

STAND STRONG SIMMENTAL



2021 Annual Report

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

DATA DRIVEN. MEMBER FOCUSED.



Wade Shafer, PhD
Executive
Vice President

As we close the books on fiscal year 2021 with \$839,000 in operating profit and 13 consecutive years of profitable operations, I think back to tougher times. Linda Kesler, our CFO for the past 18 years, vividly remembers a time when she had to choose which bills to pay from month to month, as we didn't have enough cash flow to cover all our obligations. What is behind our dramatic change in fortune? The

simple answer: the demand for Simmental and Simmental derivatives has dramatically increased over the years. How dramatically? In his book chronicling our first 50 years, *Simmental's American Journey*, Dr. Bob Hough states that Simmental is the only major breed to essentially be resurrected from the dead.

Though the direct reason for ASA's financial success may be simple, there are a myriad of factors behind the extraordinary increase in demand. (An interesting analysis through the prism of the *Harvard Business Review's* characteristics of successful businesses can be found in Chip Kemp's article "The Defining Decade: The Modern Simmental Success Story.") In reading Dr. Hough's synopsis of our history, it is obvious that many people have been instrumental in our "resurrection." He also makes it clear that our ability to work together for the common good of the commercial industry has been a critical component in our success. From my vantage point, which has been from multiple angles and now spans many years (I was first exposed to ASA and Simmental at age ten), there is no question that our success has gone hand in hand with our ability to work together for the betterment of the commercial industry — which, fortunately, is in keeping with the vision of our founding fathers.

In the spirit of working together toward common good, the board and staff are determined to leverage our good fortune to help our membership and community soften the blow of Covid. In the spring of 2020, our then vice-chairman, Randy Moody, suggested that we donate

money toward helping the community ASA has resided in for 53 years. Chip Kemp suggested that we provide rebates to our members based on the business they did with us the previous year. Both suggestions received unanimous board approval. The outcome was that our members saved \$219,000 and ASA supported financially (and ASA employees participated in) a community food drive where thousands of pounds of potatoes and hamburger were distributed to locals in the Gallatin Valley Mall parking lot. (As a side note, though it was a rough patch for our industry, we got a lot for our money in the food drive, as beef was underpriced in May of 2020.)

Evidence of working toward common good continued in 2021. At ASA, all ideas/suggestions are brought forth for board consideration through our committees. In my opinion, this year had our committee chairs and staff liaisons working together as effectively as ever. Further, though we only had a single face-to-face meeting, I heard from many trustees that it was the most productive meeting they had ever attended. As you will also see from the committee reports, committees were active and productive. Besides new resolutions being passed, previously passed resolutions were modified. Conventional wisdom often views the need for refinement to be a shortcoming — rationalizing that the board did not adequately do their job in the first place. In my view, the willingness to refine previous decisions is a positive characteristic of a governing body — an acknowledgement that circumstances



and/or insight often change over time and the willingness to address that fact is a strength.

Besides shepherding new ideas through committees, trustees are charged with working with staff to monitor ongoing functions that, typically, have resulted from previous resolutions and directives. To scrutinize ASA functions, we have established a process in which we leverage a professional facilitator (former ASA chairman Tim Smith) to lead trustees and staff in an annual overview of our business. This year, that process occurred at our April meeting and the unanimous consensus of the board is that ASA was functioning well in meeting the needs of our diverse membership.

In closing, as I get older (and I'd like to think wiser) I find myself appreciating things in life I tended to take for granted in my younger years. I know we've all had trying times — and the last year was particularly difficult for many. That said, I think having a sense of gratitude for the many good things in our lives serves us well.

If you haven't read the article by Jackie Atkins on gratitude in the Early Fall *SimTalk*, you should. The following is an excerpt that couldn't be truer: "I think most of you in this business are in it because you love cattle. You get to raise your family learning about animals, mother nature, and building a work ethic while providing food, water, medical attention, or other needs for your cattle. Your headquarters are in the great outdoors, and you tend your land with just as much care as you do your animals. You are a key component to providing healthy and nutritious protein to consumers. There is much to be grateful for in this way of life."

Amen, Jackie! Take care, Wade



Linda Kesler
Chief of Operations
and Finances

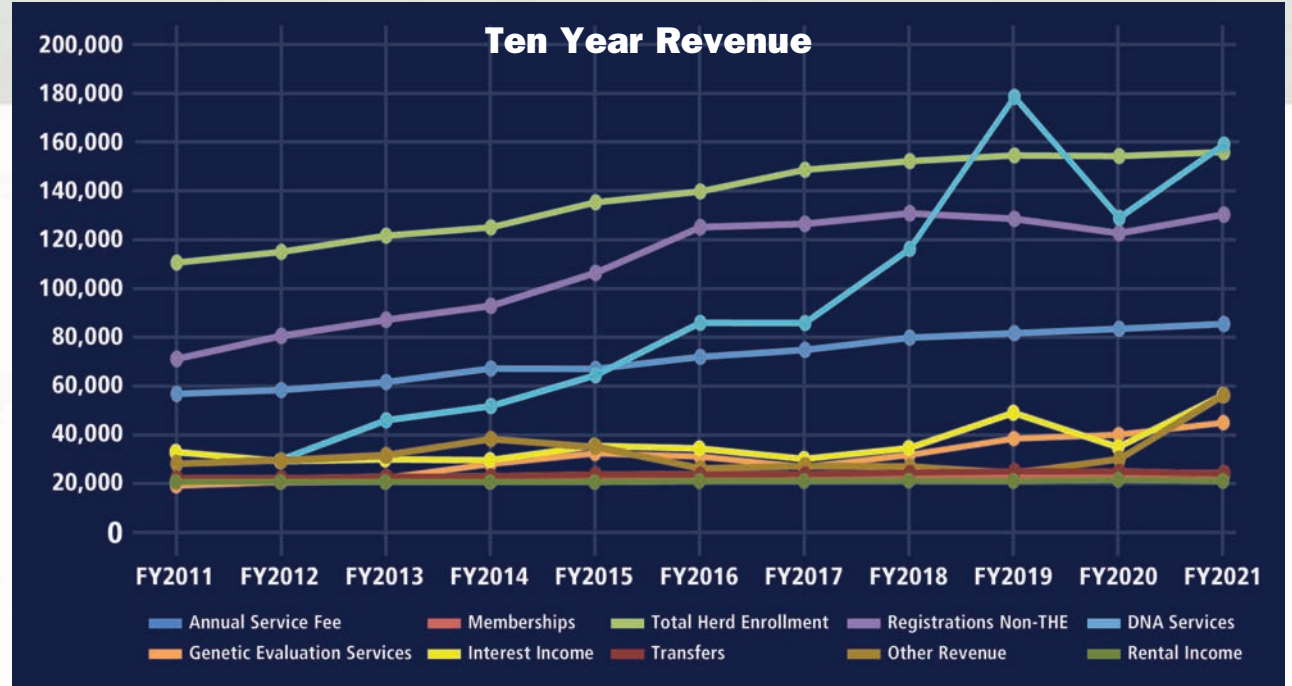
The ASA Board of Trustees and staff are determined to keep moving forward and provide the best services and leadership possible. This annual report not only gives you insight to the many options and tools available for your use, but it also reflects on the past year. There were many challenges for all of us this past year, although the strength of our membership and ASA's position in the industry remains strong.

Good, sound financial decisions are the backbone of any business. We are solid. This has been a commitment of staff and many ASA board members over the years. Understanding a good balance of financial security, maintaining current successful programs, supporting programs, and projects for growth and research will keep members involved with this Association. Maintaining diversity and collaboration with our members, partners, and industry is another sound decision for ASA.

At every board meeting, we take a look at ASA and industry statistics as well as specific measurements to evaluate how ASA and the members are doing. This is an important feature to either validate we are moving in the desired direction or highlight areas that may need our attention. Strategic Planning Sessions are also a mainstay in the evaluation of

Data growth in the ASA by year

	2021	2020	2019	2011
Animals reported to ASA with data	135,819	143,981	126,276	85,584
THE enrollments	125,083	124,130	125,903	87,754
Registrations	76,905	75,131	73,248	52,728
Total animals with genomic information	181,026	129,859	102,429	NA



services and performance of ASA. Many great ideas are formulated during these sessions and at times have pointed out where attention is needed.

How does identifying great ideas and/or needs move into action? Through committees. ASA has eight standing committees that each have assigned responsibilities; at times there are subcommittees assigned when an in-depth evaluation or possible revitalization of a program is needed.

Trustees and staff work within their committee guidelines to evaluate, research, and advance programs, projects, and activities directly related to ASA. Once a committee has determined an action should be taken, it is presented to the full board for discussion. Once the discussion has completed, it is either approved by the full board and staff moves forward or it is sent back to committee for more work.

How does melding great ideas and/or possible needs stay on track with ASA's purpose? Through ASA's mission statement, core policies, and strategic planning guidelines. You'll see the mission statement and core policies later in this annual report.

Most committee meetings are virtual. Watch for announcements (in eNews) to join. The committee meetings (held just prior to a board meeting) as well as the board meetings have gained in membership attendance. If board meetings are in-person meetings, we will still continue to offer online attendance. Board meetings are normally scheduled for January (in conjunction with the Annual Meeting), April, and in August or September.

As you hear often, we are a diverse group. Diversity, understanding the needs of the membership, understanding the needs of the cattle industry, and willingness to work outside the normal parameters will keep ASA and its members in the best position possible. Take a tour through the pages of this annual report, see what your Association offers — you may find a program or service tailored to your needs that you have missed. Give us a call.

OUR PURPOSE. YOUR PROFIT.

Mission Statement

The success of the American Simmental Association is dependent on our members' cattle making a significant genetic 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.

Core Policies

Science

Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

Membership

Development, registration, and promotion of SimGenetics.

Youth

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.

Collaboration

Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

Promotion

Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

Data Growth

Offer the most advanced genetic evaluation services with the largest database regardless of breed.



Financial Stability

ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

Services

Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.

Education

For advancement and profit of our members and their customers.



OUR COMMITMENT. BETTER CATTLE. BETTER PROFITS.



Barry Wesner
Chairman,
ASA Board
of Trustees

Over the past year we continued to navigate the challenges of the COVID-19 pandemic. The board did an excellent job of continuing to work, even without being able to meet face to face. We accomplished many good things through working with each committee and ASA staff.

We crossed the 20 million animal mark in the International Genetic Solutions (IGS) database, and pulled off one of the most successful and well-attended AJSA National Classics ever. We put the SimGenetics Training for Young Leaders and Entrepreneurs program (STYLE) in place, which is something very new, different, and exciting. ASA hired Mia Bayer to lead the AJSA and the Foundation, which is also very exciting. In 2021, the board chose to lower the cost to register foundation animals, and we are seeing this decision pay off with producers choosing to become a part of our Simmental team.

Moving forward into 2022, we will continue to enhance our current programs, and create new ones to help our members succeed. In my role as Chairman I will place a premium on quality communication, through all avenues. Good communication is the foundation for progress and it will be a priority throughout the next year. It is also important that we make sure the membership understands the importance and power of IGS, and other ASA programs.

The current board brings various backgrounds, experiences, and education to the table, which is exciting. These new, younger voices are going to make the next year exciting and interesting.

We will continue to follow our mission statement by bringing programs to the membership to help them succeed. Simmental plays an important role in the larger industry, which is evident in our accomplishments over the last year and the things we are looking forward to in 2022.



Randy Moody
Immediate Past
Chairman, ASA
Board of Trustees

The past year was a roller coaster ride. We started 2021 by holding our Annual Meeting virtually due to COVID-19. As spring approached and the pandemic seemed to be declining, we traveled to Bozeman and had one of the most productive board meetings I have been a part of. By June, COVID numbers were still trending downward, allowing us to have an AJSA National Classic, which set records for attendees and the number of animals entered.

By late summer, the “Delta Variant” comes onto the scene. Both the Virginia Simmental Association and Colorado Simmental Association worked hard organizing Fall Focus. However, we had to make the difficult decision to cancel the 2021 event. Fall Focus 2022 will be held in Roanoke, Virginia, and Fall Focus 2023 in Denver, CO.

To top off 2021, the “Omicron Variant” made its way to the forefront, causing us to hold our 2022 Annual Meeting virtually as well. It is easy to see why this past year was uncertain and challenging. However, we all know that cattle people are eternal optimists. The same can be said for this board and ASA staff. It was this optimism that allowed us to keep ASA heading in the right direction.

The past year did not come without challenges. We got through 2020 without feeling many of the effects caused by the pandemic. In 2021 ASA felt the labor shortage issues, but thanks to a lot of hard work ASA continues to confront this issue. We are working to reduce DNA testing turnarounds.

Speaking of DNA, several years back ASA realized that DNA would become the holy grail to cattle production. With the Cow Herd DNA Roundup (CHR) and the Calf Crop Genomics (CCG) research projects, as well as regular testing, we have built a DNA system that will only continue to grow. The challenge is to keep this system running as smoothly as possible in a timely fashion. Our manpower requirements and the need for automation will only grow as we gather more DNA. Please do not misunderstand me here — THIS IS A GREAT THING. Just be aware of these requirements and help us maintain the top-notch service you expect by planning for your DNA testing at the earliest possible time.

Our junior program continues to be a bright spot industry wide. This year’s National Classic will be held in Madison, Wisconsin, so please make plans to attend and consider volunteering. I promise you will definitely come away impressed with our youth and their capabilities.

One thing that I am excited about is the introduction of SimGenetic Training for Young Leaders and Entrepreneurs (STYLE) 2022, a leadership program for industry enthusiasts age 25–40, to be held in June of 2022.

We have made tremendous strides with the acceptance of SimGenetics in the commercial industry. I recently read an article that says, “We can expect to see more advancement in technology within the cattle industry in the next ten years than we have seen in the past one hundred years.” These advancements will be possible with the continued commitments from our membership and a strong association to move science in a positive way.

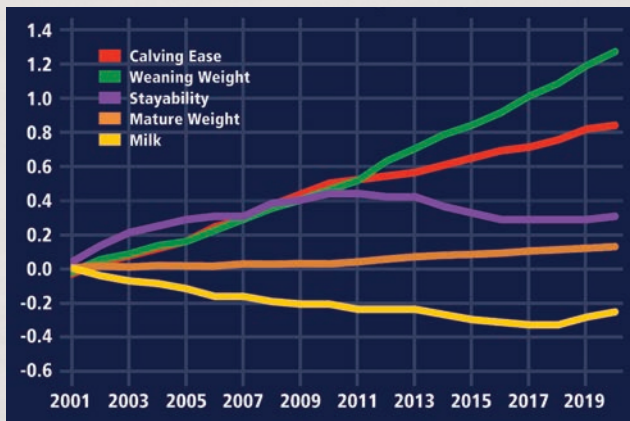
THE SCIENCE OF GENETIC IMPROVEMENT is at the core of ASA's very existence.



Simmental has always been known for its ability to enhance red meat yield in terminal cattle. However, the last 25 years has seen a fundamental change in the Simmental population. Breeders moved the population in a remarkably short period of time to one of more industry relevance and connectivity. How far has Simmental come?

Simmental cows set the bar for fertility, weaning weights, and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue, or high altitudes.

Maternal Trait Genetic Trends Purebred Simmental in past 20 years



Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

\$All Purpose Index (\$API)

Predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Compare the profit potential of two Simmental bulls using \$API

- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API		2 # Females per year		3 # years using the bull		Profit Potential
A	\$120	X	25	X	5	=	\$15,000
B	\$180	X	25	X	5	=	\$22,500
						Difference	= \$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for 1, 2, and 3 to compare your potential earnings.

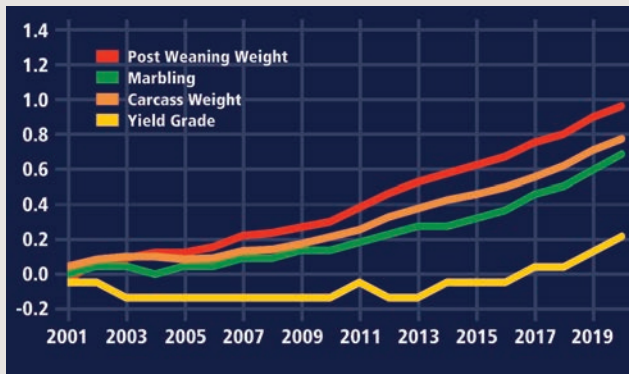
Superior Livestock Auctions, the largest single marketer of US feeder calves, saw that SimAngus-sired calves brought more dollars per head than any other calves in 2020. The Tri-County Steer Futurity in Iowa, a nationally respected carcass futurity, shows that packers paid more for Simmental- and SimAngus-sired carcasses than any other breed type. Up to \$34/carcass more. Our genetic evaluation proves these things as well, but the recognition by industry dollars is a huge validation of the power of SimGenetics.

In addition, our data, along with data from the USDA Meat Animal Research and the American Angus Association, show that Simmental-influenced females are now significantly smaller and more moderate than their purebred Angus counterparts. This is not an observation of "good" or "bad," but rather an observation that the commercial sector needs multiple genetic sources that can help build a low-maintenance, profitable cow herd while continuing to answer the industry's demand for terminal merit.

Simmental calves reliably perform in the feedyard, with better growth, better structure, and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Terminal Trait Genetic Trends

Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

Predicts profitability when all calves are harvested.

Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

Source: USDA MARC

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

By keeping the profitability of the commercial cattle industry at the heart of Simmental genetic tools, ASA members have built profitable cattle for both maternal and terminal beef cattle needs.



"A large percentage of the cattle we feed have Simmental influence. Simmental has what a lot of cows need: more carcass weight, more live weight, more ribeye area, and still keeps the marbling intact."
- Tom Williams, Chappell Feedlot



"To see premium value at a good cost of gain, animal genetics need to have potential for both muscle and marbling. Simmental and Simmental-crossed cattle really fit the bill."
- Tracy Brunner, Cow Camp Feedyard

ASA benefits from several partnerships with research institutions, including:

- ◆ Colorado State University
- ◆ Cornell University
- ◆ Iowa State University
- ◆ Kansas State University
- ◆ Montana State University
- ◆ National Beef Cattle Education Consortium
- ◆ Oklahoma State University
- ◆ University of Idaho
- ◆ University of Illinois
- ◆ University of Missouri
- ◆ University of Nebraska
- ◆ University of Tennessee
- ◆ University of Vermont
- ◆ USDA Fort Keogh
- ◆ USDA Meat Animal Research Center (MARC)

INTERNATIONAL GENETIC SOLUTIONS

Data is our lifeblood!

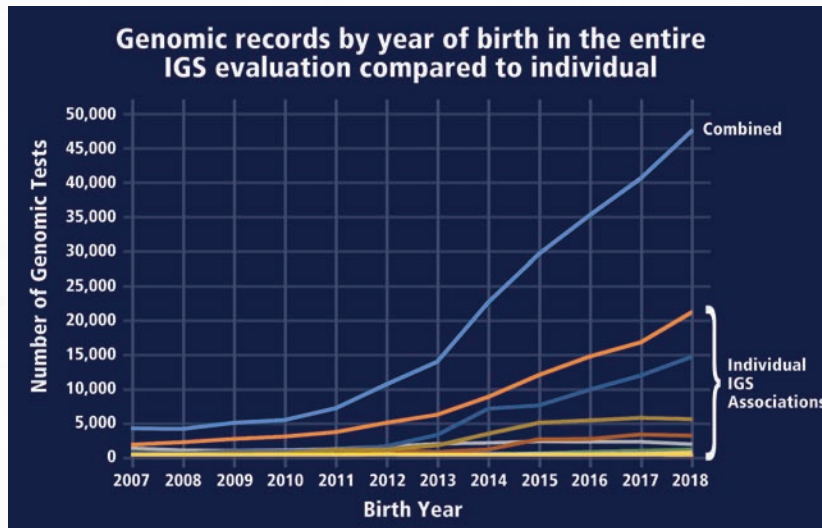
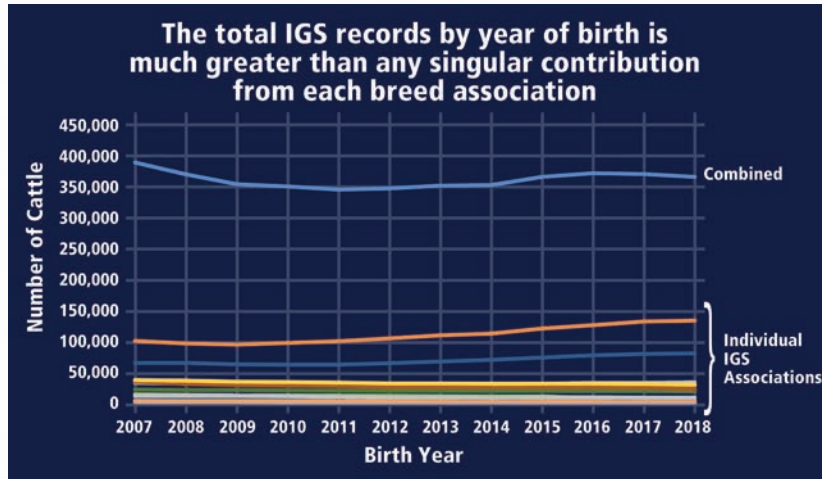
Genetic Evaluation Is a Team Sport

On a nearly daily basis one can witness the tug and pull in family team dynamics between individuals competing directly and the group working collaboratively. This may play out with kids directly competing with each other to put their pjs on first, or pack their lunch first, or run to the gate first. They are pushing, shoving, and only care about getting themselves to finish first. If we flip this conversation into a team sport by asking, "How fast can we all be ready for bed?", this instantly changes the dynamics. Instead of elbowing each other out of the way, when the family is the team, the older kids help the younger ones get toothpaste on their toothbrushes, find clean pjs, comb hair, and have a spirit of camaraderie and working together toward a common good instead of winning at the expense of others. Not only is there less fighting in the family with a team goal, but everyone finishes faster as kids aren't wasting time fighting over silly things like who touched the toothpaste first.

This same phenomenon plays out in breed association politics as well. If a breed association's mentality is to make that association number one, they will start elbowing, pushing, and shoving to "win." When the common good is to provide tools for the commercial cattle industry, this completely changes the dynamics. Now the breed associations

The Power of Collaboration

The total data in the IGS genetic evaluation dwarfs any singular database contribution. By pooling the information into one genetic evaluation, all associations gain better genetic predictions than any could do alone.



can collaborate and work together toward helping the commercial cattle industry have the most accurate tools at their disposal.

We are so fortunate to work with a collective of team-oriented breed associations through International Genetic Solutions (IGS). It is invigorating to connect with the staff of the various breed associations to join forces and problem solve together. This summer we worked on a project that highlighted these benefits. We had one-on-one meetings with each association in IGS and went through the individual data entering the genetic evaluation. It was a great opportunity to see how each association is adding to the IGS evaluation and also how each association is benefiting from the IGS collective.

As of June of 2021, the ASA had 12,979 bulls in the ASA database who also have progeny in another breed registry in the IGS collective. If the ASA were in a genetic evaluation all by ourselves, we would have close to 2.3 million progeny from these ~13,000 bulls, which is a healthy amount of data. But, by having one joint genetic evaluation, we add over 2 million more progeny to these 13,000 bulls, bringing the total to just over 4.3 million progeny records. This of course adds quite a bit of data to the 13,000 bulls, but also all of their relatives benefit from the additional progeny records.

We pulled similar numbers for each organization in IGS and saw the same pattern across all the breed associations using the IGS genetic evaluation. Some breed associations saw an increase of nearly 14 times the amount of data through the collaborative efforts of IGS than if they had their own separate evaluation. IGS clearly shows the benefits of working as a team toward the most accurate genetic predictions rather than attempting genetic predictions alone. Genetic evaluation is a team sport!

International Genetic Solutions Collaborative Partners:

- ◆ American Chianina Association
- ◆ American Gelbvieh Association
- ◆ American Salers Association
- ◆ American Shorthorn Association
- ◆ American Simmental Association
- ◆ Bovitrac
- ◆ Braunvieh Association of America
- ◆ Canadian Angus Association
- ◆ Canadian Chianina Association
- ◆ Canadian Gelbvieh Association
- ◆ Canadian Limousin Association
- ◆ Canadian Salers Association
- ◆ Canadian Shorthorn Association
- ◆ Canadian Simmental Association
- ◆ NEOGEN®
- ◆ North American Limousin Foundation
- ◆ North American South Devon Association
- ◆ Red Angus Association of America
- ◆ Salers Association of Canada
- ◆ Shorthorn Beef (Australia)

IGS Feeder Profit Calculator™ (FPC)

The marketing of feeder calves is all too often a business of confusion, heavy-handed tactics, and evading facts. The IGS Feeder Profit Calculator (FPC) was built specifically to counter this approach and help data-hungry sellers and buyers gain clarity with which to make serious decisions. Since its inception in 2017, the FPC has allowed hundreds of producers, both large and small, to receive a third-party opinion regarding the profit potential of their calf crop. Gone are the opinion-based, empty slogans about how



good the calves will feed or that they've had all their shots. In place of those shallow statements, producers now hold facts in their hands (or digitally on the computer or phone) that speak to how their calves stack up against the industry at large for genetics, health, and management. Buyers are equally empowered. This beneficial approach is good for all parties involved and begets long-term relationships that are fruitful for buyer and seller alike.

Serious seedstock providers should be encouraging their commercial clients to investigate how the FPC can help them gain more insight about their efforts and to market more effectively. Also, those same seedstock operators need to strongly encourage local sale barns, country buyers, and online marketers to study and highlight the FPC results of their bull customers.

Interesting Facts

Genetic Evaluation Database

- ◆ 20.5 Million Records in the Multi-Breed Genetic Evaluation Database
- ◆ 375,000+ New animal records added annually
- ◆ 386,000 Genotyped animals in the database

ASA Database

- ◆ 6.2 Million Animal records in ASA's database
- ◆ 124,645 Active cows enrolled annually in Total Herd Enrollment (THE) by ASA members
- ◆ 1,998 Active ASA members committed to THE
- ◆ 76,905 Registrations issued in the last year
- ◆ 11,695 Bull transfers processed in the last year
- ◆ 8,388 Active adult and junior members

"The IGS Feeder Profit Calculator helps buyers reduce risk. I like to think of it as the CARFAX for cattle. It allows buyers to look under the hood — not just understand the relative value — but to see the vaccination, weaning, and deworming history. It really allows buyers to look under the hood and buy with confidence."

- Shane & Beth Temple, Colorado



MEMBER FOCUSED SERVICES

ASA members represent a diverse group of cattle operations.

From the traditional Simmental and SimGenetic seedstock breeders, to seedstock operations of a different breed, to progressive commercial cattle operations, ASA offers services to meet all their needs. ASA provides tools and information tailored to the varied requirements of our members and their customers.

ASA Membership Perks

- ◆ Open herdbook. ASA welcomes all breed compositions to help members produce more profitable beef cattle.
- ◆ Online access to Herdbook Services 24 hours / 7 days a week for registrations, transfers, and payments.
- ◆ *the Register* and *SimTalk* magazines, *Sire Source*, e-newsletter, and eBlasts.
- ◆ Rights and privileges to elect Trustees and vote on changes to Rules and Bylaws.
- ◆ Be a part of the world's largest multi-breed beef cattle genetic evaluation.

Herdbook Services

A primary function of ASA is maintaining cattle performance records, pedigrees, ownership, and other genetic information in the database. Herdbook Services gives current members electronic access to their own herd data. EPD, dollar indexes, genetic traits and conditions, pedigree, and adjusted performance information on all animals in the database are available to the public on ASA's website. Check out www.herdbook.org for more information.

Herdbook Services Tools

Registrations

A structured way to report, register, or update animal records 24 hours / 7 days a week.

Transfers

Transferring the registration certificate from one owner to another keeps member inventories current, brings the new owners into the Simmental community through *SimTalk* subscriptions, and adds marketing opportunity with buyers.

- The first transfer is free.

Animal Lookup

The main animal page includes EPD, indexes, and pedigree for any animal with a known registration number, name, or tattoo.

Planned Mating

An easy-to-navigate tool for EPD estimates on calves resulting from specific mating(s).

EPD Search

A user-friendly search to generate a list of animals tailored to meet your needs. Members may specify thresholds for dollar indexes, EPD, and / or accuracies as well as coat color and horned / polled preference.

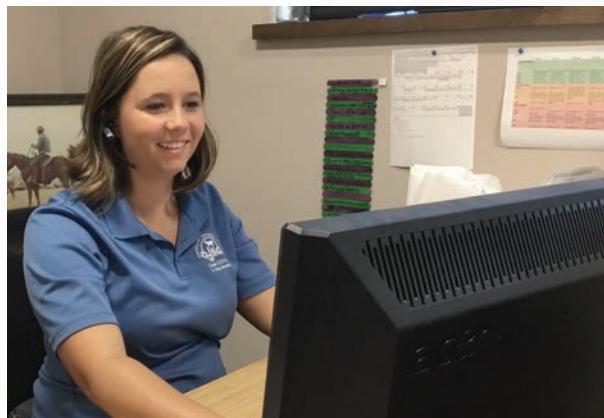


"The women in the processing and DNA department have been an outstanding group of women with whom to work. Their dedication to the association and membership is above and beyond routine expectations. They are always willing to assist and get the job done in a short amount of time. These women truly care about making the Simmental breed the best it can be and providing excellent customer service."
- Danielle LeDoux, Ree Heights, SD

Using Your Data

Herdbook has many useful reports and summaries available to download.

- ◆ Dam averages (calving intervals, BW averages, WW averages, etc.)
- ◆ Calf crop summaries
- ◆ Herd and Animal EPD, data, and ratios
- ◆ DNA summaries
- ◆ Genetic trait conditions
- ◆ Genetic trends
- ◆ Custom-built herd reports



ASA'S CUSTOMER SERVICE TEAM

Active Herd

Digitally manage your herd records and import them directly into Herdbook when ready.

- ◆ Weaning and yearling weights and measurements
- ◆ Herd health treatments
- ◆ Breeding, pregnancy, calving
- ◆ Inventory active pastures

Total Herd Enrollment

A whole cow herd reporting program designed to gather production, longevity, and fertility data. ASA has four THE options meant to fit most seedstock and commercial operation needs. Reach out to our THE team to help get started or answer any questions.

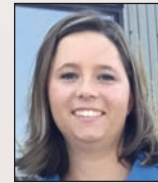
DNA Services

From basic trait testing to genomically enhanced EPD, ASA offers a full suite of DNA options.

- ◆ Approve an AI sire or donor dam (required for registrations). As of July 2020, the GGP-100K test qualifies AI sires and donor dams.
- ◆ Test and track animals at risk for a genetic condition or trait.
- ◆ Parent-verify a purchased embryo (required for registration).
- ◆ Increase the accuracy of EPD through uLD and 100K genomic testing.

The customer service team strives to use the latest in technology through Herdbook Services to assist breeders interested in advancing their genetics and profitability. Take advantage of this team's expertise for registrations, enrollment programs, DNA services, data processing, web support, and more.

Front-line Customer Service



Katelyn Gould



Tiffany Paulson



Cindy Newell



Robyn Kleiboeker

Total Herd Enrollment



Jannine Story



Amber Coila



Marni Gaskill



Heidi Todd



Bailey Abell

Data Processing Support

Accounts Receivable



Megan Jimerson

DNA Department



Molly Diefenbach



Mikela Lorash



Madison Marks



Shelby Monsaas



Callie Cooley

**No matter your question, a member of our team can help you.
Call 406-587-4531 or email the following:**

**Registrations, Corrections,
and Questions**
simmental@simmgene.com

Memberships and Changes
members@simmgene.com

Total Herd Enrollment (THE)
THE@simmgene.com

DNA Testing
DNA@simmgene.com

**Carcass Merit Program (CMP),
Carcass Data, and Commercial
Herds**
carcdata@simmgene.com

Ultrasound and Barnsheets
ultrasound@simmgene.com

**Research DNA
Cow Herd DNA Roundup (CHR),
Calf Crop Genomics (CCG), and
Carcass Expansion Program (CXP)**
researchdna@simmgene.com

DATA DRIVEN PROGRAMS

Members benefit from ASA programs built to ensure quality record reporting and reward important but rare data like mature cow weights, feed intake, carcass records, and female genotyping.

Genomics are a wonderful tool to improve EPD accuracy; however, the backbone of every genetic evaluation is still performance data. Without records for traits of interest, we can't use genomics to its full potential. Looking toward the future, it's important to continue collecting and submitting performance data on your animals, in addition to using genomic technology.

Total Herd Enrollment (THE)



THE ensures the most accurate prediction from the genetic evaluation so that both commercial and seedstock producers can make more informed selection decisions. THE is a cow-inventory reporting program designed to gather production, longevity, and fertility performance data on the whole cow herd. THE requires participants to provide annual reproductive and inventory status on their cow herd.

Breeders benefit from:

- 1) Improved quality of data submitted for genetic evaluation through whole contemporary group reporting.
- 2) Improved reproductive EPD by focusing on the cow herd.



"Whether registered or commercial, I like to know how our cows are performing. Each of our females need to look like a brood cow that has the structure and the EPD behind her to make it. Enrolling in THE gives us the data we need to produce animals that perform."
- Grant Jones, Chundy Land and Cattle, Haigler, NE

- 3) Performance Advocate recognition. A Driven Performance Advocate submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A Dedicated Performance Advocate submits records on 90% of the contemporary group, and records on 8 of the 14 traits. Those who meet this designation are highlighted in the Late Fall *SimTalk* and on ASA's website.

Contact your THE team to find the best fit for reporting data on your entire herd.

Cow Herd Roundup (CHR) and Calf Crop Genomics (CCG)

CHR and CCG are research projects launched by ASA in collaboration with Neogen® Genomics to offer 50% off a GGP-100K genomic panel to participating breeders who test their entire cow herd (CHR) or calf birth group (CCG). If breeders submit additional phenotypic data on the animals in either program, they can receive additional discounts.



CHR and CCG bring great benefits to participating members:

1. Global benefits of improved trait predictions.
2. CHR: for many traits, adding genomic results to a dam's EPD is similar to doubling a lifetime of calf records to the cow's information.
3. CCG: More complete information to make selection decisions earlier in an animal's life, saving valuable resources spent developing bulls and heifers.



4. Parentage included – large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
5. Parentage markers are in the database for easier parentage testing for the future.
6. Additional trait testing available at "add-on" pricing.



Andrew explains the decision behind enrolling in CHR. "And then we decided ... we might as well DNA test a lot of our cows as well. A lot of the bulls that we're buying are DNA tested and we figured if we want to improve our calves and our cow herds faster, then we probably want those EPD to be more accurate. And we figured if we DNA tested all of them that would speed up our process and increase the accuracies of the EPD."

- Andrew Katterman, Kattle Bell Farm, Hale, Michigan

ASA is responsible for over 10,000 of the 11,000 animals with genomics and actual carcass data in the International Genetic Solutions (IGS) multi-breed database.



"It is rare for a breed association program to literally be a win for everyone, but the CMP and CXP programs accomplish a big win for all. A win for the CMP herd by providing free semen, subsidized payments for each harvested carcass, complete birth to harvest processed data, and EPD on their cow herd that allows for more accurate genetic improvement for generations into the future. A win for the enrolled bull owner by supplying non-biased, third-party complete data from birth to harvest on your sires as well as maternal data well into the future. Possibly the biggest win is for the members who do not enroll sires but use genomically enhanced EPD. Yes, the CMP and CXP programs are a win for everyone."

*- former ASA Chairman of the Board,
Gordon Hodges, Hamptonville, NC*

Carcass Merit Program (CMP)

From providing confidence in calving ease to predicting end product value, the Carcass Merit Program (CMP) offers critical records to ASA members. Historically, the CMP contributed over 1,000 birth-through-weaning records, and over 500 yearling weights and carcass records annually. Recently ASA added new cooperator herds, individual feed intake collection, and genotyping calves to the program. All new CMP sires were evaluated on a prototype sequencing genomic panel helping further develop more impactful genomic technologies. Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for \$1,500/sire.



Carcass Expansion Project (CXP)

Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the CMP is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.

In the Fall of 2018, ASA added another layer of commitment to predicting carcass traits. ASA initiated a program called the Carcass Expansion Project to increase the number of carcass records on genotyped animals. The ASA Board of Trustees and staff are ramping up both phenotypic and genotypic data collection on terminal calves — a vital part of our vision.



Feed Intake Incentive

The cost of feed is the number one cost to the beef industry annually (65% of the production cost of beef). The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability among sires. Collecting individual feed intake data on calves of known sire groups will improve our ability to predict feed intake and thus improve our ability to predict differences in profit.

The ASA offers a 50% price discount on GGP-100K genomic tests, in exchange for feed intake data from the same animal. This incentive couples the need to increase the number of feed intake records in our database with an increase in the use of genomic testing.

Commercial Services — Value Added for Members' Customers

ASA seedstock breeders can leverage ASA and IGS commercial programs to provide better service to their customers. Encourage your commercial customers to enroll in the THE commercial option, CHR, and use the IGS Feeder Profit Calculator™ to make more informed decisions and market their calves more effectively. In addition, adding records from your customers' herds is like building your own young sire test program. Make ASA's customer service team your customer service team.

JUNIOR Program

From little hands to big leaders; grow with AJSA.



"It is my hope that I can inspire and encourage the youth to be seen, and more importantly to be heard. There are some amazing families involved in this association."

- Mia Bayer,
Youth and Foundation Coordinator

Youth Programs

Building an understanding of the beef industry while developing leadership, networking, and communication skills.

- AJSA was founded in 1975 and has over 3,000 active members.
- Governed by 16 AJSA Trustees serving a two-year term, for up to two terms. Trustees promote the Simmental breed while assisting in new programs and strengthening the leadership of junior members.

Regional and National Classics

- ◆ Regional Classics are held in June prior to the National Classic, and are hosted by a state association in one of four regions: Western, South Central, North Central, and Eastern.
- ◆ The National Classic is held each summer for a week, taking place in a different location across the country each year.
- ◆ The Classics provide an opportunity for junior exhibitors to showcase knowledge of their animals, the beef industry, and the Simmental breed.



- ◆ Mentor / Mentee Program, and recognition of the Merit Award Winners.
- ◆ Juniors are required to compete in four out of the five educational contests to exhibit their animals:
 - Public Speaking, Sales Talk, Cattleman's Quiz, Calvin Drake Genetic Evaluation Quiz, and Livestock Judging.
 - Additional competitions include: Cattle Show, Showmanship, Photography Contest, Interview Contest, Junior Herdsman of the Year, and Steer Profitability Competition.
- ◆ Juniors from across the country compete to place in the top 10 at the Regionals and the top 20 at the National Classic in each contest. At the National Classic, the esteemed overall top 20 in each age division are recognized.
- ◆ Cattle are exhibited for Percentage Simmental, Purebred Simmental, Simbrah, and Fullblood for the following divisions:
 - Bred and owned female, cow-calf pair, steer.
 - Owned female, cow-calf pair, steer.
 - Bred and owned bull.

"The emphasis on educational contests is unique to the AJSA. The exposure to these industry-relevant areas allows the AJSA to be a consistent cultivator of well-rounded, prepared, sharp, and driven young people."

- Martha Moenning, 2021 AJSA president

American Simmental-Simbrah Foundation Scholarships

- ◆ Awards several scholarships totaling \$40,000 each year at the National Classic.
- ◆ Juniors receive Bronze, Silver, and Gold Merit Awards; Peter Courtney Memorial Scholarship; the Eileen DuJardin Memorial Scholarship; and Hotel Scholarship.

Steer Profitability Competition

- ◆ Provides an opportunity for members to get meaningful exposure to understand cattle feeding.
- ◆ Introduces juniors to peers, mentors, industry advocates and allows them to have experiences that are unique for any beef producer.



◆ 872 head of cattle were shown by 542 exhibitors at the 2021 National Classic in Grand Island, Nebraska.

"The SPC is a tremendous opportunity for youth to have exposure to cattle feeding business and ultimately the product that reaches the end consumer. Regardless of the focus in your operation, we are ultimately beef producers, and this program gives youth participants exposure to the side of the business that gets our product to the plate."

- Dr. Abbie Redalen, parent of SPC participant

Summit Leadership Conference

- ◆ Held in conjunction with the American Junior Shorthorn Association and the American Junior Gelbvieh Association every other year.
- ◆ Focuses on educational workshops designed to enhance leadership development, communication skills, and beef industry knowledge.
- ◆ Juniors, 14–21 years of age from all over the country participate.
- ◆ Features nationally known speakers, and farm, ranch, and industry-leading company tours.



Visit
www.juniorsimmental.org
to learn more about us.



Progress Through Performance

Sets the industry standard for genetic evaluation inclusion at several of the Major beef cattle shows in the US today.

2020–2021 Purebred Champions

American Royal Show



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

North American International Livestock Exposition



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

Cattlemen's Congress



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

Dixie National Livestock Show



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

The American Simmental Association's Progress Through Performance (PTP) program reflects an industry reality that producers routinely balance between phenotypic evaluation and scientifically proven, industry-relevant EPD and indexes.

Six delegates from the ASA membership are chosen to provide a ranked list of 10 judges names for staff to tabulate. The top 30 names are to be reviewed and approved by the Activities & Events (A&E) Committee and the full board. Once the approved list is passed, it is sent back to the state associations of the respective Major PTP Shows for review and judge selection for the show season one and a half years from the time of board approval. Judges are selected with the first pick given to the National Classic, then the four Majors are in a rotation due to the schedule of the National Show. Approved judges are highly esteemed cattle evaluators and are provided EPD and indexes on each class.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org. The A&E Committee and ASA staff consistently monitor the PTP program and are constantly in search of methods to enhance and elevate the program. In the coming year, PTP will continue to provide strategic opportunities to hone the program and its alignment with ASA mission and membership interests.

ASA Ring of Champions

The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the five Major PTP shows for the 2021–2022 show season: American Royal, North American International Livestock Exposition, Cattlemen's Congress, National Western Stock Show, and Fort Worth Stock Show and Rodeo. Awarded divisions recognize the Champion, Reserve Champion, and Honorable Mention Show Cattle of the Year. The categories are Purebred Bull, Purebred Female, Percentage Bull, and Percentage Female. After awarding points for placings in classes, divisions, and grand and reserve championships, the highest point earners are crowned as royalty in the ASA Ring of Champions after the last show of the show season.

ASA RING OF CHAMPIONS



2020–2021 Ring of Champions Royalty

Ring of Champions recognizes the best of the best that compete in the PTP Majors, crowning 14 elite show animals of the year.



WLE Black Mamba G203

Purebred Simmental
Show Bull of the Year



KDP Miss Hoya Hayleigh

Purebred Simmental
Show Female of
the Year



GTWY-Foreman F241

Percentage Simmental
Show Bull of the Year



JBOY RJ Tammy 902G

Percentage Simmental
Show Female of
the Year



Mr BH Fits The Bill

People's Choice
Show Bull of the Year



KDP Miss Hoya Hayleigh

People's Choice
Show Female of the Year

STATE ASSOCIATION OPPORTUNITIES



Dr. Bert Moore

State Association Liaison
406-587-4531 • Ext. 509
bmoore@simmgene.com

Recognizing and taking advantage of important opportunities often brings important rewards.

How many times have we heard or even said the following statements? “I wish I had...” (bought that bull I was eyeing) or “If only I had...” (entered that good heifer in the show because she might have won).

Oh well, hindsight is 20-20, and we have all missed opportunities.

Fortunately, we do not dwell on them, but move on more determined not to miss the next one. Think about the opportunity the founders of the Simmental breed encountered when Simmentals were first introduced to North America. It is appropriately reviewed in our 50-year anniversary book, *Simmental's American Journey*.

The entire beef cattle industry was searching for improved growth along with reduction in fat leading to improved end product composition. These goals were coupled with the obvious need for expanded objective measurement of performance traits. Their opportunity was not without obstacles because much of it represented a stark deviation in the mindset of what was “conventional knowledge” throughout the industry.

Simmental's success story simply illustrates the positive response to an opportunity, overcoming some obstacles and again moving forward when new opportunities arise. Although opportunities of this magnitude are not often present, taking advantage of lesser ones can still lead to successes.

Increased Simmental promotion increases Simmental visibility, which in turn increases Simmental demand. State associations have the opportunity to expand the promotion of SimGenetics in their area. Recognition of the value that state associations could provide in support of the national association was identified in the infancy of the association by Don Vaniman, first secretary of ASA. He spent considerable time helping to organize and assist in the formation of state associations. Support of state associations has been a constant from the beginning.

Initiated in 1979, the **Cost Share program** offers the opportunity to fund SimGenetic promotions directed to the state and regional levels. With matching funds coming from the ASA, it offers the expansion of the promotional efforts that state associations can supply. This program goes well beyond those of other breed associations. Each state association is allocated up to \$4,000 by the ASA to be used to offset the expense of promotional activities each fiscal year. Those associations who use this entire amount are rewarded with an additional \$1,000 to be used the following fiscal year.

Funding based on registrations within a state is the basis of the **Check-Off program**. A state association, upon application, will receive 25¢ per registration recorded in that state. These associations can also receive Check-Off bonuses of up to 80¢ per registration based on a variety of additional SimGenetic promotional activities. The Check-Off monies can be used for any state association activity.

The above discussed programs offer significant opportunities for state associations to expand their influences in the promotion of SimGenetics in their region. It is important to take full advantage of these opportunities.



“Cost Share funds are used as a way to stretch and offset our advertising budget and promote the Simmental breed across the state of South Dakota. It allows us to advertise and promote the Simmental breed across the state and nation to other breeders and commercial producers who are current customers of Simmental genetics, along with producers who have yet to discover the benefits of Simmental genetics.”

*- Kevin Blagg, treasurer
of the South Dakota Simmental Association*

Did You Know?

- ◆ 21 State associations received Cost Share dollars.
- ◆ 5 State associations received an additional \$1000 in Cost Share funds for 2021 for maximizing use of funds in 2020.
- ◆ 29 states applied for and received Check-Off dollars.
- ◆ 17 states received Check-Off Bonus Bucks.



Cost Share: \$4,000 Each Fiscal Year for Advertising and Promotion

Cost Share Program

Designed to reach regional markets by assisting states in the advertising and promotion of SimGenetics. The program also provides support for the promotional activities of state associations to help increase their membership as well as their market share. May be submitted throughout the fiscal year. State associations maximizing their use of Cost Share funds (\$4,000) receive an additional \$1,000 for use in advertising and promotion. **Deadline June 30.**

- ◆ Print advertising
- ◆ eBlasts
- ◆ Booths and booth space
- ◆ Web development and maintenance
- ◆ Newsletters and member directories
- ◆ *SimTalk* special mailings
- ◆ ASA representation at state events

Check-Off Program

Paid quarterly and based on animal registrations in your state. The only requirement is for your state association to send us your current list of officers. **Deadline June 30.**

- ◆ Based on animal registrations in your state — 25¢ per animal.
- ◆ Current list of officers submitted each quarter — form is available online.

Check-Off Bonus Bucks

This program steps up the amount of money each state association may collect based on the registrations in their state. If a state completed three of the seven approved items, they'll receive an additional \$0.45 per state registration; then it increases for meeting each additional approved promotional items. The amount of bonus dollars that may be collected is based on the amount of promotion and advertising a state does in a fiscal year. Find out more details on ASA's website. Each state could receive \$1.10 per registration with the standard check-off dollars (\$0.25 per registration) and completion of all seven items approved for the Check-Off program.

Check-Off Bonus Bucks are paid annually at the end of the fiscal year. **Deadline July 10.**

Approved bonus activities:

- ◆ Booth and booth space
- ◆ Field day with ASA SimSpecialist
- ◆ AJSA event
- ◆ Promotion advertising – Cost Share participation
- ◆ Website promotion (link to ASA site)
- ◆ Mailings (include promotion for ASA SimSpecialist)
- ◆ PTP show

If a state completes:

- 1 bonus criteria — 10¢ per registration
- 2 bonus criteria — 20¢ per registration
- 3 bonus criteria — 45¢ per registration
- 4 bonus criteria — 55¢ per registration
- 5 bonus criteria — 65¢ per registration
- 6 bonus criteria — 75¢ per registration
- 7 bonus criteria — 85¢ per registration

Maximum reward incentive is \$1.10 per registration within the state (base of \$0.25/ per registration plus seven bonus criteria)

State Association Ad Templates

Ad templates are available to download for your use. There is no cost attached to this service. The template contains the 50% generic advertising required through the Cost Share program. They are ready to use — just place your state information in the remainder of the ad space (white area), and you are ready to go! Ads designed entirely by you may be accepted if they contain 50% generic advertising and are pre-approved.

Promotional Material Available for Use

- ◆ Brochures are available for your booth at trade shows.
- ◆ Only cost to your association is shipping.
- ◆ Order early to save money on shipping.

State Association Pull-up Display Booth

- ◆ Can be purchased with Cost Share dollars.
- ◆ Choice of several booth options.

Any questions can be answered by calling Bert Moore at 406-587-4531 • Ext. 509

Cost Share funds are available for a wide variety of promotional activities and are detailed at:
www.simmental.org



EDUCATIONAL MARKETING AND AWARENESS



“ASA exists to identify value points within our cattle population and to aid our members, and the business at large, in the decision-making and promotional efforts associated with those value points. These are not light or trivial matters. They impact lives and livelihoods. As such, our educational and marketing approaches are not trivial either. We use facts, informed and credible voices, and industry leverage and connections to generate informative and impactful materials that better position our members to navigate the challenges of our business. As always, we market with a purpose. And that purpose is to drive profit in the beef business.”

- Chip Kemp, Director of ASA and IGS Commercial and Industry Operations

ASA provides a wide array of services relevant to almost anyone in the beef business. Our members are progressive and innovative, and as a result, they expect ASA services to be equally cutting-edge. Our marketing efforts must keep pace, and often take on an educational twist – ranging from highlighting the genetic prowess and profit power of SimGenetics to providing awareness of many of the ingenious tools available to all segments of the industry. Our business, and the ever-changing multimedia landscape, necessitates that ASA be nimble and adaptable in marketing efforts.

Target Audiences

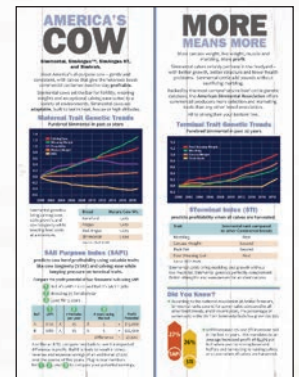
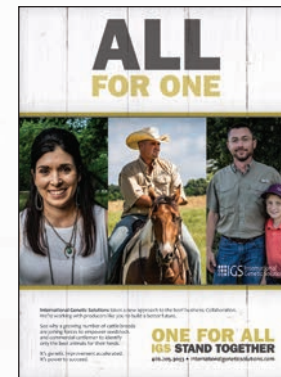
- 1) ASA members and their existing customer base**
ASA publications, traditional advertising, and promotional pieces using traditional print and digital platforms.
- 2) Potential members and potential customers**
Specific topic-focused and educational approach using traditional print and increasingly various digital approaches.
- 3) Serious industry influencers**
ASA and IGS promotional events, seminars, invited talks, well-placed articles and ads, and engaging serious drivers of social media.

Still captured from new videos produced in 2021.



Advertising, Promotion, and Marketing

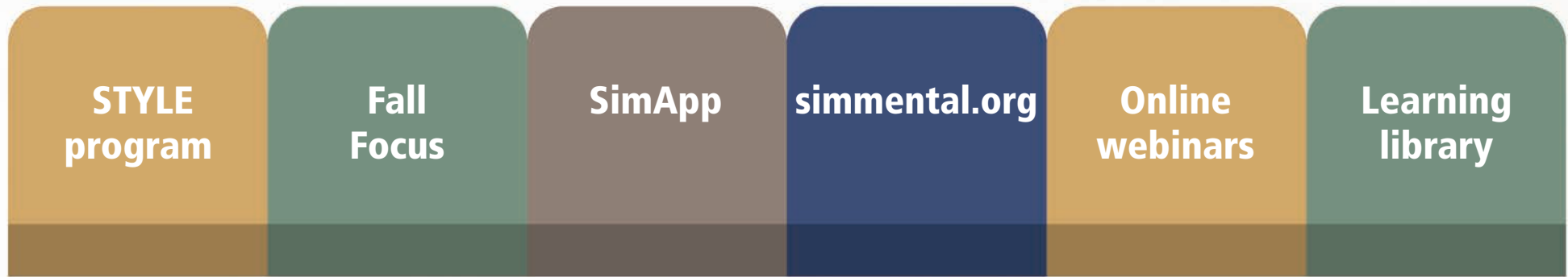
- 1) Print Media**
 - ◆ National campaign ad slicks and programmatic advertising for ASA magazines, non-ASA national publications, and regional magazines.
 - ◆ Digital ad versions available via state-based Cost Share Program.
 - ◆ Educational articles leveraged internally and externally to aid in messaging.
 - ◆ Sale books, flyers, *Sire Source*, press releases, etc.



EDUCATION

One of the first places commercial cattle producers go for help in understanding genetics is their trusted seedstock suppliers. Keeping ASA members up to speed on beef cattle genetics not only benefits our members, but also helps their customers make more informed decisions. ASA strongly believes in education and communication with our members and their customers using a

variety of platforms including printed articles, online resources, social media outlets, presentations at a variety of events, and the Fall Focus educational symposium. ASA's educational efforts involve many of our team and overlap with programs like our State Association relationships, SimSpecialist team, marketing efforts, and publications.



ASA strongly believes in education and communication with our members and their customers.



ASA SIMSPECIALISTS

ASA is fortunate to have a team of beef industry professionals, with a wide variety of experience, available to represent the Simmental breed. The SimSpecialists team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial breeders alike.

Below is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

Name	Region	Home Town
Gary Burns	South Eastern US	Pendleton, SC
Russ Danielson	ND, SD & MN	Fargo, ND
Brian DeFreese	North Eastern US	West Lafayette, IN
Michael Dikeman	KS & MO	Manhattan, KS
Ashby Green	South Eastern US	High Springs, FL
Bert Moore	IA	Indianola, IA
John Paterson	North Western US	Bozeman, MT
Susan Russell	CO & NE	Sugar City, CO
Ben Spitzer	South Central US	Fort Worth, TX
Perry Thomas	ND	Bismarck, ND
Jack Whittier	NE	Scottsbluff, NE
Bill Zimmerman	MN	St. Cloud, MN



Members of the SimSpecialists team traveled to Bozeman in 2021 to learn about ASA programs and projects.



“Our model is special and innovative. Rather than recruiting fresh-out-of-college kids ready to hit the road shaking hands and learning the ways of the seedstock and commercial industries, we have folks who are literally celebrities in the beef cattle business. These men and women are well known and well respected in their given territories already.”
 - Luke Bowman, director of SimGenetic Development

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The official publisher for the American Simmental Association

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Treasurer**
EVP Wade Shafer



Education

- ◆ ASA taps into the rich knowledge of the staff by creating educational articles and gives members access to additional educational resources through a variety of platforms ranging from print to social media.

Information

- ◆ Keeping abreast of industry news, the state of SimGenetics in the marketplace, and having a source for accurate information is important for producers. ASA Publication is committed to providing up-to-date industry news and information.

An Effective Outlet for Advertisers

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and potential customers. ASA Publication, Inc., has all of the resources to help you create an effective marketing strategy.

Advertising with ASA provides added value beyond the ad. Your sale date will be published in *the Register* and *SimTalk* Datebooks, and sale reports with averages, high-sellers, and up to four photos printed in *the Register*.

the Register

Serving as ASA's official publication, *the Register* has a circulation of 8,000 and focuses primarily on the active membership. Mailed nine times annually, *the Register* provides a direct and consistent line of communication to the ASA membership.

Linking Simmental Genetics to the Beef Business!

Back in 1987, when the American Simmental Association decided to bring its official magazine in-house, the staff was given a mission: "to provide communication, education, and information" to the membership.

First, under the banner of *the Register*, and later when *SimTalk* and for a time, *American Simbrah*, were added under the larger umbrella of ASA Publication, Inc., the editorial and advertising staff has adhered rigidly to the original mission.

Today, numerous other responsibilities have been added, including an Annual Report, a Breeder's Directory, *Sire Source*, sale catalogs, press releases, and web marketing, among many others.

Communication

- ◆ ASA's magazines, *the Register* and *SimTalk*, provide an outlet for members to stay up-to-date on industry events, fellow breeders' sales, and state association events, while also allowing members the opportunity to communicate their events.



SimTalk

Published four times annually, *SimTalk* has a circulation of over 40,000. With a focus on the Simmental breed's role in the commercial industry, each issue of *SimTalk* finds its way to commercial cow-calf producers, feedlots, and much more.

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.

Date Book

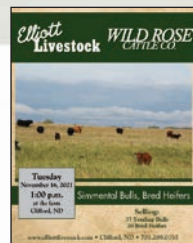
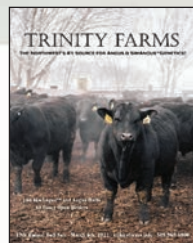
Listing of sales by month. Printed in each issue of *the Register* and *SimTalk*. No charge, no requirements.

Mailing Lists

Whether you are mailing a sale catalog or one of our specially designed promotional products, we can help you obtain a custom mailing list that specifically targets your ideal demographic.

Sales Call

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in Sales Call prior to your sale. Broadcast to over 7,200 subscribers, Sales Call announces the date of your sale, and provides a link to your catalog or website.



Affordable Full-Color Catalogs

With direct access to ASA's database, our design team can provide quick and efficient catalog services. Contact Nancy Chesterfield for a free quote.

Web Marketing

eBlast — Get the word out about your upcoming event by emailing over 6,000 ASA members and subscribers. This is ASA's most popular form of web promotion and is an affordable, effective option.

Banner ad — Place your ad on the homepage of *Simmental.org*, Sales Call, in our phone app (SimmApp), or in weekly editions of ASA's eNews.

Additional Services

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

- ◆ State directories
- ◆ Brochures
- ◆ Flyers
- ◆ Photo retouching
- ◆ Postcards
- ◆ Booths
- ◆ Logos
- ◆ Downloadable PDFs
- ◆ Business cards
- ◆ Banners
- ◆ Printed catalogs
- ◆ Posters
- ◆ eBlast ads
- ◆ Online catalog flipbooks
- ◆ Website development and hosting

Transfer Services

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.

Sire Source

A directory mailed each spring to every ASA member, targeting 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 SimSpecialists throughout the year. We also offer the opportunity to promote additional sires in the online version of *Sire Source* anytime during the next year. Promoting your bull in the online version opens huge marketing avenues for you.

Here's what you get:

- ◆ Instant access through online *Sire Source* catalog.
- ◆ Print version.
- ◆ Discount on a full- or half-page ad in *the Register* or the *SimTalk* anytime during the online post.



American Simmental-Simbrah Foundation

Building on our pillars of success.



"The Foundation Board is made up of individuals who are passionate about supporting both the youth and adult membership of the Simmental breed. It is rewarding to work with this dedicated group to raise funds that continue to support the American Simmental-Simbrah Foundation and its vision of serving youth, education, and research."

- Mia Bayer, Youth and Foundation Coordinator

National Classic Support

Merit Awards –
11 Silver Merit awards
and five Gold Merit awards
given out each year to
AJSA junior members to
help them continue their
college education.

Regional Classics –
Eastern, Western,
South Central and
North Central

AJSA Leadership
Development

Feed Intake Project

Walton-Berry Graduate
Support Grant

Sally Buxkemper
Memorial – Genetic
Evaluation DNA Testing

**Research
&
Technology**

Youth

AMERICAN SIMMENTAL-SIMBRAH
FOUNDATION



Steer Profitability
Competition

Fall Focus Symposium

Education

Will go toward the
programs with the
greatest need.

General

ASF Mission Statement:

The purpose of the 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. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects.

Vision Statement:

Serving youth, education, and research for today and future development of the American Simmental Association, the beef industry, and ASA's membership.

Foundation Board Members

Scott Cowger, Chairperson 816-304-0371

Greg Burden 405-780-0372

Cathy Eichacker 605-421-1138

Holli Hatmaker 859-707-5248

Brandi Karisch 225-717-3324

Bill McDonald 817-894-0563

Bob Mullion 714-922-8764

Aaron Owen 417-830-6252

Tonya Phillips 606-584-2579

Mark Smith 601-310-6695

Mike Stoltey 208-686-1515

Jennifer Tarr 309-824-9517

ASA Support Staff:

Mia Bayer, Linda Kesler, Wade Shafer

asf@simmgene.com • simmental.org/foundation

You may designate to any of the Four Pillars

**Together as one team,
our breed will flourish.**

Research & Technology

Feed Intake Project

- ◆ Collects individual feed intake data on calves of known sire groups to improve our ability to predict feed intake and thus improve our ability to predict differences in profit.

Walton-Berry Graduate Student Support Grant

- ◆ Supports graduate education with an emphasis on genetic improvements of livestock.

Sally Buxkemper Research Fund

- ◆ Keeping with her long affiliation and devotion to SimGenetics and research, the Sarah “Sally” Buxkemper Fund supports the research arm of the American Simmental-Simbrah Foundation.

Youth

AJSA National Classic

- ◆ The largest, most prestigious annual SimGenetic youth livestock event hosted by rotating state associations.



AJSA Regional Classics

- ◆ Hosted each June in four regions: Eastern, Western, South Central, and North Central.
- ◆ Allows juniors to attend a Classic closer to home and have a warm-up before the National Classic.

AJSA Leadership Development

- ◆ Summit Conference.
- ◆ Young Canadian Exchange Project — Two AJSA Board of Trustees attend and learn about international agriculture.
- ◆ Youth Beef Industry Congress (YBIC).

Youth Merit Awards

- ◆ Awards — Bronze, Silver, and Gold.
- ◆ Over \$25,000 in scholarships to 16 AJSA members awarded annually.
- ◆ Helps AJSA members continue their college education.



Gold Merit Award Winners



Silver Merit Award Winners

Education

Fall Focus Symposium

- ◆ Held each fall with keynote speakers on livestock genetics, animal breeding, and worldwide beef cattle topics.
- ◆ 2022 Fall Focus is in Roanoke, Virginia, August 26–30.

Steer Profitability Competition

- ◆ Provide AJSA members exposure to the opportunities and challenges associated with cattle feeding.



Foundation Fundraising

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

- ◆ The Foundation Female was sold in Oklahoma City at the Bricktown National Simmental sale, garnering \$67,000. To date, \$569,600 has been raised.



- ◆ \$9,600 – Bricktown National Simmental Sale, Oklahoma City
- ◆ \$19,500 – National Western Stock Show, Denver
- ◆ \$6,600 – Cowtown Classic, Fort Worth



Thank You

Thank you to all contributors and donors for your past and future support to further enhance our Foundation.

If you have an interest in fundraising or donating to any of these pillars, contact one of the listed Foundation Board Members.

- ◆ The Foundation is a 501 (c)(3) corporation.
- ◆ Visit simmental.org/foundation to learn more about the ASF.

2021 BOARD OF TRUSTEES

Committees

Executive Committee

Randy Moody (Chairman)
Barry Wesner (Vice Chairman)
Steve Eichacker (Treasurer)
Tom Nelson
J.W. Brune
Wade Shafer (EVP)
Staff: Linda Kesler

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

Barry Wesner (Chairman)
Brandon Callis
Tim Clark
Steve Eichacker
Tom Nelson
Doug Parke
Greg Walthall
Staff: Chip Kemp

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contests, programs, and membership in other organizations.

Steve Eichacker (Chairman)
J.W. Brune
Tim Clark
Victor Guerra
Chris Ivie
Clay Lassle
Greg Walthall
Staff: Luke Bowman

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association.

J.W. Brune (Chairman)
Kent Brunner
Chad Cook
Tim Curran
Victor Guerra
Chris Ivie
Clay Lassle
Gary Updyke
Staff: Sheldon Ross

Assets/Finance

This Committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review proposed capital expenditures for approval or recommendation to the Board.

Steve Eichacker (Treasurer)
Victor Guerra
Chris Ivie
Randy Moody
Barry Wesner
Wade Shafer (EVP)
Staff: Linda Kesler

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this Committee. Examples include: performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology.

Tom Nelson (Chairman)
Kent Brunner
Brandon Callis
Chad Cook
Tim Curran
Doug Parke
Gary Updyke
Barry Wesner
Staff: Jackie Atkins

DIRECTORS AND LEAD STAFF

Simbrah

The objectives of this Committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

Greg Walthall (Chairman)
J.W. Brune
Brandon Callis
Victor Guerra
Doug Parke
Tom Nelson
Barry Wesner
Staff: Luke Bowman

Trustee Nominating Committee

The Vice Chairman shall serve as Chairman. One Trustee from each of the four areas will be appointed to complete the Committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

Barry Wesner (Chairman)
Steve Eichacker (North Central Region)
Tom Nelson (Western Region)
Brandon Callis (South Central Region)
Chris Ivie (Eastern Region)
Staff: Linda Kesler

ASA's directors and lead staff work with the ASA members, Board of Trustees, ASA customer service team, and ASA Publication staff to help facilitate programs and events for the Association and beef industry as a whole.



Jackie Atkins, PhD
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Luke Bowman
Director, Member Events
and International
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Lane Giess
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and Non-traditional
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Chip Kemp
Director, ASA and IGS
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Industry Operations
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Sheldon Ross
Systems Architect
sross@simmgene.com



Mahdi Saatchi, PhD
IGS Lead Genomicist



Jannine Story
Director, Performance
Data Programs
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CONSOLIDATED FINANCIAL STATEMENTS



Consolidated Balance Sheet — FY 2021

Assets

	<i>Dollars</i>
Current Assets	
Cash and cash equivalents	3,334,632
Accounts receivable	710,235
Income taxes receivable	-
Prepaid income tax	6,708
Prepaid expenses	88,638
Deferred income tax assets	-
Total current assets	<u>4,140,213</u>
Foundation Investments	<u>424,941</u>
Investments	<u>14,042,373</u>
Property and Equipment	
Land	374,412
Building and improvements	2,956,056
Computer hardware	113,587
Office furniture and fixtures	138,801
Accumulated depreciation	(909,158)
	<u>2,673,698</u>
Other Assets	
Deferred income tax assets, non current	21,247
Computer Software	170,533
	<u>191,780</u>
Total Assets	<u><u>21,473,005</u></u>

Liabilities and Net Assets

	<i>Dollars</i>
Current Liabilities	
Accounts payable	359,818
Due to members	78,681
Wages, commissions and payroll taxes payable	26,842
Accrued annual leave	263,369
Deferred revenue	-
Subscriptions received in advance	-
Advertising received in advance	11,222
Income taxes payable	-
Total current liabilities	<u>739,932</u>
Equities	
Unrestricted	
Parent company's net assets	18,907,659
Subsidiary's accumulated equity	719,959
Foundation net assets	628,585
Restricted	
Foundation's temporarily restricted equity	476,870
Total net assets	<u>20,733,073</u>
Total Liabilities and Equities	<u><u>21,473,005</u></u>

Note: Consolidated financial statements and notes to consolidated financial statements are posted on ASA's website. Rudd & Company are certified public accountants who conduct the audit and prepare the financial statements.

Consolidated Statement of Revenue and Expenses — FY 2021

Unrestricted Operating Revenue Dollars

Membership fees and registrations	1,509,333
Annual service fees	744,182
Total herd enrollment	1,354,410
Advertising income	614,940
Production income	62,103
Transfers	61,966
Subscriptions	4,349
DNA Revenue	1,555,465
Foundation Support	151,701
Other operating revenue	683,639
	<u>6,742,088</u>
Release of program restrictions	80,044
	<u>6,822,132</u>

Unrestricted Operating Expenses

Program activities	3,220,136
General and administrative	2,148,463
Fundraising	-
ASA Publication	918,131
	<u>6,286,730</u>

Unrestricted Operating Income

<i>(without donor restrictions operating income)</i>	<u>535,402</u>
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Other Income (Expenses)

Dollars

Interest and dividend income	432,659
Unrealized gain on investments	1,846,853
	<u>2,279,512</u>

Income before provision for income taxes	2,814,914
Provision for income taxes	4,385
	<u>2,819,299</u>

Change in Without Donor Restrictions Net Assets 2,819,299

Donor Restricted Support	
Foundation support	87,128
Release of program restrictions	(80,044)
Change in donor restricted net assets	7,084
	<u>2,826,383</u>

Total Change in Net Assets 2,826,383

Consolidated Statements of Cash Flow

Cash Flow from Operating Activities

Cash received from customers	6,738,054
Cash received from contributions	242,048
Cash paid to suppliers and employees	(5,767,818)
Investment income	432,659
Income taxes paid	161
Support paid	(173,103)
Miscellaneous expenses paid	-
Net cash from operating activities	<u>1,472,001</u>

Cash Flows from Investing Activities

Redemptions of investments	-
Purchases of investments	(3,540,329)
Purchases of property and equipment	(20,117)
Purchase of computer software	(65,000)
Net cash flows from investing activities	<u>(3,625,446)</u>

Cash Flows from Financing Activities

Net change in cash and cash equivalents	(2,153,445)
Cash and cash equivalents, beginning of year	5,488,077
Cash and cash equivalents, end of year	<u>3,334,632</u>



CONSOLIDATED FINANCIAL STATEMENTS

Yearly Comparative Revenue and Expenses as of June 30, 2021

REVENUE	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013	FY2012
Annual Service Fee	744,182	721,925	702,614	682,590	627,401	595,496	541,495	542,910	481,470	445,388
Memberships	65,690	62,355	59,350	59,000	60,150	59,660	47,075	40,050	39,895	34,525
Total Herd Enrollment	1,521,450	1,503,651	1,506,307	1,300,179	1,256,799	1,152,519	1,112,057	1,009,946	984,368	891,250
Registration Non-THE	1,238,895	1,154,678	1,219,784	1,425,153	1,381,610	1,372,603	1,157,776	997,199	922,100	869,182
DNA Services	1,555,465	1,224,490	1,770,317	1,083,487	748,484	749,672	512,697	373,020	308,945	131,530
Genetic Evaluation Services	292,898	242,796	225,890	155,865	105,220	149,549	163,209	117,709	58,347	41,935
Interest Income	422,851	187,033	342,927	182,281	133,779	181,134	193,073	127,960	131,859	123,782
Transfers	61,966	70,660	71,380	67,120	60,780	60,035	58,740	53,030	51,010	44,475
Rental Income	35,000	40,000	35,000	36,500	35,000	35,000	30,000	30,000	30,000	30,000
Other Revenue	421,850	132,525	69,829	99,871	101,908	91,021	187,940	223,845	152,066	127,608
Total Revenue	6,360,247	5,340,113	6,003,398	5,092,046	4,511,131	4,446,689	4,004,062	3,515,669	3,160,060	2,739,675
REVENUE	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013	FY2012
Advertise/Promotion	566,154	515,723	556,184	499,252	372,995	299,042	347,827	279,015	271,129	309,655
Depreciation/ Amortization	261,224	204,008	239,941	222,384	204,606	89,428	17,309	21,100	25,569	24,743
General & Admin	267,482	249,187	289,043	259,905	238,748	234,094	212,380	215,923	209,315	185,462
Maintenance & Repair	32,765	31,657	36,853	56,273	41,561	51,281	21,165	36,472	33,402	28,346
Personnel	2,070,724	2,127,559	1,923,931	1,804,773	1,455,565	1,314,694	1,288,859	1,378,296	1,217,974	1,162,743
Professional	308,178	381,854	214,631	238,806	129,813	365,808	248,625	349,376	115,583	91,816
Service	1,219,050	916,594	1,409,564	1,170,047	565,140	581,521	463,029	336,221	236,795	88,886
Subscriptions	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Taxes	15,640	66,926	132,894	44,054	16,346	15,972	8,096	4,269	2,691	4,341
Travel	484,606	405,069	469,224	404,882	340,300	346,498	348,845	344,656	327,741	335,798
Unrealized & Realized Gain Inv	(1,827,318)	(205,179)	(205,707)	(209,352)	(342,530)	53,235	39,489	(501,642)	(310,319)	36,552
Gain/ Sale Properties		(4,351,156)	(250,000)	(200)						
Total Expense	3,548,505	492,242	4,966,558	4,640,824	3,172,544	3,501,573	3,145,624	2,613,686	2,279,880	2,418,342
NET INCOME	2,811,742	4,847,871	1,036,840	451,222	1,338,587	945,116	858,438	901,983	880,180	321,333

LOOKING FORWARD TO 2022



AJSA National Classic

The 2022 AJSA National Classic will be held June 24–30 at the Alliant Center in Madison, Wisconsin. The 2021 National Classic set records for attendance and the number of animals shown, and this year is set to be another event filled with education, camaraderie, and will showcase the bright future of the Simmental breed.



Fall Focus 2022

Fall Focus 2022 will be held August 26–30, in Roanoke, Virginia. With the past two Fall Focus events canceled due to the pandemic, the 2022 event is set to be a long-overdue opportunity for connection in the Simmental community. Fall Focus gives Simmental producers the opportunity to connect with one another, participate in educational events, and participate in important conversations.



SimGenetics Training for Young Leaders and Entrepreneurs (STYLE)

STYLE 2022 will be held at the Skirvin Hilton in Oklahoma City, Oklahoma, June 17–19. STYLE intends to develop leaders who better appreciate and understand the complex environments of the beef industry, who can more effectively serve ASA stakeholders in the future. The educational program, for those age 25–40, will include a mixture of talks, panels, interactive sessions, small group experiences, meaningful mentorship opportunities, suggested readings, and real-life examples of overcoming serious obstacles.



AJSA Steer Profitability Competition (SPC)

The AJSA Steer Profitability Competition (SPC) gives youth in the beef industry real-world exposure to cattle feeding. This kind of education is rare and valuable for youth, and the program is focused on supporting the next generation of beef producers. This year's group of animals will be processed in spring of 2022, and participants will be able to see the real-world profitability of the animals they raised. Fall of 2022 will bring in a new class of participants.



Progress Through Performance (PTP) Shows

The Progress Through Performance program balances phenotypic evaluation and scientifically proven industry-relevant EPD and indexes. The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the five Major shows: American Royal, North American International Livestock Exposition, Cattlemen's Congress, National Western Stock Show, and Fort Worth Stock Show and Rodeo.

ASA RING OF CHAMPIONS



STAND STRONG SIMMENTAL

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association

2021 Annual Report