

STAND STRONG SIMMENTAL

2022 Annual Report



Data Driven. Member Focused.



Wade Shafer, PhD
Executive
Vice President

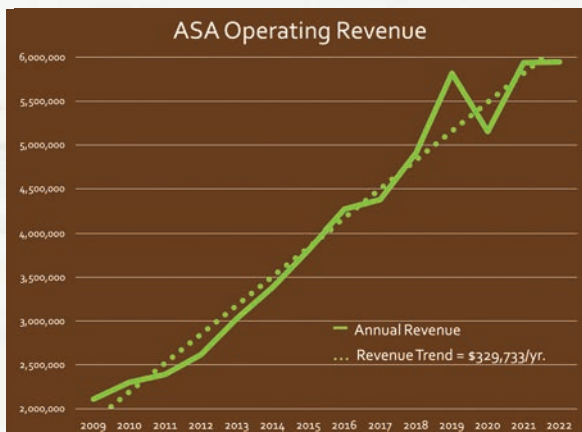
As I led with in last year's report, ASA closed the books on another profitable year, which now tallies 14 straight. As I've mentioned many times, being a nonprofit, member-driven organization, profit is certainly not our primary focus. That said, our substantial and sustained profits have given us the latitude to provide our membership with benefits and opportunities not afforded by other associations. Further, one of our overriding goals has been to stay profitable without putting excessive financial burden on our membership — fair to say, we have achieved that goal!

Some may question my assertion that we have not put undue financial burden on members. That said, given the substantial increase in prices for virtually everything our members need to operate, it may be surprising to know that ASA has not raised the price of our core functions (THE, registrations, transfers, memberships, annual service fees) over the entire period of our consecutive operating profits. How many businesses can claim that they haven't raised prices for fourteen years? Few, if any, I suspect!

We have maintained operating profits while providing our members with arguably the best value in the business. For example, we have the lowest THE fees of any association and our registration fees are very competitive. Furthermore, members willing to participate in one of ASA's several programs designed to improve genetic prediction for all members by encouraging widespread genotyping (CCG, CHR, CXP) gain access to the industry's lowest-priced genotyping. While benefiting from the industry's best prices, our members also have access to one of the most advanced and largest genetic evaluations in the world. To me, all that sums up to the definition of bang for your buck!

How have we been able to maintain profitability while holding our prices in check despite absorbing steadily increasing costs? The answer is that we have leveraged efficiencies of scale by dramatically increasing our volume of business over the years. In fact, our operating revenue has increased an average almost \$330K per year over the past 14 years, which has tripled the size of our business over that time (see graph). Since the bulk of our costs are fixed, though they have grown significantly over the

years, we have been able to spread them over more units. So, by increasing our volume we have been able to deliver the best value in the business — and as you can see from perusing the pages of our annual report, do so while offering more benefits and opportunities to our membership than ever before.



Doug Parke
Chairman,
ASA Board of Trustees

I am honored to be a part of the ASA Board of Trustees and serve this year as your Chairman. I appreciate everyone's support; both from my region and across the United States. I have and will continue to learn from our association members, my fellow board members, and ASA staff. Though we all possess different backgrounds and opinions, I feel that we are working as a team. I encourage you as a member of the American Simmental Association to be a part of our working team. Reach out to any ASA Trustee and we will listen. We strive to take all matters seriously and work for the members.

The past year was busy but exciting for the Simmental breed. Simmentals continue to be recognized across the beef industry, and our members — both ASA and AJSA — make headlines for their leadership and success. We can breed, show, sell, and feed as many cows as we want, but if we aren't helping grow our members then we are missing a piece of the puzzle. Last year was also a difficult year. We lost some great Simmental breeders who have seen the breed grow and change for many years. Their support and cheerleading for this breed will be missed, but we know their legacies will continue.

IGS continues to assist in improving the science and data for all breeders to utilize no matter what your operation's goal is. IGS is fueled by data from nearly 20 progressive organizations globally. IGS is a big player in the commercial and seedstock industry. The ASA's primary function is to develop the best tools for genetic improvement possible. This data that is developed is then provided for our membership and your customers to utilize. This is a huge benefit to all sectors of our industry.

The ASA provides for the membership and their customers, which is a huge benefit to all sectors of the industry. Our breed has grown in so many areas. Simmentals have their place and provide benefits for the seedstock breeders, commercial breeders, feedlots, packers, and consumers. Purebred, SimAngus, Simbrah, and Fleckvieh are all invited to the table.

Our Association is in the best place it has been in many years. The ASA is financially stable to maintain services and continue to develop helpful, new technologies in the future and maintain a leader in the beef industry. I will not list all the services that ASA provides, but I encourage you to check all of them out. The ASA depends on its members to utilize the technology, services, and staff of the American Simmental Association. Take a moment in 2023 and familiarize yourself with the mission and core policies, history, and staff of this great association. We are welcoming some great new board members this year who are leaders and influencers across the beef cattle industry. We probably have the best set of board members ever; take time to visit with all of them, view their backgrounds, history, knowledge, and passion. Just imagine what we all can do together. Whether you own ten cows or hundreds of cows we all have a voice and something to offer our industry. I am looking forward to an exciting year with them, and learning from their ideas.

Our members are the ones out there producing the product and our job as an association is to assist you by developing tools and supporting you. Trust and champion our association, staff, and board as we partner together to continue to grow and lead this association. I wish you a happy, healthy, and prosperous 2023 and look forward to serving you this year and down the road.



Barry Wesner
Immediate Past
Chairman,
ASA Board of Trustees

The past year was full of progress and success thanks to the diverse group of people on the ASA Board of Trustees in 2022. They represent many different facets of our business, and we functioned at a very high level. We were all pulling in the same direction, and I think we had some great accomplishments.

There were a number of highlights that came out of each committee over the past year:

- ◆ In Growth and Development we decided to continue the SimGenetics Training for Young Leaders and Entrepreneurs (STYLE) program after it was a success in 2022. We saw great participation in that program. We also chose to make the \$5 foundation female registration promotion permanent.
- ◆ In Breed Improvement we put a gene editing rule into place, which was voted on by the membership. This is a new frontier in the industry but we now have something established for the future. We also chose to reallocate money in order to continue the Carcass Expansion Project (CXP).
- ◆ In Policies and Procedures we put an alcohol policy in place for events, and the implementation of it was very successful.
- ◆ In Activities and Events we re-evaluated the division of responsibilities for the AJSA National Classic. ASA will continue to take a bigger role in that event, taking pressure off of state associations.

One last thing I would like to highlight is the meeting the Board held with the American Simmental-Simbrah Foundation (ASF) during Fall Focus in Roanoke, Virginia. It was a very inspiring meeting. Many learned a lot about how the ASF works, and one highlight was their partnering with ASA to fund the Genetic Merit Pricing Task Force.

Serving as the Chairman of the ASA Board of Trustees was extremely humbling and I enjoyed it very much. I appreciated the way everyone worked together — I will always remember and cherish the opportunity to lead a great group of people. Our teamwork and collaboration was unprecedented.



Linda Kesler
Chief of Operations
and Finances

These continue to be exciting times for ASA and its members. I hope you will take the time to read through this annual report. You will realize the commitment to ASA's mission statement, its core policies, and science. You will see that we are financially sound and can not only maintain fees at reasonable levels, but ensure financial success.

Your success, ASA's success, and being a leader in the industry depends on all of us — ASA Board of Trustees, staff and members — working together. Take advantage of ASA's programs and tools offered.

Data Driven, Member Focused; Better Cattle, Better Profits. Stay connected to ASA and we will continue to move forward!



SimGenetics Training for Young Leaders and Entrepreneurs (STYLE)

SimGenetics Training for Young Leaders and Entrepreneurs (STYLE)

STYLE intends to develop leaders who better appreciate and understand the complex environments of the beef industry, who can more effectively serve as ASA stakeholders in the future. The educational program, for those age 25 – 40, includes a mixture of talks, panels, interactive sessions, small group experiences, meaningful mentorship opportunities, suggested readings, and real-life examples of overcoming serious obstacles.

The inaugural STYLE event was held June 17 – 19, 2022, at the Skirvin Hilton in Oklahoma City, Oklahoma. The success of the event spurred the ASA Board of Trustees and ASA staff to organize a 2023 event, to be held at the same location June 9 – 11.

2023 Annual ASA



FOCUS ON YOU. FOCUS ON SUCCESS.
FOCUS ON PROFIT.

Fall Focus

Fall Focus is a yearly gathering of Simmental enthusiasts from across the country, focused on education and connecting the breed's community. The 2022 event was held August 26 – 30 in Roanoke, Virginia, and included a day of touring local operations, a day-long educational symposium, and full Board meeting. Fall Focus 2023 will be held in Denver, Colorado, August 25 – 29. For more information go to fallfocus.org.

Mission Statement

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 that bring value to ASA members' customers.

Core Policies

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 of 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 EPD, 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 database regardless of breed.

Financial Stability

ASA will maintain sufficient financial reserves to ensure 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 of our members and their customers.

Directors and Staff

ASA's directors and lead staff work with the ASA members, Board of Trustees, and ASA customer service team to help facilitate programs and events for the Association and beef industry as a whole.



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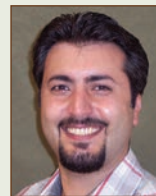
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Mahdi Saatchi, PhD
IGS Lead Genomicist

jstory@simmgene.com



Jannine Story
Director, Performance Data Programs

ASA would like to thank the following for their continued support:

International Genetic Solutions Collaborative Partners:

- ◆ American Black Hereford Association
- ◆ American Chianina Association
- ◆ American Gelbvieh Association
- ◆ American Salers Association
- ◆ American Shorthorn Association
- ◆ American Simmental Association
- ◆ Braunvieh Association of America
- ◆ Canadian Angus Association
- ◆ Canadian Gelbvieh Association
- ◆ Canadian Limousin Association
- ◆ Canadian Salers Association
- ◆ Canadian Shorthorn Association
- ◆ Canadian Simmental Association
- ◆ Neogen®
- ◆ North American Limousin Foundation
- ◆ North American South Devon Association
- ◆ Red Angus Association of America
- ◆ Shorthorn Beef (Australia)
- ◆ Simmental Australia

ASA benefits from several partnerships with research institutions, including:

- ◆ Colorado State University
- ◆ Cornell University
- ◆ Iowa State University
- ◆ Kansas State University
- ◆ Montana State University
- ◆ Oklahoma State University
- ◆ USDA Fort Keogh
- ◆ USDA Meat Animal Research Center (MARC)
- ◆ National Beef Cattle Education Consortium
- ◆ University of Idaho
- ◆ University of Illinois
- ◆ University of Missouri
- ◆ University of Nebraska
- ◆ University of Tennessee
- ◆ University of Vermont

The Science of Genetic Improvement is at the core of ASA's very existence.

\$All Purpose Index (\$API)

Predicts cow herd profitability using valuable traits like cow longevity (STAY) and calving ease while keeping pressure on terminal traits.

Simmental genetics bring calving ease, early growth, and cow longevity while keeping feed costs at a minimum.

Breed	Mature Cow Wt.
Hereford	1,419
Angus	1,410
Red Angus	1,409
Simmental	1,404

Source: USDA MARC

Compare the profit potential of two Simmental bulls using \$API:

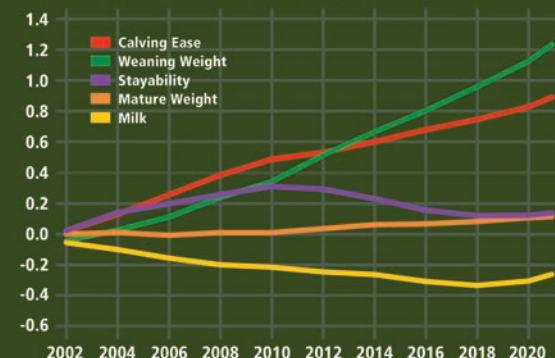
- 1 Bull A's \$API = \$120 and Bull B's \$API = \$180
- 2 Breeding 25 females/year
- 3 Used for 5 years

Bull	1 \$API		2 # Females per year		3 # years using the bull		Profit Potential
A	\$120	X	25	X	5	=	\$15,000
B	\$180	X	25	X	5	=	\$22,500
Difference							= \$7,500

Just like an EPD, compare two bulls to see the expected difference in profit. Bull B is likely to result in direct revenue and expense savings of an additional \$7,500 over the course of five years. Plug in your numbers for **1**, **2**, and **3** to compare your potential earnings.

Simmental cows set the bar for fertility, weaning weights, and exceptional calving ease suited to a variety of environments. Simmental cows are adaptable, built to last in heat, fescue, or high altitudes.

Maternal Trait Genetic Trends Purebred Simmental in past 20 years



\$Terminal Index (\$TI)

Predicts profitability when all calves are harvested.

Simmental cattle bring marbling and growth without too much fat. Simmental genetics perfectly complement British strengths and weaknesses for an ideal carcass.

By keeping the profitability of the commercial cattle industry at the heart of Simmental genetic tools, ASA members have built profitable cattle for both maternal and terminal beef cattle needs.

Trait	Simmental rank compared to other Continental breeds
Marbling	First
Carcass Weight	Second
Back Fat	Second
Post Weaning Gain	First

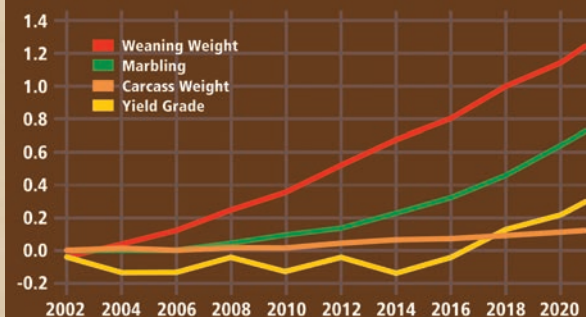
Source: USDA MARC

"We have great respect for the Simmental breed and association, because they are so focused on performance cattle. Cattle that have the data to back it up, to deliver the goods that will enhance the profitability for commercial cattle producers."

- Donnell Brown, RA Brown Ranch

Simmental calves reliably perform in the feedyard, with better growth, better structure, and fewer health problems. Simmental cattle add pounds without sacrificing marbling.

Terminal Trait Genetic Trends Purebred Simmental in past 20 years



Members benefit from ASA programs built to ensure quality record reporting, and reward important but rare data like mature cow weights, feed intake, carcass records, and female genotyping.

Total Herd Enrollment (THE)

- ◆ Whole-herd reporting program, with options tailored to registered and commercial programs.
- ◆ Ensures the most accurate prediction from the genetic evaluation so that both commercial and seedstock producers can make more informed selection decisions.
- ◆ Designed to gather production, longevity, and fertility performance data on the whole cow herd.
- ◆ Requires participants to provide annual reproductive and inventory status on their cow herd.
- ◆ Improves quality of data submitted for genetic evaluation through whole contemporary group reporting.
- ◆ Improves reproductive EPD by focusing on cow herd.
- ◆ Performance Advocate recognition. A Driven Performance Advocate submits records on at least 10 of the 14 traits, and 90% of the contemporary group. A Dedicated Performance Advocate submits records on 90% of the contemporary group, and records on 8 of the 14 traits. Those who meet this designation are highlighted in the Late Fall *SimTalk* and on ASA's website.

Contact your THE team to find the best fit for reporting data on your entire herd.

Carcass Merit Program (CMP)

- ◆ Offers critical records to ASA members, from confidence in calving ease to predicting end product value.
- ◆ Historically, the CMP contributed over 1,000 birth-through-weaning records, and over 500 yearling weights and carcass records annually.
- ◆ ASA continues to add new cooperator herds, individual feed intake collection, and genotyping calves to the program. All new CMP sires were evaluated on a prototype sequencing genomic panel, helping further develop more impactful genomic technologies.
- ◆ Breeders interested in obtaining rare and valuable carcass records can enroll in the CMP for \$1,500/sire.



Cow Herd DNA Roundup (CHR) and Calf Crop Genomics (CCG)

CHR and CCG are research projects launched by ASA in collaboration with Neogen® Genomics to offer 50% off a GGP-100K genomic panel to participating breeders who test their entire cow herd (CHR) or calf birth group (CCG).

If breeders submit additional phenotypic data on the animals in either program, they can receive additional discounts.

- ◆ Global benefits of improved trait predictions.
- ◆ CHR: for many traits, adding genomic results to a dam's EPD is similar to doubling a lifetime of calf records to the cow's information.
- ◆ CCG: More complete information to make selection decisions earlier in an animal's life, saving valuable resources spent developing bulls and heifers.
- ◆ Parentage included – large-scale testing will reveal and help correct errors in pedigrees resulting in better EPD predictions and cleaner records for the future.
- ◆ Parentage markers are in the database for easier parentage testing for the future.
- ◆ Additional trait testing available at “add-on” pricing.



Over five years, 56,000 females have been genotyped through CHR

Over three years, 51,000 animals have been genotyped through CCG

Carcass Expansion Project (CXP)

- ◆ Despite the importance of carcass traits to our industry, few producers devote resources to collecting and recording actual carcass data. While the CMP is a valuable progeny test, it is limited in the number of records produced. We cannot depend on the CMP alone to bring in carcass data. In the age of genomics, it is clear we need genotypes on animals with actual carcass phenotypes.

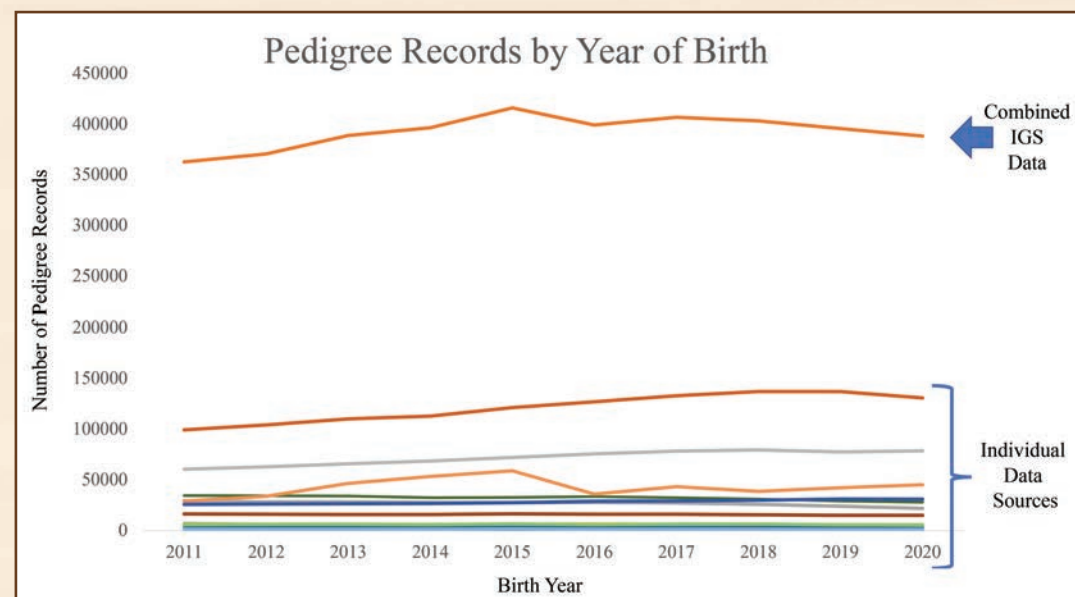


Feed Intake Incentive

- ◆ The cost of feed is the number one cost to the beef industry annually (65% of the production cost of beef). The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability among sires. Collecting individual feed intake data on calves of known sire groups will improve our ability to predict feed intake and thus improve our ability to predict differences in profit.
- ◆ The ASA offers a 50% price discount on GGP-100K genomic tests, in exchange for feed intake data from the same animal. This incentive couples the need to increase the number of feed intake records in our database with an increase in the use of genomic testing.

Data is our lifeblood!

International Genetic Solutions (IGS) is an unprecedented collaboration among progressive breed associations to enhance beef industry profitability. This partnership began in 2010 and has since grown to be the most powerful beef cattle evaluation in the world. Based on three decades of continually improving the genetic evaluation system to accurately account for heterosis and breed differences, the EPD calculation system employed by IGS is the nation's most respected genetic solution software. While the process of calculating EPD on the world's largest multi-breed database is complex, IGS partners have taken a revolutionary step by presenting the resulting EPD on a common base; thus, allowing commercial producers to directly compare the genetic merit of animals regardless of breed composition. Whether your breeding objective is to develop the next generation of purebred seedstock, or reap the proven benefits of structured crossbreeding, IGS provides the industry's most reliable genetic solution tools to assist in achieving producers' goals.



The Power of Collaboration

The total data in the IGS genetic evaluation dwarfs any singular database contribution. By pooling the information into one genetic evaluation, all associations gain better genetic predictions than any could do alone.



The IGS database is unrivaled.

Thanks to the partnership of 19 breed associations, the database includes over **21 million animals**, and over **450,000 genotypes**.



"When the common goal is to provide tools for the commercial cattle industry, this completely changes the dynamics. Now, the breed associations can collaborate and work together toward helping the commercial cattle industry have the most accurate tools at their disposal."
 - Jackie Atkins, PhD, Director, Science and IGS Operations

IGS Multi-breed Genetic Evaluation

internationalgeneticsolutions.com

IGS Feeder Profit Calculator™ (FPC)

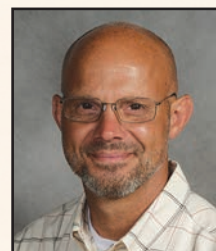
Since its inception in 2017, the FPC has allowed hundreds of producers, both large and small, to receive a third-party opinion regarding the profit potential of their calf crop. Producers now hold facts in their hands that speak to how their calves stack up against the industry at large for genetics, health, and management. Buyers are equally empowered. This beneficial approach is good for all parties involved and begets long-term relationships that are fruitful for buyer and seller alike.

Serious seedstock providers should be encouraging their commercial clients to investigate how the FPC can help them gain more insight about their efforts and to market more effectively. Also, those same seedstock operators need to strongly encourage local sale barns, country buyers, and online marketers to study and highlight the FPC results of their bull customers.



"We have animal breeding and genomic scientists at a number of breed associations who all work toward a common good. The power of getting everyone pulling the wagon together allows the IGS team and the leading scientists in the world working in beef cattle genetics to accelerate the process of genetic improvement."

- Dr. Bob Weaber, Kansas State University



"The beauty of IGS is that it makes commercial cattlemen and cattlemen more powerful when they are making decisions."
- Chip Kemp, Director of ASA and IGS Commercial and Industry Operations

ASA's contribution to IGS is important

	2022	2020	2019	2018	2010
Animal records in ASA Database	6,200,000				
Animals reported to ASA with data	141,210	146,145	121,627	127,215	76,747
THE enrollments	123,534	125,963	126,014	122,782	85,291
Registrations	80,133	75,122	73,248	73,273	48,759
Total animals with genomic information	225,164	129,859	102,429	77,341	N/A

Data growth in the ASA by year

ASA members represent a diverse group of cattle operations.

From the traditional Simmental and SimGenetic seedstock breeders, to seedstock operations of a different breed, to progressive commercial cattle operations, ASA offers services to meet all their needs. ASA provides tools and information tailored to the varied requirements of our members and their customers.

ASA Membership Perks

- ◆ Open herdbook. ASA welcomes all breed compositions to help members produce more profitable beef cattle.
- ◆ Online access to Herdbook Services 24 hours/7 days a week for registrations, transfers, and payments.
- ◆ *the Register* and *SimTalk* magazines, *Sire Source*, e-newsletter, and eBlasts.
- ◆ Rights and privileges to elect Trustees and vote on changes to Rules and Bylaws.
- ◆ Be a part of the world's largest multi-breed beef cattle genetic evaluation.

DNA Services

From basic trait testing to genomically enhanced EPD, ASA offers a full suite of DNA options.

- ◆ Approve an AI sire or donor dam (required for registrations). As of July 2020, the GGP-100K test qualifies AI sires and donor dams.
- ◆ Test and track animals at risk for a genetic condition or trait.
- ◆ Parent-verify a purchased embryo (required for registration).
- ◆ Increase the accuracy of EPD through uLD and 100K genomic testing.



Herdbook Services

A primary function of ASA is maintaining cattle performance records, pedigrees, ownership, and other genetic information in the database. Herdbook Services gives current members electronic access to their own herd data. EPD, dollar indexes, genetic traits and conditions, pedigree, and adjusted performance information on all animals in the database are available to the public on ASA's website. Check out www.herdbook.org for more information.

Herdbook Services Tools

Registrations

Report, register, or update animal records 24 hours/7 days a week.

Transfers

Transferring the registration certificate from one owner to another keeps member inventories current, brings the new owners into the Simmental community through *SimTalk* subscriptions, and adds marketing opportunities with buyers. **The first transfer is free.**

Animal Lookup

Look up EPD, indexes, and pedigree for any animal with a known registration number, name, or tattoo.

Planned Mating

An easy-to-navigate tool for EPD estimates on calves resulting from specific mating(s).

EPD Search

Generate a list of animals tailored to meet your needs. Members may specify thresholds for dollar indexes, EPD, and/or accuracies as well as coat color and horned/poll preference.

Using Your Data

Herdbook has many useful reports and summaries available to download.

- ◆ Dam averages (calving intervals, BW averages, WW averages, etc.)
- ◆ Calf crop summaries
- ◆ Herd and Animal EPD, data, and ratios
- ◆ DNA summaries
- ◆ Genetic trait conditions
- ◆ Genetic trends
- ◆ Custom-built herd reports



Total Herd Enrollment (THE)

A whole cow herd reporting program designed to gather production, longevity, and fertility data. ASA has four THE options designed to fit most seedstock and commercial operation needs. Reach out to our THE team to help get started or answer any questions.

Active Herd

Digitally manage your herd records and import them directly into Herdbook when ready.

- ◆ Weaning and yearling weights and measurements
- ◆ Herd health treatments
- ◆ Breeding, pregnancy, calving
- ◆ Inventory active pastures



ASA's Customer Service Team



**No matter your question,
a member of our team can help you.
Call 406-587-4531 or
email the following:**

Registrations, Corrections, and Questions
simmental@simmgene.com

Memberships and Changes
members@simmgene.com

Total Herd Enrollment (THE)
THE@simmgene.com

DNA Testing
DNA@simmgene.com

**Carcass Merit Program (CMP), Carcass Data, and
Commercial Herds**
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Ultrasound and Barnsheets
ultrasound@simmgene.com

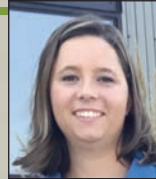
Research DNA
**Cow Herd DNA Roundup (CHR), Calf Crop
Genomics (CCG), and Carcass Expansion Program
(CXP)**
researchdna@simmgene.com

The customer service team strives to use the latest in technology through Herdbook Services to assist breeders interested in advancing their genetics and profitability. Take advantage of this team's expertise for registrations, enrollment programs, DNA services, data processing, web support, and more.

Front-line Customer Service



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Katelyn Gould



Tiffany Paulson



Robyn Kleiboeker



Danielle LeDoux



Heidi Todd

DNA Department



Molly Diefenbach



Mikela Lorash



Madison Marks



Shelby Monsaas



Callie Cooley



Macey Collins

FPC/SPC; Genetic Abnormalities and Defect Research



Bailey Abell

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Tim Clark

Doug Parke

Visit www.simmental.org to learn more about us.

Linking Simmental Genetics to the Beef Industry!

ASA Publication's mission is to provide communication, education, and information to the membership.

To meet this mission, ASA Publication produces the magazines *the Register* and *SimTalk*, as well as a breeder's directory, *Sire Source*, social media, and online resources, among many others.

- ◆ ASA's magazines, *the Register* and *SimTalk*, provide resources for members to stay up-to-date on relevant news, educational and scientific articles, sales and shows, and industry events.
- ◆ ASA's official publication, *the Register*, has a circulation of **8,000** and is mailed nine times annually. *The Register* features breeder profiles, educational articles, and news and events specifically for the Simmental community.
- ◆ Published four times annually, *SimTalk* has a circulation of **40,000**, and focuses on the Simmental breed's role in the commercial industry. *SimTalk* finds its way to commercial producers, feedlots, and others.



We can help you reach your audience effectively.

With the increasing demand for SimGenetics, now is the perfect time to create a specific marketing strategy. Our staff can assist you as you decide where, when, and how you'd like to get the word out about your ranch, sale, or event.

Advertising your sale with ASA provides value beyond the ad itself. Your sale date will be published in *the Register* and *SimTalk* calendars, your sale link posted on simmental.org, and you will automatically be included in Sales Call. Emailed to over **6,200** subscribers, Sales Call announces the date of your sale, and provides a link to your catalog or website.

Sire Source

- ◆ Advertise your bull offering to the ASA membership and beyond.
- ◆ Mailed each spring at the height of semen sales season.
- ◆ Thousands more handed out at trade shows and industry events.
- ◆ Bulls can also be promoted via the online *Sire Source*.
- ◆ Receive a discount on a full- or half-page ad in *the Register* or *SimTalk* anytime during the online post.



ASA Membership Directory

Mailed annually in June, this comprehensive directory is referenced by breeders year-round and new buyers use it to get into the Simmental business. Thousands more are handed out each year to your potential customers at trade shows and Simmental events.



Transfer Services

- ◆ ASA provides a spreadsheet containing all sale lots.
- ◆ Following the sale, return the completed spreadsheet to ASA, including buyer number(s) for each lot and a list of buyers. ASA handles it from there, completing transfers for you!

Date Book

- ◆ Free listing of sales by month, printed in each issue of *the Register* and *SimTalk*.

Sales Call

- ◆ Recent advertisers automatically included.
- ◆ Broadcast to over 6,200 subscribers, and includes date and link to catalog or website.

Nimble and targeted print and online marketing:

Our experienced design staff can assist you in developing many kinds of creative promotion:

- ◆ Brochures
- ◆ Downloadable PDFs
- ◆ Flyers
- ◆ Affordable full-color catalogs
- ◆ Postcards
- ◆ Online catalog flipbooks
- ◆ Booths
- ◆ Website development and hosting
- ◆ Logos
- ◆ Photo retouching
- ◆ Banners
- ◆ Business cards
- ◆ Posters
- ◆ Online banner ads
- ◆ eBlast ads
- ◆ State directories
- ◆ Mailing lists



Scan this code to see the ASA Publication, Inc., Media Kit.

Educational Marketing and Awareness

ASA provides a wide array of services relevant to almost anyone in the beef business. Our members are progressive and innovative, and as a result, they expect ASA services to be equally cutting-edge. Our marketing efforts must keep pace, and often take on an educational twist – ranging from highlighting the genetic prowess and profit power of SimGenetics to providing awareness of many of the ingenious tools available to all segments of the industry. Our business, and the ever-changing multimedia landscape, necessitates that ASA be nimble and adaptable in marketing efforts.

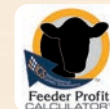


Sample ads placed in national and regional publications, in addition to the *Register* and *SimTalk*. Scan this code to see more sample ads.



Digital Marketing, Promotion & Communications

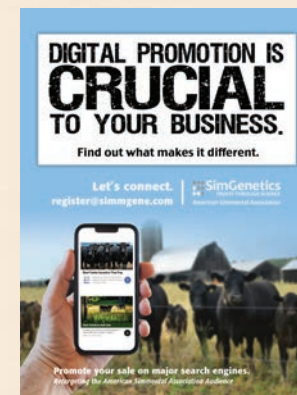
- ◆ Simmental.org, FallFocus.org, JuniorSimmental.org, and InternationalGeneticSolutions.com.
- ◆ Social Media outlets — ASA, AJSA, and IGS are on most popular social media platforms. Advertising space is now available through the ASA and AJSA Facebook pages.
- ◆ eBlasts, circulation of 5,300
- ◆ SimAPP
- ◆ FPCAPP (IGS Feeder Profit Calculator)
- ◆ Stock photos and Cost Share ads available at simmental.org



FPCAPP



SimAPP



Booths and Presentations

- ◆ ASA participates in numerous events as speakers, presenters, and invited guests.
- ◆ Trade show booths are leveraged at various events nationally and regionally.
- ◆ Pull-up banners are available upon request and availability for state functions.
- ◆ Invited ASA staff presentations and talks are key to appropriate messaging and connectivity with target audiences.



Members of the SimSpecialists team from left to right: Dr. Ashby Green, Dr. Wade Shafer, Dr. Randie Culbertson, Bill Zimmerman, Dr. Bert Moore, Dr. Michael Dikeman, Russ Danielson, Susan Russell, Lane Giess, Dr. Jack Whittier, and Luke Bowman.

ASA is fortunate to have a team of beef industry professionals with a wide variety of experience representing the Simmental breed. The SimSpecialists team covers the US attending sales, presenting at educational events, and serving as a resource for seedstock and commercial breeders alike.

To the right is a full listing of available SimSpecialists, and the general areas they cover. For more information on scheduling, please contact asapromotion@simmgene.com.

Members of the ASA can qualify to have a SimSpecialist at their sale or event based on meeting one of five minimum criteria:

1. \$2,500 spent with ASA Publication
2. \$3,500 spent on ASA business (registrations, transfers, etc.)
3. Crowd of 30 or more and allow ASA to speak for 30 minutes of the program
4. \$500 "buy a day"
5. State Association Day – field day



"Many of the SimSpecialists have storied histories working around the country in all aspects of the beef industry — we have nutritionists and reproductive physiologists, all the way to meat scientists on the team. Many are professional educators, and all are well-known throughout their state and region for being experts in beef cattle production; however, the team's expertise doesn't come only with retired university faculty. We have folks who ranch full-time and can understand the day-in and day-outs of our membership and the challenges they face."

- Luke Bowman, Director of SimGenetics Development

Want to stay up to date on SimGenetics and industry news, stories, upcoming events, and more? ASA's weekly newsletter, eNews, will keep you in the know. Subscribe at simmmental.org.

Name	Region	Home Town
Gary Burns	Southeastern US	Pendleton, SC
Russ Danielson	ND, SD & MN	Fargo, ND
Brian DeFreese	Northeastern US	West Lafayette, IN
Michael Dikeman	KS & MO	Manhattan, KS
Ashby Green	Southeastern US	High Springs, FL
Bert Moore	IA	Indianola, IA
Ken Odde	Central Plains	Pollock, SD
Andy Roberts	Northwestern US	Kinsey, MT
Susan Russell	CO & NE	Sugar City, CO
Ben Spitzer	South Central US	Fort Worth, TX
Perry Thomas	ND	Bismark, ND
Jack Whittier	NE	Scottsbluff, NE
Bill Zimmerman	MN	St. Cloud, MN



Cost Share and Check-Off Dollars are available to qualifying state associations.



Dr. Bert Moore

State Association Liaison
406-587-4531 • Ext. 509

Cost Share funds are available for a wide variety of promotional activities and are detailed at:
www.simmental.org

Cost Share

Each state association is allocated up to \$4,000 by the ASA to be used to offset the expense of promotional activities each fiscal year. Those associations that use this entire amount are rewarded with an additional \$1,000 to be used the following fiscal year. The following promotions qualify:

- ◆ Print advertising
- ◆ eBlasts
- ◆ Booths and booth space
- ◆ Web development and maintenance
- ◆ Newsletters and member directories
- ◆ *SimTalk* special mailings
- ◆ ASA representation at state events

Cost Share dollars reach regional markets by assisting states in the advertising and promotion of SimGenetics; these dollars also support promotional activities of state associations to help increase their membership and market share. State associations maximizing their use of Cost Share funds (\$4,000) receive an additional \$1,000 for use in advertising and promotion. Deadline June 30.



Check-Off

A state association may receive 25 cents per registration recorded in that state. Up to an additional 85 cents per registration may be available based on a variety of additional SimGenetic promotional activities. Monies can be used for any state association activity.

- ◆ Paid quarterly
- ◆ Submit a current list of officers each quarter — form available online.

Check-Off Bonus Bucks

State associations may receive up to 85 cents per registration if bonus promotional activities are completed. Deadline for submission July 10.

Approved bonus activities:

- ◆ Booth and booth space
- ◆ Field day with ASA SimSpecialist
- ◆ AJSA event
- ◆ Promotional advertising — Cost Share participation
- ◆ Website promotion (link to ASA site)
- ◆ Mailings (include promotion for ASA SimSpecialist)
- ◆ PTP show

Additional monies available:

- 1 bonus criteria — 10¢ per registration
- 2 bonus criteria — 20¢ per registration
- 3 bonus criteria — 45¢ per registration
- 4 bonus criteria — 55¢ per registration
- 5 bonus criteria — 65¢ per registration
- 6 bonus criteria — 75¢ per registration
- 7 bonus criteria — 85¢ per registration

Maximum reward incentive is \$1.10 per registration within the state (base of \$0.25 per registration plus seven bonus criteria).

Available Promotional Material:

- ◆ State Association Ad Templates:
Advertisement templates are available for download at no cost. These templates contain the 50% generic advertising required through the Cost Share program, with white space for additional information. Original ads may meet Cost Share requirements if they contain 50% generic SimGenetics advertising and are pre-approved.
- ◆ Brochures:
Only cost is shipping — order early to save.
- ◆ State Association Pull-up Display Booth:
May be purchased with Cost Share dollars. Choice of several booth options.

Share your state association activities to be printed in the *Register* by emailing editor@simmgene.com

Building on the pillars of success.



"The Foundation Board is made up of individuals who are passionate about supporting both the youth and adult membership of the Simmental breed. It is rewarding to work with this dedicated group to raise funds that continue to support the American Simmental-Simbrah Foundation and its vision of serving youth, education, and research."

- Mia Bayer, Director, Youth Programs and Foundation Manager

ASF Mission Statement

The purpose of the Foundation is to encourage, by public or private contribution, support of worthwhile educational and charitable projects that are of interest and benefit to devotees of the American Simmental Association. Further, to receive, maintain, use, and apply donated funds for such purposes; and to implement such educational and charitable projects.

Vision Statement

Serving youth, education, and research for today and future development of the American Simmental Association, the beef industry, and ASA's membership.

Foundation Board Members

Randy Moody, Chairperson

Bob Mullion 714-922-8764	Mike Stoltey 208-686-1515	Cathy Eichacker 605-421-1138
Aaron Owen 417-830-6252	Jennifer Tarr 309-824-9517	Holli Hatmaker 859-707-5248
Tonya Phillips 606-584-2579	Greg Burden 405-780-0372	Brandi Karisch 225-717-3324
Mark Smith 601-310-6695	Scott Cowger 816-304-0371	Bill McDonald 817-894-0563

ASA Support Staff: Mia Bayer, Linda Kesler, Wade Shafer

asf@simmgene.com • simmental.org/foundation

The Foundation is a 501 (c)(3) corporation



Youth

AJSA National Classic

- ◆ The largest, most prestigious annual SimGenetic youth livestock event hosted by rotating state associations.



AJSA Regional Classics

- ◆ Hosted each June in four regions: Eastern, Western, South Central, and North Central.
- ◆ Allows juniors to attend a Classic closer to home and have a warm-up before the National Classic.

AJSA Leadership Development

- ◆ The Summit, IGS Youth Leadership Conference — Youth from IGS partner organizations team up to hold an annual educational conference, open to all beef industry youth.
- ◆ Young Canadian Exchange Project — Two AJSA Board of Trustees attend and learn about international agriculture.
- ◆ Youth Beef Industry Congress (YBIC) — Held every other year, various youth breed association boards gather to learn about the industry.

Youth Merit Awards

- ◆ Awards — Bronze, Silver, and Gold.
- ◆ Over \$25,000 in scholarships to AJSA members awarded annually.



Gold Merit Award Winners



Silver Merit Award Winners

Education

Fall Focus Symposium

- ◆ Held each fall with keynote speakers on livestock genetics, animal breeding, and worldwide beef cattle topics.
- ◆ 2023 Fall Focus is in Denver, Colorado, August 25–29.



Steer Profitability Competition

- ◆ Provide AJSA members exposure to the opportunities and challenges associated with cattle feeding.



Research & Technology

Walton-Berry Graduate Student Support Grant

- ◆ Supports graduate education with an emphasis on genetic improvements of livestock.

Foundation Fundraising

Funds are raised for the Foundation at a number of national events through the auction of donated items and the annual sale of the Foundation Female.

- ◆ \$67,000 – The Foundation Female, sold at the Bricktown National Sale, Oklahoma City.
- ◆ \$9,600 – Bricktown National Simmental Sale, Oklahoma City
- ◆ \$21,500 – National Western Stock Show, Denver
- ◆ \$7,950 – Cowtown Classic, Fort Worth
- ◆ \$13,300 – Legacy Lot Program
- ◆ \$11,725 – Cash Cow Fundraiser
- ◆ \$3,425 – National Classic Silent Auction
- ◆ \$4,345 – Foundation Golf Tournament

To date, the Foundation Female program has raised \$636,600.

In 2022, the American Simmental-Simbrah Foundation raised \$170,000.

Thank you to all contributors and donors for your past and future support to further enhance our Foundation.



From little hands to big leaders; grow with AJSA.



"The AJSA offers opportunities for youth in the Simmental breed no matter what your interests include. It doesn't matter if your passion is in the show ring, the feedlot, or sharpening your leadership skills, the AJSA can help you achieve your goals while making lifelong friends along the way."
- Mia Bayer, Director,
Youth Programs and Foundation Manager

Founded in 1975, The American Junior Simmental Association (AJSA) prioritizes building our youths' understanding of the beef industry, while developing leadership, networking, and communication skills. AJSA is governed by 16 AJSA Trustees serving two-year terms (up to two terms). Trustees promote the Simmental breed while assisting in new programs and strengthening the leadership of junior members, which today number over 3,000.



◆ 801 head of cattle were shown by 503 exhibitors from 29 states and Canada at the 2022 National Classic in Madison, Wisconsin.

Regional and National Classics

- ◆ Regional Classics are held in June prior to the National Classic, and are hosted by a state association in one of four regions: Western, South Central, North Central, and Eastern.
- ◆ The National Classic is held each summer for a week, taking place in a different location across the country each year.
- ◆ The Classics provide an opportunity for junior exhibitors to showcase knowledge of their animals, the beef industry, and the Simmental breed.
- ◆ Mentor / Mentee Program, and recognition of the Merit Award Winners.

- ◆ Juniors are required to compete in four out of the five educational contests to exhibit their animals:

- Public Speaking
- Sales Talk
- Cattleman's Quiz
- Calvin Drake Genetic Evaluation Quiz
- Livestock Judging

- ◆ Additional competitions include: Cattle Show, Showmanship, Photography Contest, Interview Contest, Junior Herdsman of the Year, and Steer Profitability Competition. Juniors from across the country compete to place in the top ten at the Regionals and the top 20 at the National Classic in each contest. At the National Classic, the esteemed overall top 20 in each age division are recognized. Cattle are exhibited for Percentage Simmental, Purebred Simmental, Simbrah, and Full-blood for the following divisions:

- Bred and owned female, cow-calf pair, steer.
- Owned female, cow-calf pair, steer.
- Bred and owned bull.

Steer Profitability Competition

- ◆ The Steer Profitability Competition provides an opportunity for members to get meaningful exposure to understand cattle feeding.
- ◆ Introduces juniors to peers, mentors, and industry advocates, and allows them to have experiences that are unique for any beef producer.

"For the juniors who participate in the SPC, the knowledge they gain is sure to help them no matter which sector of the beef industry they end up in because of the intertwined nature of our industry. They may not end up being directly involved in the feeding segment, but assuredly will be affected by it in some way, shape, or form."
- Travis Wulf, Clear Springs Cattle Company

Visit www.juniorsimmental.org
to learn more about us.



American Simmental-Simbrah Foundation Scholarships

- ◆ Awards several scholarships totaling \$40,000 each year at the National Classic.
- ◆ Juniors receive Bronze, Silver, and Gold Merit Awards; Peter Courtney Memorial Scholarship; the Eileen DuJardin Memorial Scholarship; and Hotel Scholarship.

"The youth in our organization and the industry are the key to our future in the beef industry. As the AJSA develops the skills and knowledge of the junior membership we are preparing them to be advocates for our way of life and helping to advance the industry in new ways."
- Luke Harker, 2022 AJSA president

Summit Leadership Conference

- ◆ Held in conjunction with the American Junior Shorthorn Association and the American Junior Gelbvieh Association every other year.
- ◆ Focuses on educational workshops designed to enhance leadership development, communication skills, and beef industry knowledge.
- ◆ Juniors 14–21 years of age from all over the country participate.
- ◆ Features nationally known speakers, and farm, ranch, and industry-leading company tours.



PTP sets the industry standard for including genetic evaluation at several of the Major beef cattle shows in the US today.

2021–2022 Purebred Champions

American Royal Show



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

North American International Livestock Exposition



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

Cattlemen's Congress



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

National Western Stock Show



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

Fort Worth Stock Show & Rodeo



Grand Champion
Purebred Bull



Grand Champion
Purebred Heifer

The American Simmental Association's Progress Through Performance (PTP) program reflects an industry reality that producers routinely balance between phenotypic evaluation and scientifically proven, industry-relevant EPD and indices.



Six delegates from the ASA membership are chosen to provide a ranked list of ten judges' names for staff to tabulate. The top 30 names are to be reviewed and approved by the Activities & Events (A&E) Committee and the full Board. Once the approved list is passed, it is sent back to the state associations of the respective Major PTP Shows for review and judge selection for the show season one and a half years from the time of Board approval. Judges are selected with the first pick given to the National Classic, then the four Majors are in a rotation due to the schedule of the National Show. Approved judges are highly esteemed cattle evaluators and are provided EPD and indices on each class.

The list of PTP-approved judges, the PTP judge nomination process, and pertinent PTP show information can be found at simmental.org.

ASA Ring of Champions

The ASA Ring of Champions program recognizes the most successful SimGenetics show cattle exhibited at the five Major PTP shows for the 2021–2022 show season: American Royal, North American International Livestock Exposition, Cattlemen's Congress, National Western Stock Show, and Fort Worth Stock Show and Rodeo. Awarded divisions recognize the Champion, Reserve Champion, and Honorable Mention Show Cattle of the Year. The categories are Purebred Bull, Purebred Female, Percentage Bull, and Percentage Female. After awarding points for placings in classes, divisions, and grand and reserve championships, the highest point earners are crowned as royalty in the ASA Ring of Champions after the last show of the show season.

ASA Ring of Champions



2021–2022 Ring of Champions Royalty

Ring of Champions recognizes the best of the best that compete in the PTP Majors, crowning 14 elite show animals of the year.



OBCC Goose GB17

Purebred Simmental
Show Bull of the Year



GBC XTB Hazel H03

Purebred Simmental
Show Female of
the Year



CSG Winchester 376H

Percentage Simmental
Show Bull of the Year



STCC Serena's Gift 0173

Percentage Simmental
Show Female of
the Year



*Chance Ujzdowski,
Progress Through
Performance Coordinator*

◆◆◆
chanceu@simmgene.com

Consolidated Balance Sheet

Assets	Dollars	Liabilities and Net Assets	Dollars
Current Assets		Current Liabilities	
Cash and cash equivalents	3,176,867	Accounts payable	527,255
Accounts receivable	710,641	Due to members	80,735
Prepaid income tax	5,091	Wages, commissions and payroll taxes payable	38,349
Prepaid expenses	127,169	Accrued annual leave	292,316
		Deferred revenue	186,549
Total current assets	4,019,768	Advertising received in advance	10,269
		Income taxes payable	313
Foundation Investments	376,786	Total current liabilities	1,135,786
Investments	13,000,115		
Property and Equipment		Net Assets	
Land	374,412	Without donor restrictions	
Building and improvements	2,956,056	Parent company's net assets	17,418,313
Computer hardware	113,587	Subsidiary's accumulated equity	406,799
Office furniture and fixtures	138,801	Foundation's net assets	564,707
Accumulated depreciation	(1,062,397)	With donor restrictions	
		Foundation's net assets	534,173
Total property and Equipment, net	2,520,459	Total other assets	18,923,992
Other Assets		Total Liabilities and Net Assets	20,059,778
Deferred income tax assets, noncurrent	34,550		
Computer software	108,100		
Total other assets	142,650		
Total Assets	20,059,778		

Note: Consolidated financial statements and notes to consolidated financial statements are posted on ASA's website. Rudd & Company are certified public accountants who conduct the audit and prepare the financial statements.

Change in Net Assets Without Donor Restrictions

	Dollars
Operating Revenue Without Donor Restrictions	
Membership fees and registrations	1,735,077
Annual service fees	771,585
Total herd enrollment	1,212,565
Advertising income	570,115
Production income	58,091
Transfers	79,450
Subscriptions	1,300
DNA Revenue	1,639,025
Foundation Support	91,855
Other operating revenue	570,734
	6,729,797
Release of program restrictions	58,853
	6,788,650
Operating Expenses	
Program activities	3,390,299
General and administrative	2,196,096
Fundraising	7,431
ASA Publication	984,097
	6,577,923
Change in Net Assets from Operations	210,727

Consolidated Statement of Revenue and Expenses

Other Income (Expenses)

Interest and dividend income	604,940
Unrealized gain (loss) on investments	<u>(2,694,055)</u>
	<u>(2,089,115)</u>
Income (loss) before provision for income taxes	(1,878,388)
Benefit for income taxes	<u>12,004</u>
Change in Net Assets without Donor Restrictions	<u>(1,866,384)</u>
Donor Restricted Support	
Foundation support	116,156
Release of program restrictions	<u>(58,853)</u>
Change in Net Assets With Donor Restrictions	57,303
Total Change in Net Assets	<u>(1,809,081)</u>

Consolidated Statements of Cash Flow

Cash Flow from Operating Activities	
Cash received from customers	6,628,444
Cash received from contributions	191,844
Cash received from fundraising events	7,300
Cash paid to suppliers and employees	(5,819,664)
Investment income	604,940
Income taxes paid	13,731
Support paid	<u>(168,287)</u>
Cash paid for fundraising events	<u>(7,431)</u>
Net cash from operating activities	<u>1,450,877</u>
Cash Flows from Investing Activities	
Purchases of investments	(1,603,642)
Purchase of computer software	<u>(5,000)</u>
Net cash flows from investing activities	<u>(1,608,642)</u>
Net change in cash and cash equivalents	(157,765)
Cash and cash equivalents, beginning of year	<u>3,334,632</u>
Cash and cash equivalents, end of year	<u><u>3,176,867</u></u>

Reconciliation of Changes in Equities and Net Assets to net cash flows from operating activities

Change in equities and net assets	(1,809,081)
Depreciation and amortization	220,672
Unrealized and realized loss (gain) on investment	2,694,055
Changes in operating assets and liabilities	
Accounts Receivable	(406)
Prepaid expenses	(38,531)
Prepaid taxes	1,617
Deferred income tax assets	(13,303)
Trade accounts payable	167,437
Due to members	2,054
Wages, commissions and payroll taxes payable	11,507
Accrued annual leave	28,947
Deferred revenues	186,549
Advertising received in advance	(953)
Income taxes payable	313
Total adjustments	<u>3,259,958</u>
Net cash flows from operating activities	<u><u>1,450,877</u></u>

Yearly Comparative Revenue and Expenses as of June 30, 2022

REVENUE	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013
Annual Service Fee	771,585	744,182	721,925	702,614	682,590	627,401	595,496	541,495	542,910	481,470
Memberships	73,530	65,690	62,355	59,350	59,000	60,150	59,660	47,075	40,050	39,895
Total Herd Enrollment	1,370,477	1,521,450	1,503,651	1,506,307	1,300,179	1,256,799	1,152,519	1,112,057	1,009,946	984,368
Registration Non-THE	1,447,619	1,238,895	1,154,678	1,219,784	1,425,153	1,381,610	1,372,603	1,157,776	997,199	922,100
DNA Services	1,638,998	1,555,465	1,224,490	1,770,317	1,083,487	748,484	749,672	512,697	373,020	308,945
Genetic Evaluation Services	295,834	292,898	242,796	225,890	155,865	105,220	149,549	163,209	117,709	58,347
Interest Income	587,914	422,851	187,033	342,927	182,281	133,779	181,134	193,073	127,960	131,859
Transfers	79,450	61,966	70,660	71,380	67,120	60,780	60,035	58,740	53,030	51,010
Rental Income	35,000	35,000	40,000	35,000	36,500	35,000	35,000	30,000	30,000	30,000
Other Revenue	227,366	421,850	132,525	69,829	99,871	101,908	91,021	187,940	223,845	152,066
Total Revenue	6,527,773	6,360,247	5,340,113	6,003,398	5,092,046	4,511,131	4,446,689	4,004,062	3,515,669	3,160,060
EXPENSES	FY2022	FY2021	FY2020	FY2019	FY2018	FY2017	FY2016	FY2015	FY2014	FY2013
Advertise/ Promotion	526,419	566,154	515,723	556,184	499,252	372,995	299,042	347,827	279,015	271,129
Depreciation/ Amortization	220,672	261,224	204,008	239,941	222,384	204,606	89,428	17,309	21,100	25,569
General & Admin	273,709	267,482	249,187	289,043	259,905	238,748	234,094	212,380	215,923	209,315
Maintenance & Repair	43,153	32,765	31,657	36,853	56,273	41,561	51,281	21,165	36,472	33,402
Personnel	2,185,100	2,070,724	2,127,559	1,923,931	1,804,773	1,455,565	1,314,694	1,288,859	1,378,296	1,217,974
Professional	342,764	308,178	381,854	214,631	238,806	129,813	365,808	248,625	349,376	115,583
Service	1,315,542	1,219,050	916,594	1,409,564	1,170,047	565,140	581,521	463,029	336,221	236,795
Subscriptions	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000	150,000
Taxes	22,098	15,640	66,926	132,894	44,054	16,346	15,972	8,096	4,269	2,691
Travel	553,250	484,606	405,069	469,224	404,882	340,300	346,498	348,845	344,656	327,741
Unrealized & Realized (Gain) Loss Investments	2,629,288	(1,827,318)	(205,179)	(205,707)	(209,352)	(342,530)	53,235	39,489	(501,642)	310,319
Gain/ Sale Properties			(4,351,156)	(250,000)	(200)					
Total Expense	8,261,995	3,548,505	492,242	4,966,558	4,640,824	3,172,544	3,501,573	3,145,624	2,613,686	2,279,880
NET INCOME	(1,734,222)	2,811,742	4,847,871	1,036,840	451,222	1,338,587	945,116	858,438	901,983	880,180



Front row left to right: Wade Shafer, Tom Nelson, Ryan Thorson, Randy Moody, Steve Eichacker, Barry Wesner
Back row left to right: Doug Parke, Tim Clark, Chad Cook, Kent Brunner, Maureen Mai, Loren Trauernicht, Victor Guerra, Joseph Hensgens, Gary Updyke, Chris Ivie, Brandon Callis

Executive Committee

- ◆ Barry Wesner (Chairman)
- ◆ Doug Parke (Vice Chairman)
- ◆ Steve Eichacker (Treasurer)
- ◆ Randy Moody
- ◆ Brandon Callis
- ◆ Wade Shafer (EVP)
- ◆ Staff: Linda Kesler

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

- ◆ Chris Ivie (Chairman)
- ◆ Brandon Callis
- ◆ Tim Clark
- ◆ Maureen Mai
- ◆ Randy Moody
- ◆ Doug Parke
- ◆ Loren Trauernicht
- ◆ Gary Updyke
- ◆ Barry Wesner
- ◆ Staff: Chip Kemp

Activities & Events

Review and recommend to the Board any new Association activities and events or changes to existing programs. An Association program is defined as any event that is sponsored in whole or in part by the Association in terms of financial support, staff time and effort, or the use of the Association name. It shall include, but not be limited to, such items as sales, contents, programs, and membership in other organizations.

- ◆ Tim Clark (Chairman)
- ◆ Steve Eichacker
- ◆ Victor Guerra
- ◆ Joe Hensgens
- ◆ Chris Ivie
- ◆ Doug Parke
- ◆ Ryan Thorson
- ◆ Barry Wesner
- ◆ Staff: Luke Bowman

Policies & Procedures

This committee shall be responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have bearing on the membership of this Association.

- ◆ Victor Guerra (Chairman)
- ◆ Kent Brunner
- ◆ Chad Cook
- ◆ Steve Eichacker
- ◆ Joe Hensgens
- ◆ Maureen Mai
- ◆ Tom Nelson
- ◆ Ryan Thorson
- ◆ Barry Wesner
- ◆ Staff: Sheldon Ross

Assets/Finance

This Committee shall monitor the investment program of the Association on a periodic basis, review the income and expense reports monthly, prepare and submit to the Board of Trustees for approval an annual operating budget, and review the proposed capital expenditures for approval or recommendation to the Board.

- ◆ Steve Eichacker (Chairman)
- ◆ Victor Guerra
- ◆ Chris Ivie
- ◆ Randy Moody
- ◆ Barry Wesner
- ◆ Wade Shafer (EVP)
- ◆ Staff: Linda Kesler

Breed Improvement

All activities that would have a bearing on the improvement of the breed will be the responsibility of this Committee. Examples include: performance guidelines, research, genetic monitoring, DNA analysis, and regulations for technology.

- ◆ Brandon Callis (Chairman)
- ◆ Kent Brunner
- ◆ Chad Cook
- ◆ Randy Moody
- ◆ Tom Nelson
- ◆ Loren Trauernicht
- ◆ Gary Updyke
- ◆ Barry Wesner
- ◆ Staff: Jackie Atkins

Simbrah

The objectives of this Committee are to review policy, rules, regulations, activities, promotional methods, and materials that pertain to the Simbrah breed, and make recommendations to the ASA Board of Trustees.

- ◆ Randy Moody (Chairman)
- ◆ Brandon Callis
- ◆ Victor Guerra
- ◆ Joe Hensgens
- ◆ Tom Nelson
- ◆ Doug Parke
- ◆ Staff: Luke Bowman

Trustee Nominating Committee

The Vice Chairman shall serve as Chairman. One Trustee from each of the four areas will be appointed to complete the Committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

- ◆ Doug Parke (Chairman)
- ◆ Tim Clark (North Central Region)
- ◆ Victor Guerra (South Central Region)
- ◆ Maureen Mai (Western Region)
- ◆ Randy Moody (Eastern Region)
- ◆ Staff: Linda Kesler

STAND STRONG SIMMENTAL

2022 Annual Report



 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association