial approach is good for all parties involved and begets long-term relationships that are fruitful for buyer and seller alike.

Serious seedstock providers should be encouraging their commercial clients to investigate how the FPC can help them gain more insight about their efforts and to market more effectively. Also, those same seedstock operators need to strongly encourage local sale barns, country buyers, and online marketers to study and highlight the FPC results of their bull customers.

“We have animal breeding and genomic scientists at a number of breed associations who all work toward a common good. The power of getting everyone pulling the wagon together allows the IGS team and the leading scientists in the world working in beef cattle genetics to accelerate the process of genetic improvement.”

- Dr. Bob Weaber, Kansas State University

“The beauty of IGS is that it makes commercial cattlemen and cattlewomen more powerful when they are making decisions.”

- Chip Kemp, Director of ASA and IGS Commercial and Industry Operations

### ASA’s contribution to IGS is important

<table>
<thead>
<tr>
<th>Data growth in the ASA by year</th>
<th>2022</th>
<th>2020</th>
<th>2019</th>
<th>2018</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal records in ASA Database</td>
<td>6,200,000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animals reported to ASA with data</td>
<td>141,210</td>
<td>146,145</td>
<td>121,627</td>
<td>127,215</td>
<td>76,747</td>
</tr>
<tr>
<td>THE enrollments</td>
<td>123,334</td>
<td>125,963</td>
<td>126,014</td>
<td>122,782</td>
<td>85,291</td>
</tr>
<tr>
<td>Registrations</td>
<td>80,133</td>
<td>75,122</td>
<td>73,248</td>
<td>73,273</td>
<td>48,759</td>
</tr>
<tr>
<td>Total animals with genomic information</td>
<td>225,164</td>
<td>129,859</td>
<td>102,429</td>
<td>77,341</td>
<td>N/A</td>
</tr>
</tbody>
</table>
From the traditional Simmental and SimGenetic seedstock breeders, 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 requirements of our members and their customers.

ASA Membership Perks
- Open herdbook. ASA welcomes all breed compositions to help members produce more profitable beef cattle.
- Online access to Herdbook Services 24 hours/7 days a week for registrations, transfers, and payments.
- *the Register* and *SimTalk* magazines, *Sire Source*, e-newsletter, and eBlasts.
- 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.

**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. EPD, dollar indexes, genetic traits and conditions, pedigree, 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.

**Using Your Data**
Herdbook has many useful reports and summaries available to download:
- Dam averages (calving intervals, BW averages, WW averages, etc.)
- Calf crop summaries
- Herd and Animal EPD, data, and ratios
- DNA summaries
- Genetic trait conditions
- Genetic trends
- Custom-built herd reports

**DNA Services**
From basic trait testing to genomically enhanced EPD, ASA offers a full suite of DNA options.
- Approve an AI sire or donor dam (required for registrations). As of July 2020, the GGP-100K test qualifies AI sires and donor dams.
- Test and track animals at risk for a genetic condition or trait.
- Parent-verify a purchased embryo (required for registration).
- Increase the accuracy of EPD through uLD and 100K genomic testing.

**Herdbook Services Tools**

**Registrations**
Report, register, or update animal records 24 hours/7 days a week.

**Transfers**
Transferring the registration certificate from one owner to another keeps member inventories current, brings the new owners into the Simmental community through *SimTalk* subscriptions, and adds marketing opportunities with buyers. The first transfer is free.

**Animal Lookup**
Look up EPD, 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 specific mating(s).

**EPD Search**
Generate a list of animals tailored to meet your needs. Members may specify thresholds for dollar indexes, EPD, and/or accuracies as well as coat color and horned/pollled preference.

**Total Herd Enrollment (THE)**
A whole cow herd reporting program designed to gather production, longevity, and fertility data. ASA has four THE options designed to fit most seedstock and commercial operation needs. Reach out to our THE team to help get started or answer any questions.

**Active Herd**
Digitally manage your herd records and import them directly into Herdbook when ready.
- Weaning and yearling weights and measurements
- Herd health treatments
- Breeding, pregnancy, calving
- Inventory active pastures
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.

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
- Carcass Merit Program (CMP), Carcass Data, and Commercial Herds
  carcdata@simmgene.com
- Ultrasound and Barnsheets
  ultrasound@simmgene.com
- Research DNA
  Cow Herd DNA Roundup (CHR), Calf Crop Genomics (CCG), and Carcass Expansion Program (CXP)
  researchdna@simmgene.com
ASA Publication, Inc.

Linking Simmental Genetics to the Beef Industry!

ASA Publication’s mission is to provide communication, education, and information to the membership.

To meet this mission, ASA Publication produces the magazines *the Register* and *SimTalk*, as well as a breeder’s directory, *Sire Source*, social media, and online resources, among many others.

- ASA’s magazines, *the Register* and *SimTalk*, provide resources for members to stay up-to-date on relevant news, educational and scientific articles, sales and shows, and industry events.
- ASA’s official publication, *the Register*, has a circulation of 8,000 and is mailed nine times annually. *The Register* features breeder profiles, educational articles, and news and events specifically for the Simmental community.
- Published four times annually, *SimTalk* has a circulation of 40,000 and focuses on the Simmental breed’s role in the commercial industry. *SimTalk* finds its way to commercial producers, feedlots, and others.

We can help you reach your audience effectively.

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing strategy. Our staff can assist you as you decide where, when, and how you’d like to get the word out about your ranch, sale, or event.

Advertising your sale with ASA provides value beyond the ad itself. Your sale date will be published in *the Register* and *SimTalk* calendars, your sale link posted on simmental.org, and you will automatically be included in Sales Call. Emailed to over 6,200 subscribers, Sales Call announces the date of your sale, and provides a link to your catalog or website.

*Sire Source*

- Advertise your bull offering to the ASA membership and beyond.
- Mailed each spring at the height of semen sales season.
- Thousands more handed out at trade shows and industry events.
- Bulls can also be promoted via the online *Sire Source*.
- Receive a discount on a full- or half-page ad in *the Register* or *SimTalk* anytime during the online post.

*ASA Membership Directory*

Mailed annually in June, this comprehensive directory is referenced by breeders year-round and new buyers use it to get into the Simmental business. Thousands more are handed out each year to your potential customers at trade shows and Simmental events.

Visit www.simmental.org to learn more about us.
Educational Marketing and Awareness

ASA provides a wide array of services relevant to almost anyone in the beef business. Our members are progressive and innovative, and as a result, they expect ASA services to be equally cutting-edge. 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, necessitates that ASA be nimble and adaptable in marketing efforts.

Digital Marketing, Promotion & Communications
- Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- eBlasts, circulation of 5,300
- SimAPP
- FPCAPP (IGS Feeder Profit Calculator)
- Stock photos and Cost Share ads available at simmental.org

Booths and Presentations
- ASA participates in numerous events as speakers, presenters, and invited guests.
- Trade show booths are leveraged at various events nationally and regionally.
- Pull-up banners are available upon request and availability for state functions.
- Invited ASA staff presentations and talks are key to appropriate messaging and connectivity with target audiences.

Transfer Services
- ASA provides a spreadsheet containing all sale lots.
- Following the sale, return the completed spreadsheet to ASA, including buyer number(s) for each lot and a list of buyers. ASA handles it from there, completing transfers for you!

Date Book
- Free listing of sales by month, printed in each issue of the Register and SimTalk.

Sales Call
- Recent advertisers automatically included.
- Broadcast to over 6,200 subscribers, and includes date and link to catalog or website.

Nimble and targeted print and online marketing:
Our experienced design staff can assist you in developing many kinds of creative promotion:
- Brochures
- Flyers
- Postcards
- Booths
- Logos
- Banners
- Posters
- eBlast ads
- Mailing lists
- Downloadable PDFs
- Affordable full-color catalogs
- Online catalog flipbooks
- Website development and hosting
- Photo retouching
- Business cards
- Online banner ads
- State directories

Scan this code to see the ASA Publication, Inc., Media Kit.
ASA is fortunate to have a team of beef industry professionals with a wide variety of experience representing the Simmental breed. The SimSpecialists team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial breeders alike.

To the right is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

Members of the ASA can qualify to have a SimSpecialist at their sale or event based on meeting one of five minimum criteria:

1. $2,500 spent with ASA Publication
2. $3,500 spent on ASA business (registrations, transfers, etc.)
3. Crowd of 30 or more and allow ASA to speak for 30 minutes of the program
4. $500 “buy a day”
5. State Association Day – field day

“Many of the SimSpecialists have storied histories working around the country in all aspects of the beef industry — we have nutritionists and reproductive physiologists, all the way to meat scientists on the team. Many are professional educators, and all are well-known throughout their state and region for being experts in beef cattle production; however, the team’s expertise doesn’t come only with retired university faculty. We have folks who ranch full-time and can understand the day-in and day-outs of our membership and the challenges they face.”

- Luke Bowman, Director of SimGenetics Development

<table>
<thead>
<tr>
<th>Name</th>
<th>Region</th>
<th>Home Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gary Burns</td>
<td>Southeastern US</td>
<td>Pendleton, SC</td>
</tr>
<tr>
<td>Russ Danielson</td>
<td>ND, SD &amp; MN</td>
<td>Fargo, ND</td>
</tr>
<tr>
<td>Brian DeFreese</td>
<td>Northeastern US</td>
<td>West Lafayette, IN</td>
</tr>
<tr>
<td>Michael Dikeman</td>
<td>KS &amp; MO</td>
<td>Manhattan, KS</td>
</tr>
<tr>
<td>Ashby Green</td>
<td>Southeastern US</td>
<td>High Springs, FL</td>
</tr>
<tr>
<td>Bert Moore</td>
<td>IA</td>
<td>Indiana, IA</td>
</tr>
<tr>
<td>Ken Odde</td>
<td>Central Plains</td>
<td>Pollock, SD</td>
</tr>
<tr>
<td>Andy Roberts</td>
<td>Northwestern US</td>
<td>Kinsey, MT</td>
</tr>
<tr>
<td>Susan Russell</td>
<td>CO &amp; NE</td>
<td>Sugar City, CO</td>
</tr>
<tr>
<td>Ben Spitzer</td>
<td>South Central US</td>
<td>Fort Worth, TX</td>
</tr>
<tr>
<td>Perry Thomas</td>
<td>ND</td>
<td>Bismark, ND</td>
</tr>
<tr>
<td>Jack Whittier</td>
<td>NE</td>
<td>Scottsbluff, NE</td>
</tr>
<tr>
<td>Bill Zimmerman</td>
<td>MN</td>
<td>St. Cloud, MN</td>
</tr>
</tbody>
</table>
Cost Share and Check-Off Dollars are available to qualifying state associations.

**Cost Share**

Each state association is allocated up to $4,000 by the ASA to be used to offset the expense of promotional activities each fiscal year. Those associations that use this entire amount are rewarded with an additional $1,000 to be used the following fiscal year. The following promotions qualify:

- Print advertising
- eBlasts
- Booths and booth space
- Web development and maintenance
- Newsletters and member directories
- *SimTalk* special mailings
- ASA representation at state events

Cost Share dollars reach regional markets by assisting states in the advertising and promotion of SimGenetics; these dollars also support promotional activities of state associations to help increase their membership and market share. 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.

**Check-Off**

A state association may receive 25 cents per registration recorded in that state. Up to an additional 85 cents per registration may be available based on a variety of additional SimGenetic promotional activities. Monies can be used for any state association activity.

- Paid quarterly
- Submit a current list of officers each quarter — form available online.

**Check-Off Bonus Bucks**

State associations may receive up to 85 cents per registration if bonus promotional activities are completed. Deadline for submission July 10.

Approved bonus activities:

- Booth and booth space
- Field day with ASA SimSpecialist
- AJSA event
- Promotional advertising — Cost Share participation
- Website promotion (link to ASA site)
- Mailings (include promotion for ASA SimSpecialist)
- PTP show

Additional monies available:

- 1 bonus criteria — 10¢ per registration
- 2 bonus criteria — 20¢ per registration
- 3 bonus criteria — 45¢ per registration
- 4 bonus criteria — 55¢ per registration
- 5 bonus criteria — 65¢ per registration
- 6 bonus criteria — 75¢ per registration
- 7 bonus criteria — 85¢ per registration

Maximum reward incentive is $1.10 per registration within the state (base of $0.25 per registration plus seven bonus criteria).

**Available Promotional Material:**

- State Association Ad Templates: Advertisement templates are available for download at no cost. These templates contain the 50% generic advertising required through the Cost Share program, with white space for additional information. Original ads may meet Cost Share requirements if they contain 50% generic SimGenetics advertising and are pre-approved.
- Brochures: Only cost is shipping — order early to save.
- State Association Pull-up Display Booth: May be purchased with Cost Share dollars. Choice of several booth options.

Share your state association activities to be printed in the Register by emailing editor@simmgen.com
Building on the pillars of success.

“The Foundation Board is made up of individuals who are passionate about supporting both the youth and adult membership of the Simmental breed. It is rewarding to work with this dedicated group to raise funds that continue to support the American Simmental-Simbrah Foundation and its vision of serving youth, education, and research.”

- Mia Bayer, Director, Youth Programs and Foundation Manager

ASF Mission Statement

The purpose of the Foundation is to encourage, by public or private contribution, support of worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects.

Vision Statement

Serving youth, education, and research for today and future development of the American Simmental Association, the beef industry, and ASA’s membership.

Foundation Board Members

Randy Moody, Chairperson
Bob Mullion | 714-922-8764
Aaron Owen | 417-830-6252
Tonya Phillips | 606-584-2579
Mark Smith | 601-310-6695
Mike Stoltey | 208-686-1515
Jennifer Tarr | 309-824-9517
Greg Burden | 405-780-0372
Scott Cowger | 816-304-0371

Cathy Eichacker | 605-421-1138
Holli Hatmaker | 859-707-5248
Brandi Karisch | 225-717-3324
Bill McDonald | 817-894-0563

ASA Support Staff: Mia Bayer, Linda Kesler, Wade Shafer
asf@simmgene.com • simmental.org/foundation

The Foundation is a 501 (c)(3) corporation
**Foundation Fundraising**

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

- $67,000 – The Foundation Female, sold at the Bricktown National Sale, Oklahoma City.
- $9,600 – Bricktown National Simmental Sale, Oklahoma City
- $21,500 – National Western Stock Show, Denver
- $7,950 – Cowtown Classic, Fort Worth
- $13,300 – Legacy Lot Program
- $11,725 – Cash Cow Fundraiser
- $3,425 – National Classic Silent Auction
- $4,345 – Foundation Golf Tournament

To date, the Foundation Female program has raised $636,600.
In 2022, the American Simmental-Simbrah Foundation raised $170,000.

**Thank you to all contributors and donors for your past and future support to further enhance our Foundation.**

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**Youth**

**AJSA National Classic**
- The largest, most prestigious annual SimGenetic youth livestock event hosted by rotating state associations.

**AJSA Regional Classics**
- Hosted each June in four regions: Eastern, Western, South Central, and North Central.
- Allows juniors to attend a Classic closer to home and have a warm-up before the National Classic.

**AJSA Leadership Development**
- The Summit, IGS Youth Leadership Conference — Youth from IGS partner organizations team up to hold an annual educational conference, open to all beef industry youth.
- Young Canadian Exchange Project — Two AJSA Board of Trustees attend and learn about international agriculture.
- Youth Beef Industry Congress (YBIC) — Held every other year, various youth breed association boards gather to learn about the industry.

**Youth Merit Awards**
- Awards — Bronze, Silver, and Gold.
- Over $25,000 in scholarships to AJSA members awarded annually.

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**Education**

**Fall Focus Symposium**
- Held each fall with keynote speakers on livestock genetics, animal breeding, and worldwide beef cattle topics.
- 2023 Fall Focus is in Denver, Colorado, August 25–29.

**Steer Profitability Competition**
- Provide AJSA members exposure to the opportunities and challenges associated with cattle feeding.

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**Research & Technology**

**Walton-Berry Graduate Student Support Grant**
- Supports graduate education with an emphasis on genetic improvements of livestock.

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**Foundation Fundraising**

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

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**Thank you to all contributors and donors for your past and future support to further enhance our Foundation.**
Juniors are required to compete in four out of the five educational contests to exhibit their animals:

- Public Speaking
- Sales Talk
- Cattleman’s Quiz
- Calvin Drake Genetic Evaluation Quiz
- Livestock Judging

Additional competitions include: Cattle Show, Showmanship, Photography Contest, Interview Contest, Junior Herdsman of the Year, and Steer Profitability Competition. Juniors from across the country compete to place in the top ten at the Regionals and the top 20 at the National Classic in each contest. At the National Classic, the esteemed overall top 20 in each age division are recognized. Cattle are exhibited for Percentage Simmental, Purebred Simmental, Simbrah, and Full-blood for the following divisions:

- Bred and owned female, cow-calf pair, steer.
- Owned female, cow-calf pair, steer.
- Bred and owned bull.

Steer Profitability Competition

The Steer Profitability Competition provides an opportunity for members to get meaningful exposure to understand cattle feeding.

Introduces juniors to peers, mentors, and industry advocates, and allows them to have experiences that are unique for any beef producer.

Regional and National Classics

- Regional Classics are held in June prior to the National Classic, and are hosted by a state association in one of four regions: Western, South Central, North Central, and Eastern.
- The National Classic is held each summer for a week, taking place in a different location across the country each year.
- The Classics provide an opportunity for junior exhibitors to showcase knowledge of their animals, the beef industry, and the Simmental breed.
- Mentor/Mentee Program, and recognition of the Merit Award Winners.

Regional and National Classics

- Awards several scholarships totaling $40,000 each year at the National Classic.
- Juniors receive Bronze, Silver, and Gold Merit Awards; Peter Courtney Memorial Scholarship; the Eileen DuJardin Memorial Scholarship; and Hotel Scholarship.

Steer Profitability Competition

- “The youth in our organization and the industry are the key to our future in the beef industry. As the AJSA develops the skills and knowledge of the junior membership we are preparing them to be advocates for our way of life and helping to advance the industry in new ways.”
  - Luke Harker, 2022 AJSA president

Summit Leadership Conference

- Held in conjunction with the American Junior Shorthorn Association and the American Junior Gelbvieh Association every other year.
- Focuses on educational workshops designed to enhance leadership development, communication skills, and beef industry knowledge.
- Juniors 14–21 years of age from all over the country participate.
- Features nationally known speakers, and farm, ranch, and industry-leading company tours.

American Simmental-Simbrah Foundation Scholarships

- “The AJSA offers opportunities for youth in the Simmental breed no matter what your interests include. It doesn’t matter if your passion is in the show ring, the feedlot, or sharpening your leadership skills, the AJSA can help you achieve your goals while making lifelong friends along the way.”
  - Mia Bayer, Director, Youth Programs and Foundation Manager
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 EPD and indices.

Six delegates from the ASA membership are chosen to provide a ranked list of ten judges’ names for staff to tabulate. The top 30 names are to be reviewed and approved by the Activities & Events (A&E) Committee and the full Board. Once the approved list is passed, it is sent back to the state associations of the respective Major PTP Shows for review and judge selection for the show season one and a half years from the time of Board approval. Judges are selected with the first pick given to the National Classic, then the four Majors are in a rotation due to the schedule of the National Show. Approved judges are highly esteemed cattle evaluators and are provided EPD and indices on each class.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org.

ASA Ring of Champions

The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the five Major PTP shows for the 2021–2022 show season: American Royal, North American International Livestock Exposition, Cattlemen’s Congress, National Western Stock Show, and Fort Worth Stock Show and Rodeo. Awarded divisions recognize the Champion, Reserve Champion, and Honorable Mention Show Cattle of the Year. The categories are Purebred Bull, Purebred Female, Percentage Bull, and Percentage Female. After awarding points for placings in classes, divisions, and grand and reserve championships, the highest point earners are crowned as royalty in the ASA Ring of Champions after the last show of the show season.
2022 Fiscal Year

Consolidated Balance Sheet

<table>
<thead>
<tr>
<th>Assets</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>3,176,867</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>710,641</td>
</tr>
<tr>
<td>Prepaid income tax</td>
<td>5,091</td>
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<tr>
<td>Prepaid expenses</td>
<td>127,169</td>
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<tr>
<td>Total current assets</td>
<td>4,019,768</td>
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<tr>
<td>Foundation Investments</td>
<td>376,786</td>
</tr>
<tr>
<td>Investments</td>
<td>13,000,115</td>
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<tr>
<td>Property and Equipment</td>
<td></td>
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<tr>
<td>Land</td>
<td>374,412</td>
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<td>Building and improvements</td>
<td>2,956,056</td>
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<td>Computer hardware</td>
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<td>Office furniture and fixtures</td>
<td>138,801</td>
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<tr>
<td>Accumulated depreciation</td>
<td>(1,062,397)</td>
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<td>Total property and equipment, net</td>
<td>2,520,459</td>
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<tr>
<td>Other Assets</td>
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<tr>
<td>Deferred income tax assets, noncurrent</td>
<td>34,550</td>
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<tr>
<td>Computer software</td>
<td>108,100</td>
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<tr>
<td>Total other assets</td>
<td>142,650</td>
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<tr>
<td>Total Assets</td>
<td>20,059,778</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>527,255</td>
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<tr>
<td>Due to members</td>
<td>80,735</td>
</tr>
<tr>
<td>Wages, commissions</td>
<td>38,349</td>
</tr>
<tr>
<td>and payroll taxes payable</td>
<td></td>
</tr>
<tr>
<td>Accrued annual leave</td>
<td>292,316</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>186,549</td>
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<tr>
<td>Advertising received in advance</td>
<td>10,269</td>
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<tr>
<td>Income taxes payable</td>
<td>313</td>
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<tr>
<td>Total current liabilities</td>
<td>1,135,786</td>
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<tr>
<td>Net Assets</td>
<td></td>
</tr>
<tr>
<td>Without donor restrictions</td>
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<tr>
<td>Parent company’s net assets</td>
<td>17,418,313</td>
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<td>Subsidiary’s accumulated equity</td>
<td>406,799</td>
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<td>Foundation’s net assets</td>
<td>564,707</td>
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<tr>
<td>With donor restrictions</td>
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<td>Foundation’s net assets</td>
<td>534,173</td>
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<td>Total other assets</td>
<td>18,923,992</td>
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<tr>
<td>Total Liabilities and Net Assets</td>
<td>20,059,778</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.

Change in Net Assets
Without Donor Restrictions

<table>
<thead>
<tr>
<th>Operating Revenue Without Donor Restrictions</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership fees and registrations</td>
<td>1,735,077</td>
</tr>
<tr>
<td>Annual service fees</td>
<td>771,585</td>
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<tr>
<td>Total herd enrollment</td>
<td>1,212,565</td>
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<tr>
<td>Advertising income</td>
<td>570,115</td>
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<tr>
<td>Production income</td>
<td>58,091</td>
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<tr>
<td>Transfers</td>
<td>79,450</td>
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<tr>
<td>Subscriptions</td>
<td>1,300</td>
</tr>
<tr>
<td>DNA Revenue</td>
<td>1,639,025</td>
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<tr>
<td>Foundation Support</td>
<td>91,855</td>
</tr>
<tr>
<td>Other operating revenue</td>
<td>570,734</td>
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<tr>
<td>Total</td>
<td>6,729,797</td>
</tr>
<tr>
<td>Release of program restrictions</td>
<td>58,853</td>
</tr>
<tr>
<td>Total</td>
<td>6,788,650</td>
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</tbody>
</table>

Change in Net Assets from Operations

<table>
<thead>
<tr>
<th>Operating Expenses</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program activities</td>
<td>3,390,299</td>
</tr>
<tr>
<td>General and administrative</td>
<td>2,196,096</td>
</tr>
<tr>
<td>Fundraising</td>
<td>7,431</td>
</tr>
<tr>
<td>ASA Publication</td>
<td>984,097</td>
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<tr>
<td>Total</td>
<td>6,577,923</td>
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<tr>
<td>Change in Net Assets from Operations</td>
<td>210,727</td>
</tr>
</tbody>
</table>
### Consolidated Statement of Revenue and Expenses

<table>
<thead>
<tr>
<th>Other Income (Expenses)</th>
<th>Dollars</th>
<th>Consolidated Statements of Cash Flow</th>
<th>Dollars</th>
<th>Reconciliation of Changes in Equities and Net Assets to net cash flows from operating activities</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>Cash Flow from Operating Activities</strong></td>
<td></td>
<td>Change in equities and net assets</td>
<td>(1,809,081)</td>
</tr>
<tr>
<td>Interest and dividend income</td>
<td>604,940</td>
<td>Cash received from customers</td>
<td>6,628,444</td>
<td>Depreciation and amortization</td>
<td>220,672</td>
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<tr>
<td>Unrealized gain (loss) on investments</td>
<td>(2,694,055)</td>
<td>Cash received from contributions</td>
<td>191,844</td>
<td>Unrealized and realized loss (gain) on investment</td>
<td>2,694,055</td>
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<tr>
<td>(2,089,115)</td>
<td>Cash received from fundraising events</td>
<td>7,300</td>
<td></td>
<td></td>
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<tr>
<td>Income (loss) before provision for income taxes</td>
<td>(1,878,388)</td>
<td>Cash paid to suppliers and employees</td>
<td>(5,819,664)</td>
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<tr>
<td>Benefit for income taxes</td>
<td>12,004</td>
<td>Investment income</td>
<td>604,940</td>
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<td>Change in Net Assets without Donor Restrictions</td>
<td>(1,866,384)</td>
<td>Income taxes paid</td>
<td>13,731</td>
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<td>Donor Restricted Support</td>
<td></td>
<td>Support paid</td>
<td>(168,287)</td>
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<tr>
<td>Foundation support</td>
<td>116,156</td>
<td>Cash paid for fundraising events</td>
<td>(7,431)</td>
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<tr>
<td>Release of program restrictions</td>
<td>(58,853)</td>
<td>Net cash from operating activities</td>
<td>1,450,877</td>
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<tr>
<td>Change in Net Assets With Donor Restrictions</td>
<td>57,303</td>
<td><strong>Cash Flows from Investing Activities</strong></td>
<td></td>
<td>Total adjustments</td>
<td>3,259,958</td>
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<tr>
<td>Total Change in Net Assets</td>
<td>(1,809,081)</td>
<td>Purchases of investments</td>
<td>(1,603,642)</td>
<td>Net cash flows from operating activities</td>
<td>1,450,877</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Purchase of computer software</td>
<td>(5,000)</td>
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<tr>
<td></td>
<td></td>
<td>Net cash flows from investing activities</td>
<td>(1,608,642)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Net change in cash and cash equivalents</td>
<td>(157,765)</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>Cash and cash equivalents, beginning of year</td>
<td>3,334,632</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>Cash and cash equivalents, end of year</td>
<td>3,176,867</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**2022 Fiscal Year**
## Yearly Comparative Revenue and Expenses as of June 30, 2022

### REVENUE

<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>771,585</td>
<td>744,182</td>
<td>721,925</td>
<td>702,614</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>
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<tr>
<td>Memberships</td>
<td>73,530</td>
<td>65,690</td>
<td>62,355</td>
<td>59,350</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>
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<tr>
<td>Total Herd Enrollment</td>
<td>1,370,477</td>
<td>1,521,450</td>
<td>1,503,651</td>
<td>1,506,307</td>
<td>1,300,179</td>
<td>1,256,799</td>
<td>1,152,519</td>
<td>1,112,057</td>
<td>1,009,946</td>
<td>984,368</td>
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<td>1,425,153</td>
<td>1,381,610</td>
<td>1,372,603</td>
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<td>1,555,465</td>
<td>1,224,490</td>
<td>1,770,317</td>
<td>1,083,487</td>
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<td>749,672</td>
<td>512,697</td>
<td>373,020</td>
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<td>Genetic Evaluation Services</td>
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<td>292,898</td>
<td>242,796</td>
<td>225,890</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>
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<tr>
<td>Interest Income</td>
<td>587,914</td>
<td>422,851</td>
<td>187,033</td>
<td>342,927</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>
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<td>Transfers</td>
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<td>61,966</td>
<td>70,660</td>
<td>71,380</td>
<td>67,120</td>
<td>60,780</td>
<td>60,035</td>
<td>58,740</td>
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<td>35,000</td>
<td>40,000</td>
<td>35,000</td>
<td>36,500</td>
<td>35,000</td>
<td>35,000</td>
<td>30,000</td>
<td>30,000</td>
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<tr>
<td>Other Revenue</td>
<td>227,366</td>
<td>421,850</td>
<td>32,525</td>
<td>69,829</td>
<td>99,871</td>
<td>101,908</td>
<td>91,021</td>
<td>187,940</td>
<td>223,845</td>
<td>152,066</td>
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### EXPENSES

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<tbody>
<tr>
<td>Advertise / Promotion</td>
<td>526,419</td>
<td>566,154</td>
<td>515,723</td>
<td>556,184</td>
<td>499,252</td>
<td>372,995</td>
<td>299,042</td>
<td>347,827</td>
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<td>Depreciation / Amortization</td>
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<td>261,224</td>
<td>204,008</td>
<td>239,941</td>
<td>222,384</td>
<td>204,606</td>
<td>89,428</td>
<td>17,039</td>
<td>21,100</td>
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<td>General &amp; Admin</td>
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<td>267,482</td>
<td>249,187</td>
<td>289,043</td>
<td>259,905</td>
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<td>Personnel</td>
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<td>1,804,773</td>
<td>1,455,565</td>
<td>1,314,694</td>
<td>1,288,599</td>
<td>1,378,296</td>
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<td>381,854</td>
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<td>238,806</td>
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<td>365,808</td>
<td>248,625</td>
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<td>565,140</td>
<td>581,521</td>
<td>463,029</td>
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<td>150,000</td>
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</tr>
<tr>
<td>Taxes</td>
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<td>15,640</td>
<td>66,926</td>
<td>132,894</td>
<td>44,054</td>
<td>16,346</td>
<td>15,972</td>
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<td>469,224</td>
<td>404,882</td>
<td>340,300</td>
<td>346,498</td>
<td>348,845</td>
<td>344,656</td>
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<td>Unrealized &amp; Realized (Gain) Loss Investments</td>
<td>2,629,288</td>
<td>(1,827,318)</td>
<td>(205,707)</td>
<td>(209,352)</td>
<td>(342,530)</td>
<td>53,235</td>
<td>39,489</td>
<td>(501,642)</td>
<td>310,319</td>
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<td>Gain / Sale Properties</td>
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<td>(250,000)</td>
<td>(200)</td>
<td>(501,642)</td>
<td>997,199</td>
<td>922,100</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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| NET INCOME | (1,734,222) | 2,811,742 | 4,847,871 | 1,036,840 | 451,222 | 1,338,587 | 945,116 | 858,438 | 901,983 | 880,180 |
Executive Committee
- Barry Wesner (Chairman)
- Doug Parke (Vice Chairman)
- Steve Eichacker (Treasurer)
- Randy Moody
- Brandon Callis
- Wade Shafer (EVP)
- Staff: Linda Kesler

Growth & Development
Review and recommend to the Board new programs or activities that 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.
- Chris Ivie (Chairman)
- Brandon Callis
- Tim Clark
- Maureen Mai
- Randy Moody
- Doug Parke
- Staff: 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, contents, programs, and membership in other organizations.
- Tim Clark (Chairman)
- Steve Eichacker
- Victor Guerra
- Joe Hensgens
- Chris Ivie
- Doug Parke
- Ryan Thorson
- Barry Wesner
- Staff: Luke Bowman

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 bearing on the membership of this Association.
- Victor Guerra (Chairman)
- Kent Brunner
- Chad Cook
- Steve Eichacker
- Joe Hensgens
- Maureen Mai
- Tom Nelson
- Ryan Thorson
- Barry Wesner
- Staff: Sheldon Ross

Assets/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 the proposed capital expenditures for approval or recommendation to the Board.
- Steve Eichacker (Chairman)
- Victor Guerra
- Chris Ivie
- Randy Moody
- Barry Wesner
- Wade Shafer (EVP)
- Staff: Linda Kesler

Breed Improvement
All activities that would have a bearing on the improvement of the breed will be the responsibility of this Committee. Examples include: performance guidelines, research, genetic monitoring, DNA analysis, and regulations for technology.
- Brandon Callis (Chairman)
- Kent Brunner
- Chad Cook
- Randy Moody
- Tom Nelson
- Loren Trauernicht
- Gary Updyke
- Barry Wesner
- Staff: Jackie Atkins

Simbrah
The objectives of this Committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.
- Randy Moody (Chairman)
- Brandon Callis
- Victor Guerra
- Joe Hensgens
- Tom Nelson
- Doug Parke
- Staff: Luke Bowman

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.
- Doug Parke (Chairman)
- Tim Clark (North Central Region)
- Victor Guerra (South Central Region)
- Maureen Mai (Western Region)
- Randy Moody (Eastern Region)
- Tom Nelson
- Doug Parke
- Staff: Luke Bowman

Front row left to right: Wade Shafer, Tom Nelson, Ryan Thorson, Randy Moody, Steve Eichacker, Barry Wesner
Back row left to right: Doug Parke, Tim Clark, Chad Cook, Kent Brunner, Maureen Mai, Loren Trauernicht, Victor Guerra, Joseph Hensgens, Gary Updyke, Chris Ivie, Brandon Callis