ASA Fall Focus 2018

“Embrace the Past, Imagine the Future”

August 25 - 29
Bozeman, Montana

Join us for the fifth annual Fall Focus Educational Symposium and ASA Board Meeting.

Co-hosted by the Montana Simmental and American Simmental Associations
Educational Speakers
- **Tim Smith**, Chairman, ASA Board of Trustees
- **Don Vaniman**, Former Executive Vice President, 1969 - 1978, American Simmental Association
- **John Pollak, Ph.D.**, Professor Emeritus, Cornell University
- **Bruce Golden, Ph.D.**, Chief Executive Officer and President, Theta Solutions, LLC
- **Wade Shafer, Ph.D.**, Executive Vice President, American Simmental Association
- **Steve McGuire**, Chief Operations Officer, American Simmental Association
- **Mahdi Saatchi, Ph.D.**, Lead Genomicist, International Genetic Solutions
- **Charlie Will**, Former Manager of Holstein Sire Program, Select Sires® Inc.
- **Matt Spangler, Ph.D.**, Associate Professor and Extension Beef Genetics Specialist, University of Nebraska - Lincoln
- **Bob Hough, Ph.D.**, freelance writer and author of *Simmental’s American Journey*

**General Schedule**

**Saturday, August 25**
- 9:30 a.m. - Noon: Golf Tournament
  Cottonwood Hills Golf Club
- 1:00 p.m. - 5:00 p.m.: Herdbook Services Processing Tips at the Best Western GranTree Inn
- 3:00 p.m. - 5:00 p.m.: Open house at the ASA Headquarters
- Starting at 5:30 p.m.: Social and dinner at ASA Headquarters sponsored by the Montana Simmental Association

**Sunday, August 26**
- Educational day, “Embrace the Past, Imagine the Future”
- 8:00 a.m. – 5:30 p.m. Educational Session Best Western GranTree Inn (meeting headquarters)
- 6:00 p.m. Evening Dinner and Social at the meeting headquarters, Best Western GranTree Inn
- Guest speaker and book signing: Dr. Bob Hough author of *Simmental’s American Journey*

**Monday, August 27**
- Interactive Committee Meetings and staff presentations ~ Join the ASA Trustees to discuss critical issues in each of the five Standing Committees and hear staff reports in various areas.
- Lunch is provided
- Dinner on your own

**Tuesday, August 28**
- Board Meeting Continues ~ all are invited to stay
- Lunch is provided
- Dinner on your own

**Wednesday, August 29**
- Board Meeting ~ voting on resolutions
- Adjourn by 10:00 a.m.

**Fall Focus 2018 Registration Information:**
Pre-registration is required to plan for meals and refreshments.
Registration deadline is August 14.
[www.fallfocus.org](http://www.fallfocus.org)
Golf anyone?
Join us for a fun-filled Fall Focus Par 3 golf tournament hosted by ASA on Saturday, August 25 at Cottonwood Hills Golf Club. Cost is $80/team or $20 for an individual. Pre-registration is required. Funds raised will go toward the American Simmental – Simbrah Foundation – Fall Focus.

Herdbook Tutorial:
Join the ASA processing team for a series of instructional sessions on Herdbook Services.
When? Saturday, August 25, 1:00 p.m. – 5:00 p.m.
Where? Best Western GranTree Inn
Members of ASA’s processing team have joined together to create an in-person, hands-on tutorial session. Subjects to be covered include Total Herd Enrollment, Animal Data Reporting, Membership, Accounts Receivable, Active Herd, DNA, and Reports.

Each participant will receive a comprehensive workbook to take home. Please visit fallfocus.org to register for the Herdbook Tutorial session and much more.

50th Anniversary Celebration at the ASA Headquarters
Saturday night promises a unique celebration with a pitchfork fondue, live music, time capsule, and ASA’s 50 Year Celebration. Guests are welcome to bring a small memento to include in a time capsule — a straw of semen from your favorite bull, a registration certificate from your prize heifer, a catalog from your first bull sale, an ear tag from your favorite cow — anything special to capture our first 50 years.

Pre-registration for all Fall Focus events is required.
Go to fallfocus.org to sign up today!

Level IV:
GeneSeek®
Montana Simmental Association

Level III:
Fred Smith Company
Gateway Simmental
Kenner Simmental Ranch

Level II:
Allflex®
Dakota Xpress SimGenetics
Genex™
Gibbs Farms
Lassle Simmental Ranch
Lehrman Family Simmentals
McDonald Farms
Miller Simmentals
Select Sires®, Inc.
TNT Simmental Ranch
Trinity Farms

Level I:
Mandan Lake Simmental Ranch

Pledges received by 7/11/18

Thank you to the Fall Focus Sponsors!
## Educational Session Schedule

**“Embrace the Past, Imagine the Future”**

**Sunday, August 26**

Grand Ballroom, Best Western GranTree Inn

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 am – 8:00 am</td>
<td>Packet pick-up and Registration</td>
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<tr>
<td>8:00 am – 8:15 am</td>
<td><strong>Welcome</strong>&lt;br&gt;Tim Smith, Chairman of the ASA Board of Trustees</td>
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<tr>
<td>8:15 am – 8:30 am</td>
<td><strong>Opening Comments</strong>&lt;br&gt;Don Vaniman, Former ASA Executive Vice President, 1969-1978</td>
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<tr>
<td>8:30 am – 9:30 am</td>
<td><strong>Session I: Moderated by Dr. Wade Shafer</strong>&lt;br&gt;<strong>The Evolution of the ASA Genetic Evaluation System: a Continuing Story of Innovation</strong>&lt;br&gt;Dr. John Pollak</td>
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<tr>
<td>9:30 am – 10:30 am</td>
<td><strong>Features of the IGS Multi-breed Genetic Evaluation powered by BOLT</strong>&lt;br&gt;Dr. Bruce Golden</td>
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<td>10:30 am – 11:00 am</td>
<td>Break — Courtyard</td>
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<td>11:00 am – 12:00 pm</td>
<td><strong>Session II: Moderated by Dr. Lauren Hyde</strong>&lt;br&gt;<strong>From Airplanes to Video Games: A reflection on the ASA genetic evaluation</strong>&lt;br&gt;Dr. Wade Shafer and Steve McGuire</td>
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<tr>
<td>12:00 pm – 1:30 pm</td>
<td>Lunch&lt;br&gt;<strong>Sponsor highlight from GeneSeek®</strong></td>
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<td>1:30 pm – 2:30 pm</td>
<td><strong>Session III: Moderated by Luke Bowman</strong>&lt;br&gt;<strong>The DNA Story from Sample Collection to Genomically Enhanced EPDs</strong>&lt;br&gt;Dr. Mahdi Saatchi</td>
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<tr>
<td>2:30 pm – 3:30 pm</td>
<td><strong>The Power of Genomics and How it Will Change Cattle Breeding Forever</strong>&lt;br&gt;Charlie Will</td>
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<tr>
<td>3:30 pm – 4:00 pm</td>
<td>Break — Courtyard</td>
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<tr>
<td>4:00 pm – 5:00 pm</td>
<td><strong>Session IV: Moderated by Chip Kemp</strong>&lt;br&gt;<strong>Ask Not What Your NCE Can Do for You, Ask What You Can Do for Your NCE</strong>&lt;br&gt;Dr. Matt Spangler</td>
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<tr>
<td>5:00 pm – 5:10 pm</td>
<td><strong>Wrap up</strong></td>
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<tr>
<td>6:00 pm</td>
<td>Evening Dinner and Social at Best Western GranTree Inn. Guest speaker and book signing with Dr. Bob Hough, author of <em>Simmental’s American Journey</em>.</td>
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Montana Simmental Association to host ASA Fall Focus Social and Dinner

Saturday, August 25, 5:30 PM

MSA will host a pitchfork fondue and social at the ASA Headquarters. The evening promises to be a memorable event with live music from Sam Platts and the Great Plainsmen, delicious food, and a chance to visit with friends, staff, and trustees. Guests will have an opportunity to contribute mementos to the time capsule.

Simmentals’s American Journey

The ASA and Dr. Bob Hough teamed up to compose Simmentals’s American Journey, a comprehensive text with over 400 pictures summarizing ASA’s 50 years. This page-turner is full of historic pictures, tales like Travers Smith’s heroic efforts to import Parisien, the philosophy of the founding fathers, the turbulence in the 1990’s, the comeback centered around collecting data and breeding commercially relevant cattle, through to the present outlook of the Association.

Dr. Bob Hough will present highlights from the book during the evening Sunday, August 26. Guests can purchase signed copies of Simmentals’s American Journey at the event.

$25.00 plus Shipping and handling
Meet Your Speakers

**Tim Smith**
Chairman, ASA Board of Trustees
Owner/operator Smith Genetics

Tim Smith, ASA’s Chairman of the Board of Trustees, has served on the Board since 2012 and previously served as Treasurer on the Executive Committee. He is owner/operator of Smith Genetics, Giddings, Texas. Smith has been affiliated with Simmental and Simbrah cattle for more than 35 years. His operation includes 300 Simmental, Simbrah, and SimAngus females. In addition, Smith operates a custom artificial insemination and embryo transfer center. His involvement with SimGenetics started in 1980 after completing a Master of Science in Ruminant Nutrition from the University of Kentucky. Smith co-founded the Simbrah-Simmental Superbowl, he hosts and coordinates the Synergy Sale and Showcase, and he also hosts a weekend junior leadership and cattle exhibiting camp to assist juniors in showing and building their breeding programs. Smith is joined in ownership of the cattle program by Joel Isgrig and his daughter, Haley Smith.

**John Pollak, Ph.D.**
Professor Emeritus
Cornell University

Dr. John Pollak received his bachelor’s degree in animal science from Cornell University and his master’s and doctoral degrees in animal breeding from Iowa State University. He joined the faculty at the University of California at Davis working as a beef cattle geneticist before moving to Cornell University. At Cornell, he and his colleague, Dr. Richard Quaas, worked on methodology for beef cattle genetic evaluation working with the ASA to produce EPDs for Simmental cattle. Pollak was Director of the National Beef Cattle Evaluation Consortium (NBCEC) from 2003 to 2010. In 2010, he retired from Cornell and assumed the role of Director of the US Meat Animal Research Center in Clay Center, Nebraska until retiring in May, 2017.

**Charlie Will**
Former Manager of Holstein Sire Program
Select Sires ® Inc.

Charlie Will graduated from the University of Illinois in Dairy Science, and he worked for Select Sires ® Inc. for 43 years in the genetics department. Will has worn many hats while working for Select Sires, including: salesman, SMS evaluator, Holstein Sire Analyst, and Manager of the Holstein Sire Program. Will has been involved with the selection and sampling of some of the greatest bulls in the history of the Holstein breed. Will traveled and gave presentations in 18 countries and judged shows in ten countries.

**Don Vaniman**
Former Executive Vice President
American Simmental Association

Don Vaniman graduated from Montana State College (MSC) with a degree in Agricultural Production, and was drafted into the Army the day he took his final test at MSC. He graduated from Officer Candidate School, Ft. Benning, Georgia, and became a Lieutenant, serving three and a half years active duty and 12 years in the Reserves, as Commander of the Military Police Unit in Bozeman. He then worked for a purebred Hereford and Charolais operation in Florence, Montana, before transitioning into the Executive Secretary of Montana Beef Performance Association. Vaniman significantly grew the association which won several Beef Improvement Federation awards, leading him to apply for the position as ASA’s Executive Secretary. Vaniman served as ASA’s Executive Vice Secretary from December, 1969, to July, 1978, and since retiring has been a Ranch Broker based out of Bozeman.

**Mahdi Saatchi, Ph.D.**
Lead Genomicist
International Genetic Solutions

Mahdi Saatchi, who holds a B.S. in Animal Science, an M.S. in Animal Breeding and Genetics, and a Ph.D. in Animal Breeding and Genetics, joined the ASA staff as Lead Genomicist for IGS. During a three-and-a-half year period spanning 2010 to 2014, he studied and worked as a Postdoctoral Research Scientist at Iowa State University (ISU). While at ISU, he developed and implemented genomic selection technology into genetic evaluations for several US beef cattle breed associations, including Simmental, Hereford, Red Angus, Gelbvieh and Limousin in collaboration with the National Beef Cattle Evaluation Consortium. Saatchi joined the ASA team and began his duties on January 1, 2016. The previous 18 months, he had been employed as a genomic research scientist for the Pork Improvement Company, located in Hendersonville, Tennessee.
Steve McGuire
Chief of Operations and Database Manager
American Simmental Association
Steve McGuire, ASA’s Chief Operating Officer, received a B.A. with a math major from Kalamazoo College, Kalamazoo, MI, and a B.S. in Mechanical Engineering from Montana State University, Bozeman, MT. In 1973, he was hired by the ASA in a temporary position, and upon graduation from Montana State University in 1975, McGuire was hired full time, where he continues to work today. Over the years, McGuire has had a number of titles within ASA, assisting the Association as it adopted and continues to adopt new technologies, including: the Association’s first fully computerized accounting and payroll system; the development and conversion to ASA’s first in-house database-registry system; on-farm herd management and data collection software – Herdhandler Performance Software; directed the move to ASA’s current web-based, online data collection and registry system; and for over 30 years; submitting data to and retrieving results from the ASA’s genetic evaluation system. Currently, McGuire works with the scientific committee implementing the new multi-breed genetic evaluation using BOLT technology.

Bruce Golden, Ph. D.
Chief Executive Officer and President Theta Solutions, LLC
Bruce Golden, co-founder of Theta Solutions, LLC, specializes in the development of analytical methods and software for genetic/genomic data. He was a Professor and head of the department for Dairy Science at California Polytechnic State University (CalPoly). Prior to CalPoly, Golden was a full-time professor in animal breeding and genetics at Colorado State University for 19 years. Golden was the founder and CEO of a biomedical instrument technology company, and has served on the boards of directors for both private and not for profit organizations. Golden attended Washington State University in Pullman, WA, where he received both Bachelor of Science and Master degrees in Animal Science. Golden received his doctoral degree in Animal Breeding and Genetics from Colorado State University in Fort Collins, CO.

Matt Spangler, Ph. D.
Associate Professor and Extension Beef Genetics Specialist
University of Nebraska - Lincoln
Matt Spangler grew up on a diversified crop and livestock farm in Kansas. He received degrees from Kansas State University, B.S., 2001; Iowa State University, M.S., 2003; and the University of Georgia, Ph.D., 2006; and is currently an Associate Professor and Extension Beef Genetics Specialist at the University of Nebraska. He works as part of a team with colleagues at UNL and US MARC to improve genetic selection tools and methods.

Bob Hough, Ph. D.
Former CEO, RAAA and EVP, NALF Author, Simmental’s American Journey
Dr. Bob Hough served as Red Angus Association of America’s (RAAA) Executive Secretary/Treasurer for 10 years and Marketing Coordinator for three years. He also served as Executive Vice President of the North American Limousin Foundation from 2009 to early 2011 and is now retired and a freelance writer. His previous experience also includes serving as an Extension Specialist in both Arizona and Maine. His writing credits include the books, Breeds of Cattle (coauthor) and The History of Red Angus, as well as chapter author of the BIF Guidelines. He is also a regular contributor to the Western Livestock Journal and posts weekly cattle history lessons on social media. Raised in Pennsylvania, Hough served as President of his FFA Chapter and State Farmer. He holds degrees in Animal Science from Pennsylvania State University, University of Connecticut and Virginia Tech.

Wade Shafer, Ph.D.
Executive Vice President
American Simmental Association
Wade Shafer grew up in Detroit Lakes, MN, on Shoestring Ranch, a small seed-stock operation. Shafer completed his Bachelor’s degree in Animal Science at North Dakota State University, followed by a Master’s and Doctorate in Animal Breeding and Genetics from Colorado State University (CSU). While at CSU, Shafer did extensive work in the area of bio-economic simulation modeling. Following his formal education, he expanded Shoestring Ranch to more than 500 cows, with cooperative herds representing another 500 + cows. The ranch sold up to 200 bulls annually. After selling his cow herd, Shafer joined the ASA team as the Director of Breed Improvement in 2003; in 2011, he accepted the position of ASA’s Chief Operations Officer. After Dr. Lipsey’s retirement in 2013, Shafer began serving as Executive Vice President of ASA.
Open ASA Board Meeting
Monday August 27 — Wednesday August 29
Grand Ballroom, Best Western GranTree Inn

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 which bring value to ASA members’ customers.

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All are welcome to join the ASA Board of Trustees and staff during the interactive committee meetings and reports. Come hear the committee reports, staff updates, voice your own thoughts, and learn first-hand what each committee is accomplishing. Please feel welcome to join us during all or part of these sessions.

**Monday, August 27**

*General Session: Grand Ballroom*

- Welcome ASA Board Chairman, Tim Smith and EVP, Wade Shafer
- Approval of the Agenda
- Announcement: 2019 Fall Focus Location
- Stats & Measurements - How are We Doing?
- Staff Reports
- Breed Improvement Committee
- Break out Session I:
  - Activities & Events Committee
  - Growth & Develop Committee
- Break out Session II:
  - Policy & Procedures Committee
  - Simbrah
- Wrap-Up Session.

*Lunch is provided but dinner is not included*

**Tuesday, August 28**

*Grand Ballroom*

Board meeting continues with the Financial Report, committee reports and staff updates.

*Lunch is provided but dinner is not included*

**Wednesday, August 29**

*Grand Ballroom*

- Board meeting continues with voting on directives and resolutions
- “Bull-Session” Review of the January 2018 Strategic Planning
- Adjourn by 10:00 am

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2018 ASA Board of Trustees

*Back row, left to right:* Tim Smith, Steve Eichacker, Clay Lassle, Brian DeFreese, Randy Moody, John Griswold, and Erika Kenner.  
*Front row, left to right:* Tom Hook, Dr. Gary Updyke, Cliff Orley, Gordon Hodges, Tim Curran, John Irvine, and Mike Forman. 
*Not pictured:* Fred Schuetze and Jim Ligon.
### 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, contests, programs and membership in other organizations.

- **Steve Eichacker**, Chair
- **Randy Moody**
- **John Griswold**
- **Tom Nelson**
- **Staff Contact:** Rachel Endecott (lead) and 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 a bearing on the membership of this Association.

- **Erika Kenner**, Chairwoman
- **Gary Updyke, Ph.D.**
- **Randy Moody**
- **Brian DeFreese**
- **Tim Curran**
- **Mike Forman**
- **Staff Contact:** Steve McGuire (lead) and Sheldon Ross

### Simbrah
The objectives of this Committee are to review policy, rules, regulations, activities, promotional methods and materials which pertain to the Simbrah breed.

- **Randy Moody**, Chairman
- **Gordon Hodges**
- **John Griswold**
- **Tom Hook**
- **Staff Contact:** Chip Kemp (lead) and Luke Bowman

### 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 proposed capital expenditures for approval or recommendation to the Board.

- **Fred Schuetze**, Treasurer
- **Tim Smith, ASA Chairman**
- **Gordon Hodges, ASA Vice-Chairman**
- **Randy Moody**
- **Steve Eichacker**
- **Staff Contact:** Linda Kesler

### Executive Committee

- **Tim Smith**, Chairman
- **Gordon Hodges, Vice-Chair**
- **Fred Schuetze, Treasurer**
- **Tim Curran**
- **Mike Forman**
- **Staff Contact:** Wade Shafer and Linda Kesler

### Guidelines for Committee meetings:

- **Moderated by Committee Chair**
- **Meetings will follow Roberts Rules of Order**
- **Review of previous meeting’s minutes**

- **For each agenda item:**
  - Review of Reference Material
  - Committee Discussion on agenda item
  - Staff presentation(s) if any relating to the agenda item
  - Attendees: Open the floor for general discussion on agenda item
  - Close floor
  - Resolution or Directive Needed — Move and Second by committee members only. Vote by committee members only
  - Please use microphones when speaking
Thank you to the Montana Simmental Association for co-hosting the 2018 Fall Focus

MSA Board of Directors:
Ryan Thorson, President
Harvey Lippert, Vice President
Maureen Mai, Secretary/Treasurer
Logan Butcher

Shere Koch
Shannon Carr
Travis Schenk
Warren Nelson

Interested in hosting 2021 Fall Focus?

◆ Applications accepted through state association affiliation.
◆ Preference given to locations tied to a university and/or industry for the educational session.
◆ Event spans three and a half days between August 20 and September 10.
◆ State association is responsible for the cost of the dinner following the educational symposium (typically at least 200 attendees). Dinner and evening program at the discretion of the state association officers, ASA Board Chairman and the Executive Vice President.
◆ Committees and board meetings are under the direction of the ASA Board Chairman and Executive Vice President.
◆ Apply to host future Fall Focus events at fallfocus.org

Become a sponsor of future ASA’s Fall Focus events and enjoy the following:

Level I (Under $500):
◆ Name listed in Fall Focus program
◆ Name included on sponsor poster
◆ Name on fallfocus.org
◆ Group photo at the event

Level II ($500-$999):
In addition to the above perks, donors will also receive the following:
◆ Banner ad on fallfocus.org
◆ Your business brochure included in the registration packets
◆ Designed poster — 20 inches wide x 30 inches tall
◆ eNews banner
◆ Tabletop space by registration desk for business promotion

Level III ($1,000-$3,499):
In addition to the above perks, donors will also receive the following:
◆ Slide show promotion during breaks

Level IV ($3,500 and above):
In addition to the above perks, donors will also receive the following:
◆ Ten minutes to address attendees

For more information about sponsoring Fall Focus, please contact Bill McDonald by phone at 540.230.6225 or by email at info@mcdonaldfarms.com
**Hotel Information:**
**Best Western GranTree Inn**  
1325 N 7th Ave, Bozeman, MT 59715  
Phone: 406-587-5261  
Rate: $129/night  
Cut Off Date: August 14th  
Website: www.bestwestern.com/grantree  
Group Code: Simmental or Fall Focus

**Travel Information:**  
**Bozeman Yellowstone International Airport**  
www.bozemanairport.com  
Free shuttle to and from the Airport to the Best Western GranTree

**Area Information:**  
Bozeman offers a variety of attractions including world class fly fishing, fine dining and shopping, hiking trails, golf, trips to Yellowstone National Park, and the list goes on and on.  
For local attractions and events, check out these websites:  
www.bozemanxcb.com  
bozone.com  
For more area information:  
www.bozemanxcb.com  
bozone.com

Questions about Fall Focus, contact Nancy Chesterfield at 406-587-2778.