

**American Simmental Association  
Board Meeting  
April 12 – 14, 2022  
Bozeman, Montana**

Chairman Barry Wesner called the meeting to order at 8:00 am

Roll Call: Barry Wesner, Randy Moody, Chris Ivie, Doug Parke, Kent Brunner, Steve Eichacker, Tim Clark, Loren Trauernicht, Gary Updyke, Brandon Callis, Victor Guerra, Joseph Hensgens, Tom Nelson, Chad Cook, Maureen Mai, Ryan Thorson,

Wade Shafer, Jackie Atkins, Mia Bayer, Luke Bowman, Nancy Chesterfield, Randie Culbertson, Molly Diefenbach, Lane Giess, Chip Kemp, Sheldon Ross, Kathy Shafer, Jannine Story, Linda Kesler

Legal Counsel Jane Mersen

Speaker Tom Schutz, Neogen, Director of Sales and Marketing and Leoma Wells, Strategic Account Manager

**Approval of Agenda.** Move Steve Eichacker second Randy Moody to approve the agenda as amended. Motion carried. Amended: Tuesday Executive Session for full board & legal counsel; Wednesday Executive Committee meeting with legal counsel.

**Minutes.** Moved Randy Moody second Chad Cook to accept the minutes of January 4-6, 2022 as presented. Motion carried. Moved Tim Clark second Chris Ivie to approve the minutes of February 21, 2022 Motion carried.

**Orientation** – How ASA Operation and the duties of the Association. Legal Counsel Jane Merson

- Bylaws – good to review once a year.
- Confidential Intranet Site
- Understanding and keeping informed.
- Confidentiality Agreement
- Mission/Core Policies
- Personnel Policies
- Issues go through committees
- Board Procedures

**Chairman's Report.** ASA Chairman, Barry Wesner.

- Servant Leadership
- Engage during the meetings
- Goal: To equip and arm all Trustees as extensions of the Association and Staff

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

- Calendar Year Registrations by Simmental Percent
- Phenotypes Reported by Birth Year
- Total Herd Enrollments by Year
- Bull Transfers
- AI Usage / DATA from THE
- Member Submitted Data / Payment Type
- Purebred API and TI Trends Graph and Table
- IGS Database
- 2021 Animals Reported and Registered
- ASA revenue by Income
- Domestic Beef Semen Sales

**ASA & Neogen.** Neogen, Director of Sales and Marketing, Tom Schutz

- ASA & Neogen
- Transition from STRs to SNPs – February 1, 2012
- Neogen drove the transition of the GGP50K or the ‘50K’
- Cow Herd Project September 2016

**ASA & Neogen.** Neogen, Director of Sales and Marketing, Tom Schutz (continues)

- IGS Partnership August 2018
- Calf Crop Genomics June 2020
- Future Investment with Neogen
- Pillars of Neogen.
  - High quality data
  - Rapid turn-around time
  - Fair Pricing
- Corporate Trust Pillars
- Openness, honesty, credibility, respect, service
- 26 days in turnaround time currently
- Materials and Labor
- Trustee/Member Desire – Members would like the ability to track the samples when in test. ASA needs to develop the permissions to give to Neogen the ability to email notifications to a member.
- Receive sample – within 24 hours Monday – Friday move out of sample reception to go into test. Goal is between 14 - 20 days in test.
- Trustee – education and encourage members to submit samples earlier
- Last year about 6.7 million samples.
- Good efficiencies and communication between Neogen and ASA.

**Break for Committee Meetings – Growth and Development / Policy and Procedures**

**EVP Report – Executive Vice-President, Wade Shafer**

- Comparison Operating Income with our peers.
- Comparison Operating Profit
- Net Assets
- Registration, Transfer, and THE Fees – ASA has not raised fees for 15 years.
- Operating Expenses
- How do we keep our growth going? Core to our success.
  - Continue to focus on our mission / Serve commercial industry.
  - Leverage science/technology
  - Collaborate
  - Develop a moat
  - Business must be uniquely positioned
  - Uniqueness is difficult to replicate
- ASA's moat is IGS. ASA is IGS; IGS is ASA – one of the many functions we do.
  - Data and the rules of competition – collect data and leverage that data.
- Is ASA uniquely positioned?
  - A massively large, multibreed database with the full spectrum of relevant breeds and breed combinations will be required to provide genetic prediction for the modern seedstock industry.
  - We are the largest genetic evaluation in the world. Would it be difficult to replicate? [ The cost and time required to build a database the size and scope of IGS is beyond the capacity of any single organization in our industry.
  - Cost of building the IGS database ... (cost base analysis) – 4/2021 \$71,868,825
  - Need to invest more in our data.
  - We are uniquely positioned.

**Financial Report – Treasurer Steve Eichacker**

- March end-of-month reports
- Investments

**Break for Committee Meetings. Breed Improvement / Activities & Event**

Recess until 7:00 pm Executive Session – ASA under the direction of EVP / Recess until 8:00 am April 13, 2022

Meeting reconvenes at 8:00 am.

Roll Call: Barry Wesner, Randy Moody, Chris Ivie, Doug Parke, Kent Brunner, Steve Eichacker, Tim Clark, Loren Trauernicht, Gary Updyke, Brandon Callis, Victor Guerra, Joseph Hensgens, Tom Nelson, Chad Cook, Maureen Mai, Ryan Thorson,

Wade Shafer, Jackie Atkins, Mia Bayer, Luke Bowman, Nancy Chesterfield, Randie Culbertson, Molly Diefenbach, Lane Giess, Chip Kemp, Sheldon Ross, Kathy Shafer, Jannine Story, Linda Kesler

Moderator, Dr. Bryon Wiegand; Strategic Planning Session

### **Committee Reports and Presentation of Resolution and Directives.**

**Activities and Events, Chairman Tim Clark**

#### Committee Report

- Regional Classics – 2023 Applications received throughout the regions
- National Classics – 2024 application received – Texas host state in Fort Worth. Dates a concern
- AJSA – proposal to consider reducing the board to 12 candidates with at large selections
- 2022 National Classic review; challenges with growth
- PTP Judge Show selections
- Colorado Simmental Association nominating their PTP Judges
- Investigate the percentage Simbrah show for the classics and five major PTP Shows

Resolution #1. To Accept Bob Grass to the Main PTP Judges List. Moved and seconded in committee.

Resolution #2. To adopt proposal as presented with the added verbiage that “In years when there is no candidate representing a region an additional at-large candidate will be selected.” In addition to include for paragraph 6, the following verbiage is to be added: “... with the exception of the years where an additional at-large candidate is needed to bring the Board count to twelve”. Moved and seconded in committee.

AJSA Board of Trustees Restructure Resolution.

WHEREAS, the AJSA Board of Trustees currently has sixteen available seats but recent history has displayed a consistent inability to fill all sixteen seats, and

WHEREAS, a seat on the AJSA Board of Trustees is a prestigious position that should be fulfilled by the finest and most qualified young leaders from within the Simmental breed, and

WHEREAS, many of the recent regional AJSA Board elections have been uncontested, therefore,

Be it RESOLVED that the AJSA Board of Trustees be restructured to include only twelve seats, with one AJSA Trustee seat open in each of the four regional plus two at-large seats available annually, resulting in eight regional Trustees (four per region) and four at-large Trustees on the AJSA Board, and

Be it further RESOLVED that this process be put into place over the next two years, resulting in fourteen seats on the 2022-23 AJSA Board of Trustees, then twelve seats on the 2023-24 AJSA Board of Trustees and beyond, and

Be it further RESOVLED that a maximum of two of the at-large AJSA Trustees be from the same geographical region, and

Be it further RESOVLED that the regional AJSA Trustees be named using the current system in which seventy percent (70%) of the electoral points are based on popular vote and thirty percent (30%) are based on application and interview, and the at-large AJSA Trustees be named through a process to later be determined by the current AJSA Board of Trustees and the ASA Director of Youth Activities.

**Activities and Events Committee** continues

Resolution #3. To approve the new PTP Priority Judges List as presented, contingent on all candidates being in good standing with ASA. Moved and seconded in committee.

Resolution #4. To approve Colorado Simmental Association's 2023 Pen Show Judges list as presented, contingent on the approval of Resolution #1 from the A&E Committee by the full ASA Board of Trustees on April 14, 2022. Moved and seconded in committee.

- 1) Bob Grass
- 2) Tom Hook
- 3) Tim Ishee

Directive #1. Consider/investigate a percentage Simbrah show at the AJSA National Classic, Regional Classics and five major PTP Shows. Move and second in committee.

**Breed Improvement Committee**, Chairman Brandon Callis

Committee Report

- Gene Editing
- DNA – efficiencies; assisting member, fees

Resolution No 1:

Change the Rule 3 in the ASA Rules and Bylaws as follows: Strike the “Genetically modified animals shall not be eligible.” from existing rules for clones.

Add Rule 4 as follows.

4. Approval of the specific Gene Edited Founder to be considered on a case-by-case basis.
  - i. Entities submitting an application for registration of Gene Edited Founders are obligated to notify the ASA when an animal being submitted for registration is the result of gene editing. Entity must provide documentation to validate what allele was introgressed and where in the genome this occurred, and confirm that it is present and functional in the animal that is being submitted for registration.
  - ii. All documentation submitted to and received from the Food and Drug Administration (FDA) and/or United States Department of Agriculture (USDA) must be provided to the ASA.
  - iii. Gene Edited Founder animals must be parent verified to both sire and dam and genomically tested.
  - iv. Part of approval of edits will be investigation into DNA testing for said edit.
  - v. Gene Edited Founder will be indicated on the animal's registration certificate.
  - vi. Designation of the Gene Edited Descendants handled on a case-by-case basis.

Points of discussion: To be voted on by the membership in January before implementation.

Moved and seconded in committee.

**Breed Improvement Committee** continues.

Resolution No 2:

To approve the prices as presented. Provide STRs at cost when members are also testing SNPs (both on genomic panel and with stand-alone parentage). \$15.00 for genomic panels and \$33.00 if stand-alone parentage.

	Proposed Price	Current
GGP100K - STR parentage	\$15.00 - this is at cost to us.	Included at no cost to member but we are charged.
GGP100K - OH add-on	\$16.00	Not previously available
GGP100K- Red Charlie add on	\$16.00	Not previously available
GGP110K - Horned/polled add-on	\$22.00	\$19
Parentage with SNPs and STR	\$33.00 - this is at cost for the STRs to us.	\$18 - currently members are only charged for one type of parentage markers but we are charged for both STRs and SNPs.
Coat Color	\$22.00	\$20
Red Charlie	\$26.00	\$15
Diluter	\$22.00	\$20

Points of discussion:

In January, our DNA test cost increased a small amount across a variety of tests. ASA immediately instituted a price for add-on coat color dilution in January.

The proposed prices keep a 20% margin for genomic, parentage tests, and bundled genetic conditions and 50% on simple traits.

For parentage testing, there are two current options. Historically parentage verification used a technology called microsatellites or STRs. For the past 10 years or more, the preferred parentage test uses SNPs (single nucleotide polymorphisms) for parentage testing. SNP parentage markers are included on the genomic panels and the suggested method for stand-alone testing. However, all animals (parents and progeny) must be completed on the same platform (either SNPs or STRs). When both SNPs and STRs are ordered, ASA has had a policy to only charge for SNP parentage to encourage that technology going forward but would also have to order STRs when sire/dam have only STRs. The current policy is to not charge the member for STRs but Neogen charges the ASA for both the SNPs and the STRs in this instance. The proposed prices in this resolution would offer the STRs at cost when also completing the SNP parentage tests.

Members ordering STRs would also be required to order SNPs to continue to shift to SNP parentage markers for future generations.

Moved and seconded in committee.

**. Finance Committee**, Chairman Steve Eichacker

Resolution #1. To allocate up to \$5,000 to support Fred Schuetze's travel to the World Simmental Fleckvieh Federation (WSFF) to be held in August, 2022. Moved and seconded in committee.

Points of Discussion:

1. Fred Schuetze is currently the WSFF President.

Move Chris Ivie second Gary Updyke to amend the resolution to add expenses include hotel, registration and meals to the World Simmental Fleckvieh Federation. Motion carried.

Amended Resolution #1: To allocate up to \$5,000 to support Fred Schuetze's travel to the World Simmental Fleckvieh Federation (WSFF) to be held in August, 2022. Travel expenses include hotel, registration and meals.

**Executive Committee**, Chairman Barry Wesner

Committee Report

- Met with the Foundation Board.
- Waiver Requests
- Staffing
- Succession Plan Document

**Growth and Development**, Chairman Chris Ivie

Committee Report

- Advertising and Promotion
- SimSpecialist Update
- State Association Request for Simspecialists to attend
- Grant Company presentation
- RFDtv with Jackie Atkins
- Female Foundation Fee reduction to \$5.00 continues
- THE – Option A registration discussion
- Name Change sent to Policy and Procedures for review

Directive #1. Direct staff to move forward with 2023 fiscal year contract with Grant Company. Moved and seconded in committee.

Points of Discussion: Contract timeline July 1, 2022 through end of June 30, 2023

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

**Policy and Procedures Committee**, Chairman Victor Guerra

Committee Report

- Code of Conduct
- Alcohol Policy at National and Regional Classic events
- Zero tolerance policy for AJSA members for alcohol
- Authorized Representatives and leases on accounts
- Correction Fee – name changes

Directive #1. Direct staff and legal counsel to produce an alcohol policy to pass out at regional and classic events. Moved and seconded in committee.

Points of Discussion.

- Work with facility security to assist in handling this issue.
- Plan to go into effect for 2022 Junior National

**Simbrah Committee**, Chairman Randy Moody

Committee Reports

- Simbrah Summit
- SimGenetics Feedout
- Carcass Expansion contribution to the genetic evaluation
- Percentage Simbrah in the National Classic, Regional Classics and 5 major PTP Shows
  - A&E Committee: include in the Ring of Champions?

**American Simmental Simbrah Foundation.** Chairman Randy Moody

Foundation Report

- Outline responsibilities, more structured
- Communication / knowledge of roles and responsibilities
- Financial Report update
- Successful fundraising

**Executive Session** – Golden Book Awards and Lifetime Promoter Awards.

Move Victor Guerra second Brandon Callis to go into Executive Session to select 2022 Golden Book Award and Lifetime Promoter Award recipients. Motion carried.

Move Loren Trauernicht second Ryan Thorson to come out of Executive Session. Motion carried.

**Strategic Session.** Moderator, Dr. Bryon Wiegand and Chip Kemp, Director, IGS and ASA Commercial and Industry operations.

Goal – to settle ourselves to have meaningful conversations.

Mission Statement. The success of the American Simmental Association is dependent on our members' cattle making a significant contribution to the beef industry. By utilizing the most advanced science, the highest priority is to maintain services and products which bring value to ASA members; customers.

*Inherent within this statement is the balance of our core philosophy and core tools. Or “the balance of science and values”. But not science alone – must balance the mission and how it affects our conversations. Science in perspectives. Use facts and move forward.*

Core Policies. These are the items we have been asked to get done. A good road map during conversations during the course of the day.

**Strategic Session continues.**

American Simmental Simbrah Foundation

- Structure
- Are we happy where the Foundation is today?
- Quantum Leap – how large do we want to be?
- Communication/education with states – keep them more aware of the Foundation
- Recognition/Honor Roll/Thank you letters
- Consider that a SimSpecialist attends a foundation donation heifer's donor sale or attend one of their events
- More public/membership awareness
- Common question – how does the Foundation spend its money?
- Why should we raise the funds for the Foundation when ASA is in such good financial shape – Foundation has the flexibility and able to influence the decision making for the distribution of the funds.
- Four Pillars – are you satisfied that those four pillars or should they be funded in a different way?
- Youth – more willing to support youth programs and scholarships
- Other Pillars –
- What are pilot programs to support?
- What is important or should be considered
- How do you identify what programs to support through the Foundation and what programs should be support through ASA.
- How do you define or clarify the use of the Foundation funds. What is the Foundation interested in funding?
- Need a plan – Identify the areas to support – what is the reason for raising funds
- Foundation board should be healthy - create the good-feeling (moral) with the membership
- Strong Guidance and Leadership is a must
- Should the funds be set up with a principal fund (reserve) is set and then the set amount that could/may be released?
- Consider a corpus - model with a major account and then the specified release.
- Identify our purpose; what are the priorities? Creating a community among Foundation Board, Trustees and Staff.

International Genetics Solution (IGS)

- History of IGS – Steve McGuire and Chip Kemp's workpaper
- Move the Industry
- What are the challenges? Watch do we need to watch out for?
- Genetic Evaluation decision to publish made by each partner
- Risk mitigation
- Protect the assets that we have
- Sustainability
- Enterprise Analysis
- Provide data to be used as a tool for decision making – it is up to each entity to decide whether to use the information or not.
- ASA serves the commercial industry – if we adhere to this, we know that cross-breed is critical to members' success.
- Should ASA be the leading influencer?
- Perception of IGS is different / Communication needs to be more relatable to the membership
- Explaining the value of the genetic evaluation in a more relatable way to the membership. The change to BOLT – members still carry their initial emotions of this.
- We exist to serve the commercial industry – need to keep this at the forefront.
- Need data to support the IGS for the non-science members – give talking points that can be used to support IGS/genetic evaluation.
- Why does the commercial bull market benefit others?
- The penetration of SimGenetics is prevalent in the industry.
- Show type cattle's disadvantage with contemporary groups – could we get semen from bulls to put into the carcass merit program?



Optimize Asset Allocation

- ASA has the opportunity to invest in the industry. What can we do?
- How do we leverage this money to best serve or add value to the membership?
- Invest people, data, information that moves the business.
- How do you collect the data to get value? Shortage of carcass data.
- Branded Beef Program?
- Data is critical.
- If you want to add value to the membership – what do you do?
- Industry Changing Project? Roll out a competitive grant to make movement in the industry – finding the right partner or partner(s) for long-term research. What challenges is the industry facing?
- Invest to get the answer for you – to do the work instead of doing the work.
- IGS Collaborators
- Design an infrastructure that allows us to make the best decision for investing. Competitive Grant Platform. Platform to follow a protocol to allow the best use and investment. Leverage Funds. Grant/Research is in demand. Competitive matching.
- Look at the Beef Producers Cattle Model. Accepts proposals to consider to partner/support.
- Very few pools where the beef research entities can go to get funding. Invest in 3 to 5-year projects to get long-term data.
- Develop a program – regionalize the herdsman program; with a final challenge at the National to inspire youth to be more prepared for the future. Utilize the program and use them in promotion showing the development of today's youth.
- Endow the National Classic showmanship contest.
- Credit/profit-sharing with the members?
- Need something tangible that ASA's membership can see and feel for the value.
- Membership wants good customer service. This is one of the most important issues for the membership. Need to ensure that there is enough staffing to give good customer service.
- Stand Strong program.
- Invest in membership, moving the industry and take care of staff who takes care of you.
- Consider the magnitude of the investment you want to make, the pools in how to address, and expectations when investing with them.
- Membership Relief program was appreciated.
- Consider \$500,000/year? What is a 5-year horizon to invest 2.5 million?
- Build a platform.

Recess until 7:00 am April 14, 2022

Reconvene Thursday, April 14, 202 at 7:00 am

Roll Call: Barry Wesner, Randy Moody, Chris Ivie, Doug Parke, Kent Brunner, Steve Eichacker, Tim Clark, Loren Trauernicht, Gary Updyke, Brandon Callis, Victor Guerra, Joseph Hensgens, Tom Nelson, Chad Cook, Maureen Mai, Ryan Thorson,

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**Fall Focus Update** – Jackie Atkins, Director, Science and Education Operations

**Voting.**

Activities and Events. Chairman Tim Clark

Resolution #1; Add Bob Grass to the major PTP Judges list. Motion carried.  
Resolution #2: AJSA Board Trustees Restructure Resolution. Motion carried.  
Resolution #3: PTP Judges list. To approve PTP Priority list. Motion carried.  
Resolution #4 To approve Colorado Simmental Association PTP Judge list. Motion carried.  
Directive #1. Directive to consider percentage Simbrah shows. Motion carried.

Breed Improvement. Chairman Brandon Callis

Resolution #1: Bylaw Change. Gene Editing. Rule 3 and 4. Not to be implemented until approved by the membership. Motion carried.  
Resolution #2: DNA fee approval. Motion carried.

Finance Committee. Chairman Steve Eichacker

Amended Resolution #1: Allocate up to \$5,000 to support Fred Schuetze's travel to the World Simmental Fleckvieh Federations (WSFF). Motion carried.

Growth and Development Committee. Chairman Chris Ivie.

Resolution #1: Reduce the fee to \$5.00. Motion carried.  
Directive #1. Direct Staff to move forward with the 2023 fiscal year contract with Grant Company. Motion carried.

Policy and Procedures. Chairman Victor Guerra

Directive #1. Produce an alcohol policy for Regional and National Classic events. Motion carried.

Adjourn. Move Victor Guerra second Brandon Callis to adjourn. Motion carried.