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# Board to Trustees' Meeting

American Simmental Association

January 16, 2015

Denver, Colorado

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Chairman Jim Butcher called the meeting to order at 8:10 a.m.

Roll Call: Jim Butcher, Bob Lanting, Dale Miller, Susan Russell, Calvin Drake, Brian DeFreese, Bill McDonald, Gordon Hodges, Roger Finke, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Cliff Orley, Blake Nelson. Not in attendance: Jessie Driggers.

Incoming 2015 Trustees: Fred Schuetze, Mike Forman, Barry Wesner, Claye Kaelberer

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Lauren Hyde, Luke Keller, Bill Zimmerman, Bert Moore, Linda Kesler

Guests: Fred Smith

**Agenda.** Moved Tim Smith seconded Roger Finke to approve the agenda as presented. Motion carried.

**Approval of the Minutes.** Moved Susan Russell seconded Erika Kenner to approve the September 9 – 11, 2014, December 10, 2014, January 5, 2015, and January 7, 2015 minutes as presented. Motion carried.

**Executive Session.** Moved Susan Russell seconded Dale Miller to go into Executive Session to approve Executive Session Minutes. Motion carried.

Moved Scott Cowger seconded Dale Miller to come out of Executive Session. Motion carried.

## **Introduction of Board Members, Incoming Board Members and Staff.**

**Chairman's Report.** Chairman Jim Butcher reviewed the past year.

Items discussed:

- Genetic Evaluation Software – Quantum Leap
- Teamwork; working with 2014 Board Members
- Interaction and Energizing the Foundation
- ASA's New Headquarters
- Fall Educational Symposium and Board Meetings

**Executive Vice President's Report.** Wade Shafer reviewed the past year and what is ahead for 2015. Items discussed.

## **2014 Timeline**

- Operation Quantum Leap – New Genetic Evaluation Software – Target full production run January, 2016.
- American/Canadian Gelbvieh published their EPDs
- 13 million animal records for the genetic evaluation. Largest Multi-Breed database
- Electronic Voting bylaw passed
- Leachman 888 patent filed
- Leachman and Verified Beef file lawsuit against ASA
- Board unanimously approved legal defense and patent challenge
- Mobile app launched for Herdbook Services
- Strategic planning sessions held to expand A SA Foundation
- NAAB passes resolution admonishing Leachman and supporting ASA
- USBBC passed the same resolution
- Record setting National Classic
- ASA contingent travel to the World Simmental Federation meeting
- American /Canadian Shorthorn Assoc publish their first set of IGS EPDs - all our on the same base.
- Dorian Garrick presents “Quantum Leap” methodology at WC-GALP.
- Colorado judge dismissed lawsuit against ASA
- ASA’s first American Rancher episode airs
- ASA hosts first annual education session and interactive committee meetings
- ASA boards approves pursuing construction of new building
- ASA contingent travels to Australia
- ASA releases LD DNA test
- ASA files 3<sup>rd</sup> ever Post Grant Review challenging Leachman “888” patent
- ASA experiences 1<sup>st</sup> \$100,000 (\$105,000) paying balance due (received in one day)
- American/Canadian Limousin published EPDs
- Near 16M total animals in IGS database

## **2015**

- EPDs on Purebred Simmental – ensure genetic trends are going in the right direction for the commercial cattlemen
- Quantum Leap – Genetic Evaluation; continue working with Bruce Golden & Dorian Garrick. Technology and programming – continual need for improvements and upgrades.
- Theta Solutions (thetasolutionsllc.com). Bruce Golden & Dorian Garrick have formed a new company
- What role would MBECE play – would this new process energize this group?
- Target production run – full new evaluation and compare it internally with this fall’s evaluation in September/October and to start educational process with members.
- New evaluation will affect all partners using the genetic evaluation.
- Education on HD DNA testing and why it is required.
- Consider committing a percentage of our income dedicated to research and development.

*Directive #1: Moved Gordon Hodges seconded Bill McDonald. Staff to pursue business partnership opportunities with Theta Solutions, LLC or any subsequent business relationship with Drs. Bruce Golden and Dorian Garrick. If little interest, staff to explore a long-term contract for annual programming updates combined with contracted times with Drs. Bruce Golden & Dorian Garrick.*

**Strategic Planning Measurements.** Review presented by Steve McGuire

Items discussed:

- Data submitted in 2013
- Genetic Trends
- Fall 2014 Genetic Evaluation Records
- Domestic Beef Semen Sales

**Board Orientation.** Review of Legal Counsel Gene Summerlin's PowerPoint.

Items Reviewed:

- Montana Non-Profit Corporation
- ASA Bylaws & Policies
- Role of the Board
- Committees
- Procedures
- Board Meetings
- Conflicts of Interest
- Hearings and Appeal Process
- Trade Associations

**Financial Report.** ASA's Financial Report given by Dale Miller.

**ASA Publication Report.** Report given by Bob Lanting.

**Committee Reports.**

**Activities & Events.** Report given by Tim Smith.

**Resolution #1:** Reduce the minimum age requirement for juniors showing cattle at the Regionals and National Classic to 8 years of age on or before January 1.

Points of Discussion:

1. ASA currently has the minimum age limit of 9 years of age.
2. Angus Association, Kentucky 4-H/FFA, National Western Stock Show, Nebraska 4-H/FFA, Texas 4-H/FFA and California 4-H/FFA all require the junior to be 9 years of age as we currently do
3. There are several Associations (like Gelbvieh) which have the minimum age limit as 8 years of age.
4. Hereford Association's minimum age limit is 7 years of age to show cattle
5. Researching 4-H/FFA guidelines there are some states which have the minimum age limit of 14 years of age to show cattle; a few have 8 years of age if they are in the 3rd grade.

Discussion with Legal Counsel Gene Summerlin and Insurance Representative Mark Collins regarding any concern of ASA lowering the minimum age limit to 8 years for juniors showing cattle: Legal Counsel Gene Summerlin stated (and Mark Collins agreed) they are comfortable with the minimum showing age as long as we are following the same guidelines of others in the industry; however, they did not recommend we be a leader on reducing the minimum age for showing cattle.

Moved and seconded in committee.

**Activities & Events**, continued.

**Resolution #2:** Request the Board agree with Activities & Events Committee to support the AJSA's request to eliminate the Cook-Off Contest from the National Classic rules and events.

**Points of Discussion:**

The AJSA Board of Trustees requests that the Activities and Events Committee support their decision as voted on November 10, 2014 in a full board meeting to remove the Cook Off Contest from the National Classic rules and events. We feel this contest should be removed as there is little participation in the event and thus it is not an effective or fun contest.

Moved and seconded in committee.

**Resolution #3:** Request approval of AJSA Board's selection of showmanship judges.

Junior

1. Joe & Joelynn Rathmann, Brenham, TX
2. Ryan Rash, Crockett, TX

Intermediate

1. Gary & Kathy Bucholz, Waxahachie, TX
2. Kyle Conley, Sulphur, OK

Senior

1. Dave Allen, Schulenburg, TX
2. Terri Barber, Austin, TX

Moved and seconded in committee.

**Breed Improvement.** Report given by Calvin Drake

**Resolution #1:** Request ASA's Chairman of the Board consider creating an ad-hoc committee consisting of Trustees and outside industry people with the goal of developing ideas and suggestions regarding the promotion and marketing of Simmental beef.

**Points of Discussion:**

Promoting and Marketing Simmental beef. Interest in obtaining feedback from outside people (breeders, feedlot managers, industry) regarding how to best move forward promoting Simmental beef, benefits of buying SimGenetic cattle, and promote that Simmental feeder cattle are desirable.

Moved and seconded in committee.

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**Growth & Development.** Report given by Jon Willis  
No resolutions.

**Policy & Procedures.** Report given by Roger Finke.  
No resolutions.

Two directives from previous meeting for committee to review.

1. Sales Managers submitting transfers.
2. Authorized Representatives.

**Simbrah.** Report given by Tim Smith.  
No resolutions.

Note: Full Reports in January Board Books and will be published on websites and in *the Register*.

**Executive Committee.** Resolution presented by Jim Butcher

**Resolution #1.** Reduce the cost of “parentage only” test to \$30.00 and LD testing (combination of parentage and LD testing) fee at \$50.00.

**Points of Discussion:**

1. GeneSeek’s charge for “parentage only” SNP testing has gradually reduced over the years.
2. GeneSeek currently charges ASA \$12.00 for “parentage only” SNP testing
3. ASA has not passed on any savings to members
4. Anticipate a reduction in gross income of between \$33,690 and \$42,555 this fiscal year
5. Anticipate the loss to be softened by the demand for the new LD test along with increase for other tests
6. New LD test will be announced shortly
7. LD test will deliver SNP information to be used in the genetic evaluation as well as parent validation at a price lower than the HD testing
8. HD testing is still the requirement for AI sires and donor dams; HD testing is critical for the training population.

**State Association Interaction.** Update given by Bert Moore

Items discussed:

- How can ASA improve/expand its service to state associations?
- Services currently available to state associations.
- 38 State & Regional Associations currently
  - 8 Associations used 100% of available funds
  - 7 Associations used 70 – 90% of available funds
  - 17 Associations used none of the available funds
- Associations need to generate funds to have “seed money” to use for cost share advertising
- Goals:
  - General contact list with all state & regional associations (phone & email)
  - Publicize, make aware of what is available
  - Make contacts
  - Identify events & activities ASA can be of assistance
  - Learn as much as possible about each state association
- Planning stages for 2015 Fall Educational Symposium & Fall Board meeting in Pennsylvania

*Directive: Send updates on state association activities to board members (regional reports) periodically.*

**ASA Representative Program.** Update by Bill Zimmerman

- Goals:
  - Deepen involvement with senior and junior membership, state associations, commercial producers, educators, scientists and associated industry.
  - Provide local representation
  - Balance seasonality of functions
  - Expand our national network
  - Improve cost effectiveness
- Currently have 14 Representatives
- Qualifying/Events
  - \$2,000 in advertising or business with ASA Publication
  - Events are covered by an ASA Representative
  - Representatives have a “communication center” to promote ASA member and publication services

Suggestions:

1. Consider an survey of the program and ASA Representative services.
2. Consider an option for the Rep to stay longer and be able to follow-up with breeders in the area.
3. Add adult and junior membership applications to the Rep's material

Recess until 8:00 a.m. on January 17, 2015.

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Meeting reconvened at 8:05 a.m.

Roll Call: Jim Butcher, Bob Lanting, Dale Miller, Susan Russell, Calvin Drake, Brian DeFreese, Bill McDonald, Gordon Hodges, Roger Finke, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Cliff Orley, Blake Nelson. Not in attendance: Jessie Driggers.

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## **Voting on Resolutions.**

### **Activities & Events.**

Resolution #1. Motion carried.

Resolution #2. Motion carried.

Resolution #3. Motion carried.

### **Breed Improvement.**

Resolution #1. Motion carried. Chairman Jim Butcher moved Resolution #1 to Growth & Development – April Agenda.

### **Executive Committee.**

Directive #1. Motion carried. EVP to update the ASA Board at the April, 2015 meeting.

**Building ASA's New Headquarters.** Discussion from Board Members and Staff regarding building ASA's new headquarters. At the site planning stage; putting all the development of the building, engineering designs, floor plan. Expected approval from the city in two weeks. Next stage is collecting bids to projected costs. Staff, Contractors John Miller and Mike Allsop, and architect, Jesse Sobepena have met weekly since September's approval to proceed with the project.

**2015 Board.** Jim Butcher turns gavel over to 2015 Chairman Bob Lanting.

**Election of Officers and Executive Committee.**

Nominations for Vice-Chairman. Moved Calvin Drake to nominate Dale Miller. Moved Tim Smith seconded Scott Cowger to elect Dale Miller by acclamation. Motion carried.

Nominations for Treasurer. Moved Blake Nelson to nominate Tim Smith. Moved Dale Miller to nominate Susan Russell. Moved Bill McDonald seconded Dale Miller for nominations to cease. Motion carried. Tim Smith elected by vote.

Executive Position #1. Moved Scott Cowger to nominate Susan Russell. Moved Blake Nelson seconded JW Brune to elect Susan Russell by acclamation. Motion carried.

Executive Position #2. Moved Blake Nelson to nominate Brian DeFreese. Moved Bill McDonald to nominate Gordon Hodges. Moved JW Brune seconded by Susan Russell for nominations to cease. Motion carried. Brian DeFreese elected by vote.

Moved Dale Miller seconded Scott Cowger to destroy the ballots. Motion carried.

**Australian Trip.** Report given by Luke Keller and Jim Butcher.

Consider raising funds for an ASA university student exchange for a semester in Australia.

**Adjourn.** Moved Susan Russell seconded Tim Smith to adjourn. Motion carried.