

# 2025 Annual ASA **FALL FOCUS**

FOCUS ON YOU. FOCUS ON SUCCESS. FOCUS ON PROFIT.

## Thursday, August 21

- \* 5:00 PM Registration Desk Open
- ★ 5:00 PM American Simmental-Simbrah Foundation Board Meeting
- 6:00 PM STYLE Alumni Reception
- ★ 7:00 PM Simbrah Committee Meeting

## Friday, August 22

- \* 6:30 AM Registration Desk Open
- Show-Me-State State Showcase**  
**Trowbridge Livestock Center – Mizzou Campus**
- 7:15 AM Transportation departs for Mizzou Campus from Hilton Garden Inn
- 8:00 AM Welcome to Mizzou Animal Science – Dr. Bryon Wiegand, University of Missouri
- 8:15 AM Overview of Missouri's Beef Cattle Industry – Cyndi Young-Pueyear, Brownfield Ag News
- 8:30 AM Fescue Tolerance Research Update – Dr. Jamie Courter, University of Missouri
- 9:15 AM Beef on Dairy Research Update – Dr. Teagan Schnurbusch, University of Missouri
- 10:00 AM Break
- 10:30 AM The Economic Impact of America's Heartland Packing – Clay Boyles
- 11:00 AM New Day Genetics Co-op Marketing Success – Ted Cunningham, New Day Genetics
- 11:45 AM Welcome to Mizzou – Dr. Mun Choi, President, University of Missouri
- 12:00 PM Lunch (provided)  
*Following lunch, attendees will have the option to visit historic Rocheport, MO or attend the session at Cattle Visions (schedule below)*
- Cattle Visions**
- 1:30 PM Welcome – Jared Royer, Cattle Visions
- 1:45 PM Success of the Show-Me-Select Heifer Program – Drs. Jordan Thomas and Thiago Martins, University of Missouri
- 2:30 PM Recognition of Dr. Dave Patterson and Dr. Mike Smith's Heat Synchronization Research
- 3:00 PM Live Heifer Evaluation in the Information Age – Drs. Jamie Courter and Jordan Thomas, University of Missouri; Mike Siemens, Lucas Cattle Company; and Doug Frank, AB
- Warm Springs Ranch**  
**"An Evening with the Clydesdales"**
- 6:30 PM Transportation departs for Warm Springs from Hilton Garden Inn
- 7:00 PM Dinner, socializing, and a Missouri Welcome

# Fall Focus 2025

## August 22–26, 2025 | Columbia, Missouri

### Hilton Garden Inn Hotel Locations

- \* Hotel Pre-Event Lobby
- ★ Vinca
- Magnolia

### Hilton Garden Inn Conference Center Locations

- ❖ Conference Center Pre-Event Lobby
- Sycamore
- ❁ Hawthorne
- ◆ Hawthorne I
- Hawthorne II
- ▲ Cypress

## Saturday, August 23

- ❖ 7:00 AM Registration Desk Open
- ❁● **Educational Symposium**
- 8:00 AM Welcome and opening comments – Dr. Jon DeClerck, American Simmental Association, and Victor Guerra, ASA Board Chairman
- 8:15 AM Introduction: Eyes Don't Lie – Dr. Charley Martinez, University of Tennessee
- Session I:**  
**The Cow Efficiency vs. Beef Demand Paradox:**  
**Navigating the Future of Beef Production**
- 8:30 AM Recap of 2024 Fall Focus: Outlining the Paradox – Dr. Bryon Wiegand, University of Missouri
- 9:00 AM Fetal Programming: Implications of Increased Cow Size – Dr. Allison Meyer, University of Missouri
- 9:30 AM Identifying Genetic Tools to Optimize Cow Efficiency – Dr. Jamie Courter, University of Missouri
- 10:00 AM Break
- 10:30 AM Systems for Successful Application of Sex-Selection in Commercial Beef Herds – Dr. Jordan Thomas, University of Missouri
- 11:00 AM Roundtable Discussion with Drs. Wiegand, Meyer, Courter, and Thomas – moderated by Dr. Jon DeClerck
- ▲ 12:00 PM Lunch
- Session II:**  
**Focus on the International Genetic Solutions (IGS) Multi-breed Genetic Evaluation**
- 1:00 PM New Trait Discussion and Q&A – IGS Science Team
- 2:30 PM Break
- Session III:**  
**Bridging Science and Selection: Tools for Reproductive and Genetic Success**
- 3:00 PM Factors Affecting Heifer Development and Pregnancy – Dr. Randie Culbertson, Iowa State University
- 3:30 PM Eyes Don't Lie: The Intersection of Visual Indications and Seedstock Bull Selection – Dr. Charley Martinez, University of Tennessee
- 5:00 PM Wrap-up
- ▲● 6:00 PM Recognition Dinner and Celebration

## Sunday, August 24

- Town Hall, Committee Meetings, and Board Meeting**
- ◆ 8:00 AM Town Hall Meeting
- 9:45 AM Committee meetings
  - Activities & Events
  - Breed Improvement
- ▲ 12:00 PM Lunch
- 1:00 PM Committee meetings
  - Growth & Development
  - Policies & Procedures
- 3:30 PM Board meeting begins
  - Growth & Development
  - Approval of agenda and minutes
  - Chairman's report
  - EVP's report
  - Financial report
  - Foundation report
  - Stats and measures presentation

## Monday, August 25

- Board Meeting**
- 8:00 AM Board meeting continues
  - Committee reports and presentation of directives and resolutions
  - Bull session

## Tuesday, August 26

- Board Meeting**
- 7:00 AM Board meeting concludes
  - Voting on directives and resolutions
  - Meeting adjourns

\*Schedule is subject to change.



# 2025 Annual ASA

# FALL FOCUS

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FOCUS ON PROFIT.

August 22–26, 2025  
Columbia, Missouri

Co-hosted by  
Missouri's Simmental  
Breeders



American Simmental Association  
[www.simmental.org](http://www.simmental.org)

## Registration

- ❖ The American Simmental Association is delighted to announce that registration for Fall Focus 2025 is free. However, it is essential for planning purposes that all attendees register in advance. To ensure a smooth event experience, we kindly ask that all attendees register by August 8.
- ❖ Those planning to attend may register at any time by visiting [www.fallfocus.org](http://www.fallfocus.org). A link to book accommodations at the host hotel will be emailed upon completing registration. Please note that the group rate and room block expire on July 29, so we encourage you to register and make your reservations early.

## Questions about Fall Focus?

Contact ASA's Events Team  
at 406-587-4531 or visit  
[www.fallfocus.org](http://www.fallfocus.org).



## The Show-Me State Showcase

### Friday, August 22

Attendees of Fall Focus 2025 can look forward to an engaging and educational experience centered around the latest advancements in the beef industry and Missouri's contributions to those advancements.

### Morning

*Trowbridge Livestock Center, University of Missouri Campus*

Tentative tour highlights and presentation topics to include:

- ❖ Demographics of Missouri's beef industry
- ❖ New Meats Research Laboratory
- ❖ Animal Science research updates including beef-on-dairy and fescue tolerance
- ❖ American Foods Group state-of-the-art processing plant
- ❖ Cooperative marketing seedstock

### Afternoon

*Cattle Visions Bull Collection Facility*

Tentative tour highlights and presentation topics to include:

- ❖ Mizzou's contributions to heat synchronization protocols
- ❖ Show-Me Select Bred Heifer Marketing Program
- ❖ KC Animal Health Corridor
- ❖ Live cattle evaluation in the "Information Age" and cattle display

### Evening

*Warm Springs Ranch*

- ❖ Dinner at Warm Springs Ranch; breeding farm for the world-famous Budweiser Clydesdales

*\*Schedule is subject to change.*





*Attendees partake in Texas field tour during 2024 Fall Focus.*

## Educational Symposium and Recognition Dinner

### Saturday, August 23

Held at the Hilton Garden Inn, attendees will have the opportunity to hear from topic experts as they discuss various aspects influencing the beef industry. The Educational Symposium will take a deep dive into the cow-calf sector, focusing on the balance between genetic efficiency and industry demands. Receiving positive feedback from past years' panel discussions, the panels and opportunity to engage with the experts will again be incorporated into the day.



*Drs. Bryon Wiegand, Dale Woerner, and Ty Lawrence discuss beef carcass dynamics at the 2024 Fall Focus Educational Symposium.*

This year's lineup will feature several faculty members from University of Missouri's well-known Animal Science department, including:

- ❖ Dr. Bryon Wiegand
- ❖ Dr. Jamie Courter
- ❖ Dr. Jordan Thomas
- ❖ Dr. Alison Meyer

And others, including:

- ❖ Dr. Randie Culbertson, Iowa State University
- ❖ Dr. Charley Martinez, University of Tennessee
- ❖ The IGS Science Team
- ❖ And more!

In the evening, the 2025 Lifetime Promoter and Golden Book award recipients will be recognized at the Recognition Dinner and Celebration. The Golden Book award is the Association's highest honor, and each year is awarded to three individuals or organizations that have made significant contributions to the development of the Simmental and Simbrah breeds. All are welcome to attend dinner and celebrate those being recognized.

The American Simmental-Simbrah Foundation will also hold their annual fundraiser. Proceeds from the fundraiser support future Fall Focus events. A huge thank you to those who participate.

## Committee and Board Meetings

### Sunday–Tuesday, August 24–26

Interested attendees are invited to stay and join the ASA Board of Trustees to discuss critical issues within the Activities and Events, Breed Improvement, Growth and Development, Policies and Procedures, and Simbrah Committees. Throughout these meetings, attendees will gain insights from staff presentations and committee reports. The board meeting continues on Monday and Tuesday.

## Accommodations

The conference headquarters are located at the Hilton Garden Inn, 3300 Vandiver Drive, with a block of rooms available August 20–26. The special room rate will be available until July 29, or until the block is sold out, whichever comes first. A link to book your hotel room will be emailed upon completion of your registration.

The Hilton Garden Inn does not offer shuttle service to and from the airport; however, several rideshare companies, including Uber and Lyft, are available in Columbia.



## Local Attractions

Bring the family and extend your trip to visit some of the great local attractions including:

- ❖ Boone County History & Culture Center
- ❖ "The Big Tree" – a 90-foot-tall Bur Oak, over 350 years old
- ❖ MKT Nature and Fitness Trail
- ❖ Historic home of John William "Blind Boone"
- ❖ Local Farmers Markets
- ❖ The Stockyards & Arcade District
- ❖ Rock Bridge Memorial and Finger Lakes State Park

Check out [www.visitcolumbiamo.com](http://www.visitcolumbiamo.com) for more ideas and information.