

# 7<sup>th</sup> Annual ASA Fall Focus 2021

Focus on You.  
Focus on Success.  
Focus on Profit.

August 27–31, 2021  
Denver, Colorado

Co-hosted by



[www.coloradosimmental.com](http://www.coloradosimmental.com)

 **SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association  
[www.simmental.org](http://www.simmental.org)



# ASA Fall Focus 2021

Focus on You. Focus on Success. Focus on Profit.

## Educational Symposium and ASA Board Meeting

DoubleTree Hotel, Denver, CO

### Speakers include

- **Randy Moody**  
Chairman of the ASA Board of Trustees
- **Jonathan Wallace** Denver Nuggets
- **Tim Holt, DVM** Colorado State University
- **Milt Thomas, PhD**  
Colorado State University
- **Mark Enns, PhD** Colorado State University
- **Scott Speidel, PhD**  
Colorado State University
- **Steve Williams** JBS
- **Tony Bryant, PhD**  
Five Rivers Cattle Feeding
- **Randie Culbertson, PhD** ASA/IGS
- **Wade Shafer, PhD** ASA/IGS
- **Alison Van Eenennaam, PhD**  
University of California-Davis

## Thank You Fall Focus Sponsors!

### Platinum



### Silver

Fred Smith Company  
Gateway Simmental  
Gibbs Farms  
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Lassle Ranch Simmentals  
Lehrman Family Simmentals and  
CM Peck Simmentals  
McDonald Farms  
Miller Simmentals  
Promise Land Ranch and  
Little Bitterroot River Ranch  
Russell's Reflected R Ranch  
Select Sires® Inc  
TNT Simmental Ranch

### Bronze

Bill and Penny Zimmerman  
Mark Barnell Land and Cattle Company Nebraska



*Pledges received by 7/11/21*

# General Schedule

## Friday, August 27

### National Western Stock Show

4:00 – 7:00 PM

Colorado Simmental Association welcomes all to see the progress of the National Western Stock Show (NWSS) renovation, live demonstrations of pulmonary arterial pressure (PAP) collection, foot/leg scoring, a cattle display from Colorado Simmental breeders, and a delicious brisket dinner.

All events and dinner will be in the hill cattle stalling area of NWSS' Hall of Education. Watch for gate entrance and parking information.

### Tours of the NWSS

4:00 – 5:00 PM

Guided yards tours, with construction restrictions, will all begin at the hill stalling area.



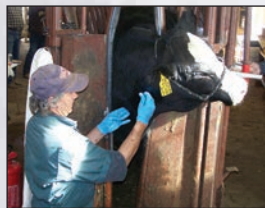
### Live Cattle Demonstrations

4:30 – 6:00 PM

Live demonstrations will rotate every 30 minutes between PAP collection and feet/leg scores.

### PAP Collection

Dr. Tim Holt, world expert in PAP measuring and high altitude disease, will demonstrate a live PAP collection.



### Foot/Leg scoring

Lane Giess will walk through the three recommended scores for feet/legs and work through live cattle to help breeders feel more comfortable scoring their own cattle.



### Cattle Display

4:00 – 7:00 PM

Colorado Simmental Association members are gathering their finest cattle for your viewing pleasure.

### Dinner

6:00 – 7:00 PM

The breeders of the Colorado Simmental Association have arranged a mouth-watering brisket sandwich meal served in the shade.

## Saturday, August 28

### Educational Symposium at the DoubleTree

8:00 AM – 5:30 PM

Join us for a day packed with talks featuring navigating change as a millennial rancher/farmer, pulmonary arterial pressure (PAP), late feedlot heart disease, value added programs and perspectives from a feedlot, selecting cattle for profitability in the feedlot sector, and effective communication with the general public about animal agriculture.

**Evening meal and celebration of last year's and the newest Golden Book Award recipients, Lifetime Promoter recipients, and outgoing ASA trustees at the DoubleTree.**

6:00 PM

## Sunday, August 29

### Board Meeting

8:00 AM – 5:00 PM

Join the ASA trustees to discuss critical issues in each of the five standing committees and hear staff reports in various areas.

Breed Improvement and Activities & Events Committees meet.

Lunch is provided

## Monday, August 30

### Board meeting continues

8:00 AM – 5:00 PM

Committee meetings continue with Simbrah, Growth and Development, and Policies and Procedures

Committee reports and presentations of Resolutions and Directives will follow

Lunch is provided

## Tuesday, August 31

### Board meeting continues

7:00 – 10:00 AM

Voting on resolutions and directives

## Fall Focus 2021 Registration Information

**Pre-registration is required to plan for meals and refreshments.**

**Registration deadline is August 10.**

**[www.fallfocus.org](http://www.fallfocus.org)**

# Educational Symposium

Focus on You. Focus on Success. Focus on Profit.

Saturday, August 28

DoubleTree Hotel, Denver, CO

**8:00 – 8:15 AM**

*Welcome*

Randy Moody,  
chairman, ASA Board of Trustees

**8:15 – 8:45 AM**

*The Millennial Rancher: Progression  
in the midst of cultural change*

Jonathan Wallace,  
Denver Nuggets operations associate

**9:00 – 9:45 AM**

*Understanding Pulmonary Hypertension in  
Cattle in the Context of Arterial Pressures  
(PAP), Brisket Disease, and Late Term  
Feedlot Death*

Tim Holt, DVM, Colorado State University

**9:45 – 10:15 AM**

*Break, and spotlight*

American Simmental-Simbrah Foundation

**10:15 – 11:00 AM**

*Feedlot Heart Disease: What we are  
learning from a study funded by USDA*

Milton Thomas, PhD,  
Colorado State University

**11:00 – 11:45 AM**

*Developing a Phenotype  
for Feedlot Heart Disease.*

Scott Speidel, PhD,  
Colorado State University

**11:45 – 12:30 PM**

*PAP EPD Development  
and Appropriate Use*

Mark Enns, PhD, Colorado State University

**12:30 – 1:30 PM**

*Lunch*

Speaker, Steve Williams, JBS head of  
procurement and sponsor highlight from  
National Corn Growers Association  
and Neogen

**1:30 – 2:30 PM**

*Value-added Programs and  
Opportunities for Feeder Cattle*

Tony Bryant, PhD, Five Rivers Cattle Feeding

**2:30 – 3:30 PM**

*Feed Intake vs Feed Efficiency:  
What should we be selecting for?*

Randie Culbertson, PhD, and Wade Shafer,  
PhD, American Simmental Association

**3:30 – 4:00 PM**

*Break, and spotlight*

Sponsor highlight from Allflex

**4:00 – 5:00 PM**

*Animal Agriculture and Alternative  
Meats: Learning from past science  
communication failures*

Alison Van Eenennaam, PhD,  
University of California–Davis

**5:00 – 5:30 PM**

*Wrap up*

**6:00 PM**

*Evening Social and dinner at the  
DoubleTree*

Honoring the Golden Book and  
Lifetime Promoter Award recipients  
and 2020 retiring ASA trustees



# Meet Your Speakers

## Randy Moody

Little Mountain Farm  
Chairman of ASA Board of Trustees



Randy Moody's Little Mountain Farm, established in 1984, is a Simmental, SimAngus™, and Angus seedstock operation of 60 mature females. His breeding program is exclusively by AI and ET, and utilizes cooperator herds to produce 25–30 additional ET calves annually. Females are marketed through

the Genetic Connection Sale and bulls are mainly sold at the North Alabama Bull Evaluation Sale.

During his tenure on the ASA board he has also served as treasurer, two years as chairman of the Policies and Procedures Committee as well as serving as chairman of the Simbrah Committee one year. Moody has served as president of the Alabama Simmental Association and was co-chair of the Regional AJSA Classic held in Huntsville in 2008. A member of NCBA, he served as president of the Alabama Beef Cattle Improvement Association in 2009 and again in 2018. He holds a BS from the University of Montevallo and is the owner of Randy Moody Associates, a marketing company that specializes in industrial and agriculture spray pumps, controls, and hydraulics.

## Milton Thomas, PhD

Professor and John E. Rouse Chair  
Colorado State University



Dr. Milt Thomas was raised on farms and ranches in Texas and Missouri and received animal science degrees from University of Missouri and Texas A&M University. Dr. Thomas joined Colorado State University in December of 2012 as professor and John E. Rouse Chair of Beef Cattle Breeding and Genetics

in the Department of Animal Sciences. Prior to this position, Dr. Thomas worked in the Department of Animal and Range Sciences at New Mexico State University (1997–2011), where he was involved in breeding Angus, Brangus, and Brahman cattle for the Chihuahuan Desert, which was great experience to prepare for breeding Angus cattle for tolerance to high altitude in Colorado and Wyoming.

Dr. Thomas has published over 500 professional articles as abstracts, experiment station reports, extension articles, and more. Over 100 of these papers were published in peer-reviewed journals. Dr. Thomas has trained more than 30 graduate students and helped more than 30 undergraduate students with honors projects. Dr. Thomas has held several leadership positions within the American Society of Animal Sciences and also completed sabbatical studies in livestock genomics at UC–Davis and CSIRO in Australia.

## Jonathan Wallace

Basketball Operations Associate  
Denver Nuggets



Jonathan Wallace grew up on the family farm in Harvest, Alabama, where he was introduced to skills that would set the foundation for his career.

Wallace accepted an offer to attend Princeton University until his path was rerouted to follow Coach John Thompson III to Georgetown University as a

walk-on for the men's basketball team. Wallace earned a full scholarship by the third game of his freshman year and started every game of his career, was part of four teams that went to the postseason (including three straight NCAA Tournament appearances), won back-to-back Big East Regular Season titles, and a Big East Tournament Championship. He set the record for 3-point makes and ranks third all-time in career starts at Georgetown.

Following his graduation, Wallace embarked on a professional career that took him from the NBA Developmental League to Slovenia, Germany, Belgium, and Africa. When Wallace returned to Georgetown, he served as special assistant to the head coach for both John Thompson III and Patrick Ewing. In 2019, he completed the executive master's in leadership program through Georgetown's McDonough School of Business. He is currently in his second year as operations associate for the Denver Nuggets, where his focus involves player development, NBA draft prep, in-season trades, and organizational management.

Wallace also runs Capshaw Ridge Cattle Company, a cow-calf beef cattle operation using SimGenetics in Harvest, Alabama.

## Scott Speidel, PhD

Associate Professor  
Colorado State University



Scott Speidel is an associate professor of beef cattle breeding and genetics in the Department of Animal Sciences at Colorado State University. Dr. Speidel, a native of southern California, received his undergraduate degree in animal sciences from California State University–Fresno, where he spent much of his

time working with swine and dairy programs. In 2001, he completed his MS in animal sciences at the University of Arizona, specializing in dairy molecular genetics. He received his PhD in breeding and genetics from Colorado State University in 2011.

Dr. Speidel's research interests include the development of models for genetic evaluation of efficiency and adaptability traits in beef cattle.

# Meet Your Speakers

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## Tim Holt, DVM

Professor and Clinical Instructor  
Colorado State University



Dr. Tim Holt graduated Veterinary School in 1988 from Colorado State University. Directly after graduating, he joined a mixed animal practice in the rural mountains of Colorado at 8,000 feet elevation in the town of Gunnison. Dr. Holt remained in this practice for the next 18 years treating any animal that came through the door. Since 1980, Dr. Holt has been measuring pulmonary arterial pressures (PAP) in the western US, and has traveled abroad doing research in the area of bovine high mountain disease and pulmonary hypertension. He has now carried out over 462,000 PAP measurements and continues to utilize this tool in evaluating the heritability of pulmonary hypertension in cattle assisting in sire selection and the development of resistant herds. In 2005, Dr. Holt moved from Gunnison to Fort Collins and joined the faculty at Colorado State University's Veterinary Teaching Hospital. Currently, he teaches at CSU's College of Veterinary Medicine in the Livestock Medicine and Surgery Department where he incorporates the taking of PAP measurements into his teaching. Dr. Holt, in collaboration with others, continues to explore and research the many mysteries of pulmonary hypertension in cattle. One of Dr. Holt's most recent endeavors is studying and evaluating the increase in feedlot cardiac death, and potential tie between bovine high mountain disease and acute cardiac failure.

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## Wade Shafer, PhD

Executive Vice President  
ASA



Wade Shafer grew up in Detroit Lakes, Minnesota, on Shoestring Ranch, a small Simmental, SimAngus, and Charolais seedstock 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 cooperator herds representing another 500+ cows. The ranch sold up to 200 bulls annually.

After selling his cow herd, Shafer joined the Simmental team as the director of Breed Improvement for the American Simmental Association (ASA) in 2003; in 2011, he accepted the position of ASA's chief operations officer. Shafer now serves as executive vice president of ASA.

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## Mark Enns, PhD

Professor  
Colorado State University



Mark Enns grew up working on the family's fourth-generation wheat and cattle operation in northwest Oklahoma. Those early experiences stimulated his interest in livestock and agriculture and led him to undergraduate degrees from Tabor College, and masters and doctorate degrees in animal breeding and genetics from Colorado State University (CSU). After completing his education, he worked two years in New Zealand for Landcorp Farming Ltd, the largest ranching company in the country. At Landcorp, he developed genetic improvement programs for beef cattle, deer, sheep, and goats. After his time in New Zealand, he spent four years at the University of Arizona and then joined the Department of Animal Sciences at CSU in 2001. As a professor at CSU he teaches courses at both the undergraduate and graduate level in animal breeding and genetics, and in livestock production systems; and serves as the director of the Western Center for Integrated Resource Management. His primary research focus is on beef cow adaptability/longevity and genetic improvement in susceptibility to bovine respiratory disease and pulmonary hypertension (e.g., high mountain disease and feedlot heart failure). He has special interest in using multi-trait selection and genetic improvement to better profitability of beef production.

Dr. Enns serves the beef industry through activities with the CSU Center for Genetic Evaluation of Livestock — a center that calculates EPD and performs foundational genetic evaluation research for breed associations and producer groups both nationally and internationally. In addition, he serves on the board of directors for the Beef Improvement Federation as the western region secretary.

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## Steve Williams

Head of Procurement  
JBS USA



Steve Williams, head of cattle procurement for JBS USA, is a leading expert in the cattle feeding and buying sector of the beef industry. He has worked with Continental Grain Company feedlot out of Texhoma, Oklahoma, as well as Monfort Cattle Buyer in Guymon, Oklahoma, before joining the JBS team, where he has been for 24 years. During his time with JBS he has worn many hats, including distribution manager, and cattle buyer for facilities in Cactus, Texas; and Grand Island, Nebraska.



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## Tony Bryant, PhD

Director of Nutrition, Research, and Analytics  
Five Rivers Cattle Feeding



Tony Bryant was born and raised in Amarillo, Texas, where he worked on the family feedlot and farm in the Texas Panhandle and the family cow-calf and stocker ranch in Oklahoma. Dr. Bryant received a BS in agribusiness from West Texas A&M University as well as an MS in ruminant nutrition jointly at West

Texas A&M University and Texas Tech University. He then completed his PhD at Colorado State University in ruminant nutrition and metabolic physiology.

Dr. Bryant started at Five Rivers Cattle Feeding (previously ContiBeef) in 1998 and held various roles such as market analyst; manager of beef programs, operations analysis, and research; and staff nutritionist and manager of research. Most recently, Dr. Bryant has been the general manager of Kuner Feedlot, a 100,000-head feedyard in Kersey, Colorado, where he was responsible for operations, cattle and commodity procurement. He has recently been promoted to the position of director of nutrition, research, and analytics, in which he manages and coordinates the research function for the company conducting research trials in the area of nutrition, growth, and health. Although his role is in the private sector, Dr. Bryant has published in 13 peer-reviewed publications and over 80 internal research trial publications. He remains active in many industry organizations and advisory boards including the National Cattlemen's Beef Association, Texas Cattle Feeders Association, Colorado Livestock Association, Plains Nutrition Council, Beef Industry Food Safety Council, and Boys Club.

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## Randie Culbertson, PhD

Lead Geneticist  
ASA/IGS



Randie Culbertson is a graduate of Colorado State University, where she earned her MS and PhD in animal breeding and genetics. She accepted the position as lead geneticist for International Genetic Solutions (IGS), in November 2019.

Dr. Culbertson spent her childhood on the family's cattle ranch in northern New Mexico. She later attended New Mexico State University where she obtained a BS in animal science. Her master's research project examined the effect of the genetic potential for beef cattle milk production and the ability to remain in production with improved longevity (or stayability). In conjunction with her research, Dr. Culbertson was placed in charge of coordinating test schedules and data collection for CSU's Feed Intake Unit. This work led to her interest in feed intake as a trait. As a result, her doctoral research focused on feed intake in beef cattle and specifically the implementation for genetic improvement.

In addition to her graduate work, Dr. Culbertson conducted several genetic evaluations for new and novel traits for breed associations and cattle producers. Some of the traits she worked on included heifer pregnancy, stayability, and a multi-trait analysis of pulmonary arterial pressure (PAP). The last nine months at CSU, Dr. Culbertson managed and coordinated a USDA grant project examining late feedlot death in cattle. This project studied the effects of PAP on the performance and survivability of fed steers and began to answer some questions about this growing concern.

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## Alison Van Eenennaam, PhD

Cooperative Extension Specialist  
University of California-Davis



Dr. Alison Van Eenennaam is a cooperative extension specialist in the field of animal genomics and biotechnology in the Department of Animal Science at University of California-Davis. She received a bachelor's degree in agricultural science from the University of Melbourne in Australia, and both an MS

in animal science, and a PhD in genetics from UC-Davis.

Her publicly funded research and outreach program focuses on the use of animal genomics and biotechnology in livestock production systems. Dr. Van Eenennaam's current research projects include the development of genome editing approaches for cattle. She has given over 700 invited presentations to audiences globally, and uses a variety of media to inform general public audiences about science and technology. A passionate advocate of science, Dr. Van Eenennaam was the recipient of the CAST 2014 Borlaug and the ASAS 2019 Rockefeller Prentice Award in Animal Breeding and Genetics. Twitter: @BioBeef.

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### Fall Focus 2021 Registration Information

Pre-registration is required to plan for  
meals and refreshments.

Registration deadline is August 10.

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

# Open ASA Board Meeting

Sunday, August 29 – Tuesday, August 31

DoubleTree, Denver, CO

## 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.



## Core Policies

### Science

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Commitment to science and development of the most effective selection tools. Advance ASA in the industry.

### Membership

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Development, registration, and promotion of SimGenetics.

### Youth

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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.

### Collaboration

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Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPD, and monitoring genetic defects.

### Education

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For advancement and profit of our members and their customers.

### Promotion

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Promotion and marketing to enhance our members' market share. Ensure that SimGenetics continues to appeal to the commercial industry.

### Data Growth

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Offer the most advanced genetic evaluation services with the largest database regardless of breed.

### Financial Stability

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ASA will maintain sufficient financial reserves to ensure leadership in the beef industry, funds for continued research and development, and a thriving breed association.

### Services

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Offer programs relating to all beef production segments. Be leaders. Step outside traditional practices and offer opportunities for our members to grow in the industry.



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

# Welcome!

## Sunday, August 29

- Welcome ASA board chairman, Randy Moody
- Approval of the agenda and minutes
- 2022 Fall Focus location, vice chairman, Barry Wesner
- EVP's report, Wade Shafer
- Stats and Measurements, How are We Doing?
- Staff and select committee reports
- Breed Improvement
- Activities & Events

*Lunch is provided but dinner is not included.*

## Monday, August 30

- Committee meetings continue
- Growth & Development
- Policy & Procedures
- Simbrah
- Committee reports
- Staff updates

*Lunch is provided but dinner is not included.*

## Tuesday, August 31

- Voting on Directives and Resolutions
- Bull session and review of the strategic plan
- Adjourn by 10:00 AM



J.W. Brune



Kent Brunner



Chad Cook



Tim Curran



Steve Eichacker



Victor Guerra



Brandon Callis



Tim Clark



Chris Ivie



Clay Lasse



Randy Moody



Tom Nelson



Doug Parke



Dr. Gary Updyke



Greg Walthall



Barry Wesner

## 2021–2022 ASA Board of Trustees

# Standing Committees

## Executive

Randy Moody  
Barry Wesner  
Steve Eichacker  
J.W. Brune  
Tom Nelson  
Wade Shafer (EVP)  
Staff: Linda Kesler

## 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 (Chairman)  
J.W. Brune  
Tim Clark  
Victor Guerra  
Chris Ivie  
Clay Lassle  
Greg Walthall  
Staff: Luke Bowman

## Assets & 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.

Steve Eichacker (Treasurer)  
Randy Moody  
Barry Wesner  
Victor Guerra  
Chris Ivie  
Staff: Linda Kesler, Wade Shafer

## Breed Improvement

All activities which would have a bearing on the improvement of the breed will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulations for new technology, are examples.

Tom Nelson (Chairman)  
Kent Brunner  
Brandon Callis  
Chad Cook  
Tim Curran  
Doug Parke  
Gary Updyke  
Barry Wesner  
Staff: Jackie Atkins

## Growth & Development

Review and recommend to the Board of Trustees new programs or activities which will foster and promote the continued growth and development of the breed and the Association. Functions such as promotion, public relations, member relations, advertising, and the role of the Association within the beef industry will be addressed by this committee.

Barry Wesner (Chairman)  
Brandon Callis  
Tim Clark  
Steve Eichacker  
Tom Nelson  
Doug Parke  
Greg Walthall  
Staff: Chip Kemp

## Foundation Board

Scott Cowger, Chairman (2021)  
Mark Smith (2021)  
Tonya Phillips (2021)  
Bill McDonald (2022)  
Greg Burden (2022)  
Holli Hatmaker (2023)  
Aaron Owen (2023)  
Cathy Eichacker (2021)  
Bob Mullion (2021)  
Brandi Karisch (2021)  
Mike Stoltey (2022)  
Jennifer Tarr (2023)  
Staff: Darla Aegerter, Linda Kesler, Wade Shafer

## Simbrah

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

Greg Walthall (Chairman)  
J.W. Brune  
Brandon Callis  
Victor Guerra  
Tom Nelson  
Doug Parke  
Barry Wesner  
Staff: Luke Bowman

## Trustee Nominating

The vice chairman shall serve as chairman. One trustee from each of the four regions will be appointed to complete the committee. A minimum of two (2) persons for each vacancy on the Board will be presented for consideration as Board nominees. The Board shall then select a nominee whose name shall be placed on the nominating ballot.

Barry Wesner (Chairman)  
Chris Ivie  
Brandon Callis  
Steve Eichacker  
Tom Nelson  
Staff: Linda Kesler

## 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.

J.W. Brune (Chairman)  
Kent Brunner  
Chad Cook  
Tim Curran  
Victor Guerra  
Chris Ivie  
Clay Lassle  
Gary Updyke  
Staff: Sheldon Ross

## Guidelines for Committee meetings

- ◆ 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

- ◆ Moderated by Committee Chair
- ◆ Meetings will follow Robert's Rules of Order
- ◆ Review of previous meeting's minutes





# Thank you Colorado Simmental Association for co-hosting Fall Focus 2021

## CSA Board of Directors:

Jay Hill, president  
Mitchell Jergensen, vice president  
Willie Altenburg  
Mick Meiklejohn  
Ron Mari

Jolynn Midcap  
Susan Russell, secretary, treasurer,  
director and junior advisor  
Paul and Nia Hill, junior advisors

# Thank You!



## Interested in hosting 2023 Fall Focus?

- ◆ Applications accepted through state association affiliation.
- ◆ Preference given to locations tied to a university and/or industry for the educational symposium.
- ◆ 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](http://fallfocus.org).



## Become a sponsor of future Fall Focus events

Contributions may be made to the American Simmental-Simbrah Foundation designated to the Fall Focus.

For more information about sponsoring Fall Focus, please contact Bill McDonald by phone at 540-230-6225 or by email at [info@mcdonaldfarms.com](mailto:info@mcdonaldfarms.com)

### Bronze (Under \$500)

- Name listed in Fall Focus program
- Name included on sponsor poster
- Name on [fallfocus.org](http://fallfocus.org)
- Group photo at the event

### Silver (\$500–\$999)

In addition to the above perks, donors will also receive the following

- Banner ad on [fallfocus.org](http://fallfocus.org).
- Designed poster — 20 x 30 inches
- eNews recognition
- Slide show promotion during breaks

### Gold (\$1,000–\$3,499)

In addition to the above perks, donors will also receive the following

- An article about the donors in *the Register* and online

### Platinum (\$3,500 and above)

In addition to the above perks, donors will also receive

- Ten minutes to address attendees





## Join Us Saturday, August 28 to Honor the Golden Book Award recipients, 2020 retiring ASA trustees and Lifetime Promoters

### Golden Book Award Recipients

**Tom Hook**, Tracy, MN • *August 2021*

**Kevin Thompson**, Almont, ND • *August 2021*

**Parke and Nina Vehslage**, Brownstown, IN • *August 2021*

**Gordon Hodges**, Hamptonville, NC • *January 2021*

**Steve Reimer**, Chamberlain, SD • *January 2021*

**Fred Schuetze**, Granbury, TX • *January 2021*

### Lifetime Promoter Award Recipients

**Larry Martin**, Clinton, IL

**Keith "Sundance" Ruff**, Pleasant Hill, IL

### 2020 Retiring Trustees

**Mike Forman**, Ellensburg, WA

**Gordon Hodges**, Hamptonville, NC

**Tom Hook**, Tracy, MN

**John Griswold**, Stillwater, OK

**Jim Ligon**, Cookeville, TN

**Cliff Orley**, Lebanon, PA

**Fred Schuetze**, Granbury, TX

## Hotel Information

The main meetings and conference headquarters are set at the DoubleTree, 3203 Quebec St, Denver, CO. A block of rooms is reserved for August 26–31. The special room rate will be available until August 1 or until the group block is sold out, whichever comes first.

**Register and book your hotel rooms at**  
[www.fallfocus.org](http://www.fallfocus.org)

**For questions about Fall Focus, contact**  
**Nancy Chesterfield at 406-587-2778.**

## Area Information

Fall Focus is headquartered at the DoubleTree Hotel in Denver, which many of us call home during the National Western Stock Show. In this metropolis at the front of the Rocky Mountain range, local attractions vary from shopping and fine dining to hiking and fishing or experiencing the Denver Zoo or Denver Art Museum. There are several quality seedstock breeders in Colorado, adding to the promise that this will be a Fall Focus to remember.

We will have full access to the ballrooms to ensure plenty of space for attendees. Additional safety precautions will be updated as the event progresses.