

**Board of Trustees' Meeting**  
**American Simmental Association**  
**October 16, 2013**  
**eMeeting**

Chairman Jessie Driggers called meeting to order at 6:10 p.m.

Roll Call: Jessie Driggers, Jimmy Holliman, Bill McDonald, Kevin Thompson, Harold Williams, Roger Finke, Calvin Drake, Blake Nelson, Scott Cowger, Jon Willis, Tim Smith, Dale Miller, Jim Butcher, Bob Lanting, Susan Russell. Brian DeFreese not in attendance.

Legal Counsel: Gene Summerlin

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Linda Kesler

**Purchase Land on Campbell Road.** Wade Shafer gave an update.

Items discussed:

- Buy-Sell agreement.
- Met with Bozeman engineer to begin due diligence.
- Close mid-December / January

**Land Sell (Simmental Way).** Report presented by Wade Shafer and Gene Summerlin.

Items discussed:

- Offer 2.9 million (for 7.406 acres) received from Edgemark
- Offer received from Ford Dealership well under Edgemark's offer
- Edgemark open to negotiations
- Building a new ASA building, estimate of \$120/sq. ft. (1.2 million) plus impact (\$50,000) and other fees.

Moved Bill McDonald, second Scott Cowger to give the authority to the Executive Vice President and Executive Committee to negotiate with Edgemark and accept an offer between 12.00 sq.ft. and 12.50 sq. ft. Vote by Roll Call. 15 Yes (1 not in attendance). Motion carried.

**Genetic Evaluation Update.** Report presented by Wade Shafer.

Items discussed:

- In discussion with Dorian Garrick and Bruce Golden to partner with ASA in developing the next genetic evaluation using the monte carlo/markov chain method.
- Most likely a 2-year time frame.
- Resource allocations already in place.

**Strategic Planning Sub-Committee.** Chairman Jim Butcher presented the project of the sub-committee. Items discussed.

- Committee: Jim Butcher, Jessie Driggers, Calvin Drake, Susan Russell, Brian DeFreese, Wade Shafer, Steve McGuire, Linda Kesler.
- Goal: To consolidate and organize all notes and discussions during the full strategic planning session into a working document. Working document will be distributed to all committee members.
- This document will be reviewed at the beginning of each full Board Meeting as our guide through 2019.
- As additional resolutions and directives are passed, they will be including in the projects section of this document.

**eCommunications, Keeping Members Informed.** Report presented by Linda Kesler.

Items discussed:

- HerdBook - Help Updates
- Science Forum - Interactive
- Blogs, THE & DNA and Registration Tidbits
- tReg – editorial blog, supplemental editorial complimenting current ASA activities
- Press Releases

**Cooperative Advertising and Cost Share Program.** Linda Kesler submitted a proposal for Board Consideration. Proposal adding another option to the cost share program.

**State Associations may request an ASA Representative to attend a state sponsored function and cost share the expense with ASA.**

Note:

ASA share: 60%  
State Association share: 40%

Points of Discussion:

1. Manage state association requests with a program already in place.
2. Cost Share dollars already budgeted.
3. Specific Representative cannot be requested, it will follow the same procedure as a representative attending a sale.

Moved Roger Finke, second Bob Lanting to allow State Associations to request an ASA Representative to attend a state sponsored function and cost share the expense with ASA through April, 2014. Further review by the Growth & Development Committee is required at April's committee meeting to determine if this should be added as a permanent option to the cost share program. Motion carried.

Moved Jon Willis, second Calvin Drake to adjourn. Motion carried.

