

**Board of Trustees' Meeting
American Simmental Association
Denver Colorado
January 17 - 19, 2019**

Chairman Tim Smith called the meeting to order at 8:05 am.

Roll Call: Tim Smith, Clay Lassle, Mike Forman, Tim Curran, Tom Nelson, Brian DeFreese, Cliff Orley, Gordon Hodges, Jim Ligon, Randy Moody, Erika Kenner, John Irvine, Steve Eichacker, Tom Hook, Gary Updyke, Fred Schuetze. John Griswold not in attendance due to death in the family.

Incoming Trustees: JW Brune and Greg Walthall

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Rachel Endecott, Lane Giess, Bill Zimmerman, Lauren Hyde and Linda Kesler

Approval of agenda. Changes to the agenda. Thursday evening – an executive committee meeting. Friday – staff reports, remove learning library. Moved Fred Schuetze second Gary Updyke to approve the agenda as presented. Motion carried.

Approval of Minutes. August 27 – 29, 2018 and November 28, 2018.

Moved Fred Schuetze second Clay Lassle to approve the August 27 – 29, 2018 minutes as presented. Motion carried.
Moved Fred Schuetze second Mike Forman to approve the November 28, 2018 minutes as presented. Motion carried.

Chairman's Report. Tim Smith.

Items Discussed.

Standard practices – emphasis the structure.

- All goes through a standing committee.
- To come out of committee it has to come out in a form of a resolution or directive.
- No specific staff names.
- Consider deadlines with current work/activities.
- Expectation of dollars amounts needed, if any.

Mission Statement. Review

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. Review

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| 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 the 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 EPDs, 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 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 for our members and their customers. |

EVP Report. Wade Shafer

Items Discussed.

- Advance of Technology – the core of what we do with ASA.
- Leverage science and technology. Technology is going to advance dramatically over the next time frame.
- ASA is uniquely positioned for the future. IGS is just a part of ASA. We are in a unique position within breed associations.
- We exist to serve the commercial cattle producer; we have seen an exponential growth. Feed Profit Calculator – released; IMI Global (largest company signed on to use this product for their company).
- We need to embrace the change or get run over.
- ASA: in 2002 – animal records had dipped down under 80,000. Now today, we have topped over 120,000. Red Angus is only other partner is on an incline – around 75,000; Maine Anjou last put data into the genetic evaluation in 2017
- The power of collaboration is why we work with the other breeds. By partnering, we have many animal that tie with other breed association data; combined we are nearing 18 million records. Our charter is to do what is best for the industry.
- What is EVP's vision for the next 10 years? “We have to plan in applying technology of data for use better than our competitors. It isn't how much money we make – we need to invest it in ways which return the profit to our members (market share).”
 - Ramp up: Make commercial cattle producers aware of our product; create and make a superior product. We have the technology and data – it is not just enough to create, we have to effective relay to the commercial producers that ASA has the products.
 - Conveying to ASA members is harder to convey that we have the superior product. Ramp up our PR/Marketing – we would be well-served to do so.
 - We need to approach this with a private business mindset (not a government mindset).
 - Primary purpose is to serve the commercial cattle producers; that then transfers back to the ASA members with their cattle be in high demand. If the commercial cattle industry comes to ASA members to buy more cattle.
 - ASA has a lot of diversity in our membership. Diversity that our members focused on.

Financial Report. Fred Schuetze.

Items Discussed:

- December, 2018 end-of-month reports.
- Consider a presentation in an analysis form
- Would like graphs and show bottom lines on programs/projects which have income and expenses tied to the project.
- Receive monthly reports by the 15th of each month.

Financial December, 2018 reports presented. Move Gordon Hodges second Jim Ligon to accept the financial reports as presented. Motion carried.

Recording Phone Conversations. Wade Shafer and Jennifer Williams

Items Discussed:

- Maintains and enhances quality control of interactions with customers.
- Effective staff training tool.
- Recording allows for emotion detection.
- Assurance of customer satisfaction by tracking effectiveness and measurements.
- Real-time feedback.
- Risk & liability management / regulatory compliance.
- Alignment of scripts and messages.
- Understand your customers and membership more thoroughly to better serve them.
- Identify areas where value, education, products, and services can be added.
- Data can be analyzed and utilized to help drive business strategy effectively.
- Potential disadvantages to recording customer service calls
 - Employees can resist.
 - Time required to set up and effectively use data.
 - Data storage.
 - Legal issues.

Stats and Measurements. Steve McGuire.

Items discussed:

- Registrations by Breed Percent
- Phenotypes Collected
- Bull Transfers
- Total Herd Enrollment (THE) by Year
- Data from THE Herds – AI Usage
- Member Submitted Data/Registrations
- Genetic Trends
 - Consider Adding Mature Cow Weight to the Chart
- IGS Data
- Semen Sales (NAAB)
- Consider Chart on Females
- Consider Membership Totals

RAAA's Perspective – Relationship Today and Into the Future. Tom Brink, CEO and Ryan Boldt, Director, Breed Improvement.

- Believes ASA is the leader in the industry. Great influence in the industry.
- Where is the beef industry – where are we headed?
 - Quality and performance emphasis to continue.
 - Select grade beef is going away – the emphasis is on quality.
 - Add value; capture more for your product.
 - Performance and efficiency.
- It's all about programs and differentiation.
 - Emphasis on value added programs.
 - Differentiating from the others in a positive way; above average side.
 - ASA is different because we are better.
- Where does that leave us in the Breeds and Breed Association?
 - Red Angus was very small and under the radar, and now in the top 5, looking at the breed differently.
 - Keep a commercial focus – this is the foundation of the pyramid.
 - The biggest breeds are commercial focused.
- RAAA –
 - RAAA wants to protect their commercial based.
 - Want to stay heavily weighted to the commercial based. But want stay beneficial to the show segment portion of the membership also.
 - Commercial industry is what grows the breed.
 - The island mentality is fading. Collaboration among breeds is growing. IGS is a great example of this. We can do things better together. ASA and RAAA complement each other. Collaboration is the new strength.

Tom Brink: *“We complement each other more than we compete, but we can “compete” on sale day, and work together for greater efficiency every other day of the year. Serving the commercial producer is the key. The commercial producer doesn't care about many of the breed association's aspects. They need us to do our job extremely well so we can help the commercial breeder better.”*

Economic Relevant Traits (ERT). Wade Shafer

- Grand unification theory.
- Taking the data we have and determine how to best use the EPDs. In a manner that will improve the cattle producers' bottom line. In the world in animal breeding you use economic index. Utilize information; somehow have to use all these EPDs for the maximum profit.
- Discovery, reinforcement, discovery, reinforcement; Dr. Lipsey's mantra.
- Core of genetic improvement – once you get on the right track; cattle breeding becomes much simpler. How do you want to use economic indexes?

Recess for committee meetings until January 18, at 8:00 am.

Board of Trustees' Meeting
January 18, 2019

Chairman Tim Smith resumed the meeting at 8:05 am.

Roll Call: Tim Smith, Clay Lassle, Mike Forman, tim Curran, Tom Nelson, Brian DeFreese, Cliff Orley, Gordon Hodges, Jim Ligon, Randy Moody, Erika Kenner, John Irvine, Steve Eichacker, Tom Hook, Gary Updyke, Fred Schuetze. John Griswold attending via teleconference.

Incoming Trustees: JW Brune and Greg Walthall

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Rachel Endecott, Lane Giess, Bill Zimmerman, Lauren Hyde and Linda Kesler

ASA Publication Report. Fred Schuetze

Moved Gary Updyke second Tom Hook to approve the ASA Publication financial report as presented.

American Simmental Simbrah Foundation Report. Fred Schuetze.

- Board Members – vacated positions filled. Mike Stotley accepted the vacant position; Tonya Phillips and Mark Smith return for another 3-year term.
- New Hire – Darla Aegerter/ Youth and Foundation Manager
 - Focus is working with the AJSA Board, National and Regional Classics and Foundation Liaison.
- Fred Schuetze has resigned; Lori Eberspacher has accept the Chairman position effective January 20, 2019.
- Foundation Auction review.
- Foundation Make-up – working board. The Foundation committed to make a balance of Youth, Education and Research fundraising.
- Report of contributions and fund designations. Look into ASA funding the Foundation. Looking to the amount that ASA could fund.
- Promotion and acknowledge where the funds/support is being placed.
- Asa Chairman has asked Fred Schuetze to continue to work with the Foundation Board as an advisor and liaison between the Foundation and the ASA Board.
- Foundation – Consider ASA's contribution and support.

Committee Reports

Activities and Events – Steve Eichacker

Items Discussed:

- SPC Update.
 - 52 head in the program. / 25 juniors / 9 states
 - SPC Webinar are recorded to be able to listen at a later time.
 - High number of SimGenetics cattle
 - Average 2/3 Simmental 20% angus no Simmental, commercial to purebred
- Herdsman Award – handed out in Louisville; felt it was successful
- National Classic Update – goal of raising \$100,000 / have reached \$40,000

Resolution #1. To approve the 2019 AJSA Regional and National Classic rules as presented from the AJSA Board.

Moved and seconded in committee.

2019 AJSA Regional and National Classic Rules

I. Registration, Entry and Fees

1. Individual entry forms and required fees must be submitted online by the entry deadline to participate in any Regional or National Classic. The minimum four educational contests areas of competition in which an individual must participate will be designated at the same time.
2. Exhibitors are permitted to enter up to nine head; however, each contestant may bring and exhibit only six head at the Regional and National Classics.
 - a. Every animal must be ASA registered prior to registration for any Regional or National Classic.

- i. If DNA requirements for an ET calf have not been completed prior to registering for any Regional or National Classic, the ET calf must be placed on file in the database, assigned a number in parentheses (pseudo-number), and DNA must be received and recorded at the lab (GeneSeek).
 - ii. Any DNA issues must be resolved and the ET calf must be registered prior to check-in. Hard copies of the registration papers are recommended at check-in, but online registration records through Herdbook Services can be accepted.
 - b. Stall space will be provided for the number of head entered, unless additional stalls are purchased.
 - c. Animals entered in the National Classic Bred and Owned Show will incur a separate fee for entering in both the Owned and Bred and Owned Show.
 - d. Entry fees must be paid for all cattle entered and no refunds will be issued.
 - e. No substitutions will be accepted except as otherwise noted in paragraph VII item 19.
3. Regional Classic entry deadline will be 4:30 pm MT on Wednesday, May 8, 2019.
 - a. Final entry deadline will be 4:30 pm MT on Wednesday, May 15, 2019. Registration fees will double from 4:31 pm MT on Wednesday, May 8, 2019 until 4:30 pm MT on Wednesday, May 15, 2019.
4. National Classic entry deadline will be 4:30 pm MT on Wednesday, May 22, 2019.
 - a. Final entry deadline will be 4:30 pm MT on Wednesday, May 29, 2019. Registration fees will double from 4:30 pm MT on Wednesday, May 22, 2019 until 4:30 pm MT on Wednesday, May 29, 2019.
5. Entry fees are located within each Classic schedule.
6. Exhibitors must be current junior members of the American Simmental Association and in good standing at the time of online entry for entries to be accepted.

II. Eligibility

1. All participants in the 2019 Regionals and National Classic must hold an individual junior membership with the American Simmental Association and have paid their annual service fee for the fiscal year.
2. Participants must be 21 years or younger as of January 1, 2019.
3. No participant will be discriminated against as a result of a physical, emotional or mental handicap. The only requirement is to specify on the entry form so accommodations can be made.
4. AJSA members can compete in as many Regionals as they wish; however, they are only eligible for awards at the first two in which they compete.

III. Health Requirements for Cattle

1. All cattle must meet the health requirements for the state where the event is held. Health inspection certificates issued by your local veterinarian must bear the animal's ID, age and breed description. Any and all questions regarding health requirements should be directed to your local or state veterinarian.

IV. Individual Competition

1. At the Regional and National Classics, overall competition will be determined by points won in five of the following seven events: Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, cattle show, and showmanship.
2. At the Regionals, points will be awarded to the top ten competitors in the Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Sales Talk, Livestock Judging, and Public Speaking, with the highest score receiving ten points, and each subsequent score receiving one less point, down to one point for 10th place. To compete in the cattle show, exhibitors are required to participate in four of the five following educational competitions: Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Sales Talk, Livestock Judging, and Public Speaking.
 - a. All contests must be completed by the contestant at the scheduled time. Failure to do so will result in disqualification of the contestant from the contest. The contest does not count in the educational requirement to compete in the cattle show.
3. At the National Classic, points will be awarded to the top twenty competitors in Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Sales Talk, Livestock Judging, and Public Speaking, with the highest score receiving twenty points, and each subsequent score receiving one less point down to one point for the 20th place. To compete in the cattle show, exhibitors are required to participate in four of the five

following educational competitions: Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Sales Talk, Livestock Judging, and Public Speaking.

a. All contests must be completed by the contestant at the scheduled time. Failure to do so will result in disqualification of the contestant from the contest. The contest does not count in the educational requirement to compete in the cattle show.

4. At the Regionals, in the cattle show, the top ten exhibitors within each division will receive points based on their placing, with the highest score receiving ten points and each subsequent score receiving one less point down to one point for 10th place. Bred and Owned, Simbrah, Fullblood, cow/calf, and steer entries must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. In the instance, the division receives half points, only the top five animals will be placed in the ring.

a. In the case where a contestant has multiple entries in the top ten, only the points for the highest placing entry will be used for tabulation in the overall competition. The remaining animal will still receive recognition and awards, but only the highest placing will receive overall points.

5. At the National Classic:

a. In the heifer show, the top twenty exhibitors within each division will receive points based on their placing with the highest receiving twenty points, and each subsequent placing receiving one less point down to one point for 20th place.

b. In the Bred and Owned shows, the top twenty exhibitors will receive points based on their placing with the highest receiving twenty points, and each subsequent placing receiving one less point down to one point for 20th place.

c. All Bred and Owned shows, Simbrah, Fullblood, cow/calf and steer divisions must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. In the instance where the division receives half points, only top ten animals will be placed in the ring.

d. SPC Program – in order to earn overall points at the National Classic, SPC steers must be at minimum 50% Simmental for overall points. SPC entries by eligible National Classic exhibitors that meet the minimum 50% Simmental requirement must equal 15% of the largest heifer division or the available points will be reduced by 50%. In the instance where half-points are received, only the top ten animals will be used in the overall scoring.

e. In the case where a contestant has multiple entries in the top twenty, only the points for the highest placing entry will be used for tabulation in the overall competition. The remaining 2019 AJSA Regional and National Classic Rules animal will still receive recognition and awards, but only the highest placing will receive overall points.

6. Cell phones are prohibited from all contests under all conditions. If a contestant uses a cell phone during a contest, the contestant will be disqualified from the contest and his/her score will be pulled and the contest will not count toward eligibility of the four out of the five required educational contests.

V. Competition and Awards

1. Age division eligibility will be determined based on the contestant's age on January 1, 2019 for the division of competition.

2. Novice division contestants must be 5 years old on or prior to January 1, 2019 and have not reached 8 years old on or prior to January 1, 2019. Novice competitors are not eligible to exhibit cattle.

3. At the Regional Classics:

a. Junior division contestants must be 8 years old on or prior to January 1, 2019 and not have reached 15 years old on or prior to January 1, 2019.

b. Senior division contestants must be 15 years old on or prior to January 1, 2019 and have not reached 22 years old on or prior to January 1, 2019.

4. At the National Classic:

a. Junior division contestants must be 8 years old on or prior to January 1, 2019 and have not reached 14 years old on or prior to January 1, 2019.

b. Intermediate division contestants must be 14 years old on or prior to January 1, 2019 and have not reached 18 years old on or prior to January 1, 2019.

- c. Senior division contestants must be 18 years old on or prior to January 1, 2019 and have not reached 22 years old on or prior to January 1, 2019.

VI. Recognition and Awards

1. To receive awards, contestants must attend the entire awards ceremony. The only exceptions will be approved by the AJSA Board of Trustees. Applications for early release must be received, in writing, 24 hours prior to the scheduled time of the awards banquet. Emergency or special circumstances will be evaluated in a case-by-case manner
 - a. Failure to complete an early release form will result in consequences at the discretion of the AJSA Board of Trustees.
 - i. If early release form is approved and the contestant wishes to receive their awards, they will be responsible for all shipping charges.
 - ii. A member of the AJSA Board of Trustees will communicate either the approval or denial of the early release request as soon as the decision is made.
2. At the Regionals Classics, awards will be presented to winners in both the Junior and Senior divisions in each event. At the National Classic, awards will be presented to Junior, Intermediate and Senior divisions in each event. Novice competitors will receive recognition only.
3. Ties: in the event of ties in the overall competition, ties will be broken by comparing scores in the following events:
 - a. 1st tiebreaker: Cattlemen's Quiz
 - b. 2nd tiebreaker: Calvin Drake Genetic Evaluation Quiz
 - c. 3rd tiebreaker: Livestock Judging
 - d. 4th tiebreaker: Public Speaking

VII. Cattle Show – General

1. At the Classics, shows will consist of the following divisions: Purebred Simmental heifers, Purebred cow/calf pairs, Bred and Owned Purebred Simmental bulls, Percentage Simmental heifers, Percentage Simmental cow/calf pairs, Bred and Owned Percentage Simmental Bulls, Simbrah heifers, Simbrah cow/calf pairs, Bred and Owned Simbrah bulls, Fullblood heifers, Fullblood cow/calf pairs, Bred and Owned Fullblood bulls, and steers.
 - a. At the National Classic, a Bred and Owned Show will exist for each of the previously listed divisions. The Bred and Owned animals have the option to enter in both the Bred and Owned Show and/or the Owned show. Bulls may only enter the Bred and Owned show.
 - i. Each show (Bred and Owned vs Owned) will have a separate entry fee.
 - ii. Should the same animal place in the top twenty in both shows, only the highest placing in either show will be used to tabulate points for the overall competition. Awards and recognition will still be received.
 - iii. An animal entered twice, in both the Bred and Owned and Owned Show will not count as "two head" per the six head maximum rule.
 - b. At the Regional Classics, the Bred and Owned Show will be separated from the Owned Show. Animals entering in the Bred and Owned Show will be unable to re-show in the Owned Show division, due to their only being one judge evaluating the Regional Classics.
 - c. A Bred and Owned heifer, steer, or cow/calf pair is one for which all of the following conditions are met:
 - i. The exhibitor is both the owner and the breeder on the registration certificate.
 - ii. The exhibitor is the sole and continuous owner of the entry since birth.
 - iii. The exhibitor must be the sole owner of the dam of the entry at the time the entry was conceived.
 - d. A Bred and Owned bull is defined in section X.
 - e. Each contestant may enter nine head, but only bring and exhibit up to six head at the Regional and National Classics.
2. Heifers must have been born on or after September 1, 2017, and prior to March 15, 2019. Heifers must be registered with the American Simmental Association as a Purebred Simmental (7/8 Simmental or greater), Percentage Simmental (at minimum 1/2 Simmental, but less than 7/8 Simmental), Simbrah (5/8 Simmental, 3/8 Brahman), or a Fullblood.

- a. Hard copies of the registration papers are recommended at check-in, but online registration records through Herdbook Services can be accepted.
 - b. If a heifer falls under the heifer age guidelines and has a calf at side, she will be automatically moved to the cow/calf show and be shown in the youngest class.
3. The registration certificate must be issued in the name of an exhibitor or in the name of an ASA account, in which the exhibitor is an authorized representative.
 - a. The owner account on the animal's registration record must not be a suspended ASA account.
4. For all Regional Classics, the registration ownership date must be on or before the day of registering for any Regional Classic. See Section I.3 for dates. Ownership must continue consecutively through the duration of the show.
5. For the National Classic, the registration ownership date must be on or before the day of registering for the National Classic. See Section I.3 for dates. Ownership must continue consecutively through the duration of the show.
 - a. Note: it is important to plan ahead and complete cattle registrations/transfers early.
 - i. Registration will be delayed for any animal if DNA has not been submitted for A.I. or embryo transfer animals.
 1. Demand that any animal purchased is registered prior to completion of the sale, especially if DNA is required for an A.I. or embryo transfer animal.
 - b. It is recommended to register/transfer online through Herdbook Services (herdbook.org).
 - c. Paper cattle registration and transfer applications are processed on a first-come, first-served basis.
 - d. Priority handling can be used to speed up the registration/transfer process. If you desire a priority handling, please note on your registration/transfer application and enclose an additional \$50 handling fee, noting the animals are entries for a Regional and/or National Classic.
6. Exhibitors must exhibit their own animals, unless they meet the exhibitor substitution requirements. In reference to Rule VII, item 17 (official show shirts must be worn), in the event that an exhibitor has multiple animals in the ring at once, they must have another contestant who is competing in that Regional or National Classic exhibit the additional animal(s).
 - a. Any individual animal cannot be shown by multiple exhibitors.
7. Cattle identification at check-in must conform to PTP Show Guidelines. Tattoos will be inspected on all animals and are subject to ASA staff approval.
8. Only cattle being exhibited at the Regional and National Classic will be allowed on the fairgrounds. Any cattle not being exhibited at the Regional and/or National Classic will be asked to leave the fairgrounds.
9. No artificial filling (including pumping or drenching) of animals will be allowed unless under the advice of a licensed, non-owner veterinarian. The AJSA will select individual(s) to monitor the area during the process. Anyone artificially filling an animal without licensed, non-owner veterinarian approval will be removed from the show.
10. Classes will consist of no more than 20 head, with a maximum 60-day age spread. The top animals will be selected from each age class or division to compete for champion selection in each grand drive.
11. Once the cattle class has entered the ring and the first entry has begun to circle, no further entries will be allowed to enter the ring.
12. If an animal gets loose three times in the ring throughout the course of the show, they will be dismissed from that show and that animal will be ineligible to receive cattle show awards. The exhibitor must be the sole handler of the animal throughout the animal's time in the ring.
13. Cattle must be on exhibit at the fairgrounds through the completion of the last champion drive of the cattle show. Requests for early dismissal of cattle must be submitted, in writing, to the AJSA Board of Trustees before the start of the cattle show. AJSA Trustees will inform exhibitors on the outcome of the request following the decision.
14. All cattle are required to be in the barn by 8:00 a.m. and remain there until tie-out time, set by the host state association
15. Percentile ranks, color-coded by quartile, will be available for the judge in both the Bred and Owned and Owned Shows.

16. All Grand and Reserve winners from each show will be will be DNA tested for parental validation and conform to PTP Show Guidelines.
17. At the Regional and National Classics, contestants are required to wear the official provided show shirts during the cattle show and showmanship.
18. No farm/ranch signs or farm/ranch stall cards are permitted in the barns.
19. Exhibitor substitutions will be allowed, per approval from the AJSA Board of Trustees on the following basis:
 - a. Medical note no later than 60 minutes prior to the cattle show, or earlier if applicable. Emergency cases will be handled at the discretion of the AJSA Board of Trustees.
 - b. No exceptions will be made for non-medical reasons other than family emergencies.
 - c. In the event of an animal injury or illness at the time an event where an exhibitor is required to use their own animal for a contest, a non-owner veterinarian approval is required for the exhibitors to use an animal not their own.
 - i. Animal deemed unfit for an event/contest must be reapproved by a non-owner veterinarian in order to be later shown in the cattle show.

VIII. Steer Show

1. All general rules apply to the steer show.
2. All steers must be registered with the American Simmental Association as a half-blood or greater Simmental or Purebred Simbrah.
3. All steers are to be born on or after January 1, 2018, and prior to March 15, 2019.
4. Weights will be recorded and presented to the judge(s) for use in evaluation.
 - a. No weigh-backs will be taken.
5. There will be two divisions of steers, broken by weight:
 - a. Prospect steers: steers under 900 lbs.
 - b. Progress steers: steers over 900 lbs.

IX. Cow/Calf Show

1. The following will be cow/calf divisions:
 - a. Purebred
 - b. Percentage
 - c. Simbrah
 - d. Fullblood
 - e. At the National Classic, Bred and Owned of each of the above divisions, so long as both the cow and the calf both meet the above stated Bred and Owned Rules in Section VII. 1. c.
2. All calves at the side of a cow/calf pair may show in the regular show, so long as the calf was born prior to March 15, 2019. In doing so, the cow/calf pair must be entered in the show, and the calf must be entered in the cattle show.
 - a. Entering a calf in the cattle show causes the calf to be counted as "one head" per the six head rule. Entering solely the cow/calf pair, without entering the calf in the cattle show, only counts as "one head" per the six head rule.
3. All cow/calf pairs must have the cow's most recent natural calf at side, born on or after November 1, 2018.
4. To qualify for the division of entry, both the cow and the calf must meet the division requirements.
 - a. If the cow is a Purebred, Simbrah or Fulblood, but the calf is not, the pair together becomes a Percentage entry; however, should a Fullblood cow with a Purebred calf at side be entered, they would be a Purebred entry.
5. All calves must be registered with the American Simmental Association by the time of check-in at the designated show. The calf at side must be tattooed by check-in.
6. Pairs will be shown in two groups; each group will be divided into classes accordingly:
 - a. Cows born in 2017, and any female eligible for the heifer show with a calf at side.
 - b. Cows born in 2016 and older
7. Cow/calf pairs in each division will receive Champion and Reserve awards.

X. Bull Show

1. All general rules and PTP Show Guidelines apply to the bull show.

2. There will only be a Bred and Owned bull show.
3. Bred and Owned bulls calved after September 1, 2017 and before March 15, 2019 are eligible. There will not be a class for 2-year-old bulls.
4. Bred and Owned bulls must have been bred by the junior member/exhibitor, but may be owned jointly with an adult/farm, provided that the junior/exhibitor is the sole breeder, original owner of record, and is officially recorded as a current owner of that bull.
5. All bulls twelve (12) months of age and older must be shown with a nose lead or ring.

XI. Showmanship

1. No fit, no adhesive.
2. Each exhibitor must use their own animal, and the same animal for all phases of the Showmanship competition.
 - a. No bulls will be allowed to show in Showmanship.
3. Contestants who wish to compete in Showmanship must have that animal entered in the cattle show and be the exhibitor of the animal they are using for Showmanship, unless substitution rules are met and approved by the AJSA Board of Trustees.
4. Cow/calf pairs may not be used for Showmanship. The cow or the calf may be used individually.
5. At the Classics, exhibitors are required to wear the official Classic shirt in Showmanship.
6. Once the first animal has begun to circle, no further entries will be allowed to enter the ring. If an exhibitor misses their heat of showmanship, the exhibitor will not be allowed in another heat and will be disqualified from the contest.

XII. Livestock Judging Contest

1. A committee of judges shall select and place all classes and listen to all reasons. The contest should consist of six classes. Performance data will be used when available.
2. At Regional Classics, Juniors will give one set of reasons and answer one set of questions and Seniors will give two sets of reasons and answer one set of questions.
3. At the National Classic, Juniors will give one set of reasons and answer one set of questions, Intermediates will give one set of reasons and answer one set of questions, and Seniors will give two sets of reasons and answer one set of questions.
4. Placing and reasons classes will be worth 50 points per class, and there will be 10 questions on one class worth 5 points each.
5. Jackets, caps, or other apparel identifying an individual's team, state of residence or farm/ranch affiliation are prohibited while giving reasons.
6. No parents or advisors shall be allowed in the judging contest area to inspect the livestock prior to or during the contest.
7. While the contest is in progress, there shall be no conferring between contestants or between parents and/or advisors and contestants. Any violation of this rule will result in disqualification of the contestant.
8. Contestants will be allowed 12 minutes to place each class. There will be a two-minute time warning in each class to signal conclusion of round.
9. Cattle will be judged unhaltered in pens or haltered. Close inspection will not be allowed unless directed by the official committee.
10. Contestants must remain with their assigned groups throughout the entire contest unless otherwise directed by their group leader.
11. Contestants must provide note taking material for use while judging reasons/questions classes.
12. Ties will be broken on the basis of total reasons, then questions scores. Should a tie still exist, placings will be decided by a "flip of the coin" for the award.
13. Once a contestant turns in their scantron/card to their group leader or reasons taker, they will not be allowed to have their scantron/card back. Any unmarked classes will be counted as a zero.
14. Contestants must complete the entire livestock judging contest, including giving full sets of reasons, in order for the contest to count toward their educational requirement to show in the cattle show.

XIII. Cattlemen's Quiz

1. The quiz will consist of fifty 30 multiple choice, matching, and true/false questions.

2. Primary resources for questions on the quiz will be the Register, SPC educational videos, and material available at www.juniorsimmental.org
3. One hour and one-half hours (90 60 minutes) will be allowed for contestants to complete the quiz. Ten minute warnings will be given after 30 minutes has passed.
4. Once the first quiz has been turned in, no other exhibitors regardless of age division will be allowed to begin the quiz.
5. Contestants may not bring notes, books, or reference materials into testing area. All materials will be provided, including quiz questions, answer sheet, and a number two pencil. Highlighters are permitted, but not provided.
6. Conferring with other contestants, use of notes, or any other form of cheating will be grounds for disqualification.
7. Ties will be broken according to scores on five additional, clearly marked randomly selected tie-breaker questions. If a tie still remains, it will be broken by order of finish.
8. Once a contestant turns in their answer sheet, they will not be allowed to have it back.

XIV. Calvin Drake Genetic Evaluation Quiz

1. The quiz will consist of fifty 30 multiple choice, matching, and true/false questions.
2. Primary resources for questions on the quiz will be the Register, Sire Source, and material available at www.juniorsimmental.org
3. One hour and one-half hours (90 60 minutes) will be allowed for contestants to complete the quiz. Ten minute warnings will be given after 30 minutes has passed.
4. Once the first quiz has been turned in, no other exhibitors regardless of age division will be allowed to begin the quiz.
5. Contestants may not bring notes, books, or reference materials into testing area. All materials will be provided, including quiz questions, answer sheet, and a number two pencil. Highlighters are permitted, but not provided.
6. Conferring with other contestants, use of notes, or any other form of cheating will be grounds or disqualification.
7. Ties will be broken according to scores on five additional, clearly marked randomly selected tie-breaker questions. If a tie still remains, it will be broken by order of finish.
8. Once a contestant turns in their answer sheet, they will not be allowed to have it back.

XV. Public Speaking

1. Contestants will speak on a topic selected in a random drawing. Subject areas will include topics that are pertinent to agriculture and the beef industry.
2. Contestants will report to a preparation room at their scheduled speaking time to draw three topics, selecting one of the three of which to speak. Actual preparation time will be limited to 30 minutes.
3. If an exhibitor misses their scheduled time, they will be allowed to be added to the end of the schedule and the contest will still count toward the exhibitor's educational requirement for the cattle show. A review by the AJSA Board of Trustees will determine the contest placing eligibility of the exhibitor who misses their scheduled time.
4. Contestants will receive a specifically prepared information packet on their selected topic and two 3x5 note cards. No other reference materials will be allowed.
5. Speeches will be three to seven minutes in length. Time elapsed will be posted during the speech so that contestants are aware of timing. Speakers who finish before three minutes have elapsed or who run past seven minutes will be penalized 1 point for each second over or under. Following the speech, time will be allowed for questions from the judges.
6. Public speaking judges will be randomly rotated to ensure uniform scoring.
7. Contestants will be judged on: subject knowledge (20%), organization (10%), presentation (40%), response to questions (20%) and general effectiveness (10%).
8. Judges' comments sheets will be required and available to participants following the conclusion of the awards banquet.
9. Ties will be broken first on the individual's score of overall effectiveness, then presentation, subject knowledge, response to questions, and finally organization. If a tie still remains, the winner will be selected through "flipping a coin" for the award.

XVI. Sales Talk

1. The Sales Talk uses a live setting complete with animal, photo (no larger than 8"x10"), or video and potential buyers. The purpose of this contest is to evaluate the effectiveness of the presentation and the contestant's ability to merchandise cattle.
2. Contestants may use:
 - a. A registration paper matching the animal or genetics being sold
 - b. One of the following:
 - i. Any live animal entry
 - ii. A photo (no larger than 8"x10") of a SimGenetics animal
 - iii. A one-minute video on a device the exhibitor must provide
 1. Only non-audio footage is allowed
 2. Only footage of the animal alone may be played
 3. No other information on the device may be presented
3. A contestant's score will be reduced by 50% if additional materials are presented to the judges other than those listed above.
4. Exhibitors must sell their own animal or genetics, or a picture or video of an animal or genetics they own. Any registration paper presented must be the exact paper for that animal. If a contestant wishes to sell embryos, they should present a planned mating printout from Herdbook. Cow/calf pairs cannot be sold as a pair; a contestant may use either the cow or the calf. The other half of the cow/calf pair cannot be anywhere near the area where the contestant is selling the animal. The contestant is required to have another Regional/National Classic exhibitor hold the animal during the selling process. The animal being sold is not allowed to be fitted.
5. No animal or genetics can be used within the contest more than once.
6. Immediately preceding the talk, contestants will be required to provide the judges with a registration certificate or planned mating printout for the animal or genetics being "sold". The judges will use the registration certificate or planned mating printout to evaluate the accuracy of pedigree and performance information provided by the contestant and to also ask questions. The certificate will be returned to the contestant at the conclusion of the talk.
7. Sales talk judges will be randomly rotated to ensure uniform scoring.
8. Contestants will be judged on the knowledge of the animal they are selling (25%), ability to relate important information about the animal (organization/style 25%), poise and delivery (25%), and their overall effectiveness in convincing the judge to purchase the animal (25%).
9. Ties will be broken first by the individual's score of overall effectiveness, then animal knowledge, overall presentation, and finally poise and delivery. If a tie still remains, the winner will be selected through "flipping a coin" for the award.
10. There will be a designated holding area for cattle and participants one round prior to their designated speaking time. Only cattle being used for the competition will be allowed in the holding area.
11. If an exhibitor misses their scheduled time, they will be allowed to be added to the end of the schedule and the contest will still count toward the exhibitor's educational requirement for the cattle show. A review by the AJSA Board of Trustees will determine the contest placing eligibility of the exhibitor who misses their scheduled time.
12. Sales talk will be a maximum of seven minutes in length. Time elapsed will be indicated throughout the contest so contestants are aware of their time remaining.
13. Judges' comment sheets will be required and available to participants following the conclusion of the awards banquet.

Additional Competitions (National Classic Only)

XVII. Photography Contest

1. Only photos taken by AJSA members are eligible.
2. Photos must be taken between August 1, 2018 and deadline, June 1, 2019.
3. Photos must 8"x10" and be mounted on 10"x13" black foam core board. Contestants must attach the completed entry form available at www.juniorsimmental.org to the back of each photo.
4. A maximum of four entries per contestant is allowed.
5. Photos will be judged and broken into the following categories:

- a. Simmental Cattle
 - b. People
 - c. Landscape
 - d. General Agriculture
6. Winners and honorable mention photo contestants must provide the original, unaltered, digital copy of the photograph.
 7. Photography entries must be postmarked by June 1, 2019 to the ASA office located at One Genetics Way, Bozeman, Montana 59718.
 8. All entries will be displayed at the National Classic.
 9. Contestants do not have to be present at the National Classic to win.

XVIII. State Displays

1. To increase the promotional potential of the Regional and National Classics, state association members are encouraged to use trade show booths or live cattle displays to promote their state activities.
2. The display area is to be focused on the promotion of the Simmental/Simbrah breed, not the promotion of individual farms or ranches; therefore, no private advertising for any enterprise is to be used in the display. Location of the display area is dependent on availability of barn space.
3. Displays are to be in place at the Fairgrounds by noon of the first day of the Classic and must remain in place until 6:00 PM the day prior to the awards ceremony. State association banners may also be used for decorating.
4. At the awards banquet, recognition will be given to the state with the best combination of a promotional booth and cattle display. (i.e. neatness, attractiveness, beddings, signs, appearance, cleanliness of aisle, exhibitor's behavior, etc.)

XIX. Interview Competition

1. The Interview Competition gives participants the opportunity to prepare an effective resume and cover letter and enhance their interview skills in a mock electronic interview using eMeeting or conference call.
2. Contestants must be at least 17 years old on January 1, 2019.
3. AJSA will provide three job descriptions for the applicants to select from. Applicants may also submit a job/internship posting of their choice. All applicants will select one job/internship and center their resume and cover letter around said job. Resumes and cover letters (and position description if applicant chooses their own) will be due June 1, 2019 via email to ajsa@simmgene.com
4. Interview times will be assigned and conducted via conference call.
5. Judging will be based on Interview (50%), Resume (25%), and Cover Letter (25%).
6. Only the judges, contestant, and ASA staff members will be allowed on the conference call interview.
7. Score sheets and judges' comments will be required and returned to contestants in their packet following the awards ceremony at the National Classic.
8. This competition will not count for any points in the overall competition.
9. Top placing individual will be awarded at the National Classic.
10. Individuals do not have to be present at the National Classic to win.

XX. Herdsman of the Year Award

1. The junior Herdsman of the Year award is an honor bestowed upon one AJSA member at the National Classic each summer. This award is intended for an individual who gently commands a respect of both juniors and adults in the Simmental industry and upholds the honor and dignity of a future cattleman. The nominee's pride in their cattle both in the show ring and at home should be evident to fellow members across the Simmental industry. A positive attitude, willingness to help out wherever needed, and diligent work ethic are of the utmost necessity in candidates for this prestigious honor.
2. Both AJSA and ASA members are encouraged to nominate junior members they deem suitable and deserving of this prestigious honor. Nominees must be active AJSA members, at least 16 years of age, in attendance at the National Classic.
3. The following individuals will be on the committee to select the AJSA Herdsman of the Year:
 - a. Two ASA senior board members
 - b. All ASA staff in attendance

- c. All individuals on the selection committee must have no family ties with those nominated for the award
4. Nomination forms will be provided at the National Classic and must be submitted to the Youth Programs Manager by current AJSA and ASA members by 5 p.m. on the day prior to the banquet.
5. The Herdsman of the Year will be awarded at the National Classic awards banquet.

Conduct and Liability

XXI. Conduct, Hearing Committee and Discipline

1. Disciplinary Action
 - a. Conduct:
 - i. All junior members of the ASA in attendance at Regional and National Classics are expected to conduct themselves in a manner becoming a junior member of ASA and abide by the on-site directives of the host state.
 - ii. Violations of the above standard include but are not limited to: misrepresentation of animals, vandalism, theft, fighting, unsportsmanlike conduct, failure to comply with the directives of officials, being in possession of or under the influence of intoxicating beverages or other prohibited substances on or about the grounds, or willful violation of rules.
 - iii. Persons with unnecessary, unruly, or overly aggressive behavior will be banned from AJSA events for one year.
 - iv. Witnessing of any violation or misconduct must be submitted in writing, with proof, to the ASA Executive Vice President for review and any action to be taken. If as a result of the Executive Vice President's investigation, with written concurrence of any two members of the ASA Executive Committee, he shall file with the ASA Executive Committee charges in writing against the member based upon the information and investigation, following ASA's Rule and Bylaws Section 2.F: Charges Against Members.
 - b. Hearing:
 - i. If an investigation deems a hearing is necessary, the process will follow ASA's Rules and Bylaws Section 2.G: Hearings.
2. Liability Provision
 - a. All contestants must supply the ASA Staff with a signed release statement from parents or legal guardian before being allowed to participate. This release statement will be provided on the website to download, complete, and mail to ajsa@simmgene.com prior to participation in any Regional or National Classic.

Resolution 2. That ASA will pay travel and lodging expenses for each trustee to optionally attend two national events such as BIF, AJSA National Classic, or NCBA Convention, to be approved by the chair of ASA Board of Trustees.

Points of discussion:

- Board members should be prepared to represent ASA and promote the breed at the national event.
- The intent of the resolution is to expand the knowledge base and industry presence of the ASA Board of Trustees.

Moved and seconded in committee.

Breed Improvement – John Irvine

Resolution #1. To amend August Breed Improvement Resolution #2. *To remove the first discussion point from the August 29, 2018 Breed Improvement Resolution #2 removing the first line in the points of discussion.*

Points of discussion:

- Staff recommends extending the amount of time before we start billing up front for DNA testing as we do for other DNA testing.
- Allow staff to determine when it is best to start charging for DNA testing up front for the CHR research project.

If amended – Resolution:

The Cow Herd DNA Roundup (CHR) ends December 15th, 2018. If we have not met the 50,000- sample goal, we will continue the CHR program on a first come first serve basis at \$25.00 per test with a \$5.00 rebate/test if cow weights and BCS or Hip Height are submitted on 90% of the cow herd.

Points of Discussion:

~~Switch time of billing as of December 16th, to be billed at the time of DNA test request to be the same as the regular DNA service billing.~~

1. \$25.00 per test for members who submit DNA samples on 90% of their active female inventory.
2. \$20.00 per test for members who submit DNA samples on 90% of their active female inventory, supply cow weights, and either body condition scores and/or hip heights on 90% of their active inventory.

Moved and seconded in committee.

Resolution #2. To increase the budgeted amount to a total of \$200,000 to the carcass expansion program effective immediately. Commit \$100,000 per year to the Carcass Expansion project for each of the next five years (through 2024).

Points of Discussion:

- Any funds not spent at the end of the FY will be carried to the next year.
- The ASA has thousands of calves that could be added but at present we are at our budgeted amount.
- Need to continue the existing requirements for the program in regard to contemporary grouping and minimum information for the benefit of the genetic evaluation.
- This program benefits all members through increasing carcass accuracy across the breed and make genomic tests more impactful.

Moved and seconded in committee.

Consider if passes: Press Release – Promotion and Education. Explain how the typical member can benefit from this. Critical part of the education important to deliver the right message – real purpose of this research program to build genomics and carcass data for animals who do not have that data today. This types of programs: Feeding your cattle out and knowing what your cattle are.

Resolution #3. To remove carcass records from the existing ½ off rebate for GGPLD incentive for animals born after June 30th, 2018. The ASA will maintain a genomic incentive program for individual feed intake records.

The DNA genotyping incentive will only apply when the DNA test is completed on the same animal as the feed intake record.

The DNA testing needs to be completed and the intake record submitted prior to a credit applied to the account. The credit will be a \$25 value per feed intake record (that meets minimum data required for the genetic evaluation) for animals with genomic testing completed.

Points of Discussion:

- The existing GGPLD rebate will apply for carcass records on animals born between August 31, 2015 and before June 30th, 2018.
- Considering the carcass expansion project, there is opportunity for members to “double dip” – receive incentive for carcass records plus have the ASA pay for genotyping of the animal with the carcass record.

Moved and seconded in committee.

Growth & Development.

Resolution #1: To add inserts and paid editorial to cost share dollar qualifications.

Points of Discussion:

1. Must include a percentage of generic advertising of the breed - Simmental, Simgenetics, or Simbrah
2. Editorial cannot be used to promote sales.
3. Has to go through the approval process for cost share advertising.

Moved and seconded in committee.

Directive #1: That ASA move forward with hiring the services of Grant Company as an outside public relations firm.

Points of Discussion:

1. Want to see Simmental and SimGenetics highlighted.
2. Trust Grant Company to make recommendations to help tell the ASA story yet ensure the Growth & Development committee has oversight.

Moved and seconded in committee.

Moved Erika Kenner second Randy Moody to amend the directive: with a maximum allocation of \$125,000 for calendar year 2019. Motion carried.

Amended Directive #1 That ASA move forward with hiring the services of Grant Company as an outside public relations firm with a maximum allocation of \$125,000 for the calendar year 2019.

Points of Discussion:

1. Want to see Simmental and SimGenetics highlighted.
2. Trust Grant Company
3. Want to see Simmental and SimGenetics highlighted.
4. Trust Grant Company to make recommendations to help tell the ASA story yet ensure the Growth & Development committee has oversight.

Grant Company's approach: His charge would be to collect an array of assets from ASA to help develop and promote our story – branding; with all aspects of advertising and promotion – hard copy, social media, RFD; radio broadcast, press releases. “PR campaign”. All work is the property of ASA. After the collection of the assets and once all is put together – there will be a campaign moving through a period of time.

This resolution does not include the cost of placing advertising.

Policy & Procedures. Erika Kenner

Moved Tim Curran second Gary Updke to remove the August, 2018 motion tabled. Motion carried.

Tabled Resolution: Allow staff to utilize the program on the new phone system to record phone conversations at the office.

Points of Discussion:

1. Will allow staff to use conversations for training.
2. Could help staff ensure the consistent messages are being communicated to membership.
3. Current phone system already allows recording, so will not cost any extra.
4. Could assist in training new staff members by listening to how veteran staff answers questions and services the members, making the service more consistent.
5. If a member has a dispute, that conversation could be referenced and used for any legal dispute.
6. The phone system automatically stores recordings for 60 days/any recordings can be saved for longer. It is legal to record conversations as long as the members are aware ahead of time/Legal counsel has given his blessing.

Move Randy Moody second Gary Updyke to amend the resolution to limit the recording to the Processing Department incoming and outgoing calls. Motion carried.

Amended Resolution #1: Allow staff to utilize the program on the new phone system to record phone conversations limited to the Processing Department incoming and outgoing calls.

Points of Discussion:

1. Will allow staff to use conversations for training.
2. Could help staff ensure the consistent messages are being communicated to membership.
3. Current phone system already allows recording, so will not cost any extra.
4. Could assist in training new staff members by listening to how veteran staff answers questions and services the members, making the service more consistent.
5. If a member has a dispute, that conversation could be referenced and used for any legal dispute.
6. The phone system automatically stores recordings for 60 days/any recordings can be saved for longer. It is legal to record conversations as long as the members are aware ahead of time/Legal counsel has given his blessing.
7. Processing Department is Processing and DNA Services.

Resolution #2. Set the Annual Service Fee and initial set-up fee at \$40 for all Junior members.

Points of Discussion.

- Multiple membership change will require many memberships to have to pay more starting in July.
- 700 Junior members will now pay more because they were in a multiple membership prior.
- We are in the middle compared to other breeder associations.
- \$40/current members gets us to the same income as we have now from Junior ASF.

Moved and seconded in committee.

Resolution #3. Print all current color, polled, and genomic EPD test information that's listed on the website on the registration certificate.

Points of Discussion:

- What about animals tested after it's printed, then the customer doesn't have the most updated information.
- Some owners feel the certificate is the official version. If the color is presented on the certificate as tested homo/hetero black, the buyer may think that certificate is final and there will still be changes.
- EPDs are listed on the certificates and they change weekly.
- Currently, the color phenotype and whether it's been GGP tested is not on the certificate. The phenotype of Polled or Horned is listed, but no homo/hetero.

Moved and seconded in committee.

Board of Trustees' Meeting
January 18, 2018

Policy and Procedures (continues)

Directive #1. Direct staff to explore the possibility of adding a category on Herdbook for assumptions to color and polled when they would result in heterozygous.

Points of Discussion:

- Those who have red cattle do not want to color test their red animals.
- Those who have a horned animal do not want to polled test their horned animal.
- When a red or horned animal is mated to a black or polled animal, the result will automatically be heterozygous black or heterozygous polled.
- Trait track is only for test results, so heterozygous animals by parentage are no being assumed.
- Find a way so those will be downloadable through Genetic color/polled and not affect the integrity of TraitTrac.

Moved and seconded in committee.

Move Mike Forman 2nd Tim Curran to amend to include the verbiage: the resulting information will be added to the certificate. Motion carried.

Amended Directive #1: Direct the staff to explore the possibility of adding a category on Herdbook for assumptions to color and polled when they would result in heterozygous and the resulting information will be added to the certificate.

Simbrah. Randy Moody.

Directive #1. To plan a 2019 Simbrah Summit

Points of Discussion:

1. Continue to connect with southern SimGenetic providers.
2. Continue to highlight the need for phenotypes and genotypes.

Moved and seconded in committee.

Moved Fred Schuetze seconded Gary Updyke to amend resolution: not to exceed \$5,000. Motion carried.

Amendment Directive #1: To plan a 2019 Simbrah Summit, not to exceed \$5,000.

Points of Discussion:

3. Continue to connect with southern SimGenetic providers.
4. Continue to highlight the need for phenotypes and genotypes.

Finance

Resolution #1. If monies in the ASA checking accounts exceeds \$500,000 then move in increments of \$100,000 to savings and/or other investment accounts.

Points of Discussion.

1. Savings and CDs now offer an interest rate to move cash which will be needed for operating expenses into savings, CDs.
2. If it is determined there is enough cash flow, it may be moved into ASA's investment accounts.

Moved and seconded in committee.

Strategic Planning Review. Items to Revisit from January 2018 Strategic Planning.

Have we accomplished addressing critical issues from the 2018 Strategic Planning Critical Issues?

- More staff for member services – *yes*
- Release of genetic information via BOLT – *yes*
- Make sure technology keeps up; efficiency (data services and DNA) – *yes*
- Continue work on social media – *grown a lot in this area*
- P&L and balance sheet on a monthly basis – *back on track*
- Establish a procedure identifying and sharing talking points for all in challenging/emergency situations (board and staff) *Is there another platform to share information. Trustee Confidential Intranet Site will be back up in February. When something new is posted to the Trustee site – a message to all board members.*
- Staff/board relations – *improve, more teamwork.*
- Data protection – *yes*
- Protect ourselves from competitors, develop a moat for selection tools. *Being on the cutting edge. Have done that. Competitors that can use Theta to obtain the same program, but don't have the tools we've developed..*

Key Measurements.

Items Discussed:

- Finance. Are we being successful?
 - Membership
 - Membership/Registrations/THE/DNA/Resources
 - Total Income Meets or Exceeds Budget Targets for Staffing and Services
 - States Association – reach out to Bert; send board members an update on the interaction from each state association and if a board member should reach out and help to keep them involved.
- Stats and measurements – how are they used?
 - Use for budgeting
 - Get information to Trustees to use at events the Trustees attend
 - Understand the dynamics of the data presented – create multi-year to see a trend
 - Genetic Trends
- Collaboration
 - Canadian Shorthorn
 - Australian Shorthorn
 - South Devon
 - Salers
 - No of Animals in Pedigree/ Animals with usable performance data
- Market Share
 - Semen Sales
 - Bull Transfer – monitor what is going to the commercial /non-members
- Increased Business
 - Increase in membership
 - Annual Service Fee stays strong
 - Animal collection/data points increased
 - Track the membership who are not SimGenetic influence – get a feel for an impact that is coming from this segment. How is this defined -- if this breeder has any SimGenetics he is classified as a Simmental?
- Social Media Data
 - Page Views/ Cliques / Responses
 - Report in board book
 - Stats are on the Facebook pages
 - A stats tab is being developed on the Trustee Intranet Site
 - G&D Committee – working toward this / new contract with Grant
 - ASA now has an app with push notifications

- Add measurements to our key success measurements?
 - Measure Youth Activities
 - Youth Attendance
 - Number of Animals
 - Regional Placement
 - Funding Review
 - Measure Outreach to the Membership
 - What is happening internally
- Recap: Strategic Planning Sessions and Reviews
 - Important to review frequently.
 - Important to evaluation measurements.
 - Important to keep Trustees and Staff involved – you have more buy-in.

Staff Reports

- CHR – Rachel Endecott
 - Current Stats
 - 30,840 samples shipped to the lab
 - 26708 sample results uploaded into Herdbook
 - 175 members
 - 5.35% exclusion rate
 - 1.11% failure rate
 - Mature Cow Data and Rebates
 - Started with 25,847 cow weights in the data; increased to 69,135 (53,938 distinct animals); 23,768 with hip height and 38,601 with body condition scores.
 - 8,659 rebates issued = \$43,295 (budgeted for up to \$250,000)
 - Reduced fee with GeneSeek – research project / samples are sent to Bozeman for quality control; batches (in 768) are sent to GeneSeek.
 - Estimate: 24 additional of 768 samples each.
 - Ad material updated: after December 15 – price will be \$25/DNA sample. With the option of the \$5 rebate if qualifies.
 - Are we seeking the mature weights on yearling females? Send to BIC Committee to consider giving a rebate for the yearling females that met the deadline but doesn't reach the age limit.
 - Rachel will give an updated report in April.

Carcass Expansion Research Project – Lane Giess

** Get Lane's PowerPoint to add to the minutes.

- Possible for ASA to present this program at BIF?
- Develop talking points for Trustees to inform the membership.
- ID capture – partner with Allflex / combo kits with visual tags and EID.
 - Providing the participants with these tags.
- Brochure to describe the program and the requirements of the program.
- Participants sign an agreement committing to the program.
- Production System Requirements
 - Will not run DNA tests until the carcass data is received.
 - Must be sire identified.
 - Must provide carcass data and supply DNA on the whole herd.

Move Brian DeFreese second Gary Updyke. To go into Executive Session.

Motion carried.

Recess until January 19 starting at 8:00 am.

Board of Trustees' Meeting
January 19, 2019

Chairman Tim Smith resumed the meeting at 8:00 am.

Roll Call: Tim Smith, Clay Lassel, Mike Forman, Tim Curran, Tom Nelson, Brian DeFreese, Cliff Orley, Gordon Hodges, Jim Ligon, Randy Moody, Erika Kenner, John Irvine, Steve Eichacker, Tom Hook, Gary Updyke, Fred Schuetze. John Griswold not in attendance due to death in the family.

Incoming Trustees: Greg Walthall

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Rachel Endecott, Lane Giess, Bill Zimmerman, Lauren Hyde and Linda Kesler

Activities & Events.

Resolution #1. Motion carried.

Resolution #2. Motion carried.

Breed Improvement.

Amended Resolution #1. Motion carried.

Resolution #2. Vote by Hand: Yes 16 No 1 Motion passes.

Resolution #3. Motion passes

Growth & Development

Resolution #1. Motion passes.

Directive Amended #1. Motion passes.

Finance Committee

Resolution #1: Motion passes.

Policy & Procedures.

Resolution #1. Phone System. Add additional ones from the other resolution documents.

Hand vote Yes 13 No 4 Motion passes.

- Revisit at April board meeting after implementation.

Resolution #2. Motion passes

Resolution #3. Motion carried

Directive #1 Amended. Motion carried.

Simbrah

Directive Amended #1. Motion carried.

Move Mike Forman second Fred Schuetze to adjourn. Motion carried.