

**Board of Trustees' Meeting**  
**American Simmental Association**  
**January 17, 2014**  
**Denver, Colorado**

Chairman Jessie Driggers called the meeting to order at 8:10 a.m.

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

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Lauren Hyde, Jackie Atkins, Luke Keller, Will Townsend, Linda Kesler, Bill Zimmerman

Legal Counsel: Gene Summerlin

Incoming 2014 New Board Members: Gordon Hodges, Erika Kenner, J.W. Brune, Cliff Orley

**Instructions and Approval of Agenda.** Moved Calvin Drake seconded Tim Smith to approve the agenda as presented. Motion carried.

**Approval of the Minutes** Moved Jimmy Holliman seconded Susan Russell to approve the minutes of September 9-10, 2013; October 16, 2013 and December 4, 2013 as presented. Motion carried.

**ASA Financial Report.** ASA's financial report given by Jimmy Holliman. Moved Jimmy Holliman seconded Scott Cowger to accept the financial reports as presented. Motion carried.

**Full Board Orientation.** Legal Counsel Gene Summerlin presented orientation for incoming and existing Trustees. Items discussed:

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

**Strategic Planning Review.** Review was presented by Linda Kesler and Steve McGuire

Items discussed:

- Mission Statement
- Vision Statement
- Core Policies
- 5-Year Strategic Planning/Road Map – use as guideline in committees and decision making
- Four identified categories with additional guidelines
- Active outline on Trustee web site for review. Make sure to check around the 20<sup>th</sup> of each month
- Strategic Planning Measures. Where are we and where have we been

**Staff Report: Tracking & Managing Genetic Conditions** presented by Jackie Atkins.

Items discussed:

- All are carriers of something.
- Fertility Project.
- MateSel Program.
- Handling genetic defects in the future
- Developmental Duplication (DD)
- DD tracking and reporting

*Proposal for Breed Improvement consideration; removal of required testing for other defect.*

**Staff Report: ASA Experience with Incorporating Genomics into Genetic Evaluation** presented by Lauren

Hyde. Items discussed:

- Approval to initiate development of GE-EPD in Jan, 2011
- Background on the development
- Incorporating MBV into MBCE
- External EPD Approach
- Correction of inconsistencies found in accuracies
- New Technology will have challenges as it develops
- Believes in the potential of genomics to advance beef cattle breeding

**Staff Report: ASA Representative Model Update** presented by Bill Zimmerman.

Items discussed:

- ASA Representative Model
- ASA Representatives currently on contract
- Sales attended and cost

**Executive Committee Report** presented by Chairman, Jessie Driggers.

Items discussed:

- Overview of Executive Meetings
- Campbell property purchased January 14, 2014
- Simmental property
- Simmental Genetic Trends
- Dr. John Harker letter

*Directive: Breed Improvement to review Dr. John Harker's letter.*

**Committee Reports.**

**Activities and Events.** Report given by Susan Russell.

**Resolution #1.** ASA approve Texas to host the 2015 AJSA National Classic at Brazos County Expo Center in College Station, Texas. Moved and seconded in committee.

Points of Discussion:

- AJSA Board approved this resolution for Texas bid to host the Classic after working with the Texas Simmental/Simbrah Association and Texas Junior Simmental/Simbrah Association volunteers to find a more desirable location to fit the anticipated needs of the summer event.
- There is no air conditioning in the facility's show ring, with concern for the heat and humidity that may be experienced during the July competitions.
- A&E committee passed this resolution on 12/16/2013.

**Resolution #2.** ASA approval of requirements that AJSA Trustee candidates must have participated in at least one Regional Classic, one National Classic, and one of the below events, for a total of three events. Moved and seconded in committee.

- AJSA National Classic
- AJSA Regional Classics
- AJSA Summit
- Beef Improvement Federation Conference
- Youth Beef Industry Congress

**Resolution #3.** ASA approval of the 2014 National Classic judge selections. Moved and seconded in committee.

**Cattle Show Judges:**

First Choice: Jason Hoffman, NE with personally selected associate judge  
Second Choice: Jack Ward, MO with personally selected associate judge  
Third Choice: Randy Daniel, GA with personally selected associate judge

**Showmanship:**

**Junior**

First Choice: Ashley Moore Warren, Springfield, KY  
Second Choice: Jonathan Perry, Fayetteville, TN

**Intermediate**

First Choice: Holly Gamble Meier, Clinton, TN  
Second Choice: Tyler Cates, Modoc, IN

**Senior**

First Choice: Lydell Meier, Clinton TN  
Second Choice: Spencer Shout, Fayetteville, TN

### **Activities & Events Committee Report continued.**

**Resolution #4.** ASA approval of the below revisions to the AJSA interview competition. Moved and seconded in committee.

#### **Interview Competition**

1. The Interview Competition gives participants the opportunity to prepare an effective resume and enhance their interview skills in a mock electronic interview competition using Skype.
2. Contestants must be 17 years old on January 1.
3. Contestants must submit a detailed job description in 50 words or less describing the position, either existing or fictitious for which they are applying, and resume in .pdf format to [contests@simmental.org](mailto:contests@simmental.org) by June 1.
4. Interview times will be assigned and will be conducted via Skype on Tuesday, July 1.
5. Judging will be based upon Interview (50%), Resume (25%), and Appearance/Overall Effectiveness (25%).
6. Only the judges, contestant, and ASA staff members will be allowed on the Skype video interview.
7. Score sheets and judge comments will be electronically returned to contestants following the contest.
8. This competition will not be considered for overall individual awards.
9. Top three placings will be awarded at the National Classic banquet.
10. You do not have to be present at National Classic to win.

**Breed Improvement.** Report given by Calvin Drake. Presentation by Will Townsend.

#### **Items Discussed:**

- Bring the tabled resolution (drop printing the adjusted weights and ratios on certificates) up for vote
- International Genetic Solutions (IGS)
- Commercial Cattlemen's Guide
- Feeder Profit Calculator
- Adjusted Weights & Ratios
- Basic Strategies of Breed Association
- Long-term goals and values

**Resolution #1.** That ASA drop adjusted weights and ratios from registration papers. Moved and seconded in committee.

#### **Points of Discussion:**

- Putting adjusted weights on registration papers contradicts our claim to be science based.
- Members and commercial producers receive a mixed message when we support the use of EPDs while still putting an emphasis on weights.
- We need to put our money where our mouth is and focus on science to maximize our success and the success of our customers.
- As leaders of the Association, actions like this show ASA membership, the industry, and ASA staff that we are willing to lead the industry toward true genetic improvement.

**Growth & Development.** Dale Miller referred to his annual meeting report. No resolutions from this committee.

**Policy & Procedures.** Jimmy Holliman referred to his annual meeting report. No resolutions from this committee.

**Simbrah Report.** Report given by Blake Nelson.

Items discussed:

Advertising

Photos

Continued commitment for more promotion of Simbrah and SimAngus<sup>TM</sup> HT

Recess until 8:00 a.m. on January 18, 2014.

**Board of Trustees' Meeting  
American Simmental Association  
January 18, 2014  
Denver, Colorado**

Meeting reconvened at 8:05 a.m.

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

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Lauren Hyde, Jackie Atkins, Luke Keller, Will Townsend, Linda Kesler, Bill Zimmerman.

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**Voting Resolutions.**

**Breed Improvement.**

Moved Calvin Drake seconded Jimmy Holliman to take tabled resolution regarding removal of adjusted weights and ratios from the registration certification off table. Motion carried.

**Activities and Events.**

Resolution #1. Motion carried

Resolution #2. Motion carried.

Resolution #3. Motion carried.

Resolution #4. Motion carried.

Breed Improvement.

Resolution #1. Motion failed.

**2014 Board.** Jessie Driggers turns the meeting over to 2014 Chairman Jim Butcher.

**Election of Officers and Executive Committee.**

**Nominations for Vice-Chairman.** Moved Scott Cowger to nominate Susan Russell. Moved Jimmy Holliman to nominate Bob Lanting. Move Calvin Drake seconded Tim Smith to cease nominations. Motion carried. Bob Lanting elected by vote.

**Nominations for Treasurer.** Moved Kevin Thompson to nominate Dale Miller. Moved Tim Smith to nominate Scott Cowger. Moved Jimmy Holliman seconded Bob Lanting to cease nominations. Motion carried. Dale Miller elected by vote.

**Nominations for Position #1.** Moved Jimmy Holliman to nominate Susan Russell. Moved Roger Finke to nominate Calvin Drake. Moved Scott Cowger seconded Tim Smith to cease nominations. Motion carried. Calvin Drake elected by vote.

**Nominations for Position #2.** Moved Scott Cowger to nominate Brian DeFreese. Moved Bob Lanting to nominate Susan Russell. Moved Tim Smith seconded Calvin Drake to cease nominations. Motion carried. Susan Russell elected by vote.

Moved Calvin Drake seconded Bob Lanting to destroy ballots. Motion carried.

**Housekeeping.**

- Update of name address, phone number and email
- 2014 Committee Appointments
- Upcoming event dates
- Register Viewpoint schedule

Move Scott Cowger, seconded Calvin Drake to adjourn. Motion carried.