

**Board of Trustees' Meeting
American Simmental Association
January 14, 2011
Denver, Colorado**

Chairman Gregg Bailey called the meeting to order at 9:00

Roll Call: Gregg Bailey, Mike Mallett, Jim Skillestad, Jim Butcher, Bob Lanting, Susan Russell, Tommy Brown, Jessie Driggers, Dr. John Harker, Bill McDonald, Harold Williams, Kevin Thompson, Roger Finke, Dr. Calvin Drake, Bobby Willis. Beth Mercer not present.

Staff: Jerry Lipsey, Steve McGuire, Wade Shafer, Lauren Hyde, Paulette Cochenour, Linda Kesler

Legal Counsel: Gene Summerlin

Incoming 2011 New Board Members: Jimmy Holliman, Dale Miller, Blake Nelson. Guests: Bob Schalles, Harrell Watts, Fred Schuetze, Doug Gibbs

Instructions and Approval of the Agenda. Gregg Bailey reviewed the Board Meeting Agenda. Moved Harold Williams, second Bobby Willis to approve the agenda adding the ASA Publication Report after the committee reports. Motion carried.

Approval of the Minutes. Moved Dr. Harker, second Jessie Driggers to approve the minutes of August 30, 2010 and December 9, 2010 as presented. Motion carried.

Financial Report. Dr. Harker presented the financial report for ASA.

Items discussed:

Investments

Cash/Savings

Current December Income and Expenses

Total Herd Enrollment Fees

Executive Committee Resolution. Gregg Bailey presented the resolution passed by the Executive Committee regarding the Denver 2011 National Show asking for discussion and full board approval.

Resolution #1 - 2011 National Show Sponsorship. Approve the following recommendation from Activities & Events Committee: Due to the lack of outside funding and for the benefit of the Colorado Simmental Association, the Activities and Events Committee recommends that ASA fund the Carcass Merit Program portion of the 2011 National

Show in Denver. Activities & Events further recommends that the Ultrasound portion of the show be discontinued.

Activities and Events. Dr. Harker presented an update on the upcoming activities and events and submitted three resolutions for Board consideration.

Resolution #1 - National Simmental Show; Three-way Rotation without Sponsorship. The Activities and Events Committee recommends that the National Simmental Show designation continue, but with a 3-way rotation of NWSS, NAILE, and American Royal with no carcass merit program or ultrasound receiving American Simmental Association funding. Further the schedule would be:

NWSS - January, 2011 NAILE - November, 2011 American Royal -
October 2012

NWSS - January, 2014 NAILE - November 2014

Points of Discussion:

Sponsorship is not needed to continue with a National Simmental Show designation.

Ultrasound and automatically entering bulls into the carcass merit program will be discontinued.

Resolution #2 - AJSA Events/Dates. The Activities and Events Committee recommends accepting the dates of future AJSA events of:

2012 Eastern Regional - Mississippi

2012 North Central Regional - Nebraska with the

2012 South Central Regional and the 2013 National Classic still open

And the A&E committee further recommends accepting the date of the AJSA leadership conference on July 18 - 21, 2011 in Kansas City, Missouri.

Resolution #3 - Fullblood Division at the National Classic. The Activities and Events Committee recommends approving the AJSA Board's proposal to institute a separate division of the National Classic show for Fullblood exhibitors.

Points of discussion:

Proposal submitted by the Fullblood Simmental Fleckvieh Federation to the American Junior Simmental Association for the separate showing division of Fullblood Simmental cattle agrees to:

1. Fullblood cattle will follow the cattle show general rule as the Simbrah cattle, in that they must equal 10% of the heifer entries or the available overall point would be reduced by 50%.
2. The Fullblood Simmental Fleckvieh Federation would fund all awards for the Fullblood division.

Simbrah Report. Report given by Mike Mallet.

Items discussed:

Focus on heat tolerant composites
Gulf Coast market share

Growth and Development Report. Jessie Driggers presented an update on the philosophy for the advertising and promotion approach this year "Boots on the Ground" developing promotional material and support for Field Staff to attend more trade shows.

Items discussed:

Booth Updates
New Advertising Campaign
Combined Advertising with Red Angus Association of America
Two new brochures
Trade Shows
SimChoice Tags

Directive: Jerry Lipsey and Jim Butcher to form an ad-hoc committee and review the SimChoice tag program. Look at a partnership with another entity; perhaps Verified Beef (Montana). Report to the full Board in May.

ASA Publication Report. Report given by Mike Mallet and Linda Kesler.

Items discussed:

Current Financial Status
Strategic Planning Sessions

Recess until 1:00 p.m. January 14, 2010

Meeting reconvened at 1:00 p.m.

Roll Call: Gregg Bailey, Mike Mallett, Jim Skillestad, Jim Butcher, Bob Lanting, Susan Russell, Tommy Brown, Jessie Driggers, Dr. John Harker, Bill McDonald, Harold Williams, Kevin Thompson, Roger Finke, Dr. Calvin Drake, Bobby Willis. Beth Mercer not present.

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Policy and Procedures Report. Report given by Mike Mallett.

Items discussed:

Updated Sale Terms and Conditions regarding the Genetic Testing and TraitTrac

Cow Summary Features

Amendment to the By-laws relaxing the strict cash only payment policy

Breed Improvement Report. Report given by Tommy Brown with Steve McGuire (convenience traits) and Jerry Lipsey (Docility/Disposition).

Convenience Traits. Steve McGuire presented an update on reporting and viewing convenience traits under HerdBook Services.

Docility/Disposition Trait. Dr. Jerry Lipsey presented reasons why a disposition/docility trait is needed. Suggested approach:

Collect 5,000 records or more.

Preferably at weaning (but will accept scores at yearling)

Experimental evaluation run for summer, 2011

Target for first release for January 2012 Genetic Evaluation run

Resolution #1 - Data Screen. That the ASA staff develops a system that would reduce human modified or manipulated data from being entered in the ASA database. The ASA staff should research and determine whether this system should be set up at the member data-entry level or prior to the semi-annual genetic evaluation run.

Points of Discussion:

The system would help prevent manipulated or incorrect data from being processed and causing inaccurate EPDs on animals to make them more acceptable to breeders and commercial producers.

Decision would need to be made as to notifying the breeder that sent the questionable data or to just remove it from the database without confronting the breeder.

Executive Session. Moved Tommy Brown, second Dr. Harker to go into executive session to discuss development of a DNA assisted program. Motion carried.

Moved Dr. Harker, second Jim Skillestad to come out of executive session.

Resolution #2 - Require AI Sires be Genotyped. The Breed Improvement Committee recommends that the ASA require all new AI sires be genotyped with a 50K SNP at the owner's expense.

Points of discussion:

This recommendation would allow the ASA to build a large pool of genotypes to enable ASA to use the science of genomics to increase the accuracy of some of the EPDs of non-parent animals in the future.

The reaction of breeders being required to spend \$80 - \$150 for the 50K SNP on their AI sires

Executive Session. Moved Tommy Brown, second Dr. Harker to go into executive session for Dr. Lipsey and Wade Shafer's presentation regarding the development of a DNA assisted program.

Moved Dr. Harker, second Jim Skillestad to come out of executive session.

Moved Mike Mallett, second Bobby Willis to recess until 8:00 a.m. January 15, 2010. Motion carried.