

**American Simmental Association
Board of Trustees' Meeting
Bismarck, North Dakota
September 18 – 20, 2017**

Chairman Brian DeFreese called the meeting to order at 8:18 am.

Roll Call: Brian DeFreese, Gordon Hodges, Randy Moody, Claye Kaelberer John Irvine, Steve Eichacher, Erika Kenner, Fred Schuetze, Jon Willis, Gary Updyke, Michael Forman, Tim Curran, Clay Lasse, Tom Nelson, Dale Miller. Not present (at times present via phone): Tim Smith and Barry Wesner.

Staff: Wade Shafer, Steve McGuire, Chip Kemp, Jackie Atkins, Luke Bowman, Nancy Chesterfield, Kathy Shafer, Jannine Story, Lilly Brogger, Emme Troendle, Bert Moore, Lauren Hyde, Mahdi Saatchi, Bill Zimmerman

Guests: North Dakota Fall Focus attendees

Agenda. Moved Fred Schuetze seconded Claye Kaelberer to accept the agenda as presented. Motion carried.

Minutes. Moved Mike Forman, second Clay Lasse to approve the April 19-22, 2017, June 27, 2017 and July 31, 2017 minutes as presented. Motion carried.

Fall Focus. Tim Smith. 2019 Fall Focus will be held in conjunction with ASA's 50th Anniversary celebration in Bozeman, Montana. Fall Focus tentatively set for August 26, 2019.

EVP Welcome/Purpose. Wade Shafer.

- Review of the Vision Statement.
- To serve the commercial industry.
- Leverage science and technology to benefit the industry.
- Collaborate with the industry.
- Encourage open minds willing to accept change.
- Key to science is change and accepting the progress.

Stats and Measurements. Steve McGuire.

Stats and data discussed:

- Registrations by Simmental Percent.
- Data Collection – counts of data collected.
- Bull Transfers – how many our bulls going into the commercial industry; 81.6% are transferred to non-member buyers.
- Total Herd Enrollment by year. 80% of data comes from THE herds.
- AI Usage.
- Member Submitted Data. Data submitted directly by members vs. data input by staff.
- Payment Type. Checks vs. credit card payments. 67% payment is received by credit card.
- Genetic Trends for EPDs. Monitor the direction the EPDs are going in.
- IGS Database – all the associations we work with and how much data we are receiving; 240,331 increase of new records between the spring and fall 2017.
- Consider another FOCUS 2000? Are we listening to what the industry requires?
- Domestic Semen Sales. Monitoring to see where we are in the industry reported by the NAAB. 2016 is the first time we are over 10% (now at 11%). We are one of the few breeds that increased in semen sales.

Introduction to the Feeder Profit Calculator. Chip Kemp.

- Website: Internationalgeneticsolutions.org
- Cowherd information – one of the following two items is required.
 - Maternal grandsires are unknown, what is the approximate breed composition of dams of calves.
 - Or if maternal grandsires are known – list the association and registration numbers.
- Collects data pertinent to your herd by answering the questions to build the report which will reflect the profit potential in your calves.

Introduction Cow Herd DNA Roundup. Jackie Atkins.

- Packet – FAQ and the website to find out more information.
- Genotypes – goal to increase genotypes, especially on females.
- Especially important to genotype on whole herds.
- Ramping up DNA testing/genotyping; from cows; from wholes herds – not just the top animals of members' herds.
- Advantages: Clean up parentage and increase accuracy.
- Breeders who are willing to submit phenotypes -- \$5.00 reduction on the test if breeder submits cow weights and/or hip heights.
- Timing on testing/this program. This is a research and development project. The DNA samples for this program are sent to the ASA office and managed. The normal DNA services (samples sent directly to the lab) take priority over the research project.
- There will be exclusions to work through – P&P will revisit procedures of how to handle this process.
- 90% of the herd must be collected before they will be sent to the lab. R&D program will have a slower turn-around-time.
- A report will be developed for each member's herd showing DNA testing already done; weights/date already reported.
- Continued education needed regarding contemporary groupings.
- Consider increasing the 15,000 price point for the reduced price.
- Cutoff is December, 2018; hopefully so successful, it will be an ongoing project.

Committee Meetings. Breakout sessions for committee meetings.

Board Meeting continues.

Wrap-up Q&A Session. Brian DeFreese.

Foundation Update. Fred Schuetze.

- Denver Auction.
- Sally Buxkemper Research Fund.

Recess until Tuesday, September 19 at 9:00 a.m.

Reconvene September 19 at 9:00 a.m.

Roll Call: Brian DeFreese, Gordon Hodges, Randy Moody, Claye Kaelberer John Irvine, Steve Eichacher, Erika Kenner, Fred Schuetze, Jon Willis, Gary Updyke, Michael Forman, Tim Curran, Clay Lassel, Tom Nelson, Dale Miller. Not present (at times present via phone): Tim Smith and Barry Wesner.

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Overview. EVP, Wade Shafer.

- Beef Industry vs. other protein products.
- Seed Stock and commercial family operations vs. corporate operations
- BOLT – now licensed to the chicken and pig industry.
- Looking at the chicken/pig business
- Seed Stock – we have family operations
- BOLT – has licensed to chicken and pig industry.
- Denver – strategic planning session / same moderator as used last time – Barbara Collins.

Voting and Election Process. Linda Kesler.

Treasurer's report. Fred Schuetze.

ASA Learning Library. Luke Bowman

- Goal – all in sync in understanding ASA program and science
- Fully informed staff/field contractors
 - Animal Breeding Basics
 - Modern Science
 - Industry or ASA “How Tos”
 - Regional Experts or Specialists Electronic Reference Source
- Tools for Success
 - PowerPoints (script)
 - Vimeo/YouTube Recorded Videos
- Breeder Website

Advertising and Marketing Campaign. Chip Kemp

- 3 basic approaches
 - National
 - 3 -4 major publications target each year Progressive Cattle, Digital Beef, American Cattlemen and Working Ranch
 - Regional
 - \$20,000 – 25,000 tagged to regional development
 - Collaboration with the states
 - Power in regional advertising is working with the states.
- Non-traditional approach – working on videos / reaching our through social videos
- Feeder Profit Calculator – highlight this tool this year in platforms like Superior.
- Press Releases – how are they used and picked up.
- Looking at sale yard publications – create a library of publications that the press releases should go to.

State Association Interaction Update. Bert Moore.

DNA Quality Control. Mahdi Saatchi.

- Development of IGS Genomics DB (iGBD)
- A genomic data-flow pipeline is a need for the BOLT SS-SHM as all the performance, pedigree and DNA information needs to be included into the BOLT genetic evaluation simultaneously.
- Genomic data are in different marker densities (05K, LD, Hd)
 - Imputation allows you to uniform all marker densities ... to be able to predict the missing densities
 - Genomic data come from different labs with different formats to make uniform
- QC (Quality Control) QC on genotypes is more important for BOLT SS-SHM (genotype quality extends to the whole pedigree). Try to relate the genotype to all the relationships (relatives).

Committee Reports.

Activities & Events. Chairman, John Irvine.

Resolution #1: To accept Arkansas’ application to host the 2018 South Central Regional in Fayetteville, Arkansas, with the April, 2017 Directive regarding the total number of head which will be accepted if the number of head at the time of registration exceeds the cattle facility’s capabilities. Moved and seconded in committee.

Points of Discussion:

1. April 2017 Directive #2 a clause will be stated on the registration form that will state: at the 2018 ASA South Central Regionals, ASA will accommodate x head, if entries exceed x head, ASA will contact exhibitors to limit to x head.
2. If number of head needs to be limited, the exhibitors with six head will be asked to bring five head, then if needed further, exhibitors with five head will be asked to bring four.

Resolution #2: To accept Oregon’s application to host the 2018 Western regional in either Klamath Fall, Oregon or Yreka, California. Moved and seconded in committee.

Resolution #3: To approve the following PTP and Showmanship Judges as presented by the AJSA Board. Moved and seconded in committee.

PTP Judges for the 2018 National Classic.

I. Bred & Owned Show Judges

1. Jared Boyert
2. Jim Bloomberg
3. Shane Bedwell

II. Owned Show Judges

1. Tom Hook
2. Matt Copeland
3. Dave Allen

III: Showmanship Judges for the National Classic

I. Senior Showmanship

1. Mark and Deb Core
2. Jen Carzno
3. Lindsey Grimes

II. Intermediate Showmanship

1. Ashley Recknor and Sarah Hunter (sisters)
2. Emily Schilling
3. Parker Henley

III. Junior Showmanship

1. Paige Wallace
2. Bob May
3. Justin and Emily Adcock

Resolution #4: To accept PJ Budler's PTP application and add to the PTP list. Moved and seconded in committee.

Breed Improvement. Chairman, Tim Curran.

Resolution #1: BIC presents the proposed new DNA pricing schedule to the full board for consideration. Moved and seconded in committee.

Points of Discussion:

1. GeneSeek is offering a much reduced 50K test including parentage and with add-on content possible in collaboration with the ASA for the Cow Herd DNA Roundup. This offer is good for up to 50,000 samples.
2. Horned/pollled test has been reduced both for the add-ons on the genomic panel and the stand alone test.
3. GeneSeek has created a genetic condition panel to tests several conditions for one price. The member will be charged the same price if testing one or all of the conditions in the panel. The member will still have to order specific tests as the ASA will need to request the results from the LIMS reporting system.
4. Due to the extra handling associated with processing hair, the laboratory has increased the processing fee to 4.00 plus 1.00 for the hair card. This fee will be passed to the member for a total of \$5.00 per hair sample.

Resolution #2: Contingent on the budget, the BIC requests to extend the number of animals from 15,000 to 30,000 for the cow weight subsidy with the Cow Herd DNA Roundup. Deadline would remain December 15, 2018. Moved and seconded in committee.

Points of Discussion:

1. Currently, there is a cap of \$75,000 to fund the cow weight subsidy which would cover 15,000 animals.
2. So far, there is great interest from the membership and we will likely have more than 15,000 animals qualify.
3. Collecting cow weights, BCS, & hip height phenotypes is an important step to better predict mature cow size & intake.
4. Increasing the subsidy up to 30,000 animals increases the funds from \$75,000 to \$150,000.

Directive #1: Staff to waive the hair card and processing fee for members who have asked for kits or signed up for the CHR with ASA staff by 9/14/17. Hair samples from all other breeders will be charged a \$5.00 fee. Staff to immediately notify membership of the DNA sample types and handling fees. Moved and seconded in committee.

Points of Discussion:

1. When the Cow Herd DNA Roundup (CHR) program was first launched, the ASA was still negotiating with the genotyping companies. At that time, it appeared the most attractive offer would be with a company that had no processing fee associated with hair. Since that time, GeneSeek has made a very competitive price schedule for the CHR samples but there is a fee associated with hair (\$4.00 for processing and \$1.00 for the card, totaling \$5.00).
2. Staff has a record of members signing up for CHR and the type of samples they would collect. To date, 8,167 total kits have been requested of which 4,857 are blood, 1,850 are TSUs, 425 are hair, and 1,035 are unknown.
3. It has not been in print that there is no fee associated with collecting hair, only verbal communications.

Directive #2: For staff to add columns for udder scoring, hoof and leg and contemporary grouping for weights to the Cow Herd DNA Roundup sheets going out to participating herds. Also send BIF scoring guidelines with CHR material. This is a voluntary data collection. Moved and seconded in committee.

Points of Discussion:

1. Phenotypes are king. We can encourage more phenotype collection along with the CHR – like udder scores, hoof and leg, etc.

Directive #3: Staff to release EPDs from BOLT immediately when it is ready rather than waiting for a good time of year to publish the new EPDs. Moved and seconded in committee.

Points of Discussion:

1. Better to publish the most accurate information on animals as soon as we have it.
2. Board will still be notified prior to release.
3. Educate membership know through eblast or special enews when BOLT is launched.

Growth & Development. Update presented by Mike Forman

No resolutions

Policy & Procedures. Chairwoman, Erika Kenner

- Electronic voting under Herdbooks scheduled for 2018 voting.
- Formal complaint protocol and policy handbook in development.
- Change venues with the annual meeting – discussion.

Resolution #1: To allow the acceptance of data for suspended animal from parental validation but withhold EPDs and registration until the issue is resolved. Moved and seconded in committee.

Points of Discussion:

1. There will be more parentage exclusions now with the CHR project than in the past.
2. Members get frustrated when they have to pull animals from data sets because they are temporarily suspended while researching parentage exclusions.
3. Contemporary groups are stronger with the suspended animals data included even if incorrect pedigree at the time.
4. May keep members a little less frustrated during these times.

Directive #1: Direct the staff to postpone the Annual Service Late Fee to start in 2018 due to the fact that the statements were out late this year. Moved and seconded in committee.

Points of Discussion:

1. Due to extenuating circumstances, the Annual Service Fee billing was sent out about 10 days late this year.
2. Last year Steve credited 871 members back their ASF on October 20. This year, on September 19, 1700 members had not yet paid. Payments are coming in every day though.
3. The committee wants to keep an eye on the payments this year. Are they coming in late due to late billing or other circumstances, i.e. drought, hurricanes, commodity/cattle market?
4. Possible letter of inquiry sent to members who have not paid the ASF by October 15 to see if we can get a response as to why they delay in paying their ASF.

Simbrah Committee. Chairman, Jon Willis.
No Directives.

Bull Session – Lead by Wade Shafer and Brian DeFreese.

- Phone System. Are we satisfied in this group in how the automated system is working?
- GeneSeek – reporting system to let members know the status of the DNA samples, received, in process, etc.
- Collection of data on the CHR – how restrictive is the program to receive the \$5.00 discount. Samples are archived and you could come back and ask for a test.
- Simmental Way Property Update.

Recess until Wednesday, September 20 at 8:00 a.m.

Reconvened September 20, 8:00 am.

Roll Call: Brian DeFreese, Gordon Hodges, Randy Moody, Claye Kaelberer John Irvine, Steve Eichacher, Erika Kenner, Fred Schuetze, Jon Willis, Gary Updyke, Michael Forman, Tim Curran, Clay Lassle, Tom Nelson, Dale Miller. Not present (at times present via phone): Tim Smith and Barry Wesner.

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Activities & Events. John Irvine

- Resolution #1. South Central Regional. Motion carried.
- Resolution #2. Western Regional. Motion carried.
- Resolution #3. PTP National Classic Judges. Motion carried.
- Resolution #4. Add PJ Budler to PTP Judges List. Motion carried.

Breed Improvement. Tim Curran

- Resolution #1. DNA Pricing Schedule. Motion carried.
- Resolution #2. Extend DNA cow weight subsidy. Motion carried.
- Directive #1. Waive hair card for ones already enrolled in CHR. Motion carried.
- Directive #2. Udder scoring, hoof & leg. Motion carried.
- Directive #3. Publish EPDs immediately when ready. Motion carried.

Policy & Procedures. Erika Kenner.

- Resolution #1. Acceptance of data if suspended because of parent validation (all animals situation). Motion carried.
- Directive #2. Postpone the ASF reinstate fee. Motion carried.

Executive Session. Moved Fred Schuetze second Mike Forman to go into executive session for Golden Book Award Applications. Motion carried.

Moved Fred Schuetze second Jon Willis to come out of executive session. Motion carried.

Wrap up. Brian DeFreese.

- Expense report due within 30 days. Per Diem will be for 5 days.
- Annual Meeting in Denver. After the Meet and Greet (Saturday) host the Annual Meeting in the exchange building up on the hill. Chairman will not read the reports; just the highlights of committee work during 2017 and entertain those questions. Casual, come as you are.
- Foundation Auction items.
 - Reach out to trustees to donate items
 - Regional baskets with regional items.
 - Brian and Marla bringing all the baskets. And in charge of Eastern.
 - Erika for North Central items.
 - South Central Tim Smith
 - Mike Forman for Western
 - Foundation Board – 50 year buckles made. Auction 5 of the buckles off during the Denver auction. The rest of the buckles will be sold in commemoration of the 50th anniversary.
 - Rifle/Shotgun (Mark Smith, Fred Schuetze).

- Circle M – donate the heifer. Heifer winning at the junior nationals. First time that auctioned a bred heifer.
- Fall Focus Survey – Staff to send out to all the participants via survey monkey to get participants opinion.
 - Trustee/staff responses
 - Repetition of presentations. Erika Kenner –
 - Spend more time on important programs for example FPC.
 - More presentations from Staff.
 - Panel – too many on the panel; one person monopolized the presentation.
 - Continue to pull in the speakers from the region where the event is being held.
 - Continue with break-out sessions for committee meetings with the exception of Breed Improvement.
 - Breed Improvement first committee meeting stand alone for all to attend.
 - Thank you policy to thank host states.
- Elections – promote getting involved and voting. Setup process to involve more to apply for the Board of Trustees; write-in process and electing Trustees.
- Last week in September, 2018. World Simmental Federation Congress is in Fort Worth, Texas. There will be about 250 members from throughout the world. More details to follow at a later time from Fred Schuetze. What is ASA's involvement?

Adjourn. Move Fred Schuetze second Jon Willis to adjourn. Motion carried.