

ASA Publication, Inc.
Annual Meeting Report
January 1, 2014 ~ December 31, 2014

ASA Publication continues to stay strong with an increase of \$72,364 for fiscal year 2014 compared to the previous fiscal year. Expenses will reflect in line with income generated, however, showing a net gain of \$26,475.

ASA Publication continues to offer quality advertising and promotion at a very affordable cost. Many have taken advantage of an advertising package which lowers the cost even more.

Each publication, *the Register*, *SimTalk*, *Sire Source* and *Breeder Directory*, had increases in advertising and growth in number of pages. *SimTalk* is holding its circulation of just over 50,000. January's *SimTalk* exceeds the number of advertisers again this year.

Sire Source went from a one-time yearly hard copy promotion of bulls to continued promotion of bulls throughout the year taking advantage of both electronic and hard copy promotion. This has been very successful and I recommend if you have not taken advantage of this opportunity to do so. The next hard copy release is scheduled for late February, early March.

We have a strong, knowledgeable group of ASA Representatives allowing us to meet the demands of attending sales and representing ASA events. We currently have 13 Representatives along with Trustees being more involved attending ASA and ASA Publication events.

Sales Call, our electronic sales notification, continues its success to notify subscribers of upcoming sales along with details and links. Make sure that you are listed on Sales Call for your sale and subscribe to receive the notification to keep up to date.

The Board and Staff at ASA Publication continue to work on providing you with many options to promote your cattle operation, bulls, sales, and keep you well-informed of industry, science and membership events. I would like to thank the members for their support in using its services.

The ASA Publication Board members are: Jim Butcher, Dale Miller, Susan Russell and Calvin Drake. ASA Publication has a very dedicated staff to help you with your advertising and promotion needs, don't hesitate to reach out to Jim Largess, Nancy Chesterfield, Rebecca Price, Cynthia Conner, Kathy Shafer, or Joel Coleman.

Mr. Chairman this concludes my report.

Bob Lanting, ASA Publication Chairman
January 18, 2015