

Minutes
Board of Trustees
September 13, 2015
Gettysburg, Pennsylvania

Chairman Bob Lanting called the meeting to order at 8:45 a.m.

Roll Call: Bob Lanting, Dale Miller, Tim Smith, Susan Russell, Brian DeFreese, Jim Butcher, Jon Willis, Fred Schuetze, Mike Forman, Erika Kenner, Cliff Orley, Claye Kaelberer, Gordon Hodges, Gary Updyke. Calvin Drake, Barry Wesner, and JW Brune not in attendance.

Staff: Wade Shafer, Paulette Cochenour, Steve McGuire, Bill Zimmerman, Bert Moore, Will Townsend, Linda Kesler

ASA Publication – Representative Survey. Report on Survey presented by Bill Zimmerman and Wade Shafer.

Items Discussed:

- Q7. Customer Service Related
 - Seek new memberships – applications and sign up buyers
 - Membership packets available – Avoid “this is what you should do” approach.
 - Transition from past field representative services to ASA Representative services
- Sale Report – obtaining information
 - Hand out business cards – ensure communication to obtain the sale information
 - Possibly use form to request information
 - Sale report – emailed after a follow-up regarding the sale
- Key to find good representatives – Right person is the key to success.
- Post – Publish the guidelines for Representative contract payments – mileage, etc.
 - ASA spreadsheet showing payment services.
 - Plus services offered – create a checklist along with a letter which lays out services the Representative program provides.
- Communication among reps and staff.
 - Q15 – last two sentences ... are we offering enough money to keep good Reps.
- Look for the Reps to increase membership growth
- Review coverage of Simmental Member and Industry events.
- Seeking more memberships – look for membership growth. Possible expansion through State Associations.
- State Association services / cost share, check-off dollars, 1 visit from an ASA Trustee, ASA Representative or Staff members. Additional visits can be covered by cost share at 60%.

Financial Report – Financing ASA’s new headquarters. Discussion led by Wade Shafer and Tim Smith.

Items Discussed:

- Vanguard Investments
- Loan
- Selling Simmental Way Property.

Moved Fred Schuetze seconded Gordon Hodges for EVP and Staff to proceed with obtaining the best loan to finance the completion of building ASA’s new headquarters. Motion carried.

2016 Fall Focus and Fall Board Meeting. Agreement to host the 2016 Fall Focus and Board Meeting in Bozeman, Montana in conjunction with an open house at ASA’s new headquarters either the 3rd or 4th full week in August.

Executive Session. Moved Susan Russell seconded Fred Schuetze to go into executive session for board nominees. Motion carried.

Recess until Tuesday, September 15 at 8:30 a.m.

Minutes
Board of Trustees
September 15, 2015
Gettysburg, Pennsylvania

Meeting Reconvened at 8:15 a.m.

Roll Call: Bob Lanting, Dale Miller, Tim Smith, Susan Russell, Brian DeFreese, Jim Butcher, Jon Willis, Fred Schuetze, Mike Forman, Erika Kenner, Cliff Orley, Claye Kaelberer, Gordon Hodges, Gary Updyke. Barry Wesner, JW Brune, and Calvin Drake not in attendance.

Staff: Wade Shafer, Paulette Cochenour, Steve McGuire, Bill Zimmerman, Bert Moore, Will Townsend, Jackie Atkins, Kathy Shafer, Linda Kesler

Approval of Minutes. Moved Fred Schuetze seconded Dale Miller to approve the minutes of June 3, June 23 and July 9, 2015 as presented. Motion carried.

Executive Vice President's Report. Report given by Wade Shafer.

Items Discussed:

- Second year for fall open, interactive committee meetings.
- Introduction of staff and audience
- IGS Update
- Quantum Leap and Long-term Service Agreement with Bruce Golden and Dorian Garrick.

Executive Committee Report. Update given by Bob Lanting and Wade Shafer on ASA's new headquarters and the Simmental Way property.

Financial Report. Financial reports presented by Tim Smith. Moved Fred Schuetze seconded Susan Russell to accept the financial reports as presented. Motion carried.

Stats and Measurements. How are we doing? Steve McGuire led the discussion.

Items discussed:

- DNA Tests
- Registration Counts
- Herd size
- Total Herd Enrollment
- Semen Sales

Committee Reports.

Activities & Events. Susan Russell, Chair

Items Discussed:

AJSA

Regionals - consider 3 Divisions (junior, intermediate, senior)
Using EPDs at junior shows at the 4 major shows
Corporate funding for youth events

Fall Focus

2016 – Bozeman, Mt / consider hosting every other year
Consider including IGS partners every 2 or 4 years

Beef Profit Alliance

2017 (every 4 years)
Fall Focus to replace Beef Profit Alliance?

Board of Trustees Meeting
September 15, 2015
(Continued)

Activities & Events (continued).

Items Discussed:

Events

SimPlace
Young Guns
Denver's Meet & Greet on the Grounds
National Show Rotation
NAILE Social
Fort Worth in Rotation for 2017 / National Show
Saddle & Sirloin / Dave Nichols induction

Resolution #1. ASA accept of Tennessee Simmental Association's bid to host the 2016 Eastern Regional on June 15-18 at Tennessee Tech in Cookeville, TN.

Points of Discussion:

AJSA board approved this resolution 8/2/15 for Tennessee's bid to host the regional, after reviewing the application, which outlines facilities and volunteers.

Other summer events scheduled thus far for 2016 are the National Classic in Des Moines, IA and the South Central regional in Stillwater, OK, so no conflict expected and events will be well distributed across the U.S.

Moved and seconded in committee.

Resolution #2. ASA accept Mississippi Simmental-Simbrah Association's bid to host the 2017 National Classic on July 9-15 at Jackson, MS.

Points of discussion:

AJSA board approved this resolution for Mississippi's bid to host the Classic. The junior's 8/2/15 approval followed further investigation into the bids, as requested at the ASA's spring board meeting.

There is air-conditioning in nearly all the complex, including barns.

A&E committee discussed hosting a Classic in the far south, where exhibitor numbers traditionally drop because of travel and potential heat, vs. when the event is held in the central U.S. This possible decrease, in turn, tends to raise the expenses for ASA as there are fewer numbers to prorate the cost of staff and shipping, for example. A potentially higher financial loss for hosting this major event was weighed against the advantage of hosting an event in a different area of the country. Moving the National Classic around, and allowing different state associations to host it, allows more participation and membership growth in different regions.

Due to the general growth trend of National Classic, in the near future, AJSA board anticipates it will have a smaller to choose from, thus eliminating some potential hosts.

Moved and seconded in committee.

Board of Trustees Meeting
September 15, 2015
(Continued)

Growth & Development. Jon Willis and JW Brune, Co-Chair

Items Discussed:

- National Advertising
- Regional Advertising
- eNews
- Electronic Outreach
- Utilizing ASA Reps for ASA supported venues, state association functions and/or trade shows
- State Association – option to have ASA representation at one event every fiscal year at no cost

Policy & Procedures. Erika Kenner, Chair

Items Discussed:

Resolution passed at the April board meeting: Classification of an inactive member.

Moved Susan Russell seconded Jon Willis to reconsider P&P's resolution #1 regarding the definition of an inactive member. Motion carried.

Moved Susan Russell seconded Dale Miller to rescind P&P's April resolution #1 regarding the definition of an inactive member and send back to committee. Motion carried.

Directive: A&E Committee to meet to discuss the definition of an inactive member and if a resolution comes out of committee to teleconference with the full board for a vote.

Mission and Vision Statement.

ASA's commitment to the beef industry and emphasis on satisfying the consumer.

Breed Improvement. Discussion led by Brian DeFreese

Items Discussed:

- IGS
- Operation Quantum Leap
- Hiring of Mahdi Saatchi – housed at Iowa State
- OH / Oculocutaneous Hypopigmentation
- Genetic Defect Reporting
- Fertility Project
- Requirement of DNA on file for AI sires
- GeneSeek
- Average Daily Gain EPD
- Feed Intake Project
- Tenderness Data
- KSU Feet & Leg Project
- Walton-Berry Grant
- Herd Management Programming /ASA's IT Team

Board of Trustees Meeting
September 15, 2015
(continued)

Simbrah Report. Report presented by Fred Schuetze.

Items discussed:

- Simbrah Herds
- Feed Intake
- U.S. opportunities
- Outside of U.S. opportunities
- Addressing market opportunities for 5/8 x 3/8 Simbrah and address SimAngus™HT
- Be part of Beef Cattle Short course
- Training population to enhance EPDs

American Simmental-Simbrah Foundation. Report presented by Nancy Tom.

Items discussed:

- More involvement with Foundation Board members
- Increase in programs and events supported
- Fundraising has increased
- Saddle & Sirloin / Induction of Dave Nichols / Fundraising

Recess until 8:30 a.m. on September 16.

Minutes
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September 16, 2015
Gettysburg, Pennsylvania

Reconvened at 8:35 a.m.

Roll Call: Bob Lanting, Dale Miller, Tim Smith, Susan Russell, Brian DeFreese, Jim Butcher, Jon Willis, Fred Schuetze, Mike Forman, Erika Kenner, Cliff Orley, Claye Kaelberer, Gordon Hodges, Gary Updyke., Barry Wesner, and JW Brune. Calvin Drake not in attendance.

Staff: Wade Shafer, Paulette Cochenour, Steve McGuire, Bill Zimmerman, Bert Moore, Will Townsend, Jackie Atkins, Kathy Shafer, Linda Kesler

Staff Reports.

Hannah Wine, Director, Youth PTP and eMedia Operations
Will Townsend, Director, Commercial and Industry Operations
Bert Moore, State Association Liaison
Jackie Atkins, Director, Science and Educational Operations
Lauren Hyde, Director, IGS Lead Geneticist

Policy and Procedures. Update presented by Erika Kenner

P&P April's resolution regarding definition of an inactive member. Committee met on 9/15/15 to discuss the proposed bylaw change which was rescinded and sent back to committee. Committee is presenting the resolution as was presented in April for the board's consideration.

Resolution #1. Bylaw Change: Section 3 – Classification of Members, Item F “Inactive Members”
Remove the words: “have not registered or transferred at least one or more animals in a two-year period or” and “the resumption of registering or transferring one or more animals and”

Points of Discussion:

Members who paid ASF but have not registered/reported or transferred animals in 2 years are not able to vote.

President of Indiana Simmental is parent of active juniors, but has all the cattle in the juniors' names – he can't vote.

Involves 38 memberships that are parents of juniors. Involves 433 inactive members total.

The committee would like to let the members speak and have a vote on the issue.

Moved Fred Schuetze seconded JW Brune to send back to committee for further discussion and if committee decides after further review present resolution to the full board to vote via teleconference before December 1, 2015. Motion carried.

Board of Trustees Meeting
September 16, 2015
(Continued)

Nomination Committee. Update given by Dale Miller

ASA Publication Report. Report presented by Dale Miller.
Items discussed:

Consider survey to seek member identified hot issues or interests
Sale Managers role advertising and promotion
Sire Source

Committee. Voting on Resolutions.

Activities & Events.

Resolution #1. Accepting Tennessee for 2016 Eastern Regional. Motion carried.

Resolution #2. Accepting Mississippi for 2017 National Classic. Motion carried.

Moved Tim Smith seconded Barry Wesner to go into executive session to discuss Golden Book nominees.
Motion carried. Staff left meeting.

Moved Fred Schuetze seconded Tim Smith to adjourn. Motion carried.