
Board of Trustees' Meeting

American Simmental Association

September 9 – 11, 2014

Bozeman, Montana

ASA Chairman Jim Butcher called the meeting to order at 8:05 a.m...

ASA Roll Call: Jim Butcher, Bob Lanting, Susan Russell, Dale Miller, Brian DeFreese, Gordon Hodges, Cliff Orley, Roger Finke, Calvin Drake, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Blake Nelson.

Not in attendance: Jessie Driggers

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Will Townsend, Luke Keller, Kathy Shafer, Sheldon Ross, Jim Largess, Nancy Chesterfield, Jackie Atkins, Bert Moore, Bill Zimmerman, Leoma Wells, Linda Kesler

Approve Agenda. Moved Scott Cowger seconded Calvin Drake to approve the agenda as presented. Motion carried.

Welcome and Announcements. Welcome by Jim Butcher and Wade Shafer.
Moved Scott Cowger seconded Calvin Drake to approve the agenda as presented. Motion carried.

Treasurer's Report. Dale Miller presented ASA's financial report.

- Investments
- Funding, expected expenses in addition to budget for daily operations
- Income/Operational Breakout
- Expenses
- FY2015 Budget Summary
- Balance Sheet

Moved Tim Smith seconded Calvin Drake to approve the treasurer's report as presented. Motion carried.

Committee Meetings. Members were invited to attend and participate in the fall committee meetings.

Patent Challenge / Leachman Lawsuit. Legal Counsel Gene Summerlin joined by teleconference to give an update regarding the patent challenge and Leachman lawsuit. Leachman's Colorado lawsuit dismissed by judge.

Recess until 8:00 a.m. September 10, 2014

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Meeting reconvened at 8:20 a.m.

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

Staff: Wade Shafer, Steve McGuire, Paulette Cochenour, Will Townsend, Luke Keller, Kathy Shafer, Sheldon Ross, Jim Largess, Nancy Chesterfield, Jackie Atkins, Bert Moore, Bill Zimmerman, Linda Kesler

Statistics and Measurements. Steve McGuire presented statistics for review in compliance with the Board's strategic planning goals.

- Statistics for data submitted in 2013
- Total Herd Enrollment
- Genetic Trends
- Records collected with performance data
- Fall 2014 Genetic Evaluation Records
- Domestic beef sales
- Bulls transferred to non-member buyers

Committee Reports and Presentation of Resolutions. Updates and presentation of resolutions/directives given by committee chairman.

Activities and Events, Chairman Tim Smith

Items Discussed:

- PTP Judge's List. Moved Blake Nelson seconded Brian DeFreese to add Chris Cassaday to the PTP Judges List. Motion carried.
- Multiple Levels of PTP Approved Judges
 - Tiered PTP Judges List
 - Advantage for host states; smaller selection pool
- PTP National Show Rotation Proposal
- National Classic Funding for Facilities

Resolution #1: To increase amount ASA gives to the National Classic host state from \$8,000 to \$10,000 to be used for the facilities and requests that the American Simmental Simbrah Foundation consider \$10,000 in matching funds. Moved and seconded in committee.

Point of Discussion:

- ✓ Due to the growth and increase in participation at the National Classic larger facilities are required.
- Application to Host Fall Education Session & ASA Board Meeting

Directive #1: Direct Staff to complete the process necessary to host the educational symposium held in conjunction with the September Board Meeting. Entire process must be completed by December 31.

Points of Discussion:

- ✓ Location announced in January at the Annual Meeting
- ✓ State Associations are eligible for application
- ✓ Must be coordinated with a Simmental-friendly university
- ✓ Must be held between September 3 and September 10
- ✓ Final selection and program approved by ASA Board Chairman and EVP

Moved Brian DeFreese seconded Cliff Orley to amend Directive #1 replacing "Must be held between September 3 and September 10" with "Must be held no later than September 10". Motion carried.

- Denver Meet & Greet on the Grounds for 2015
- Host states for 2015 Regionals.

Resolution #2: Accept New England Simmental Association to host the 2015 Eastern Regional; accept Missouri Simmental Association to host the 2015 South Central Regional and accept Iowa Simmental Association to host the 2016 National Classic. Moved and seconded in committee.

Policy and Procedures, Chairman Roger Finke

Items Discussed:

- Electronic Voting Procedure
- Expansion of Foundation in Simmental Percentage Chart
- Name Change Fees

Simbrah, Chairman Blake Nelson

Items Discussed:

- Simbrah & SimAngus™HT Photos
- Updated Simbrah Brochure
- Simbrah Pull-Up Panel/Booth
- Commitment to Simbrah's Growth & Participation in THE
- Rules & ByLaws – Current Simbrah Chart vs. Old Simbrah Chart

American Simmental Simbrah Foundation Report. Foundation Chairman Nancy Tom reported on the reorganization and goals of the Foundation Board.

ASA Publication Board Report. ASA Publication Chairman Bob Lanting gave an update on ASA Publication with Linda Kesler giving the financial report.

Committee Reports and Presentation of Resolutions. Updates and presentation of resolutions/directives given by committee chairman continues.

Breed Improvement, Chairman Calvin Drake

Items discussed:

- New Genetic Evaluation Software – Operation Quantum Leap
 - Better job working with data and incorporating DNA to produce EPDs
 - Potential for more frequent runs; no interims
 - Accuracy – different approach to provide more informative accuracy levels
 - MB Stayability included along with all traits we have now when the new model is presented
 - Future – customized indexes in the future; different type of complications but can be done
 - Economical Relevant Traits are fairly robust; customized indexes may be not be the answer but should be explored
- Genomic Update
 - Help with accuracy & change in EPDs on young animals; breed composition and retraining
 - Use Animal Meat Research enter statistics for heterosis
 - LD testing; less expensive testing to encourage members to test on all animals.
 - Consider embracing/expand using other companies for DNA testing
 -

Directive: Evaluate the possibility to run the genetic evaluation every two months or quarterly

- International Genetic Solutions (IGS)
 - Replaces the term MBICE
 - Gives a broader identity for genetic evaluation services
 - Relates more to science
- Booths for Representatives & Directors
- Carcass Merit Program
 - All cooperators agree to the same agreement/premium for carcass data received
 - This program collects data on sires in a real-world situation
 - All bulls HD tested with 5 straws of semen stored for future needs

Breed Improvement continues.

- Securing Feed Intake Data;
 - Discussions with Univ of Idaho to use their Grow Safe System, potentially raising funds to support this program through the Foundation.
 - Long-term for ASA to purchase a Grow Safe System possibly work with Tom Williams at Chaphill
 - Collection of data important; simulations are better if backed with actual data
 - Feed Intake EPD is published through the Index
 - Performance Advocate Program encouraged
- Commercial Genetic Evaluation – THE, Option D
 - Option to receive data from the commercial industry
 - Low cost option to provide EPDs & Indexes on all females but only group averages on bulls
 - Becoming a Performance Advocate encouraged
 - Commercial herd data using members' bulls is like the carcass merit program
- Programming Updates
 - Android App available; iPhone currently under review for acceptance
 - TraitTrac system updated; color coding removed and all defects will appear in TriatTrac as a test is available
- April Resolution – Adhoc committee for genetic evaluation review
- April Directive – promote new aspects of Indexes / TraitTrac system
- Animal Health Guidelines & Education
- Continue the Requirement to HD Test AI Sires & Donor Dams
 - BIC considers that the current guidelines should stay in place to collect the HD data. Very important for training.

Growth and Development, Chairman Jon Willis

Items Discussed:

- RFDtv – American Rancher Update
- ASA Rep – booth / panels and promotion material
- National Advertising
- Regional Advertising
- State Association Coordinator
 - Working directly with state associations
 - Cost share advertising

Directive: Consider more electronic promotion/education; links to direct members to more material.

Simbrah, Chairman Blake Nelson

Items Discussed:

- Simbrah & SimAngus TMHT Photos
- Updated Simbrah Brochure
- Simbrah Pull-Up Panel/Booth
- Commitment to Simbrah's Growth & Participation in THE
- Rules & ByLaws – Current Simbrah Chart vs. Old Simbrah Chart

Staff Presentations. ASA Directors gave an update on current issues.

- Director of Education and Science, Jackie Atkins
- Director of Commercial & Industry, Will Townsend
- Director of Seedstock & Industry, Luke Keller
- Director of Media, Youth & PTP Operations, Hannah Wine

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Building and Grounds, Chairman Scott Cowger

Item Discussed:

- Existing Building/Maintenance, Repairs & Upgrading

Directive #1: Recommends the Finance Committee proceed with the next steps toward building a new American Simmental Association headquarters on the Campbell Rd property. Moved and seconded in committee.

Points of Discussion:

- ✓ After review of the building, its condition and required maintenance, considerable funds would be required for renovations.
- ✓ Interested parties will be interested in the land and location only. Making improvements to the existing building would not increase the value of the property.

Directive #2: Recommends the Finance Committee aggressively pursue marketing the Simmental Way property. Moved and seconded in committee.

Moved Bob Lanting seconded Cliff Orley to remove aggressively. Motion carried.

Points of Discussion:

- ✓ Marketing: sell or lease the property.

Simmental Way and Campbell Rd Property. Discussion led by ASA Chairman Jim Butcher.

Items Discussed.

- Building a new headquarters
- Simmental Way property
- Discussion with John Miller and Mike Allsop (John Miller Construction)

Finance. Chairman Dale Miller

Items Discussed:

- Investments
- Cash/Funds Available
- Income and Expense Review
- Balance Sheet

Resolution #1: Approve building the American Simmental's new headquarters on the Campbell Rd property. Moved and seconded in committee.

Resolution #2: Approve the Executive Committee to work with Staff to move forward on the next steps of site planning, cost analysis and general contractor. Moved and seconded in committee.

Executive Session. Moved Scott Cowger seconded Susan Russell to go into executive session for board trustee nominations and golden book awards. Motion carried.

Moved Dale Miller seconded Scott Cowger to come out of executive session. Motion carried.

Recess until 7:00 a.m. September 11

Board of Trustees Meeting
September 11, 2014

Reconvened at 7:00 a.m.

ASA Roll Call: Jim Butcher, Bob Lanting, Susan Russell, Dale Miller, Brian DeFreese, Gordon Hodges, Cliff Orley, Roger Finke, Calvin Drake, Erika Kenner, JW Brune, Scott Cowger, Jon Willis, Tim Smith, Blake Nelson.

Not in attendance: Jessie Driggers

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

Approval of the Minutes. Moved Calvin Drake seconded Tim Smith to approve the April 24 – 26, 2014 minutes as presented. Motion carried. Moved Tim Smith seconded Susan Russell to approve the May 29, 2014 minutes as presented. Motion carried. Moved Dale Miller seconded Scott Cowger to approve the August 27, 2014 minutes as presented. Motion carried.

Vote on Resolutions.

Activities & Events.

Directive #1 as amended. Motion carried.

Direct Staff to complete the process necessary to host the educational symposium held in conjunction with the September Board Meeting. Entire process must be completed by December 31.

Points of Discussion:

- ✓ Location announced in January at the Annual Meeting
- ✓ State Associations are eligible for application
- ✓ Must be coordinated with a Simmental-friendly university
- ✓ Must be held prior to September 10
- ✓ Final selection and program approved by ASA Board Chairman and EVP

Resolution #2 amend add Southern. Motion carried.

Accept Southern New England Simmental Association to host the 2015 Eastern Regional; accept Missouri Simmental Association to host the 2015 South Central Regional and accept Iowa Simmental Association to host the 2016 National Classic.

Building & Grounds.

Directive #1. Motion carried.

Directive #2 as amended. Motion carried.

Recommends the Finance Committee pursue marketing the Simmental Way property. Moved and seconded in committee.

Finance.

Resolution #1. Motion carried.

Resolution #2. Motion carried.

General Discussion Regarding New Fall Format – Educational Session & Open Committee Meetings

Items Discussed:

- Microphone in the audience to better catch comments and questions.
- Consider live streaming
- More details in audience book covering key material the committees will review; encourage membership involvement.
- Tour or family day before or after fall meeting

Closing Comments. Chairman Jim Butcher

Adjourn. Moved Scott Cowger seconded Cliff Orley to adjourn. Motion carried.