

Simbrah Committee Report
Annual Report/Summary
January 1, 2014 ~ December 31, 2014

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

The Simbrah Committee members are Tim Smith, Jon Willis, Gordon Hodges and Brian DeFreese with help from several staff members, Wade Shafer, Cynthia Conner, Kathy Shafer, and Hannah Wine.

This committee evaluated the current advertising and promotion realizing the need for photos that better represent the current Simbrah breed, in addition to updating our message. A staff member traveled across Texas taking pictures which better represents today's Simbrah. These photos have been used in promotional materials including pamphlets and display pop-ups that will be finished in Feb 2015.

This committee also reviewed the history and reasoning behind the change to the multi-generation Simbrah chart and held discussions regarding the old breeding-up Simbrah chart. No action was taken at this time.

The Simbrah committee conducted an open forum meeting at the National Simmental show in Ft Worth, Texas. The meeting was to identify the needs and concerns of Simbrah breeders. Abundant attendance and enthusiasm for Simbrah was strong. Resulting from this meeting the ASA has increased efforts for promotion of Simbrah.

We have seen some growth in Simbrah registrations and will continue to promote Simbrah cattle as the heat and fescue tolerant SimGenetics alternative for the commercial industry.

This concludes the Simbrah report; I move that it be accepted into the Official Minutes of the Annual Meeting.

Blake Nelson, Chairman
January 18, 2015