

# Let's work together on ...

## Your profitability!



### 2014 Annual Report



[www.simmental.org](http://www.simmental.org)

American Simmental Association

# Profit Through Science

## Time flies when you're getting old . . . and when you're having fun!



**Wade Shafer, Ph.D.**  
Executive Vice  
President

As is typical of the chain of events around here, I recently got a heads up from Linda Kesler informing me that it was time to write another letter for the annual meeting brochure. My initial reaction was that I had just written one. After looking at the calendar, however, I realized that was twelve months ago.

When I was younger, a year seemed an eternity. Now it flashes past with barely a notice. The claim that time moves faster as you age used to be a foreign concept to me, now I am living the sentiment. Besides aging, the perception of time moving faster tends to be associated with having fun — and that is certainly true in my case. I'm having the time of my life! Why wouldn't I? I have the good fortune of being part of a fantastic team — team ASA — a team with the people and vision to transform the industry.

**Our team is broad and deep** — essentially anyone who helps us realize our vision is on it. Our vision is to leverage science and technology like never before in the development and integration of genetic material and methods to benefit the commercial beef cattle industry. Collaboration is at the core of accomplishing our vision. To that end, our team is comprised of staff, trustees, members, educators, scientists, producers, industry and even other breed associations who team up in pursuit of the aforementioned vision.

**Why is collaboration so vital to our mission?** As one of the most inspirational figures of our time, Helen Keller, once said, "Alone we can do so little; together we can do so much." Another prominent figure, Charles Darwin, observed: "In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed."

Those of us long in the tooth recognize that these quotes speak volumes. There is no question that you can accomplish more by working together. Nevertheless, in the breed association world, the level of collaboration has traditionally been somewhere between barely breathing and dead. That said, few if any commercial producers would disagree that our industry would be better served through increased levels of collaboration.

Commercial producers are in business to make money and science has irrefutably established that when it comes to commercial breeding programs nothing has the potential for a more powerful impact on profit than crossbreeding. From that fact, it follows that producers would be best served by organizations that put great effort in encouraging and facilitating the use of crossbreeding — organizations that do

their level best to ensure that producers have access to a number of viable breeds and the means to assess those breeds' contribution to a crossbreeding program. Because our seedstock industry is largely delineated by breed, it just makes sense that to be most effective, efforts in the area of crossbreeding inevitably require collaboration between breeds.

Fittingly, ASA has been at the epicenter of those efforts for years. From being the first cattle breeding organization in the world to perform multi-breed genetic evaluation back in 1997, to our current and unprecedented genetic evaluation collaboration with 12 breed associations, team ASA has been at the forefront in delivering what the commercial industry needs to maximize profit. Though we can feel proud of that fact, we certainly can't rest on our laurels. To ensure that we stay at the forefront, ASA will continue to expand its collaborations to better leverage science and technology into the future — a future that will benefit the industry and those who choose to be part of team ASA.

Being integrally involved with our expanding team with holds the vision of transforming the industry has been very fulfilling to me, and, I presume, why time seems to pass so quickly. Then again, there is that other reason.



**Steve McGuire**  
Chief Operations  
Officer

**How Are We Doing?** One of many positive actions the Board of Trustees has recently taken is to more aggressively set goals and measure progress. It's impossible to measure progress without knowing where you are and where you've been. There are many examples of ASA successes in this annual report. Here I look at three aspects — genetic (EPD) change, registrations counts and transfer counts — from the registry/records system.

**How are we doing with genetic improvement?** The chart on the right compares EPDs on animals born in 2014 to animals born in 2009. Every EPD and Index improved over this time span. This is an impressive feat since many EPDs are antagonist to one another other. Improving one EPD often causes another EPD to decline. Improving all EPDs at the same time cannot be done without discipline, dedication and designed breeding programs using EPDs and Index numbers. Such improvement has certainly contributed to the current popularity of Simmental and Simmental-cross seedstock — and will determine their popularity in the future. Commercial cattlemen want bulls that work for them => maximize their profit. Regardless of breed, bulls that work will be popular and have higher market value. EPDs and

Average EPDs on Purebred Simmental born in 2014 and 2009		
EPD	2014 Born	2009 Born
Calving Ease Direct	8.7	8.0
Birth Weight	1.9	2.3
Weaning Weight	63.9	60.1
Yearling Weight	93.0	85.6
Calving Ease Maternal	9.6	9.3
Milk	22.1	21.5
Maternal Weaning Weight	54.0	51.4
Stayability	20.8	19.8
Docility	9.7	9.2
Carcass Weight	27.9	23.8
Yield Grade	-0.33	-0.31
Marbling	0.13	0.07
Back Fat	-0.056	-0.061
Rib Eye Area	0.80	0.69
Shear Force	-0.32	-0.30
All Purpose Index	120.20	112.50
Terminal Index	66.80	63.30

Indexes are useful tools for identifying bulls that work. Commercial producers want superior seedstock — someone will produce it — Why not Simmental Breeders!

**How are we doing on registrations?** In 2014 the Association registered 62,284 animals. Purebred registrations made up 40% of that total. And heifers made up 60% of total registrations. There were performance records collected on another 38,698 Simmental and Simmental cross cattle. Overall females represent 54% of the data collected on Simmental animals in 2014.

In 2009 the Association registered 48,708 animals. Purebred registrations made up 56% and bulls made up 38% of registrations.

**Two comments:** Back in the mid 70s I sat in Board of Trustee meetings where registrations were discussed. The general consensus then was eventually, if the Association was truly serving the commercial industry, bull registrations would be 75% of all registrations. This number may have been just a guess; it may not be the correct split: but in general the percent of bull registrations to total registrations is one indication of commercial demand for Simmental bulls.

I've also heard more recently the proper mix of purebred to hybrid seedstock is 25% PB to 75% hybrid. Again I don't know how correct those percentages are; certainly ASA members have differing opinions of the role of hybrid seedstock, especially in commercial bulls.

**How are we doing on transfers?** Transfers are a function of registrations. But transfers by themselves, especially of bulls, also provide another look at the health and future of the Association. We know many bulls sold to commercial producers are not registered and many more not transferred. Still looking at the number of transfers has value. In 2014 ASA processed 10,896 transfers of bull registrations. 81% of bull transfers went to "non member buyers" — these buyers are mostly commercial producers. Purebreds represented 40% of transfers both to all buyers and to non member buyers. Although I would like to see more certificate transferred on bulls that are sold, 81% going to non member buyers is very positive.

In 2009 9,219 bull transfers were processed with 77% going to non member buyers. 55% of the bull transfers were on purebred Simmentals.

There are many other measures of success the Board of Trustees is monitoring, but these three surely show progress. **Keep up the good work!**



*Linda Kesler  
Chief Financial Officer/  
Human Resources*

**Let's talk about teamwork.** It is easy to talk about, difficult to implement, if you don't have the right people and positive commitments for the good of the Association from those people. Does teamwork pass on from one year's Board to the next? YES! As each previous Board identified its mission for the year, it passed on an Association stronger than the year before with the opportunity for the next year's Board to pick up and continue the mission and more.

**Financial Situation.** Commitment for financial security. We have it and the ability to advance technology, research, support members, and defend issues which would affect ASA's members and our industry. We are taking care of business without adding an extra burden of raising members' fees.

**Technology and Science.** We are respected and considered a leader in the industry. ASA's "Quantum Leap" for the next generation in genetic evaluation and incorporating genomics gives all SimGenetic breeders better tools. More tools, more accuracy, more business for our members and their customers.

**Communication.** Positive interaction and distribution of accurate information is an on-going process but we have to say there are more ways for not only Trustees, but Staff and members to keep up-to-date. Make sure we have your email address and you receive *the Register* and *SimTalk*. September's Educational Symposium, and member interactive committee meetings in conjunction with the fall board meeting is another forum for members to stay involved. Watch for more details this summer.

**Foundation Mission 2015.** The Foundation went through a similar process as the ASA Board to develop their strategic plan — mapping a plan for growth supporting education, research and youth programs. We are seeking members to help us raise funds for selected projects; consider becoming involved.

**Advertising and Promotion.** Grab More Market Share! We are incorporating more into our messages to interest breeders to become ASA's members' customers. We expanded not only with hard-copy and electronic copy but with three episodes on the *American Rancher*.

**State Association Involvement.** Trustees have spent more time as well as a new position developed this year for better involvement and communication with state association officers which in turn keeps their members better informed with accurate information.

**Electronic Voting — Membership Involvement.** Trustee Elections — Electronic Voting. This has been the first in many years where members are more involved in electing their Trustees.

**ASA's headquarters** is the statement of our innovation and leadership. We are scheduled to break ground April, 2015 for our new headquarters. A very aggressive goal, however, it looks attainable. Watch ASA's website for updates.

**Yes, teamwork does move mountains — what a year!**

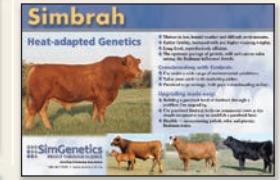
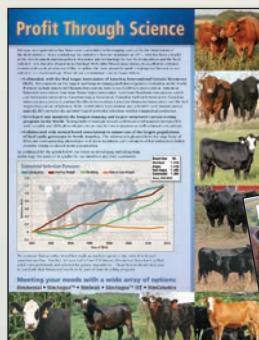
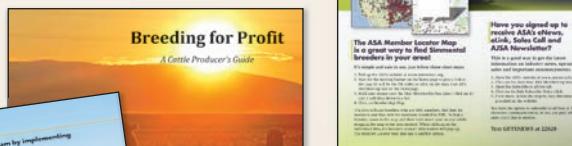
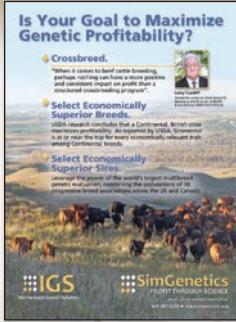
# Promotion, Education & Marketing



## Promotion

ASA has an advertising and promotion (public relations) program that is updated each year to keep members and the cattle industry aware of ASA's programs and accomplishments. ASA develops its own advertising and promotional campaigns using the following:

- ◆ **Print Advertising** — ASA develops ad slicks for national publications.
- ◆ **Website** — ASA's information site, [www.simmental.org](http://www.simmental.org) provides up-to-date information on ASA activities and programs.
- ◆ **Electronic Communication** — ASA sends out a weekly eNews to all subscribers keeping them informed on current events. Don't forget to follow our blogs and forum.
- ◆ **Electronic Seminars** — ASA provides electronic seminars and educational classes throughout the year.
- ◆ **Educational Events** — ASA hosts educational events throughout the United States each year. Normally, these are co-sponsored events with universities or other industry entities.
- ◆ **Trade Show Booth** — ASA personnel attend many major industry trade shows each year. Our attractive booth, along with informational material, provide another informational/ educational venue to meet breeders individually.
- ◆ **State Association Support** — ASA has designed two programs for state association participation: Cost Share and Check-Off. The Cost Share program provides reimbursement funds for state association advertising and breed promotion; the Check-Off program is an incentive-based reimbursement calculated on animal registrations in each state. Specific program details are available at [www.simmental.org](http://www.simmental.org).



**Are you a Progressive Beef Producer?**

Do you AI, have single sire pastures or parentally vaccinated cattle?

Do you select replacement heifers?

Do you want to make better genetic decisions?

If the answer is **Yes!** become part of the world's largest, authorized genetic evaluation, MB-ICL.

**Features:**

- EPDs on every female and sire in your herd, regardless of breeder or bloodline.
- EPDs on every bull in the herd, regardless of sire, potential or every breeding animal in your herd.
- EPDs on every bull in the herd, regardless of the profit potential of your female calves.
- On-line record keeping and report generation.
- Access to a wide variety of highly effective genetic selection tools.
- No annual licensing or renewal cost.
- See us at the 2000 Western Stock Show.
- See us back side for more details

**IGS**  
International Genetics Solutions

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Steve Pankowski  
Executive Vice President and Co-Founder







An advertisement for the 'Sire Source Valuable Tool'. It features a magazine cover with the title 'Sire Source' and a screenshot of a website with a horse image and the text 'www.equinejournal.org/SireSource'.

*It's Here!*  
**ASA**  
**DNA**  
**HD**

Submit a DNA Sample  
 Increase EPD accuracy

If you are interested  
 in knowing more about  
 ASA's DNA HD,  
 ASA's new product can help.

**\$90/sample**  
 Genotyping performed at  
**GENESEEK**

Call or email Leonna Wells  
 406-587-4531  
[lwells@imaginegen.com](mailto:lwells@imaginegen.com)

## Education

ASA strongly believes in education and reaching out to our members and their customers through a variety of ways:

- ◆ **SimSeminars, Field Days, and Young Guns** — ASA hosts educational events in partnership with industry and academia throughout United States as well as electronic seminars. Check ASA's website, our Facebook page or sign up for eNews (electronic newsletter) to keep current on events taking place.
- ◆ **Internet Portal** — ASA and ASA Publication, Inc. ([www.simmental.org](http://www.simmental.org)) provide information to keep you informed on the industry and ASA activities and programs. It also provides access to ASA's entire database for research.
- ◆ **State Associations** — State Associations are local or regionally based Simmental entities that operate independently from ASA to support seedstock breeders in specific locales. Access your state association officers on ASA's website.
- ◆ **Industry Involvement** — ASA is committed to partner on many projects with industry and academia. Our primary goal is to provide you with the most advanced technology possible.

## Marketing

Not only does ASA enhance breeding options through the collection of extensive data, the organization has implemented visionary marketing programs to aid seedstock and commercial producers. These innovative programs have opened many doors to producers of SimGenetics.

By developing highly marketable products, including hybrid cattle, ASA has positioned Simmental as a profit center for the beef industry.

# ASA Directors



## Jackie Atkins, Ph.D.

Director, Science and Education  
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The role of the Director of Science and Education is to inform our members and their customers on the latest scientific advancements and technology available to them. One aspect of this position is to stay current in the science of beef production and use this information to develop new educational material. This involves reading

scientific literature, attending conferences, writing new articles and finding content from outside experts for ASA Publication, developing educational material for our website, moderating the ASA Science Forum, and giving educational talks to outside groups. The ASA is also involved in research projects with a variety of groups and this position helps organize and communicate our end of these projects. In summary, we have two priorities for the Director of Science and Education, 1.) communicate the pool of knowledge generated by scientists into user-friendly and applicable information for seedstock and commercial beef operators and 2.) facilitate ASA involvement in important areas of beef production research.



## Will Townsend

Director, Commercial and Industry Operations  
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**Feeder Calf Marketing** — ASA, along with a number of other breed associations and Universities, is in the final stage of developing the most accurate determination of relative feeder calf value.

We've developed the network that is the foundation necessary for all feeder solutions to be successful moving forward.

**Commercial Genetic Evaluation** — A program has been developed that offers herd management and genetic evaluation to commercial cattlemen. The increase in data will add strength and accuracy to the International Cattle Evaluation.

**Breeding for Profit – A Cattle Producer's Guide** — A step-by-step guide has been developed for cattle producer's to maximize profit potential within their cowherd providing direction to the most powerful genetic tools in a simple, manageable manner.

**International Genetic Solutions** — ASA has branded the cooperation of Associations so admired by the beef industry as International Genetic Solutions. IGS provides the world's largest genetic evaluation, efficient and effective operations for associations, and the best service and tools available to the beef industry.

It is an honor to serve the industry and serve you. I would encourage you to use these tools and provide them as a service to your customers. Please contact me to discuss how we can integrate these products and concepts into your operation.



## Luke Keller

Director of Seedstock and Industry Operations  
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The primary objective of the Director of Seedstock and Industry operations is the advancement of the acceptability of SimGenetics in the commercial cow calf industry. This agenda can be accomplished through several methods including: specific targeting and marketing to the commercial cow-calf industry to help improve breed acceptance and utilization within the commercial industry; attending regional and national meetings, seminars, and tradeshows; working with Seedstock producers to help promote the breed and the science of animal breeding to their customers and potential customers. This position will all work closely with the Director of Commercial and Industry Operations in the promotion of utilizing the science provided by the ASA to the advantage of downstream customers including feedlots and packing houses.

The ultimate goal of the Director of Seedstock and Industry Operations is consistently improving the positive impact the ASA has on the overall industry of commercial beef production.



## Hannah Wine

Director, Media, Youth and PTP Programs  
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**Youth Programs** — Alongside the youth leadership of the AJSA Trustees our team works to grow and strengthen the prosperous traditions of the AJSA Classics and Summit Conferences. We aim to continue to advance the benefits of an AJSA membership by developing additional industry related programs and happenings to reach more AJSA members.

**Media** — Knowledge and information build power. ASA strives to empower members and Simmental enthusiasts alike through the use of electronic media by streamlining the wealth of educational materials and information into easily accessible snippets of information. With more than 15,000 followers via blogs and social media outlets our electronic media continues to serve as an information hotbed.

**Progress Through Performance (PTP) Shows** — The PTP program delves deeper into the cattle industry than a purple banner at the bottom of the show box, it serves as a catalyst to integrate industry science into the show ring. The tools provided by ASA, approved judges, EPDs and indexes, and powerful SimGenetics, fuse industry science and the show ring. We strive to make the PTP tools easily accessible to the breeders, exhibitors, spectators, and judges.

# ASA Representatives



**Bill Zimmerman**

*ASA Representative Manager*  
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In the fall of 2013, ASA implemented a new model for field services. Our new approach represents a fundamental change in the way ASA meets our members' needs in this area. The crux of the new model involves partitioning field service functions between two teams — ASA Directors and ASA Area Representatives — to carry out the vision set forth by the Board of Trustees predominantly focused on meeting the genetic needs of the commercial industry through the application of science and technology. (<http://simmental.org/vision>)

ASA Representatives work on an "area", event-by-event basis, with their primary role being attendance at member (e.g., sales, field days) and state association (e.g., annual meetings, trade shows) functions. Through your use of promotion services from ASA Publications at a threshold level, you "qualify" to have an ASA Representative assist you, the ASA member, and your customers to be successful using Simmental, SimAngus™, and Simbrah genetics.

We are building a team of ASA Representatives who have a solid understanding and background in the beef industry, are familiar with the commercial and seedstock business in your area, are people who you recognize and trust, and who can become an invaluable part of your business network. They have strong technical knowledge and the ability to communicate it. The team includes former animal science professors, extension educators and decades of collective practical experience and formal training in beef cattle production. An impressive team by any measure — perhaps the best in the industry!

## "We're Here to Serve You"

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# Member Development

## Open HerdBook Policy

ASA accepts all data regardless of breed composition. ASA has the largest database ready to accept your records and assist you with making better beef.

## Database Collection

One of the primary functions of the ASA is maintaining the database that comprises the animal, breeding and performance records. The database contains more records on cattle including information as ownership, name, identification, pedigree, birth date, weights at different ages, and DNA status. This information is provided to ASA members and non-members. We also maintain a member database that is tied to the animal database. Let a member of our Processing Team assist you in your reporting needs and reports available for making breeding decisions.

## DNA – Genetic Defects (TraitTrac)

ASA's genetic defect monitoring policy (known as TraitTrac) utilizes DNA marker tests to identify, monitor and provide information to members and non-members concerning animals that appear to be free of certain identified genetic defects, animals at risk for certain genetic defects, and animals that carry certain genetic defects.

ASA has developed a system to designate an animal's genetic status based on the DNA and pedigree information available to ASA. This status can be viewed from the EPD/Pedigree display from HerdBook Services, Animal Search. An animal's genetic

defect status is determined from information provided to the ASA from recognized laboratories or Breed Associations.

## HD Testing for SimGenetic DNA-Enhanced EPDs

For decades, the American Simmental Association has used DNA to verify color, genetic defects and parentage. New research has enabled DNA to provide valuable information for genetic evaluation. We are now offering a DNA test that, when incorporated into ASA's genetic evaluation, can add significant enhancement to lower accuracy EPDs. DNA information is just like adding progeny to genetic evaluation. HD testing advances accuracy without waiting for progeny.



## Ownership of Records

Record ownership is tracked, first by the person submitting the record when accepted into ASA's HerdBook (database) and then by breeders submitting transfers (informing ASA that the animal has been sold). ASA recommends that transfers be recorded each time an animal is sold; however, this is only a record of who owns the animal.

## Registrations/Registration Certificates

Registration certificates are an important service. For animal records that meet certain breed and pedigree requirements, the Association issues registration certificates based on the information in the database. A registration certificate is a document that reports information — identification, ancestry, gender, ownership, EPDs and other information.

## ASA's Operations/Processing Team

ASA's Operations/Processing Team is on the leading edge of records management systems, utilizing the latest in technology to provide accurate, up-to-the-minute analysis of all herd records. The processing team's mission is to provide assistance to breeders interested in advancing their programs to improve cattle production.

## ASA Customer/Member Service Specialists



Left to Right: Jannine Story, Becky Landis, Marilyn Roth, Leoma Wells, Linda Harris-Bakken, Cindy Newell, Heidi Todd, Courtney Wesner, Alicia Clements and Randall Mealer.

Any Customer/Member Service Specialist is able to assist you with your registrations, enrollments, transfers, processing or web/internet support.

Please call **406-587-4531** and we'll connect you with the right person to assist you or correspond by e-mail:

[simmental@simmgen.com](mailto:simmental@simmgen.com) for general processing data or questions

[THE@simmgen.com](mailto:THE@simmgen.com) for Total Herd Enrollment

[DNA@simmgen.com](mailto:DNA@simmgen.com) for DNA/TH Testing/Genetic Defects

[ultrasound@simmgen.com](mailto:ultrasound@simmgen.com) for ultrasound or to request barnsheets

Home page of ASA's Herdbook — <http://herdbook.org>

## HerdBook Services

HerdBook Services gives members access to their own herd data and general information on all animals in ASA's database, pedigree and performance information electronically. This information is available to members and non-members via ASA's website.

## Data Reporting

This option gives members a structured way to report or update their own animal records electronically. Edits (checks/validations) are in place to assist members in meeting needed requirements (stated in the Rules and Bylaws) for acceptance into ASA's HerdBook (database).

## Membership

Many benefits are included with every membership, including products and services offered exclusively to active ASA members. There are two types of memberships, Adult and Junior. Junior programs are oriented to keep our youth involved in the industry. Membership is open to anyone.

## Transfers Mean Opportunity

Transferring the registration certificate from one owner to another represents valuable marketing opportunities.

## Educational/Informational Opportunities



**ASA Science Forum.** Join Drs. Lauren Hyde and Jackie Atkins in discussions about the latest topics. They welcome your questions.

[www.simmental.org/forum](http://www.simmental.org/forum)



**Have you Herd?** Keep up on the latest with Total Herd Enrollment and DNA Services. You can find current information on our BLOG, Have You Herd?

[www.simmental.org/haveyouherd](http://www.simmental.org/haveyouherd)



**tReg** is an extended electronic version of *the Register* reaching beyond the bounds of print to delve deeper into the stories of Simmental and SimGenetics producers and programs.

[www.simmgene.com/tReg](http://www.simmgene.com/tReg)

ASA's Herdbook — Expanded Animal Search  
<https://localhost/simmap/template/animalSearch,CustomEpdSearch.vm>



# Interesting Facts:

## Genetic Evaluation Database

- ◆ 15.8 Million Records in the Multi-Breed Genetic Evaluation Database
  - American Chianina Association
  - American Gelbvieh Association
  - American Maine-Anjou Association
  - American Shorthorn Association
  - American Simmental Association
  - Canadian Angus Association
  - Canadian Gelbvieh Association
  - Canadian Limousin Association
  - Canadian Shorthorn Association
  - Canadian Simmental Association
  - North American Limousin Foundation
  - Red Angus Association of America

- ◆ 375,000+ Animal data growth rate per year

## ASA Database

- ◆ 5.0 Million Animal records in ASA's database
- ◆ 95,000 Active cows enrolled annually in Total Herd Enrollment (THE) by Simmental members
- ◆ 1,893 Active Simmental members committed to Total Herd Enrollment (THE)
- ◆ 62,633 Registrations issued in the last year
- ◆ 29,360 Transfers processed in the last year
- ◆ 5,835 Active adult and junior members

# ASA Publication, Inc.

The Official Publisher for the  
American Simmental Association

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## Linking Simmental Genetics to the Beef Business!

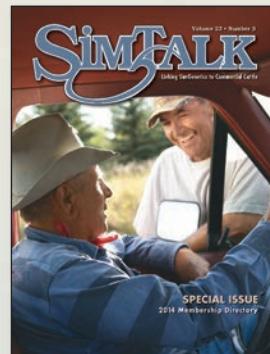
ASA Publication, Inc. is a wholly owned, for-profit subsidiary of the American Simmental Association, that publishes magazines and related media directed to breeders and cattlemen interested in Simmental cattle. These publications seek the following goals:

- ◆ Maintenance of quality communication sources for the American Simmental Association, its membership and the commercial industry, including: editorial content which provides Association and industry news; and as promotional, marketing and advertising vehicle for the membership.
- ◆ Enhancement of financial returns by performing additional services and programs to outside enterprises; thus, providing benefits to ASA and the membership, while building a strong staff.
- ◆ Development of cutting-edge technologies to ensure the position of ASA Publication, Inc. within the livestock and publication industries, by utilizing the most current technology and improved efficiency.

## An effective outlet for Advertisers!

With the increasing demand for Simmental genetics, now is the perfect time to create a specific marketing plan to access the growing number of breeders and available customers. ASA Publication, Inc. can help you target new business with a marketing strategy designed to establish reputation and expectation for your products and services.

Whether you choose one of our traditional, high-reputation print advertising outlets, or opt for new innovative web marketing services, let us help you develop a multi-faceted plan to bolster the success of your program.



## *the Register*

Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500, and is focused primarily on ASA's paid membership. *the Register* is a glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

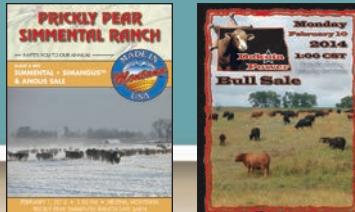
## *SimTalk*

Published four times annually, *SimTalk* is a glossy, full-color publication with a circulation of 50,000+ and targets commercial users of SimGenetics. Advertising in *SimTalk* provides a unique opportunity to brand and trademark your program to thousands of potential customers. If you are serious about communicating with the commercial beef business, consider an advertising presence in every one of our four annual issues.



## ASA Membership Directory

Increase your brand recognition and introduce your program to thousands by advertising in the ASA Membership Directory, mailed annually in June. Breeders reference this publication 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.



## Incredibly Affordable Full-Color Catalogs!

Be sure to contact Nancy Chesterfield for a free quote on your sale catalog or other special promotional items. Our quotes on low-cost, full-color printing options may just surprise you!

Also, with our vast photo library and direct access to ASA's database, we can provide quicker, more efficient service in our catalog department — making the process easier for you.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgen.org](mailto:nchesterfield@simmgen.org)

## Date Book

Listing of sales by month. Printed in each issue of *the Register* and *SimTalk*. No charge, no requirements.

## Mailing Lists

Whether you are mailing a sale catalog or one of our special-design promotional projects, we can help you obtain a custom mailing list that specifically targets your ideal demographic. Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgen.org](mailto:nchesterfield@simmgen.org)

## Web Marketing

**eLink** — ASA Publication, Inc. has expanded beyond print advertising to offer our clients a broader range of marketing services. Our most popular form of web promotion is the eLink, an eBlast module that emails directly to more than 5,000 ASA members and subscribers. It's a quick and affordable way to get the word out about your upcoming event. Turn-around time for eLink can be as fast as one day.

**eBanner** — ad placed on our website and on weekly editions of ASA's **eNews** or **Sales Call**.



## Additional Services

Our experienced design staff can assist you in developing any form of creative printed promotion. Projects we can produce include:

State Directories	Brochures	Fliers	Printed Catalogs	Postcards
Banners	Booths	Logos	Business Cards	Posters
Photo Retouching	Websites	eBlast Ads	Online catalog flipbooks	
Downloadable PDFs	Save-the-date postcards			

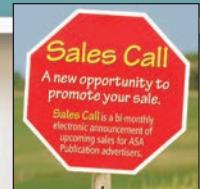
Per Bid Basis. Call 406-587-2778 to discuss details.

Visit [www.simmental.org](http://www.simmental.org) to learn more about us.



## Sales Call

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale. **Sales Call** is broadcast to over 5,000 subscribers. Sales Call announces the date of your sale, location, provides a link to your sale catalog or website and a map.



## Added Value

Your advertisement in any one of our publications provides added value beyond your ad. Your sale dates will be published in the Datebook of both *the Register* and *SimTalk* issues leading up to your event, as well as on our website at [www.simmental.org](http://www.simmental.org). Advertisers will also have sale reports published in *the Register* featuring sale averages, high-selling lots, and up to four photos.

## Transfer Services

**Here's how it works:** We provide a simple spreadsheet that contains all of the sale lots. Following the sale, return the completed spreadsheet to ASA — all we need is a record of the buyer number(s) on each lot — and a list of your buyers. We'll handle it from there, matching buyer information to ASA memberships and completing the transfers.

- ◆ It saves you time and postage expenses when we complete the transfers online.
- ◆ Ownership is updated immediately. As soon as you give the green light, we can mail the certificates directly to the new owners or send them to you.
- ◆ Saves you the hassle of dealing with the paper certificates.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgen.org](mailto:nchesterfield@simmgen.org)

## Sire Source

A directory designed to assist in the promotion of semen sales of quality Simmental, SimAngus™ and Simbrah bulls. This directory is mailed each spring to every ASA member in order to target potential clients at the height of the semen sales season. Thousands more are handed out at trade shows and industry events, and carried by ASA field staff throughout the year. We also offer the opportunity to promote additional sires in the on-line version of Sire Source anytime during the next year. Promoting your bull in the on-line version opens huge marketing avenues for you.

**Here's what you get:**

- ◆ Instant access through on-line Sire Source Catalog
- ◆ Print version in hard copy at no cost to you
- ◆ eBlast the month we feature your bull
- ◆ Discount on a full or half page ad in *the Register* or the *SimTalk* anytime during the on-line post.

Contact Nancy Chesterfield at 406-587-2778 or [nchesterfield@simmgen.org](mailto:nchesterfield@simmgen.org)



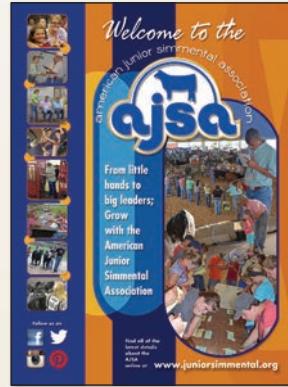
# Junior Program

## Youth Programs

The American Junior Simmental Association (AJSA) is the official youth organization of the American Simmental Association. Founded in 1975, the AJSA has more than 3,500 members. The AJSA strives to enhance youth potential for life success by instilling a comprehensive understanding of the beef industry while developing leadership, networking, and communication skills. The AJSA is governed by 16 AJSA Trustees, with each person serving a two-year term. The Trustees generate progressive leadership and educational activities, make recommendations for new programs and ideas, all the while striving to strengthen the leadership potential of the junior members, and promote Simmental cattle.

## The AJSA Summer Classics

Each summer, kids from around the nation gather to compete in the AJSA Summer Classics. Exhibitors not only show their cattle, but also compete in three of four educational contests. Through these contests, the AJSA endeavors to develop highly skilled young breeders motivated to continue in the beef and agriculture industries.



## Regional Classics

Regional Classics are hosted by a state Simmental association in three of the ASA's four regions. The region hosting the National Classic does not typically host a regional Classic event. Held in June, Regional Classics are, for many members, a warm-up for the National Classic. Regionals are a fun-filled week of friends, cattle, and educational contests.

## National Classic

The National Classic is the highlight of the AJSA summer events and is co-sponsored by the American Simmental Association and the host state Simmental association. The National Classic provides an opportunity for AJSA members to showcase their knowledge of the cattle industry and their cattle. Unlike any other beef breed junior national event, the National Classic requires exhibitors to participate in four of five educational competitions to be eligible to exhibit cattle. Competitions in public speaking, interview, livestock judging, and sales talk competitions at the Classic use real-life experience to develop



confidence and communication skills for our youth — the future of the Simmental industry. Juniors from across the country vie for top honors to place in the Top 20 of each of the contests and the esteemed Overall Top 20 of each age division (junior, intermediate, and senior).

Many activities are showcased at the National Classic. These include:

- ◆ Bred-and-owned and owned Simmental, Percentage Simmental, Simbrah, and Fullblood female, cow-calf, and steer shows
- ◆ Showmanship
- ◆ Cattlemen's Quiz
- ◆ Sales Talk
- ◆ Public Speaking
- ◆ Livestock Judging
- ◆ Junior Herdsman of the Year
- ◆ Photography, Video, Interview Contest, and Merit Award winners recognized



## Summit Leadership Conference

While the Regional and National Classics promote the show cattle and educational contests, the AJSA's biennial Summit Conference focuses on leadership development. Junior members, parents and advisors from all over the country participate in the event. During the four-day event, they hear nationally known speakers, visit farms and ranches, and attend workshops designed to enhance the individual's leadership talents, communication skills, and beef industry knowledge.

## Scholarship

The AJSA is dedicated to learning. Each year the American Simmental-Simbrah Foundation awards thousands of dollars in scholarships to AJSA members receiving the Silver and Gold Merit Awards.



Visit [www.juniorsimmental.org](http://www.juniorsimmental.org) to learn more about us.



**Lauren Hyde, Ph.D.**  
Lead Geneticist  
lhyde@simmgen.com

# Technical Advancements

## The science of genetic improvement is at the core of ASA's very existence.

### Multi-Breed Genetic Evaluation/EPDs

ASA's multi-breed genetic evaluation system has the distinction of being the world's first and the world's largest. Although we have been running and refining our system since 1997, we entered an entirely new realm of genetic evaluation in 2014 with Operation Quantum Leap.

Operation Quantum Leap is a collaborative effort between the ASA and world-renowned geneticists Bruce Golden and Dorian Garrick to build new genetic evaluation software. The next-generation software, collectively known as Biometric Open Language Toolkit, or BOLT for short, is flexible yet extremely powerful. BOLT contains all the tools needed to prepare, assemble, solve and analyze problems common in computational animal breeding and quantitative genetics, including genomic evaluation. It utilizes high-performance sparse matrix methods, parallel computing techniques (multi-core and multi-GPU) and shared memory management to efficiently solve problems with millions of records. Leveraging technology built for the computer gaming industry, BOLT boosts computer performance to spectacular levels. What takes two days to run with our current software takes only two hours with BOLT. Our goal is to fully implement BOLT by 2016, with improved techniques for computing accuracies and handling genomic data and EPDs from other breeds and with more frequent genetic evaluations.

Though important, software is only part of an effective genetic evaluation system. To achieve highly accurate EPDs, genetic evaluation systems require large amounts of data. With nearly 16 million records from the American Simmental, Red Angus, Maine-Anjou, Chianina, Gelbvieh, Limousin and Shorthorn associations, as well as the Canadian Simmental, Angus, Gelbvieh, Limousin and Shorthorn associations, our multi-breed database is the largest in the world and continues to grow.

### Genomic Evaluation

The ASA produced the industry's first set of genetically enhanced EPDs (GE-EPDs) in the fall of 2004 for Warner-Bratzler Shear Force (tenderness). Eight years later the ASA leveraged advancements in single nucleotide polymorphism (SNP) technology to produce GE-EPDs for all other traits. Although there have been some methodological hiccups along the way, our database of genotypes has increased significantly, growing from 2,703 samples in 2011 to 11,654 in November 2014. Scientists at Iowa State University, led by Dorian Garrick, executive director of the National Beef Cattle Evaluation Consortium (NBCEC), have periodically analyzed the genotypes only to determine that, for many traits, incorporation of DNA test results into ASA's multi-breed genetic evaluation system would add a significant amount of information, improving accuracy of predicted genetic merit on young animals, and in turn providing the opportunity to increase rate of genetic change within the population.

### Economic Selection Indexes

To ratchet up our genetic evaluation capability, the ASA has teamed with USDA geneticist Mike MacNeil to develop dollar (\$) indexes. The result of well-conceived, rigorous mathematical computation, dollar (\$) indexes blend EPDs and economics to estimate an animal's overall

impact on profitability. Used extensively in the swine, poultry and dairy industry for many years, dollar (\$) indexes allow breeders and commercial cattle producers to make more accurate decisions than ever before when selecting seedstock.

### Partners in Research

The ASA leverages expertise from many of the nation's top research institutions. Over the last few years, ASA has participated in research projects with Iowa State University, Montana State University, University of Illinois, Colorado State University, University of Missouri, University of Nebraska, Cornell University, University of Idaho, NBCEC, USDA Fort Keogh and USDA Meat Animal Research Center.

### Commitment to Accurate EPDs

**Total Herd Enrollment (THE):** A cow-inventory-based reporting program, THE requires participants to provide annual reproductive and inventory status on their cowherd. THE is designed to 1.) Improve quality of data submitted for genetic evaluation and 2.) Improve and develop reproductive EPDs. The ASA recently added a commercial option to THE. Commercial operations enroll their females and submit data on their calves in return the ASA will calculate EPDs on their cow herd — a win-win situation!

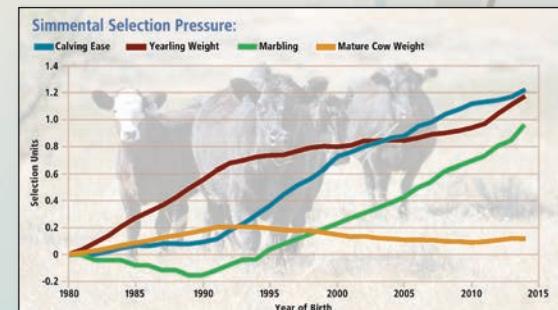
**Carcass Merit Program (CMP):** We have collected data from 41 different herds in 18 states with steers fed and harvested in nearly every cattle feeding region in the U.S. Over 35,000 matings have added over 10,000 carcass records to our database. The improved accuracy in carcass trait EPDs is valuable not only to the bulls enrolled in the CMP but the Simmental breed at large. The ASA will now add collecting feed intake data to the CMP adding information on another elusive trait with large impact in the industry.



### The Key to Success —

### ASA Members' Commitment to Genetic Improvement

Cutting-edge technology by itself does not guarantee progress — it must be used. Perhaps no other breed has made as much genetic progress as Simmental. Not only does Simmental deliver on the traditional strengths of maternal and growth traits, research by the USDA Meat Animal Research Center (MARC) has established Simmental as a leader among Continental breeds for direct and maternal calving ease, marbling and every measure of efficiency quantified at MARC. The MARC data are a testament to ASA members' willingness to roll up their sleeves and use sound scientific principles to breed better cattle and better beef.



# Our Commitment



**Robert Lanting**  
*Chairman,  
ASA Board of Trustees*

Strategic Plan keeps us on course to meet our future goals. We are so fortunate to have such a dedicated staff working in unison with Dr. Wade Shafer to continue these goals. The year 2015 should bring completion to our 'Quantum Leap' enhanced genetic evaluation by early 2016. Along with having the world's largest beef data base we will be able to process and interpret data with remarkable speed and accuracy.

ASA'S new headquarters will most likely break ground in April and could be finished as early as November 2015. Our challenge is to build a building that will meet future growth and provide a headquarters that all of our membership will enjoy for decades to come. Enthusiasm is great among staff members as they look forward to a better and more conducive working environment.

We look forward to continuing the Fall Open Board Meeting that was so successful in Bozeman. Interaction of members at committee meetings is very important to decisions being made for the ASA. I hope you can attend; I look forward to meeting you.

It is an exciting time to be involved in the cattle industry with cattle reaching record high prices. Demand for Simmental-influenced cattle has never been greater challenging seedstock breeders to fill the need. We must keep our focus and continue to raise the genetic selection standards that have served us so well. The American Simmental Association has provided us with the selection tools to continue the Simmental Breed as a significant contributor to the Beef Industry. Science has never before played a more important role in increasing market share and enhancing the success of our members.

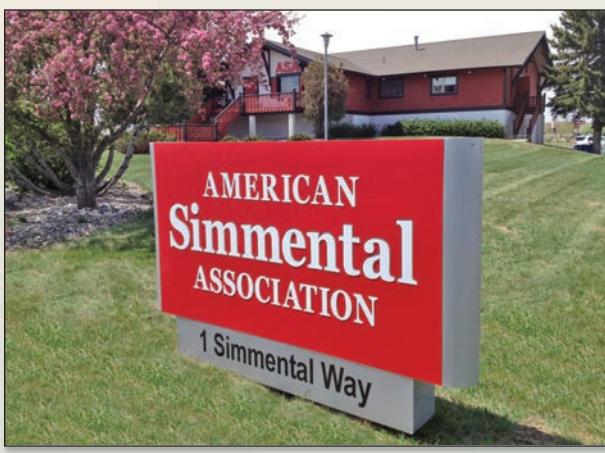
Positive interaction and distribution of accurate information enhances communication among Trustees, staff and members. Revisiting our recently developed



**Jim Butcher**  
*Immediate Past Chairman  
ASA Board of Trustees*

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.



*American Simmental Association Headquarters*

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.

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## 2014 Committees

*Full committee reports published on [www.simmental.org](http://www.simmental.org)*

<b>Executive Committee</b>	Chairman Jim Butcher
<b>Activities and Events Committee</b>	Chairman Tim Smith
<b>Breed Improvement Committee</b>	Chairman Dr. Calvin Drake
<b>Growth and Development Committee</b>	Chairman Jon Willis
<b>Policy and Procedures Committee</b>	Chairman Roger Finke
<b>Simbrah Committee</b>	Chairman Blake Nelson

# ASA Board of Trustees

## Mission Statement

The success of the American Simmental Association is dependent on the success of our members. In turn, our members' success is dependent on their cattle making an important and significant contribution to the beef industry. The highest priority is to use science and technology to develop and promote services and products, which bring value to ASA members' customers.

## Vision Statement

The American Simmental Association believes the best way to serve its members, its members' customers and the beef industry is through continual improvement and use of genetic and associated technologies. As such, the Association will continue to be a worldwide leader in the development and integration of these technologies for the beef industry. The Association will initiate and foster relationships with like-minded entities to enhance our ability to achieve this objective.

The Association will be widely recognized as having an unyielding commitment to scientific principles and as a hub for the industry's most progressive seed stock producers — an organization that is extremely cooperative with all facets of the industry and tirelessly devoted to the success of its members and its members' customers.

## Core Policies

1. Development, registration and promotion of SimGenetics.
2. Offer services relating to all beef production segments. Be leaders. Step outside the traditional services and offer opportunities for our members to grow in the industry.
3. Commitment to science and development of the most effective selection tools. Advance ASA in the industry.
4. Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs and monitoring genetic defects.
5. Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continue to appeal to the commercial industry.
6. Offer the most advanced genetic evaluation services with the largest database regardless of breed.



*Left to Right Back Row:*

Dr. Calvin Drake, Jon Willis, J.W. Brune, Wade Shafer, Brian DeFreese, Bob Lanting, Blake Nelson, Jim Butcher, Jessie Driggers

*Left to Right Front Row:*

Scott Cowger, Erika Kenner, Tim Smith, Roger Finke, Dale Miller, Cliff Orley, Susan Russell, Gordon Hodges

7. Financial stability using sound business practices. ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.
8. 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.
9. Education for members' advancement and profit.
10. Membership and data growth.

# Is Your Goal to Maximize Genetic Profitability?

## ◆ Crossbreed.

"When it comes to beef cattle breeding, perhaps nothing can have a more positive and consistent impact on profit than a structured crossbreeding program".



**Larry Cundiff**  
Served 40+ years as USDA Research Geneticist and Director of MARC. Inducted into USDA Hall of Fame.

## ◆ Select Economically Superior Breeds.

USDA research concludes that a Continental, British cross maximizes profitability. As reported by USDA, Simmental is at or near the top for every economically relevant trait among Continental breeds.

## ◆ Select Economically Superior Sires.

Leverage the power of the world's largest multibreed genetic evaluation, combining the populations of 12 progressive breed associations across the US and Canada.



*International Genetic Solutions*



*American Simmental Association*

406-587-4531 • [www.simmental.org](http://www.simmental.org)

# Do you want to maximize genetic profitability on your ranch?

Gain the IGS advantage by using . . .



## ◆ The world's first, largest and most powerful multi-breed genetic evaluation

Fueled by data from 12 progressive breed associations across the United States and Canada that combine for over 16,000,000 total animal records with over 400,000 new animals added annually.

## ◆ An industry-common EPD base

Direct across-breed EPD comparisons simplify and allow for more effective crossbreeding decisions.

## ◆ Economic Selection Indexes

Long accepted by animal geneticists and competing meat animal species as the most effective means of utilizing EPDs to maximize profit.



*International Genetic Solutions*

American Chianina Association

American Gelbvieh Association

American Maine-Anjou Association

American Shorthorn Association

American Simmental Association

Canadian Angus Association

Canadian Gelbvieh Association

Canadian Limousin Association

Canadian Shorthorn Association

Canadian Simmental Association

North American

Limousin Foundation

Red Angus Association of America



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