

ASA Chairman's Report
January 1, 2014 ~ December 31, 2014

2014 has been a great year for American Simmental and its members and the demand for Simmental influenced breeding and feeder cattle has never been better. The footprint Simmental is having on the genetics market continues to improve several percentage points a year; we are now furnishing 17% of the bull business in the USA. We currently have the programs in place, the quality of breeders and the cattle to keep on this pace for the foreseeable future.

Some of the projects we have been working on are:

- 1). Improving the software and computing power for the genetic evaluation, dubbed Operation Quantum Leap.
- 2). Upgrading the headquarters building in Bozeman.
- 3). Improving the scope and impact of the Simmental Foundation.
- 4). Conducting Association business at the membership level by scheduling our September board meeting in different parts of the country. This will give our Trustees a chance to meet and interact with members who do not attend annual meetings. These rotational meetings will also give members another opportunity to keep up with the programs and issues facing the Board and the Association.

The Simmental breed has been a major part of my life and livelihood my entire adult life. It has been a wonderful experience for me to lead this organization for the past year and I send a huge "thank you" to the board members, the ASA staff, and the membership for all your support.

Jim Butcher, Chairman
January 18, 2015