

Board of Trustees' Meeting Manhattan, Kansas August 25 – 27, 2019

Chairman Gordon Hodges called the meeting to order: 8:16 a.m.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lassle, Tim Smith. Greg Walthall.

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Lane Giess, Rachel Endecott, Jannine Story, Kathy Shafer, Nancy Chesterfield, Cindy Newell, Riley Foster, Lauren Hyde, Linda Kesler

Agenda. Addition on Tuesday, Aug 27: add the Executive Committee to the voting resolutions and directives. Moved Tim Smith second Randy Moody to accept the agenda as amended. Motion carried.

Minutes. Moved Fred Schuetze, second Mike Forman to accept the June 27, 2019 as presented. Motion carried.

Chairman's welcome and instructions – Gordon Hodges.

Board Nominee Applicants. Recognition of the applicants for consideration of board nomination for the open positions.

EVP's Welcome. Wade Shafer.

- Video Presentation: Start with WHY by Simon Sinek.
- Important to think from the inside out ... WHY → How → What.
- People buy why you do it; what they believe ...
- What is ASA's WHY? We exist to serve the commercial industry; that is the core of our mission.
- Leveraging technology and data going back to Ray Woodward; they knew that they wanted to be different than other breeds.
 - WHY: Exist to service commercial industry.
 - How and What: Leverage technology and data.
 - We have now evolved to add: Leverage collaboration.
- Golden Circle – what is going to happen the next years to come? If we keep our focus on serving the commercial Industry (The WHY). The How and What may change to accomplish this.

Stats and Measurements: Director, Software Development & Administration, Sheldon Ross

- Calendar Year Registrations by Simmental Percent.
- Phenotypes Reported by Birth Year.
- Bull Transfer.
- Total Herd Enrollment
- Member Submitted Data.
- AI Usage and Data from THE
- API and TI Genetic Trends
- Purebred Genetic Trends
- IGS Database
- Domestic Beef Semen Sales

USDA Sequencing Presentation – Dr. Mike Heaton.

Presentation regarding the research project: Bison-Simmental F1 genome assembly.

- WHY are breed-specific genome assemblies important? Required for understanding the functional genetic differences between breeds. 19 breeds plus 4 dairy breeds that have been sampled – mapping all the genome.
- Spring 2020 the results will be public. Genome assembly; Assembly, analysis and manuscript development.
- When finished, we will be able to align Simmental DNA to Simmental genome.

Educational Fall Focus – August 28 – 31, 2020, Blacksburg, Virginia. . Mark Campbell (President, Virginia Simmental Association). Hotel and conference central close to the campus of Virginia – SimGenetics friendly; good concentration of Simmental breeders in the area.

Recess to go into committee meetings. Reconvene August 26 at 1:30 p.m. Committee meetings continue (morning).

Come out of recess at 1:30 p.m.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lasse, Tim Smith. Greg Walthall.

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Lane Giess, Rachel Endecott, Jannine Story, Kathy Shafer, Nancy Chesterfield, Cindy Newell, Riley Foster, Lauren Hyde, Linda Kesler.

Committee Reports and Presentations of Resolutions & Directives.

Activities and Events, Chairman Steve Eichacker.

Resolution #1. To approve Tim Fitzgerald as the judge for the 2019 American Royal. Moved and seconded in committee.

Resolution #2: To approve Ryan Haefner's addition to the PTP Judges list. Moved and seconded in committee.

Resolution #3: To change the PTP Show Guidelines rule 2b to read: to show in the Percentage Simmental division (also called SimSolutions, SimGenetics, etc.), an animal must be at least ½ Simmental but less than 7/8 Simmental. (3/8 Simmental rule is optional for show season 2019-2020, but ½ Simmental required after March 1, 2020.)

Points of Discussion:

1. 3/8 rule inclusion is at the option of the show for 2019-2020 show season.

Moved and seconded in committee.

Resolution #4: To amend the National Classic Division of Responsibilities (reference: A&E resolution #1 from April 22, 2018):

1. Discussion Item #2, add the following: If no communication from the host state or approval by ASA will result in forfeiting the \$10,000 for decorations and/or the \$30,000 for awards.
2. Discussion Item #3 to Discussion Item #4. Host state note reworded: Must receive approval from ASA to ensure appropriate awards are given.
3. Discussion Item #3: add the following: The monies (ASA contribution of up to \$30,000) are to be divided equally among the following 8 contests for awards: Cattlemen's Quiz, Calvin Drake Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, Cattle Show, Showmanship, and SPC (note: if 10 placings – ASA's contribution is one-half).

Recess for 10 minutes for the A&E Committee to meet.

Reconvene at 1:55

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lasse, Tim Smith. Greg Walthall.

Staff: Wade Shafer, Sheldon Ross, Jackie Atkins, Chip Kemp, Luke Bowman, Lane Giess, Rachel Endecott, Jannine Story, Kathy Shafer, Nancy Chesterfield, Cindy Newell, Riley Foster, Lauren Hyde

Activities and Events continues.

Resolution #4: To amend the National Classic Division of Responsibilities.

1. Add the following to Discussion Item #2: If no communication from the host state or approval by ASA will result in forfeiting the \$10,000 for decorations and/or the \$30,000 for awards.
2. Change Discussion Item #3 to Discussion Item #4. In the table of responsibilities – awards, host state note reworded: Must receive approval from ASA for the expenditure of the \$30,000 contribution to ensure appropriate awards are given.
3. Add Discussion Item #3: The monies (ASA contribution of up to \$30,000) are to be divided equally among the following 8 contests for awards: Cattlemen’s Quiz, Calvin Drake Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, Cattle Show, Showmanship, and SPC ~~(note: if 10 placings – ASA’s contribution is one half).~~

Points of Discussion:

1. Reference: A&E Resolution #1 from April 22, 2018.

National Classic Division of Responsibilities with amendments:

Restructure of the financial responsibilities for the National Classics where the ASA will assume all financial liabilities with the exception of awards, hospitality, and any appreciation awards, and that the division of ASA and host state responsibilities schedule is updated. While ASA will mitigate the risk, ASA is willing to incur the extra costs to keep entry fees relatively stable. This will begin with the 2019 National Classic event.

Points of Discussion:

1. A&E Committee and Staff will review the host state applications; the facilities recommended (by the host states) will be evaluated – the facility must be cost effective.
2. Staff will have oversight to negotiate with the host states to manage the financial responsibilities. **If no communication from the host state or approval by ASA will result in forfeiting the \$10,000 for decorations and/or the \$30,000 for awards.**
3. **The monies (ASA contribution of up to \$30,000) are to be divided equally among the following 8 contests for awards: Cattlemen’s Quiz, Calvin Drake Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, Cattle Show, Showmanship and SPC. (Note: if 10 placings – one half allocated).**
4. ~~3.~~ **Financial Restructuring.**

| RESTRUCTURE OF THE FINANCIAL RESPONSIBILITY FOR THE AJSA NATIONAL CLASSIC | | |
|---|----------------|---|
| ITEM | RESPONSIBILITY | DISCUSSION POINTS |
| FACILITY COST | ASA | ASA KEEPS ALL EXHIBITOR FEES, CATTLE ENTRY FEES, EXTRA STALL FEES. \$10,000 STAYS WITH ASA CURRENTLY IN OUR EXPENSE BUDGET. ASA RECEIVES FOUNDATION \$10,000 CONTRIBUTION. ASA KEEPS ALL CORPORATE FUNDS WHICH ARE CURRENTLY \$10,000. HOST STATE AND ASA COLLABORATE ON SETTING CATTLE ENTRY FEES TO MAKE SURE FACILITIES, ETC. ARE COVERED. FACILITY APPROVAL GOES THROUGH A&E WITH AN EARLY SUGGESTED PREAPPROVED LIST FOR THE COMMITTEE (TO OPERATE SIMILAR TO THE PTP APPROVED JUDGES LIST). |
| ADDTL FACILITY | ASA | UTILITIES, ETC. |
| BANQUET | ASA | ALL TICKET SALES REMAIN WITH ASA |
| DECORATIONS | ASA | SHOW RING, BANQUET, PICTURE AREA ETC - ALLOCATE \$10,000 AND ALL EXPENSES MUST HAVE PRIOR APPROVAL BY ASA, BUT NEGOTIATED BY HOST STATE |
| T-SHIRTS, EXHIBITOR BADGES, AND BACK NUMBERS | ASA | |
| JUDGES | ASA | 2 SHOWS AND ALL SHOWMANSHIP JUDGES |
| TRAVEL/MEALS/LODGING | ASA | STAFF AND JUDGES |
| PHOTOGRAPHER | ASA | |
| PRINTING/POSTAGE | ASA | |
| | | |
| HOST STATE SUPPORT | FOUNDATION | FOUNDATION – DONOR-DESIGNATED FUNDS |
| AWARDS | HOST STATE | Must receive approval from ASA before purchasing awards. MUST RECEIVE APPROVAL FROM ASA FOR THE EXPENDITURE OF THE \$30,000 CONTRIBUTED BY ASA TO ENSURE APPROPRIATE AWARDS ARE GIVEN. |
| HOSPITALITY | HOST STATE | |
| APPRECIATION AWARDS | HOST STATE | |

Moved and seconded in committee.

Resolution #5: To implement an Exhibitors Choice Award for the 4 major PTP shows in the National Show rotation (American Royal, NAILE, National Western Stock Show, and Fort Worth Stock Show).

Points of discussion:

Exhibitors Choice Award Guidelines:

Vote at each of the 4 major shows in the National Show rotation and results decided at the same time as Ring of Champions by adding points.

1 ballot per exhibitor (as entered on entry card) distributed at time of check in.

Vote for 1 bull and/or 1 heifer – no matter percentage or purebred.

Animal must be exhibited at any show where that animal receives a vote.

Voting period would be from time ballots are distributed and will close 30 minutes after last champion selected at each show. (Ballot box will be located at the ASA booth).

Awards and recognition to be similar awards as those received by winners of the Ring of Champions.

Publish standings after each show:

Publish top 5 Exhibitors Choice and top 5 Ring of Champions points in each division after each show.

Moved and seconded in committee.

Resolution #6: To approve the Tennessee Simmental Association's application to host the 2020 AJSA Eastern Regional Classic. Moved and seconded in committee.

Points of discussion:

- June 9-13, 2020, Cookeville, Tennessee

Resolution #7: To approve the proposed judges list for the 2020 Fort Worth PTP Show:

1. Shane Bedwell
2. Barry Wesner

Moved and seconded in committee.

Resolution #8: To approve Brad Bennett's addition to the PTP Judges list. Moved and seconded in committee

Breed Improvement, Chairman Took Hook

Discussion:

- Staff continue to work on improving the genomic pipeline.
- Continuing to work on developing an EPD on days on feed, feed intake
- Cow Herd Roundup – develop
- Feedlot health
- Gather the PAP field types; collaboration with CSU

Resolution #1: To accept the proposal from the Performance Advocate Program subcommittee to make the following changes to the program. Moved and seconded in committee.

1. In addition to the existing six traits (BW, CE, WW, YW, YHH, Ultrasound/carcass) add the following traits:

Docility, genomic testing on whole birth contemporary group, feed intake, *mature cow weight, *mature cow BCS or HH, genomic test on Cow Herd, udder score, feet/leg score (when available).

2. Set a 90% threshold for contemporary groups on each trait.
3. Have a two-tier system to qualify. With the above traits, 8/14 traits with 90% of the contemporary group records for the first level and 10/14 for the next level.

Start with 2018 Fall/2019 Spring THE (reports pulled in August 2020).

Points of discussion:

- Increase the traits acknowledged to better represent sought-after records.
- Encourage 90% recording of CG to still capture the majority of the group records but allow for circumstances when records are missed.
- Since several of the traits are difficult and/or expensive, set a multi-tier acknowledgement system.
- If a current performance advocate sends in mature cow weights and BCS, they would qualify under this new system.

Breed Improvement continues.

Resolution #2: To move forward with CHR Phase II as proposed allowing staff to work out the details; however, stay within the parameters of cost and not to exceed the existing budget. Moved and seconded in committee.

CHR proposal:

- Continue to accept new herds under 90% rule: low-cost genotyping (\$25) available if members test 90% of their calving-age cows
 - If members submit mature cow body weights and body condition scores or hip heights from 90% of their calving-age cows, they receive a \$5 credit to their account for each cow reported. Cows must be 18 months of age or older when mature cow measurements are taken to qualify.
 - Heifers may also be tested at the \$25 price point.
- Offer low-cost genotyping on heifers and new purchases at the going rate (\$25) for members who have completed CHR testing on 90% of their mature cow herd.

Points of discussion:

1. 40,198 female genotypes uploaded to Herdbook as of August 8, 2019 with marked increases in Progeny equivalents during this time.
2. \$250,000 for credits was initially set aside; \$171,055 remains
3. Comparing data submitted in 2016 to the average number of mature cow phenotypes submitted in 2017-2018 (see table):
 - 330% increase in cow weights
 - 615% increase in hip heights
 - 442% increase in body condition scores

This resolution is contingent on final Neogen contract price point.

Note: Continuation of CHR – the samples will still have to be sent to ASA; ASA collects and forwards them to GeneSeek.

Growth & Development, Chairman Mike Forman.

Discussion:

- HOLSim – a more formal agreement coming up along with the HOLSim trademark.
- State Association Update – Bert Moore.

Directive #1: Direct committee and staff to work on a proposal to bring back to this committee the ins and outs, including finances, of the STYLE program. Moved and seconded in committee.

Points of Discussion:

- A desire has been expressed to develop a young professionals' effort to enhance leadership skills and interaction with the ASA structure.
- The financial implications of the proposed STYLE program need to be clearly understood.

Directive #2: Direct staff to mail four copies of *SimTalk* to each of the previously provided regional sale facilities. Moved and seconded in committee.

Points of Discussion:

- Desire to better share the ASA message with those involved in regional sales barns – including owners, managers, auctioneers, and commercial producers.

Directive #3: Direct staff that the Growth and Development committee will conduct a thorough review of the SLA/IGS Rep Reward Program at the end of 2020. Moved and seconded in committee.

Points of Discussion:

- The Superior Livestock Auction/IGS Rep Reward Program is a new approach to encouraging and incentivizing uptake of the IGS Feeder Profit Calculator to SLA reps. As such, the success of the reward program should be reviewed at regular intervals to ensure its effectiveness. *End of 2020 (calendar year 2020).*

Policy & Procedures, Chairman Randy Moody

Resolution #1: **To amend Rule II.M.5 – change the last sentence to: The results must be filed with the Association prior to registration of the resulting calf.**

Discussion Points:

If passes Rule II.M.5 will read as:

5. All sires used in an embryo transfer program or whose semen is frozen for the first time for A.I. use and any donor dams placed in embryo transfer for the first time, must be DNA typed at owner's expense. **The results must be filed with the Association prior to the distribution of semen or the performing of any embryo transplant procedures registration of the resulting calf.**

Simbrah Committee, Chairman Jim Ligon

- Simbrah Summit October 18, Dallas Texas
- Subcommittee – look into Simbrah junior event – points recognized for the National Classic. Try to get the same support as the Regional and National Classic events.

Financial Reports, Chairman Randy Moody

- FY2019 Financial Reports presented.
- In review – what is the best way and use of funds?
- Consider a relief for a short-period of time for registration and THE in the hard times.
- Bring ideas to the Finance committee.

American Simmental-Simbrah Foundation Report, Liaison Fred Schuetze

- Executive Committee and Foundation Board met Sunday.
- Foundation working on new ideas.
- Revisited mission statement, core policies and roles of the Foundation, Executive Committee and Staff.

Nomination Committee, Chairman Tim Curran

Resolution #1. **To allow each candidate an eBlast through ASA Publication at ASA's cost to campaign for the open board positions (election ballot).** Moved and seconded in committee.

Points of Discussion:

- This is for the candidates in regions where an election ballot is required – board nominee(s) and write-in(s).
- Cost to ASA would be around \$1,000 if all regions had an election.
- Requests have been made in the past to use this option for campaigning – consensus is that we should offer to all candidates or to none.

Executive Session. Moved Mike Forman second Gary Updyke to go into Executive Session for Golden Book Awards, Lifetime Promoter Award and Board nominee selection for open positions. ASA Trustees, Wade Shafer and Linda Kesler in attendance.

Move Tim Smith, second Tim Curran to come out of executive session. Motion carried.

Recess until August 27 at 7:00 am.

Come out of recess August 27 at 7:01 a.m.

Roll Call: Gordon Hodges, Randy Moody, Jim Ligon, Cliff Orley, Steve Eichacker, Erika Kenner, Tom Hook, JW Brune, Gary Updyke, John Griswold, Fred Schuetze, Greg Walthall, Tom Nelson, Michael Forman, Tim Curran, Clay Lassle, Tim Smith. Greg Walthall.

Staff: Wade Shafer, Sheldon Ross, Linda Kesler

Activities and Events

Resolution #1: Approve Tim Fitzgerald as the judge for the 2019 American Royal. Motion carried.

Resolution #2: Approve Ryan Haefner's addition to the PTP Judges' list. Motion carried.

Resolution #3: Change PTP Show Guidelines Rule 2b: Percentage qualification for the Percentage Simmental Division. Motion carried.

Resolution #4: Amend the National Classic Division of Responsibilities. Motion carried.

Resolution #5: Implement an Exhibitors Choice Award for the 4 major PTP shows in the National Show rotation. Motion carried.

Resolution #6: Approve Tennessee Simmental Association to host the 2020 AJSA Eastern Regional Classic. Motion carried.

Resolution #7: Approve proposed judges' list for 2020 Fort Worth PTP Show. Motion carried.

Resolution #8: Approve Brad Bennett's addition to the PTP Judges' list. Motion carried.

Breed Improvement

Resolution #1: Amend the Performance Advocate Program. Motion carried.

Resolution #2: Move forward with CHR Phase II. Motion carried.

Growth and Development

Directive #1: Committee and Staff to work on a proposal for the STYLE program. Motion carried.

Directive #2: Staff to mail 4 copies of *SimTalk* to each of the previously provided regional sale facilities. Motion carried.

Directive #3: Committee will review the SLA/IGS Rep Reward Program at the end of 2020. Motion carried. Motion carried.

Policy and Procedures

Resolution #1: Amend Rule II.M.5 changing the last sentence to: The results must be filed with the Association prior to registration of the resulting calf. Motion carried.

Nominating

Resolution #1: Each candidate will have an eBlast through ASA Publication for their campaign. Move Fred Schuetze second John Griswold to table and send back to committee. Motion failed. Call for Question. Motion carried. Resolution #1: Each candidate will have an eBlast through ASA Publication for their campaign. Motion failed.

Note: Policy stands as is – no use of eBlasts (through ASA Publication) for campaigning by ASA or any candidate.

Executive Committee

Resolution #1: Accept the contract with Neogen. Motion carried.

Resolution #2: Update the Foundation Mission Statement. Motion carried.

Resolution #3: Amend the Foundation Core Policies. Motion carried.

Executive Session. Move Fred Schuetze, second Tom Hook to go into Executive Session regarding discussion of EPDs. ASA Trustees, Wade Shafer and Linda Kesler in attendance.

Move Tim Smith second Erika to come out of Executive Session. Motion carried.

Adjourn. Moved Randy Moody second Fred Schuetze to adjourn. Motion carried.