

Dear American Simmental Association Members,

I hope that this letter finds you well. With harvest season complete and fall calving well under way, we all have many things to be thankful for. Our breed and Association are strong, more now than ever.

With that being said, I thank you, Simmental breeders and ASA members, for your dedication to raising the bar with each calf crop. Thank you to the present and past leaders of the ASA for positioning us higher on the ladder of breed recognition and acceptance within the beef industry. Our organization could not be as effective as it is without the strength and commitment from each of you.

During my current term on the Board, several significant changes have taken place. Longtime EVP, Dr. Wade Shafer, announced his retirement, which initiated our search for his replacement. Dr. Shafer's contributions to the breed and Association have been immense and are evident in the acceptance of SimGenetics cattle throughout the industry, and the success of seedstock and commercial producers alike. Within the Association, the staff and financial stability he built have set us up for success. Dr. Jon DeClerck was the Board's choice to fill this role, and he has stepped up to the plate in every way. I am incredibly confident in his ability and know he will further our breed's success in the industry.

The Board was also faced with several challenging decisions, and I want to emphasize to you, the members, that every single facet of our breed is important and deserves a seat at the table. It doesn't matter what your focus is, where you live, or how many cattle you own; our breed is strong because of our diversity, and it's imperative to me that we keep this in mind. This diversity is our strength and if we support each other, Simmentals will continue to flourish. Today, I am writing to you for your support in my reelection as ASA Eastern Region Trustee. It is my hope to continue to serve the exceptional people behind a breed I am so passionate about.

The American Simmental Association is a three-prong stool that is sitting in prime position for success as I look into the future. Our breed has an extremely strong youth organization that my family has been heavily involved in, but also, our breed has impressed the beef supply chain in terms of the seedstock and commercial sectors. With the leadership of our youth organization, we provide plentiful opportunities for our young people to gain experiences, grow as individuals, and build robust networks. My girls are a product of that environment. This is an environment where we can positively impact the minds and lives of the next doctors, lawyers, state representatives, cattle ranchers, farmers, industry CEOs, and the list goes on.

The other two prongs of the stool are key in the sustainability of our breed and how we fit in the beef supply chain. Consumers at the end of the supply chain have many choices in terms of what they want to put on their plates. The chance is high that their plates will include beef. Today, our breed has been identified in the industry as one needed in continuing to produce high-quality beef. Because of carcass merit and growth performance, our breed offers solutions to the total beef supply chain. Thanks to many of you, through providing years of data, we've positioned ourselves well to tell the story of genetic progress, profitability, and sustainability through Simmental genetics. This is a story I am passionate about being involved in as we continue to drive the success of our breed.

To give you a better understanding of who I am and what I stand for, I would like to take this opportunity to tell you a little about myself. Trennepohl Farms is a multigenerational, diverse family operation that was started by our grandfather, Howard Gale. His passion for purebred Belgian horses and promoting them across the nation is exactly where we developed that same passion for raising livestock and being stewards of the land. The landscape of our operation has changed greatly, but the desire to produce and merchandize registered seedstock is still the same. I am a co-owner in Trennepohl Farms with my brother, Jeff, and our families.

We, like many of you, have a farming portfolio of corn, soybeans, wheat, and hay. Our cattle operation includes a Simmental and Sim-Solution herd with spring- and fall-calving cows. We strive to produce cattle for several segments of the beef cattle industry. Each year, we host multiple sales to offer our Simmental genetics to the public. In the spring, our TF Top Ten sale features our very best in fall heifer calves while our Back to the Farm and TF Turnout Time sales provides an offering of Simmental bulls to purebred and commercial producers. For the fall, our Right By Design sale showcases our very best genetics each November with emphasis on nationally competitive heifer calves as well as elite bred heifers and select herd-building cows.

Understanding the needs and wants of our customers aids in the genetic selections we make to ensure we are offering cattle that work in our customers' systems. Our growth has not been without mistakes and errors along the way; however, learning from them guides me as well. Like many of you, this is our family's way of life! I am one who enjoys being involved.

I have been able to serve on a few local and state boards throughout my lifetime. From serving on our local school board for more than 20 years to being a director on the Indiana Farm Bureau board, I have learned the importance of collaboration and how to think not of myself, but as the individuals I represent. One thing I am most proud of is that I can continue to be involved and maintain the grassroots farming background with my family. I have been happily married for 31 years to my wife, Judy, and we have two beautiful daughters: Adrianne and Claire. While each of them is probably more recognized at Simmental events than I am, they, too, have that passion for promoting great livestock! Adrianne currently works on the Global Marketing team at ABS Global, and Claire balances her nursing career as a Registered Nurse with managing a small herd of cattle and show pigs with her husband, Jesse Hoblyn. Both of them have been able to achieve success by applying much of what they have learned from being involved in the Simmental breed to their careers.

Agriculture is much more than a way of life for me. It is my passion. With this in mind, I wish to continue serving on the ASA Board of Trustees because I believe that with a positive attitude, we can work together to bring about a medium where we can all sustain our families and their futures in the cattle business. Our breed is strong and positioned to experience even more growth in the future. We must continue to promote our breed and utilize the tools at hand to progress. The seedstock business starts with you, the breeders, but each breed must have a strong association that works tirelessly to help each of us succeed.

It is with these feelings and the thoughts of the future for not only my daughters, but also the next generation of leaders, that drives me to be even more involved in the Simmental breed. If elected, I see a very strong need to grow the involvement of all generations, while adhering to the values the Simmental breed was built upon. I welcome your thoughts and comments and look forward to visiting with you. In closing, I thank you for your time and would greatly appreciate your consideration in being awarded your vote for ASA Eastern Region Trustee.

Sincerely,

Scott Trennepohl

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