



**We do the Science. You Make the Profit.**

[www.simmental.org](http://www.simmental.org)



**2013 Annual Report**

# Profit Through Science

It has been another successful year for ASA and its members.



*Wade Shafer, Ph.D.  
Executive Vice President*

It has been another successful year for ASA and its members. It has also been a year of transition. Our CEO, Dr. Jerry Lipsey, retired in April after 17 years of tireless and dedicated service to ASA. Those of us who know him know that for each and every one of those 17 years, Jerry gave everything he had.

Jerry was the consummate educator, spending most of his waking hours providing “lessons” to anyone within earshot. Though no topic was off limits in his effort to educate (e.g., the evils of eating chicken), teaching about beef cattle was Jerry’s forte. Given the awards for teaching that stacked up from his time at the University of Missouri, it is not

a stretch to say that Jerry was one of the best educators in the business. That fact turned out to be very fortuitous for ASA.

When Jerry became ASA’s CEO, we were reeling. Though confluences of problems were behind our struggles, the major factor was that our breed had lost industry acceptance. Fortunately, Jerry was very in tune with what the industry demanded — and he spent the next 17 years teaching ASA members how to meet that demand. Our members responded by creating some of the most commercially orientated beef machines the industry has ever seen — and ASA and its members have experience some of the greatest success in our history. Thank you Jerry — you truly made a difference!

It was ten years ago when Jerry called, out of the blue, to ask me to come to work for ASA. As I have said many times, for a Minnesota boy who grew up with the Simmental breed, the offer was akin to the Minnesota Twins asking me to play baseball (except for the fact that with ASA I would be playing on a winning team). As you know, I took Jerry up on his offer. In assessing my decision a decade down the road, becoming part of team ASA has been one of the better choices I have ever made.

When Jerry retired last spring, I was asked by our board to become ASA’s CEO — or, as the board put it, take the head-coaching job. It was an honor just to be considered, let alone be offered the position. Though I thoroughly

enjoyed my previous position, I saw the new opportunity as perhaps one of the best platforms in the business from which to improve the beef industry’s lot in life. Frankly, that is not something I could say about the CEO position of other breed associations. I may be biased, but in my opinion ASA transcends the “breed association” label, which puts us in a powerful position when it comes to improving the beef industry.

How did we get in such an enviable position? In a nutshell — we have not acted like a breed association. Rather than fixating on our breed as the “be all, end all”, we have focused on what was best for the industry. For example, while other breeds were pouring the bulk of their resources into advertising their product, we allocated the lion’s share of ours toward improving it. Those resources have helped build the industry’s strongest scientific platform — which has been leveraged to produce and identify some of the most profitable beef machines in the business. Further, we have wholeheartedly embraced crossbreeding — a concept science has long championed and our primary competitors (swine and poultry) have leveraged to their advantage for decades. Successful crossbreeding requires propagation and improvement of multiple breeds and/or breed combinations. To that end, our open herd book, hybrid seedstock and unprecedented collaboration with other breed associations provide testament to our commitment to crossbreeding — to our commitment to do what is best for the industry.

Why would a membership-based organization seemingly be more attentive to the needs of the industry than the needs of its members? The answer is simple: because the needs of our members are best served by doing what is best for our industry. As we well know from past experience, keeping industry needs front and center is ultimately in our best interest.

We should all feel proud to be part of an organization like ours — I sure do. That being said, we have just seen the tip of the iceberg when it comes to the potential this organization has to achieve significant advancement for our industry and our members. In my opinion, the key to achieving our potential is working together and, like Jerry, giving everything we have. As your new CEO, I would ask all of you to join me in committing to that end.



*Steve McGuire*  
*Chief Operations Officer*

The American Simmental Association is data driven. Data is power. It takes specialists to transform data into meaningful and useful summaries — in our case estimates of an animal's genetic merit (EPDs and indexes). But the real work is collecting data and it's something members of the American Simmental Association have been dedicated to for over 45 years.

Let's face it. Data collection can be tedious. It's extra work for operations that are already short on time. But every year, year after year, thousands of breeders collect data on tens of thousands of animals. You are to be congratulated; this data is the back bone of the Association.

Data is valuable! Breeder data is used to estimate the genetic merit — EPDs — on virtually all 4.85 million animal records in the Association's database. More data means more power which leads to better estimates of differences between animals. For example, using the Association's website you can find:

- ◆ over 1,000 young Simmental/SimGenetic bulls with calving ease EPD over 17,
- ◆ 700 young Simmental/SimGenetic bulls with a yearling weight EPD over 127 and
- ◆ almost 700 young purebred bulls with stayability EPD over 25.

Several years ago the all purpose Index (\$API) and terminal index (\$TI) were introduced. They have been discussed and cussed from the beginning. Whatever your feelings, pay attention to them.

- ◆ they are based on the EPDs generated from data supplied by breeders
- ◆ they make your job a little easier by combining the many EPDs into two numbers
- ◆ the impact of each EPD is based on validated economic studies on how that EPD contributes to profitability
- ◆ they are objective
- ◆ they provide a breed-wide focus for producing better seedstock

Breeders use indexes because they help produce seedstock with real value. You can choose not to use the indexes, but they are not a fad. For the last six years the average \$API of purebreds has gone up \$2.00 each year — a number of breeders have averaged over \$6.00 a year for six years. Calves born in 2012 average \$117.31; calves born in 2013 average \$119.50. Calves born in 2014 will average \$121.50 or more and calves born in 2015 will average around \$125.00. Positive genetic trends mean tomorrow's calves will not be the same as today's calves.

Keep up the good work. Keep collecting data. And keep improving your (our) genetics.



*Linda Kesler*  
*Chief Financial Officer/  
Human Resources*

The American Simmental Association is financially sound. Present and past Board of Trustees and staff have worked hard to ensure ASA is prepared for the future without sacrificing the immediate needs of keeping an Association running strong and maintaining our leadership in the cattle industry. Financially we have positioned ourselves to be on the leading edge of technology and science, promoting SimGenetics, and providing strong member programs for support and growth. Each year all committees meet and budget accordingly to provide funds to ensure breed and product advancement. ASA also has financial reserves to endure market or economic decline.

ASA Publication, Inc., fought a long battle to come out of the negative, pay off its loan and become a thriving company to provide many services for your advertising and marketing needs. Last fiscal year, we saw a good increase in revenue and are on target for even a better year this fiscal year.

With a strong Association and its subsidiary, ASA Publication, we will continue our commitment to budget wisely, provide funds for research and development, keep funds in reserve and follow our mission and vision statements to keep Simmental members leading the way.

Visit our website at [www.simmental.org](http://www.simmental.org) to review the financial statements which are posted on-line for easy access.

# Promotion, Education & Marketing

## Promotion

ASA has an advertising and promotion (public relations) program that is updated each year to keep members and the cattle industry aware of ASA's programs and accomplishments. ASA develops its own advertising and promotional campaigns using the following:

- ◆ **Print Advertising** — ASA develops ad slicks for national publications.
- ◆ **Website** — ASA's information site, [www.simmental.org](http://www.simmental.org) provides up-to-date information on ASA activities and programs.
- ◆ **Electronic Communication** — ASA sends out a weekly eNews to all subscribers keeping them informed on current events. Don't forget to follow our blogs and forum.
- ◆ **Electronic Seminars** — ASA provides electronic seminars and educational classes throughout the year.
- ◆ **Educational Events** — ASA hosts educational events throughout the United States each year. Normally, these are co-sponsored events with universities or other industry entities.
- ◆ **Trade Show Booth** — ASA personnel attend many major industry trade shows each year. Our attractive booth, along with informational material, provide another informational/educational venue to meet breeders individually.
- ◆ **State Association Support** — ASA has designed two programs for state association participation: Cost Share and Check-Off. The Cost Share program provides reimbursement funds for state association advertising and breed promotion; the Check-Off program is an incentive-based reimbursement calculated on animal registrations in each state. Specific program details are available at [www.simmental.org](http://www.simmental.org).

**Power of Science.**

Perhaps an organization has more effectively leveraged the power of science to make better cattle and better beef than the American Simmental Association.

Thank you Dr. Lopez for promoting the American Simmental Association at the top tier premiering science and genetic improvement. Congratulations, you are truly one of the top beef industry leaders!

**Our Commitment to the Beef Industry**

Partnering with the Beef Industry Association of America for the purpose of sharing genetic information and research to improve the beef industry.

Robustly large collaboration of beef associations for genetic improvement.

Member Organizations: American Simmental Association, American Angus Association, American Hereford Association, American Red Angus Association, American Simmental Association, American Simmental Association, American Simmental Association, American Simmental Association.

We are looking for progressive breeders to become part of the world's largest multibreed genetic evaluation (MGA).

Give us a call, 406-587-4531

**ASA Area Representative!**  
"We're Here to Serve You"

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**It's Here!**  
**ASA DNA HD**

Submit a DNA Sample  
Increase EPD accuracy

If you are interested in knowing more about your young animals, ASA's new product can help.

**\$90/sample**

Genotyping performed at **GENESEEEK**

Call or email Leona Wells  
lwells@simgene.com

**We do the Science. You Make the Profit.**

Genomically and Red Angus Now on the Same EPD Base

The industry of the future is now here. The ability of the Simmental Association and the Red Angus Association to work together to create a common EPD base for both breeds is a major step forward in the industry's quest for genetic improvement. This new EPD base will allow breeders to compare the genetic merit of their animals to the best of both breeds, making it easier to make the best decisions for their herds.

SimGenetics  
www.simgenetics.com

**Simbrah**  
Heat-adapted Genetics

SimGenetics  
www.simgenetics.com

**It's a Fact!**  
The Most Profitable Calf

SimAngus™  
www.simangus.com

**The Most Profitable Calf is the Crossbred Calf.**

Year	Red Angus	Simmental	Red Angus x Simmental
2008	100	100	100
2009	100	100	100
2010	100	100	100
2011	100	100	100
2012	100	100	100
2013	100	100	100
2014	100	100	100
2015	100	100	100
2016	100	100	100
2017	100	100	100
2018	100	100	100
2019	100	100	100
2020	100	100	100
2021	100	100	100
2022	100	100	100
2023	100	100	100
2024	100	100	100
2025	100	100	100
2026	100	100	100
2027	100	100	100
2028	100	100	100
2029	100	100	100
2030	100	100	100

SimAngus™. The Obvious Choice.

SimGenetics  
www.simgenetics.com

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We are looking for progressive breeders to become part of the world's largest multibreed genetic evaluation (MGA).

Give us a call, 406-587-4531

**Bringing science to the show ring**  
PTP Shows — Progress through Performance

Powered by ASA's All Purpose Index (API)

API: The industry's most powerful selection tool.

Levels of economic importance in API:

- Stayability
- Cowherd Intake, Calf Survival, Heifer Pregnancy, Marbling
- Carcass Weight, Feedlot Intake, Weaning Weight
- Yield Grade, Salvage Value, WBV

**BREED FOR PROFIT**  
Utilize the #1 Tool to Maximize Genetic Improvement!

Powered by ASA's All Purpose Index (API)

API: The industry's most powerful selection tool.

Levels of economic importance in API:

- Stayability
- Cowherd Intake, Calf Survival, Heifer Pregnancy, Marbling
- Carcass Weight, Feedlot Intake, Weaning Weight
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SimGenetics  
www.simgenetics.com

**Are you a Progressive Beef Producer?**

Do you AI or have single sire pastured?

Do you select replacement heifers?

Do you want to make better genetic decisions?

If the answer is **Yes!** become part of the world's largest multibreed genetic evaluation.

- EPD's are more useful to most breeders... application of breed or breed composition is not provided
- Genetic merit testing and genetic improvement within a breed is not possible
- EPD's are not available for all traits
- EPD's are not available for all breeds
- EPD's are not available for all regions

Be progressive and call today! 406-587-4531

SimGenetics  
www.simgenetics.com

**SimAngus™ HT**

SimGenetics  
www.simgenetics.com

**Performance Advocate**

Are you a true performance breeder?

Prove it to your knowledge & performance advantage.

Performance Advantage is a new program that allows breeders to compare their animals to the best of both breeds. This new program will allow breeders to compare the genetic merit of their animals to the best of both breeds, making it easier to make the best decisions for their herds.

Call us today! 406-587-4531

**SIMTALK**

SPECIAL ISSUE

MEMBERSHIP P. 11-12

**Value-Added & Marketing Programs**

The American Simmental Association [www.simmental.org](http://www.simmental.org) • 406-587-4531

**SimGenetics**  
www.simgenetics.com

**Simmental Association**  
www.simmental.org

**SimAngus™**

**NEW Genomic enhanced EPD, find the best faster!**

SimGenetics  
www.simgenetics.com

## Education

ASA strongly believes in education and reaching out to our members and their customers through a variety of ways:

- SimSeminars, Field Days, and Young Guns** — ASA hosts educational events in partnership with industry and academia throughout United States as well as electronic seminars. Check ASA's website, our Facebook page or sign up for eNews (electronic newsletter) to keep current on events taking place.
- Internet Portal** — ASA and ASA Publication, Inc. ([www.simmental.org](http://www.simmental.org)) provide information to keep you informed on the industry and ASA activities and programs. It also provides access to ASA's entire database for research.
- State Associations** — State Associations are local or regionally based Simmental entities that operate independently from ASA to support seedstock breeders in specific locales. Access your state association officers on ASA's website.
- Industry Involvement** — ASA is committed to partner on many projects with industry and academia. Our primary goal is to provide you with the most advanced technology possible.

## Marketing

Not only does ASA enhance breeding options through the collection of extensive data, the organization has implemented visionary marketing programs to aid seedstock and commercial producers. These innovative programs have opened many doors to producers of SimGenetics.

By developing highly marketable products, including hybrid cattle, ASA has positioned Simmental as a profit center for the beef industry.

Programs such as Allied Access and the ASA Carcass Merit Program add to the increase in popularity of SimGenetic animals.



### Maximize Your Profits. Focus on Crossbreeding.

#### The Science of Crossbreeding

- Crossbred cows stay in the herd 1.3 years longer and produce 20% more weaning weight over the lifetime of the cow than their straight-bred counterparts (USDA MARC Report 22).
- SimAngus™ utilizes genetics from the #1 Continental and British breeds for nearly every category measured by USDA's Meat Animal Research Center (USDA MARC Report 22).
- SimGenetic composites simplify crossbreeding, maintain uniformity and achieve optimum levels of heterosis.
- SimAngus™ HT and Simbrah genetics offer insect and heat tolerance.

### We do the Science. You make the Profit.

#### Tools Available for Profit-Driven Producers

- World's largest multi-breed database/genetic evaluation
  - Compares animals on a common EPD base
- ASA's Profit Indexes - API and TI allow producers to easily and effectively identify the most profitable maternal and/or terminal genetics.
- Most improved calving ease and marbling EPDs of all breeds.
- Smaller mature cow size than any of the three major British breeds (US MARC Data).
- Carcass Merit Program
  - Identifies sires with superior carcass genetics for ultimate breed improvement.

### Making Better Cattle. Marketing Better Beef.

#### SimAngus™ - Feeder Calves that Demand Premiums

- Superior growth and efficiency
- Perfect combination of yield and quality grade

#### Value-Added Marketing

- Allied Access
- Perfect Age + Source Option for SimGenetic Cattle
- Video Sale Options
- Internet Options

- Structured Feeder Calf Sales
- Retained Ownership Options
- Grid Marketing Options

### Good Science is Good Business and that Means Profit.

The Most Profitable Calf is the Crossbred Calf. Its superior performance, efficiency and combination of carcass traits cannot be matched.

The Most Profitable Cow is the Crossbred Cow. Her superior longevity, fertility and efficiency cannot be rivaled.

## SimAngus™

Don't take our word for it. The data provided by the USDA through the Meat Animal Research Center shows the clear choice to maximize profit. SimAngus™ provides the hybrid vigor and complementary necessary to maximize profit both in the cowherd and feeder calf scenarios.

## BEEF Profit Revival

### Young Guns 2013

Wednesday, July 17-19

Registration Fee = \$80.00

Best Western, Commerce Inn - Loveland, CO

Wednesday, July 17, 2013

- 5:00 pm Registration Information in Room
- 6:00 pm Meet in Social Lobby
- 7:00 pm Dinner prepared by CRC: Meats Team
- 8:00 pm Welcome and Introductions
- 9:00 pm What's New about Beef
- 10:00 pm In the Winery

Thursday, July 18, 2013

- 8:00 am Breakfast - Catered Venue
- 9:00 am Opening Remarks - National Breeding Leaders
- 10:00 am Presentations by CRC: Meats Team
- 11:00 am SimGenetics - The Value of Data
- 12:00 pm What you thought you knew about Selection Indices
- 1:00 pm Operational Efficiency
- 2:00 pm From Bull to Profit
- 3:00 pm "Understanding Consensus"
- 4:00 pm "Understanding Consensus"
- 5:00 pm "Understanding Consensus"
- 6:00 pm "Understanding Consensus"
- 7:00 pm "Understanding Consensus"
- 8:00 pm "Understanding Consensus"

Friday, July 19, 2013

- 8:00 am Breakfast at Hotel - Catered Venue
- 9:00 am Depart for 2013 Show near Loveland
- 10:00 am Return to Hotel
- 11:00 am Lunch at Hotel

## TOTAL HERD ENROLLMENT

### Choose your best option!

What are you are considering as commercial producers, ASA has the total offer that is your unique solution!

ASA's 100% offer includes program fee, animal evaluation program, and the best option for you to find the best fit for your herd.

Choose your best option!

- Land Registration
- Collective Registration
- SimGenetics

Contact ASA today to discuss the best option for you!

406-587-4511

[theSimGenetics.com](http://theSimGenetics.com) • [www.simmental.org](http://www.simmental.org)

## Carcass Merit Program

### ASA's Young Sire Progeny Testing Program

The Carcass Merit Program is a unique program that allows producers to identify the best sires for their herd. The program is designed to help producers make the most informed decisions when selecting sires for their herd.

Carcass Merit Sire Evaluation Program

The Carcass Merit Sire Evaluation Program is a unique program that allows producers to identify the best sires for their herd. The program is designed to help producers make the most informed decisions when selecting sires for their herd.

## Breeding for Profit

A Cattle Producer's Guide

IGS

## ASA DNA HD

### Carcass Merit Program

ASA Multi-Breed Cattle Evaluation

The ASA Multi-Breed Cattle Evaluation program is a unique program that allows producers to identify the best sires for their herd. The program is designed to help producers make the most informed decisions when selecting sires for their herd.

Carcass Merit

The Carcass Merit Program is a unique program that allows producers to identify the best sires for their herd. The program is designed to help producers make the most informed decisions when selecting sires for their herd.

## SimGenetics American Simmental Association

Section Links >>> HOME Membership Science/Tech Advancement ASA Publications

www.simmental.org

Check it out!

Have you signed up to receive ASA's offers, alerts and Sales Call?

The ASA Member Leader Map is a great way to find Simmental breeders in your area!

Press Release Size Summary

Bulls, Belles, and Beef - Hazy Meadows Farm

New! Science Forum - What criteria do you use to select bulls?

Breeding for Profit - A Cattleman Producer's Guide

Recorded Webinars: THE, Compliance - Lesma Wells

Annual Meeting in Denver, CO - Schedule and Hotel Information

Subscribe to eNews

## www.simmental.org

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Press Release Size Summary

## TraitTrac: Eliminate Worry over Genetic Defects

The American Simmental Association (ASA) has a brilliant indicator on the web pedigree page of every animal in our database. Use a really smart light to indicate safety from genetic defects. Best of all, it's free! See how it works, here.

Crossbred with "Stone Light" Simmental or SimGenetic Bulls

Crossbreeding with "Stone Light" Simmental or SimGenetic Bulls

The American Simmental Association (ASA) has a brilliant indicator on the web pedigree page of every animal in our database. Use a really smart light to indicate safety from genetic defects. Best of all, it's free! See how it works, here.

# ASA Directors



## Jackie Atkins, Ph.D.

Director, Science and Education  
406-587-4531 • jatkins@simmgene.com

The role of the Director of Science and Education is to inform our members and their customers on the latest scientific advancements and technology available to them. One aspect of this position is to keep current in the science of beef production and use this information to develop new educational material. This involves reading scientific literature, attending conferences, writing new articles and finding content from outside experts for ASA Publication, developing educational material for our website, moderating the ASA Science Forum, and giving educational talks to outside groups. The ASA is also involved in research projects with a variety of groups and this position helps organize and communicate our end of these projects. In summary, we have two priorities for the Director of Science and Education, 1) facilitating ASA involvement in important areas of beef production research and 2) communicating the pool of knowledge generated by scientists into user-friendly and applicable information for seedstock and commercial beef operators.



## Will Townsend

Director, Commercial and Industry Operations  
406-548-5770 • wtownsend@simmgene.com

**Feeder Calf Marketing** — ASA, along with a number of other breed associations and Universities, is in the final stage of developing the most accurate determination of relative feeder calf value.

We've developed the network that is the foundation necessary for all feeder solutions to be successful moving forward.

**Commercial Genetic Evaluation** — A program has been developed that offers herd management and genetic evaluation to commercial cattlemen. The increase in data will add strength and accuracy to the International Cattle Evaluation.

**Breeding for Profit – A Cattle Producer's Guide** — A step-by-step guide has been developed for cattle producer's to maximize profit potential within their cowherd providing direction to the most powerful genetic tools in a simple, manageable manner.

**International Genetic Solutions** — ASA has branded the cooperation of Associations so admired by the beef industry as International Genetic Solutions. IGS provides the world's largest genetic evaluation, efficient and effective operations for associations, and the best service and tools available to the beef industry.

It is an honor to serve the industry and serve you. I would encourage you to use these tools and provide them as a service to your customers. Please contact me to discuss how we can integrate these products and concepts into your operation.



## Luke Keller

Director of Seedstock and Industry Operations  
406-599-2394 • lkeller@simmgene.com

The primary objective of the Director of Seedstock and Industry operations is the advancement of the acceptability of SimGenetics in the commercial cow calf industry. This agenda can be accomplished through several methods including: specific targeting and marketing to the commercial cow-calf industry to help improve breed acceptance and utilization within the commercial industry; attending regional and national meetings, seminars, and tradeshow; working with Seedstock producers to help promote the breed and the science of animal breeding to their customers and potential customers. This position will all work closely with the Director of Commercial and Industry Operations in the promotion of utilizing the science provided by the ASA to the advantage of downstream customers including feedlots and packing houses.

The ultimate goal of the Director of Seedstock and Industry Operations is consistently improving the positive impact the ASA has on the overall industry of commercial beef production.



## Hannah Wine

Director, Media, Youth and PTP Programs  
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**Youth Programs** — Alongside the youth leadership of the AJSA Trustees, our team works to grow and strengthen the prosperous traditions of the AJSA Classics and Summit Conferences. We aim to advance the benefits of an AJSA membership by developing additional industry related programs and happenings to reach more AJSA members.

**Media** — Knowledge is power. ASA strives to empower members and Simmental enthusiasts alike through the use of electronic media by streamlining the wealth of educational materials and information into easily accessible snippets of information. With more than 11,000 followers, our electronic media grows as an information hub.

**Progress Through Performance (PTP) Shows** — The PTP program delves deeper into the cattle industry than purple banner at the bottom of the show box, it serves as a catalyst to integrate industry science into the show ring. The tools provided by ASA, approved judges, EPDs and indexes, and powerful SimGenetics, integrate industry science into the show ring. We strive to make the PTP tools easily accessible to the breeders, exhibitors, spectators, and judges.



### Bill Zimmerman

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# ASA Area Representatives

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## “We’re Here to Serve You”



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### John Grande

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Martinsdale, MT



“It is with great pride that we introduce ASA’s new field team,” said ASA Executive Vice President Wade Shafer. “This is a very impressive team with a wide array of expertise. Each member has extensive experience in the cattle industry and is highly motivated to serve, and we feel very privileged to have secured their services.



### Stuart Jensen

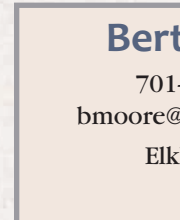
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Emmett, ID



### Danny Ulmanis

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Koshkonong, MO

Each representative will be attending sales and other member and industry events in their area — make sure to catch up with them when you have a chance.”



### Bert Moore

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Elkhorn, NE



### Mason Lautenschlager

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Berthold, ND

### Ben Spitzer

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Justin, TX



# Member Development

## Open HerdBook Policy

ASA accepts all data regardless of breed composition. ASA has the largest database ready to accept your records and assist you with making better beef.

## Database Collection

One of the primary functions of the ASA is maintaining the database that comprises the animal, breeding and performance records. The database contains more records on cattle including information as ownership, name, identification, pedigree, birth date, weights at different ages, and DNA status. This information is provided to ASA members and non-members. We also maintain a member database that is tied to the animal database. Let a member of our Processing Team assist you in your reporting needs and reports available for making breeding decisions.

TraitTrac:



TraitTrac:



TraitTrac:



## DNA – Genetic Defects (TraitTrac)

ASA's genetic defect monitoring policy (known as TraitTrac) utilizes DNA marker tests to identify, monitor and provide information to members and non-members concerning animals that appear to be free of certain identified genetic defects, animals at risk for certain genetic defects, and animals that carry certain genetic defects.

ASA has developed a color-coding system to designate an animal's genetic status based on the DNA and pedigree information available to ASA. This status can be viewed from the EPD/Pedigree display from HerdBook Services, Animal Search. An animal's genetic defect status is determined from information provided to the ASA from recognized laboratories or Breed Associations.

## HD Testing for SimGenetic DNA-Enhanced EPDs

For decades, the American Simmental Association has used DNA to verify color, genetic defects and parentage. New research has enabled DNA to provide valuable information for genetic evaluation. We are now offering a DNA test that, when incorporated into ASA's genetic evaluation, can add significant enhancement to lower accuracy EPDs. DNA information is just like adding progeny to genetic evaluation. HD testing advances accuracy without waiting for progeny.



## Ownership of Records

Record ownership is tracked, first by the person submitting the record when accepted into ASA's HerdBook (database) and then by breeders submitting transfers (informing ASA that the animal has been sold). ASA recommends that transfers be recorded each time an animal is sold; however, this is only a record of who owns the animal.

## ASA Customer/Member Service Specialists



Left to Right: Jannine Story, Becky Landis, Marilyn Roth, Leoma Wells, Linda Harris-Bakken, Ron Bozeman, Cindy Newell, Bronya Renfrow and Heidi Todd

Any Customer/Member Service Specialist is able to assist you with your registrations, enrollments, transfers, processing or web/internet support.

Please call 406-587-4531 and we'll connect you with the right person to assist you or correspond by e-mail:

[simmental@simmgene.com](mailto:simmental@simmgene.com)  
for general processing data or questions

[THE@simmgene.com](mailto:THE@simmgene.com)  
for Total Herd Enrollment

[DNA@simmgene.com](mailto:DNA@simmgene.com)  
for DNA/TH Testing/Genetic Defects

[ultrasound@simmgene.com](mailto:ultrasound@simmgene.com)  
for ultrasound or to request barnsheets



Home page of ASA's Herdbook — <http://herdbook.simmental.org/simmapp/template/Index.vm>

ASA's Herdbook — Expanded Animal Search <https://herdbook.simmental.org/simmapp/template/animalSearch,CustomSearch.vm>

## Registrations/Registration Certificates

Registration certificates are an important service. For animal records that meet certain breed and pedigree requirements, the Association issues registration certificates based on the information in the database. A registration certificate is a document that reports information — identification, ancestry, gender, ownership, EPDs and other information.

## ASA's Operations/Processing Team

ASA's Operations/Processing Team is on the leading edge of records management systems, utilizing the latest in technology to provide accurate, up-to-the-minute analysis of all herd records. The processing team's mission is to provide assistance to breeders interested in advancing their programs to improve cattle production.

## Herdbook Services

Herdbook Services gives members access to their own herd data and general information on all animals in ASA's database, pedigree and performance information electronically. This information is available to members and non-members via ASA's website.

## Data Reporting

This option gives members a structured way to report or update their own animal records electronically. Edits (checks/validations) are in place to assist members in meeting needed requirements (stated in the Rules and Bylaws) for acceptance into ASA's Herdbook (database).

## Membership

Many benefits are included with every membership, including products and services offered exclusively to active ASA members. There are two types of memberships, Adult and Junior. Junior programs are oriented to keep our youth involved in the industry. Membership is open to anyone.

## Transfers mean opportunity

Transferring the registration certificate from one owner to another represents valuable marketing opportunities.



## Interesting Facts:

### Genetic Evaluation Database

- ◆ 11.8 Million Records Combined
  - American Simmental, Red Angus, Maine-Anjou, Chianina and Gelbvieh Associations
  - Canadian Simmental, Angus and Gelbvieh Associations

- ◆ 300,000+ Animal data growth rate per year.

### ASA Database

- ◆ 4.85 Million Simmental/SimGenetic records.
- ◆ 90,000 Active cows enrolled by THE members per year.
- ◆ 1,350 Active members committed to Total Herd Enrollment (THE)
- ◆ 60,000 Registrations submitted per year.
- ◆ 28,000 Transfers submitted per year.
- ◆ 6,000 Active adult and junior members.

# ASA Publication, Inc.

The Official Publisher for the  
American Simmental Association

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## Linking Simmental Genetics to the Beef Business!

ASA Publication, Inc. is a wholly owned, for-profit subsidiary of the American Simmental Association, that publishes magazines and related media directed to breeders and cattlemen interested in Simmental cattle. These publications seek the following goals:

- ◆ Maintenance of quality communication sources for the American Simmental Association, its membership and the commercial industry, including: editorial content which provides Association and industry news; and as promotional, marketing and advertising vehicle for the membership.
- ◆ Enhancement of financial returns by performing additional services and programs to outside enterprises; thus, providing benefits to ASA and the membership, while building a strong staff.
- ◆ Development of cutting-edge technologies to ensure the position of ASA Publication, Inc. within the livestock and publication industries, by utilizing the most current technology and improved efficiency.

### An effective outlet for Advertisers!

With the increasing demand for Simmental Genetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and available customers. ASA Publication, Inc. can help you target new business with a marketing strategy designed to establish reputation and expectation for your products and services.

Whether you choose one of our traditional, high-reputation print advertising outlets, or opt for new innovative web marketing services, let us help you develop a multi-faceted plan to bolster the success of your program.

### the Register

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500, and is focused primarily on ASA's paid membership. *the Register* is a glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

### SimTalk

Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation of 50,000+ and targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.

### ASA Membership Directory

Increase your brand recognition and introduce your program to thousands by advertising in the ASA Membership Directory, mailed annually in June. Breeders reference this publication 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.



## Incredibly Affordable Full-Color Catalogs!

Be sure to contact Nancy Chesterfield for a free quote on your sale catalog or other special promotional items. Our quotes on low-cost, full-color printing options may just surprise you! Also, with our vast photo library and direct access to ASA's database, we can provide quicker, more efficient service in our catalog department — making the process easier for you.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

## Date Book

Listing of sales by month. Printed in each issue of *the Register* and *SimTalk*. No charge, no requirements.

## Mailing Lists

Whether you are mailing a sale catalog or one of our special-design promotional projects, we can help you obtain a custom mailing list that specifically targets your ideal demographic.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

## Web Marketing

**eLink** — ASA Publication, Inc. has expanded beyond print advertising to offer our clients a broader range of marketing services. Our most popular form of web promotion is the eLink, an eBlast module that emails directly to more than 5,000 ASA members and subscribers. It's a quick and affordable way to get the word out about your upcoming event. Turn-around time for eLink can be as fast as one day.

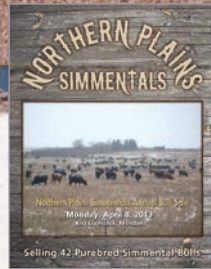
**eBanner** — ad placed on our website and on weekly editions of *ASA's eNews* or *Sales Call*.

## Additional Services

Our experienced design staff can assist you in developing any form of creative printed promotion. Projects we can produce include:

State Directories	Brochures	Flyers
Posters	Postcards	Banners
Booths	Farm Signs	Business Cards
Photo Retouching	Logos	eBlast Ads
Websites	Printed Catalogs	Online catalog flipbooks
Downloadable PDFs	Save-the-date postcards	

Per Bid Basis. Call 406-587-2778 to discuss details.



## Sales Call

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in Sales Call for the month prior to your sale. Sales Call is broadcast to over 5,000 subscribers. Sales Call announces the date of your sale, location, provides a link to your sale catalog or website and a map.



## Added Value

Your advertisement in any one of our publications provides added value beyond your ad. Your sale dates will be published in the Datebook of both *the Register* and *SimTalk* issues leading up to your event, as well as on our website at [www.simmental.org](http://www.simmental.org). Advertisers will also have sale reports published in *the Register* featuring sale averages, high-selling lots, and up to four photos.

## Transfer Services

**Here's how it works:** We provide a simple spreadsheet that contains all of the sale lots. Following the sale, return the completed spreadsheet to ASA — all we need is a record of the buyer number(s) on each lot — and a list of your buyers. We'll handle it from there, matching buyer information to ASA memberships and completing the transfers.

- ◆ It saves you time and postage expenses when we complete the transfers online.
- ◆ Ownership is updated immediately. As soon as you give the green light, we can mail the certificates directly to the new owners or send them to you.
- ◆ Saves you the hassle of dealing with the paper certificates.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)

## Sire Source

A directory designed to assist in the promotion of semen sales of quality Simmental, SimAngus™ and Simbrah bulls. This directory is mailed each spring to every ASA member in order to target potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA field staff throughout the year. We also offer the opportunity to promote additional sires in the on-line version of Sire Source anytime during the next year. Promoting your bull in the on-line version opens huge marketing avenues for you.

### Here's what you get:

- ◆ Instant access through on-line Sire Source Catalog
- ◆ Print version in hard copy at no cost to you
- ◆ eBlast the month we feature your bull
- ◆ Discount on a full or half page ad in *the Register* or the *SimTalk* anytime during the on-line post.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgene.com](mailto:nchesterfield@simmgene.com)



Visit [www.simmental.org](http://www.simmental.org) to learn more about us.

# Junior Program

## American Junior Simmental Association (AJSA)

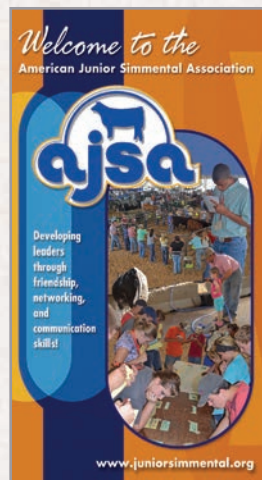
The American Junior Simmental Association (AJSA) is the official youth program of the American Simmental Association. Each summer, kids from around the nation gather to compete in summer Classics. These kids compete in contests that test sales ability, public speaking skills, and knowledge of the beef industry. Through these contests, the AJSA strives to develop highly skilled young breeders, motivated to produce seedstock that calve easily, grow fast and efficiently, and offer exceptional carcass value. The AJSA is open to all youth in the United States. AJSA encourages junior involvement through the development of education, leadership and friendship. All new junior members are encouraged to join.

## Scholarship

AJSA is dedicated to learning. Whether it is through the use of educational events at its Regional and National Classics or helping its membership find the best scholarship opportunities available.

## Merit Award

The Merit Award is designed to provide recognition to junior members who have made "significant contributions to their community, home, family, school and the Simmental or Simbrah breeds of cattle." The American Simmental Simbrah Foundation continues to support 15 AJSA members each year by giving over \$20,000 in scholarships, ten Silver Merit Awards and five Gold Merit Awards, to help them continue their collegiate educational endeavors. All AJSA members over the age of 16 are encouraged to apply.



## Leadership

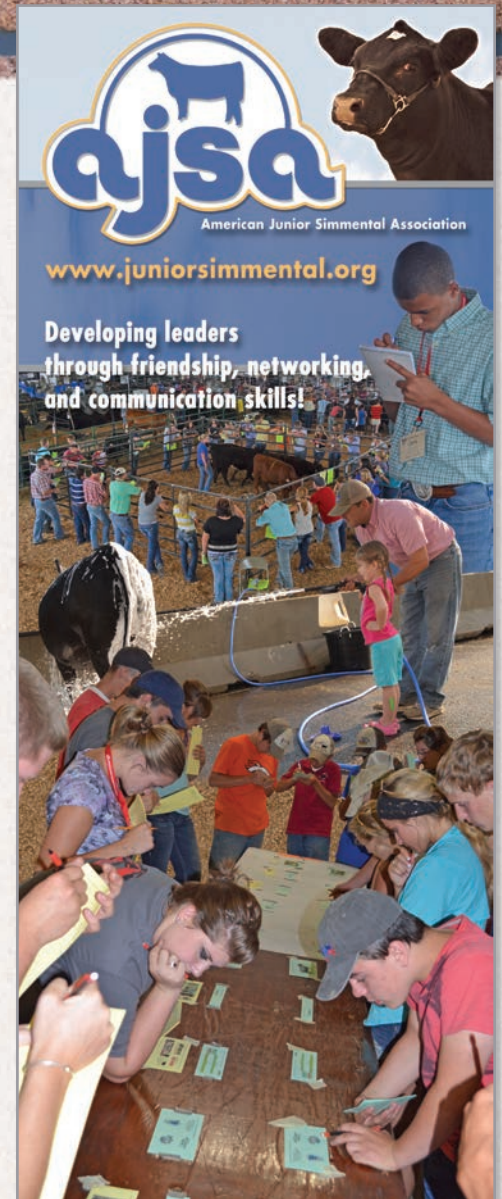
Through our AJSA Board of Trustees, kids can get involved and meet other Simmental enthusiasts from around the country, as well as chair committees that target specific interests; communications, leadership planning, finance, and marketing. Our membership can also get involved in the state organizations where they can help organize anything from local field days to the national show. We understand that effective leaders also understand how to communicate well, which is why we stress effective communication skills in our Public Speaking and Sales Talk events.

## Friendship

Many friendships formed at AJSA events have developed into life-long relationships on both personal and professional levels. The Regional and National Classics held every summer give kids from around the United States a unique opportunity to meet, develop friendships, network, exchange ideas and develop a new perspective necessary to thrive in Agriculture.

## Summer Events

Every summer, youth from around the country gather at selected regional and national sites to compete in the AJSA Regional and National Classics. Regional events are hosted by a state association with ASA staff support. The National Classic is an ASA event. Contestants are required to compete in four of the five educational events in order to compete in the Cattle Show and to be eligible for awards. The educational events include: Cattleman's Quiz, Judging Contest, Public Speaking, Sales Talk and Skill-A-Thon.



Visit [www.juniorssimmental.org](http://www.juniorssimmental.org) to learn more about us.

# Technical Advancements

From the beginning, the science of genetic improvement has been at the core of ASA's very existence.

## Multi-Breed Genetic Evaluation/EPDs

ASA's multi-breed genetic evaluation system has the distinction of being the world's first. While other organizations have only recently begun performing multi-breed evaluation, we have been running and refining our system since 1997.

Though important, multi-breed technology is only part of an effective genetic evaluation. To achieve highly accurate EPDs, large amounts of data are required. With a total of over 11.8 million records from the American Simmental, Red Angus, Maine-Anjou, Chianina and Gelbvieh Associations, as well as the Canadian Simmental, Angus and Gelbvieh Associations, we have amassed the largest multi-breed database in the industry by a long stretch.

To accelerate our advancement in the area of genetic evaluation, the ASA recently teamed with the Red Angus Association of America (RAAA) on a joint venture to perform and improve multi-breed genetic evaluation. Besides elevating overall EPD accuracy through the contribution of an additional three million animals to our database, the RAAA/ASA partnership essentially doubles the resources available for the advancement of genetic evaluation technology.

## Economic Selection Indexes

To ratchet up our genetic evaluation capability, the ASA has teamed with USDA geneticist Mike MacNeil to develop dollar (\$) indexes. The result of well-conceived, rigorous mathematical computation, dollar (\$) indexes blend EPDs and economics to estimate an animal's overall impact on profitability. Used extensively in the swine, poultry and dairy industry for many years, dollar (\$) indexes allow breeders and commercial cattle producers to make more accurate decisions than ever before when selecting seedstock.

## Partners in Research

The ASA leverages expertise from many of the nation's top research institutions. Over the last few years, ASA has participated in research projects with Montana State University, University of Illinois, Colorado State University, University of Missouri, University of Nebraska, Cornell University, University of Idaho, National Beef Cattle Evaluation Consortium, USDA Fort Keogh and USDA Meat Animal Research Center.

## Total Herd Enrollment (THE)

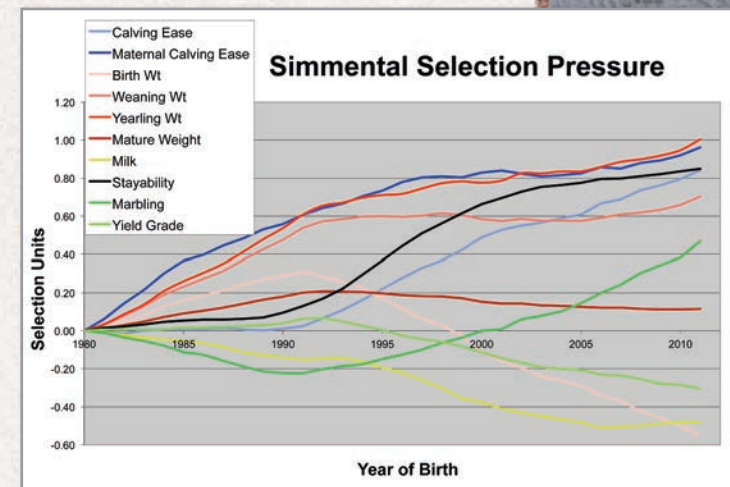
THE is a cow-inventory-based reporting program requiring participants to provide annual reproductive and inventory status on their cowherd. THE is designed to:

- ◆ Improve Quality of Data Submitted for Genetic Evaluation. THE participation generally results in more complete data reporting on performance traits, which leads to more informative EPDs.
- ◆ Improve and Develop Reproductive EPDs. A reproductive record on every cow, every year aids in improvement and development of female-oriented EPDs, such as stayability and heifer pregnancy.



## The Key to Success — ASA Members' Commitment to Genetic Improvement

Cutting-edge technology by itself does not guarantee progress — it must be used! Perhaps no other breed has made as much genetic progress as Simmental. Not only does Simmental deliver on their traditional strengths of maternal and growth traits, research by the USDA Meat Animal Research Center (MARC) has established Simmental as a leader among Continental breeds for direct and maternal calving ease, marbling and every measure of efficiency quantified at MARC. The MARC data are a testament to ASA members' willingness to roll up their sleeves and use sound scientific principles to breed better cattle and better beef.



# Our Commitment



**Jim Butcher**  
Chairman,  
ASA Board of Trustees

## *Welcome*

It has been a very good year in Agriculture and for your American Simmental Association. Your Association has moved forward on many fronts including registrations, memberships, publication and market share. This has been possible because of forward thinking members, staff and leadership. Many producers who have been straight breeding for several years are considering crossbreeding again. This, in part, is because of the strength our multi-breed genetic evaluation along with the visibility and leadership ASA has shown educating cattlemen how crossbreeding can positively impact their bottom line. We can

boast that Simmental has the largest beef database in the world.

It has also been a year of change with our Association. After 17 years of great service, we bade farewell to Dr. Jerry Lipsey who served American Simmental with extraordinary vision and dedication. As members, we should be very thankful that Dr. Wade Shafer was willing to step up and lead ASA into the future, making this a very seamless transition.

With the staff and programs in place, members should feel good about where American Simmental is heading. By leading through Science and Fiscal responsibility, the sky is the limit regarding what progress can be made by our members developing seedstock that will be in demand in the future.



**Jessie Driggers**  
Immediate Past Chairman  
ASA Board of Trustees

2013 has turned out to be quite an extraordinary year for the Simmental breed, for its members and the ASA staff. In April, we experienced the retirement of Dr. R. Jerry Lipsey as the Executive Vice President and the promotion of Dr. Wade Shafer to take his place as EVP. We predicted that this would result in a seamless transfer of leadership for the ASA and it has proven to be so. In September, the Board of Trustees and Staff participated in a very successful "Strategic Planning Session", to help map out future plans and pathways to an even more dynamic future for the ASA.

The success of any business is often measured by its share of the market in which it operates. Recent market research indicates that SimGenetic bulls are currently servicing about 13 percent of commercial cowherds across the United States. This is almost double our market share from 2006 and an increase from an estimated 11 percent to 13 percent since 2012. This is a direct indication that today's Simmental cattle will work for the commercial cattle industry and that our "Profit Through Science" initiative is reaping benefits for our membership.

It has been both an honor and a privilege to serve as the Chairman of the Board of Trustees during 2013. There is no doubt in my mind that the future of Simmental is bright as we head into 2014.



*American Simmental Association Headquarters*

## 2014 Committees

Full committee reports published on [www.simmental.org](http://www.simmental.org)

<b>Executive Committee</b>	Chairman Jim Butcher
<b>Activities and Events Committee</b>	Chairman Susan Russell
<b>Breed Improvement Committee</b>	Chairman Dr. Calvin Drake
<b>Growth and Development Committee</b>	Chairman Dale Miller
<b>Policy and Procedures Committee</b>	Chairman Robert Lanting
<b>Simbrah Committee</b>	Chairman Blake Nelson

# ASA Board of Trustees

## Mission Statement

The success of the American Simmental Association is dependent on the success of our members. In turn, our members' success is dependent on their cattle making an important and significant contribution to the beef industry. The highest priority is to use science and technology to develop and promote services and products, which bring value to ASA members' customers.

## Vision Statement

The American Simmental Association believes the best way to serve its members, its members' customers and the beef industry is through continual improvement and use of genetic and associated technologies. As such, the Association will continue to be a worldwide leader in the development and integration of these technologies for the beef industry. The Association will initiate and foster relationships with like-minded entities to enhance our ability to achieve this objective.

The Association will be widely recognized as having an unyielding commitment to scientific principles and as a hub for the industry's most progressive seed stock producers — an organization that is extremely cooperative with all facets of the industry and tirelessly devoted to the success of its members and its members' customers.

## Core Policies

1. Development, registration and promotion of SimGenetics.
2. Offer services relating to all beef production segments. Be leaders. Step outside the traditional services and offer opportunities for our members to grow in the industry.
3. Commitment to science and development of the most effective selection tools. Advance ASA in the industry.
4. Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs and monitoring genetic defects.
5. Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continue to appeal to the commercial industry.
6. Offer the most advanced genetic evaluation services with the largest database regardless of breed.
7. Financial stability using sound business practices. ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.
8. 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.
9. Education for members' advancement and profit.
10. Membership and data growth.



### *Left to Right Back Row:*

Blake Nelson, Kevin Thompson, Bob Lanting, Tim Smith, Bill McDonald, Brian De Freese, Dale Miller, Jimmy Holliman, Dr. Jerry Lipsey.

### *Left to Right Front Row:*

Harold Willimans, Scott Cowger, Susan Russell, Jim Butcher, Roger Finke, Jessie Driggers, Jon Willis, Dr. Wade Shafer, Dr. Calvin Drake

*A portion of the donated items for sale at the Annual Foundation Auction in Denver.*



# ASA

## AMERICAN SIMMENTAL-SIMBRAH FOUNDATION

The purpose of the non-profit 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.

Foundation is a 501(c)3 corporation.

Donor's gifts are making a difference in the ability of the Foundation to service the education, youth, and research needs of Simmental breeders. Continuation and expansion of these programs will depend heavily on the charitable investments from visionary donors.

Visit [www.simmental.org](http://www.simmental.org) to learn more.



ASA Foundation Lot of Triple C Personality T07E - \$10,000.