

**American Simmental Association
Board of Trustees' Meeting
April 22 – 24, 2021
Bozeman MT**

Chairman Randy Moody called the meeting to order at 8:05 a.m.

Roll Call: Randy Moody, Barry Wesner, Chris Ivie, Doug Parke, JW Brune, Kent Brunner, Seve Eichacker, Tim Clark, Greg Walthall, Gary Updyke, Brandon Callis, Victor Guerra, Tim Curran, clay Lassle, Tom Nelson, Chad Cook, 2018 ASA Chairman Tim Smith

Staff: Wade Shafer, Chip Kemp, Luke Bowman, Jackie Atkins, Randie Culbertson, Sheldon Ross, Kathy Shafer, Steve McGuire, Lane Giess, Linda Kesler

Announcements. Chairman Randy Moody

- Per Diem: 4 Days
- Attending additional national events. Contact Chairman to discuss the event(s) you would like to attend.

Agenda. Move Barry Wesner second Greg Walthall to approved the agenda as presented. Motion carried.

Good to Great Book Review. Presented by Chairman Randy Moody, Jackie Atkins, and Luke Bowman
Items noted and discussed.

- Why today's book club review: Time investment.
- Disciplined People, Thought and Action = Focus
- Main Principals
 - Level 5 leadership
 - First who ... then what; the right people in the right place
 - Confront the brutal facts
 - Hedgehog concept
 - Culture of discipline
 - Pioneers of carefully selected technology
 - Flywheel and the doom loop
- Good to Great to Build to Last
 - Clock building not time telling
 - Core Ideology
 - Preserve the Core/Stimulate Progress
 - Simplify
 - Tabling linking concepts from both research findings (pg 198 to 201)
- Hedgehog concept – three circles / interception point
 - What are you passionate about?
 - What can you be the best in the world at?
 - What drives your economic engine?
- ASA
 - Passion – ASA encompasses a big tent / big tent is a situation where we support everyone – as every member has equal access to all programs and tools.
 - Division – understand the membership; recognize it to be able to deal with it; the division is within this room.

- ASA (continues)
 - Mission is to build credible tools to provide to the membership. Pull through customer – if the members' customers are successful, the member will be successful.
 - Hedgehog – ASA's hedgehog is the mission statement; commercial cattleman is the link among all.
 - Perception – do the members perceive that we take care of the members? Serving a diverse membership?
 - Do-not-do list is as important as a to-do list.
 - What is our product? Perception from our members – what are the products ASA offers?
 - ASA provides ASA membership the tools and services to become successful.
 - It is beef membership to consumer.
 - ASA tools – do members know how to use the tools and services that ASA provide?
 - ASA – Service industry. Membership organization – providing services to the membership. Choose to have each other – members, trustees and staff.
 - Maintain connection with the membership and what they want.
 - Vision/Mission statement – unusual approach for a breed association;
 - Collaboration of many – Elected by the membership to represent the interests of each region; however, it must be done in the best interest of ASA's as a whole.
 - Membership driven where it may need to be membership needs awareness; commitment to the mission statement and core policies.
 - Action is taken from the outcome of strategic planning and committee research with the goal of staying within the lanes of the mission and core policies.
 - ASA dedicates its times and resources to building up its members through their customers, the commercial industry. Provide tools to make better product.
 - Membership and growth will come with providing services and value to breeders. Organic growth is more sustainable membership.
 - Make sure everything supports ASA's hedgehog. ASA is product focused.
 - Every aspect of the Simmental business is at the highest point it has ever been. Don't ignore the fact that modifications are always needed but staying true to the core is vital.
 - Steve McGuire:
 - ASA is the science breed – our dedication to science. In bad times, the dedication to science pulled us out of the bad times.
 - In 2000 – API 100 / 2010 -average PB API 110 / today - \$130 ... breeders making selections have advanced. This part of the success.
 - Nutrition, marketing, pharmaceuticals – we don't spend time on this. We focus on genetics; genetic identification. This is what we provide to our members. Our value added is the genetic identification and it takes a huge network to make this successful.

Strategic Planning Session. Lead by 2018 ASA Chairman, Tim Smith.

- Think long-term / identify what to work on.
- Strategic Planning – understand why we do this.
- Review to stay focused on important issues.
- Policy Board – everything goes to committee; policies come out of committees.
- Mission Statement.
- Collaboration is a core part of our existence. One of our core policies.
- ASA members' customers - commercial, seedstock, other members; covers a broad area.
- Core Policies Review
- Strategic Planning history review.
- Charts developed identifying important issues and tasks for each committee and other entities.

Minutes. Move Gary Updyke second Barry Wesner to approve the minutes of January 28-29, 2021 and March 15, 2021 as presented. Motion carried.

Financial Report. Presented by Treasurer, Steve Eichacker
Items Discussed.

- March EOM Report.
- Budgeting starts the first week June / Full Board meeting to approve the budget toward the end of June
- ASA Investment Philosophy

Stats and Measures presented by Sheldon Ross, Director Lead Developer and Systems Administrator

Recess until 8:00 am April 23, 2021

April 23, 2021. Reconvene at 8:00 am

Roll Call: Roll Call: Randy Moody, Barry Wesner, Chris Ivie, Doug Parke, JW Brune, Kent Brunner, Steve Eichacker, Tim Clark, Greg Walthall, Gary Updyke, Brandon Callis, Victor Guerra, Tim Curran, clay Lassle, Tom Nelson, Chad Cook, 2018 ASA Chairman, Tim Smith

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Morning committee meetings.

Fall Focus Update. Jackie Atkins, Director, Science and Education Operations

- August 27 – 31, 2021 – Denver Colorado.
- Educational event Saturday, August 28 and honor Golden Book Award recipients and 2021 outgoing trustees; Fall Board Meeting August 29 – 31.

Carcass Programs – Lane Giess, Director, Commercial & Non-traditional Data Programs

- Hard effort to gather carcass records – carcass merit program and carcass expansion program.
- Carcass Merit Program Cooperators
- Carcass Merit Program Nominators
- Carcass Expansion Project
- How do we ratchet this up?
- Pursue dairy data herds – they are geared to data collection or build your own carcass merit program.

Committee Reports, Resolution and Directives.

Activities and Events. Chairman, Steve Eichacker.

Resolution #1. To accept the application from the Iowa Simmental Association to host the 2023 National Classic at the Iowa State Fairgrounds, Des Moines, Iowa, July 7-14, 2023. Moved and seconded in committee.

Resolution #2. To accept the request from the Great Northern Livestock Exposition (Cheyenne, Wyoming) for the ASA to recognize their Simmental Show as a PTP Show for their November 2021 event. Moved and seconded in committee.

Activities and Events continue.

Resolution #3. To accept OKSSA's request for the Cattlemen's Congress to be a major PTP Show from 2022 forward. Moved and seconded in committee.

Resolution #4. To accept new priority nominations to the PTP Judges listed as presented:

Tyler Cates, Andrew Foster, Cody Lowderman, Blake Nelson, Jake Franke, Barry Wesner, Deven Wilson, Ty Bayer, Donnie Robertson, Shane Bedwell, Brian DeFreese, Erick Gerdes, Brad Gohr, Doug Satree, Ryan Rash, Jack Ward, Cheramie Viator, Todd Herman, Andy VanAernam, Joe Rathman, Jirl Buck, Gordon Hodges, Matt Claweys, Joel Cowley, Matt Copeland, Jason Hoffman, Tim Fitzgerald, Josh Taylor, Tim Ishee, Chris Effling, Ryan Johnson, Dave Duello, Amanda Schnoor. Moved and seconded in committee.

Resolution #5. To accept the changes to the Purebred and Percentage PTP Show Spectators Programs, whereas the amendments are the additions of ASA Registrations numbers, MILK, REA, and BF EPDs minus the MWW & YG EPDs. Moved and seconded in committee.

Resolution #6. To adopt the same changes made to the Purebred and Percentage PTP Show Spectators programs, whereas the amendments are the additions of MILK, REA, and BF EPDs, minus MWW & YG EPDs, plus the addition of the ASA \$Value Indexes to both the Purebred and Percentage judges programs. Moved and seconded in committee.

Resolution #7. To accept the OKSSA's proposed PTP qualified judges lists for the 2022 Cattlemen's Congress as presented. Moved and seconded in committee.

- Pen Bull Show: Jason Hoffman, Brandon Callis, Jim Bloomberg
- Junior Show: Blake Nelson, Matt Copeland, Jack Ward
- Open Show: Shane Bedwell, Tyler Cates, Amanda Schnoor

Breed Improvement.

Resolution #1: To amend the Calf Crop Genomics requirements to remove the 100% alive at weaning option. Instead, if the member is unable to send in DNA on 90%, but at least 80% of the birth group has a DNA test/sample, the member will be charged a fulfillment fee which is the difference between the cost of DNA tests submitted on the birth group and the cost of testing 90% of the birth group.

Points of Discussion:

1. This amendment has been approved by Neogen to meet the research project requirements.
2. The "100% alive at weaning" clause has been problematic to carry out as disposal codes can change.
3. If a member does not reach 90% of the birth group with a genomic test, they will not qualify for the rebates offered for phenotypic reporting.
4. The fulfillment fee is nonrefundable even in the event the member sends in samples on the same calf crop later.

Finance – no resolutions.

Policy and Procedures.

Resolution #1 – to accept the electronic certificate as presented to staff. Available only to the current owner of record. Moved and seconded in committee.

Points of Discussion.

1. Certificate would be available for no charge on Herdbook Services.
2. Has no effect on current paper certificates.

Simbrah – no resolutions.

Executive Committee.

Resolution #1: Foundation/Merit Awards. To support the Executive Committee's decision. The Executive Committee approved the Foundation's request to increase the gold merit scholarship award to \$4,000 and increase the number of silver merit awards to 12 (at \$2,000). It is recommended that the Foundation have one year in reserve for merit awards. Moved and seconded in committee.

Resolution #2: Foundation/Notification-Reminder of Foundation merit Award Scholarships. To support the Executive Committee's decision. If a Foundation Gold or Silver Merit Award has not been claimed after three years, staff will contact the recipient to see if there are intentions to attend a post-secondary school. If they do not plan to attend a post-secondary school, staff will ask if they would release the scholarship by submitting a written statement. Moved and seconded in committee.

Points of Discussion:

1. Foundation Chairman and Staff Administrator's signatures will be on the notification.
2. This may release scholarships awarded earlier than the 5-year time period now in place.

Resolution #3. Approve the Annual Meeting and January Board Meeting to be held in Bozeman, Montana, January 18 through January 22, 2022. Moved and seconded in committee.

Growth and Development.

Resolution #1: To reduce the female other breed registration fee to \$5.00 for fiscal year 2022. Moved and seconded in committee.

Resolution #2: Direct staff to move forward with 2021/2022 fiscal year contract with the Grant Company. Moved and seconded in committee.

Q&A Session between the Senior and Junior Board. The Senior Board met with the Junior Board electronically discussing a variety of items.

Recess until 7:00 am on August 24, 2021.

Reconvene at 7:17 am, August 24, 201.

Roll Call: Randy Moody, Barry Wesner, Chris Ivie, Doug Parke, JW Brune, Kent Brunner, Seve Eichacker, Tim Clark, Greg Walthall, Gary Updyke, Brandon Callis, Victor Guerra, Tim Curran, clay Lassle, Tom Nelson, Chad Cook, ASA 2018 Chairman Tim Smith

Staff: Wade Shafer, Chip Kemp, Luke Bowman, Jackie Atkins, Randie Culbertson, Sheldon Ross, Kathy Shafer, Steve McGuire, Lane Giess, Linda Kesler

Activities and Events

Resolution #1. Accept application from Iowa Simmental Association – National Classic 2023. Motion carried.

Resolution #2. Accept the request from the Great Northern Exposition to recognize their PTP Show as a PTP Show for 2022. Motion carried.

Activities and Events (continue)

Resolution #3. Accept Oklahoma Simmental Assoc's request as a major PTP Show from 2022 forward. Motion carried.

Resolution #4. Accept new priority nominations as presented. Motion carried.

Resolution #5. Adopt the changes to PB and % to the spectators PTP program. Motion carried.

Resolution #6. Adopt the changes to the PB and % to the judges PTP program. Motion carried.

Resolution #7. Accept the OK's proposed PTP Judges' list for the 2022 Cattleman's Congress as presented. Motion carried.

Breed Improvement.

Resolution #1. To amend the CCG requirements to remove the 100% at live if the number is unable to 90% but can reach 80% but will be charged a fulfillment fee. Motion carried.

Growth and Development.

Resolution #1. Reduce the female other breed registration to \$5.00 for the fiscal year 2022. Motion carried.

Directive #1. Direct staff to move forward 2021/2022 with the contract for the Grant Company. Motion carried.

Policy and Procedures.

Resolution #1. To accept the electronic certificate as presented by staff. Motion carried.

Executive Committee.

Resolution #1. Approve to increase the Gold to \$4,000; silver merit scholarships to 12. One year in reserve to match the required. Motion carried.

Resolution #2. Gold or silver merit has not been received within 3 years; release the scholarship – Motion carried.

Resolution #3. January, 2022 Annual Meeting and Board Meeting in Bozeman. Motion carried.

EVP Report. EVP, Wade Shafer.

Items Discussed.

- Uniquely Positioned.
- We are a science breed; we are now a global business.
- Operating Revenue – over the past decade we have dramatically increased our income flow
- Operating Expenses – increases as our workload increases
- ASA Operating Profit –
- Comparing to our Companies. Charolais, Red Angus and Hereford.
- Data is our lifeblood – Nothing we can do that will have a more positive impact on our future is to collect data ... we not only encourage data from our members – we are reaching out to the industry.

Adjourn. Move Barry Wesner second Brandon Callis to adjourn Motion carried.