



AMERICAN
Simmental
ASSOCIATION



The ASA

&

PENNSYLVANIA SIMMENTAL ASSOCIATION

Montana
Simmental Association

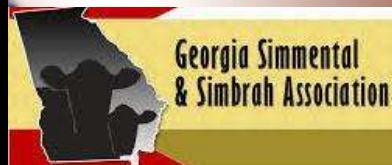
Kansas
Simmental Association



Florida Simmental Association

Idaho Simmental Breeders

ALABAMA
SIMMENTAL ASSOCIATION



New York
Simmental Association



North Dakota
Simmental Association



TENNESSEE
Simmental / Simbrah
ASSOCIATION



State/Regional Associations

What programs are currently available to State Associations?

- ❑ **Cooperative Advertising & Cost Sharing**
 - \$4000 match per fiscal year to each Assn.

- ❑ **Check-Off /Bonus Program (per registration)**
 - Quarterly Check -Off monies
 - Yearly Bonus checks

- ❑ **ASA representation at State sponsored events**
 - One per year
 - Additional representation using Cost Share monies

36 State & Regional Associations

- ❑ 27 Associations participated in the Cost Share Program in 2014-15
- ❑ 10 Associations used 100%
- ❑ Participation up from 20 Assns. use in 2013-14
- ❑ 34.5% increase in Cost Share monies paid

Check-Off Dollar\$

- Based on registrations per state

- 32.5% increase from 2013-14

- Bonus Check-Off Dollar\$

 - Dollars paid out were down

What's ahead?

- ❑ **Constant contact with State Assns. (reminders)**
- ❑ **Informational meeting at Fall Focus**

- ❑ **Use all resource people available to promote programs**
 - **ASA Staff**
 - **Field Reps**
 - **ASA Trustees**
 - **State Assn. personnel**
 - **All members & those with Simmental interests**

CONTINUED PERSISTANCE!!