



Pres. Willie Altenburg called the 54th annual Colorado Simmental Association annual business meeting to order at 2:15 p.m. Saturday, Oct. 19, 2024 in Loveland, CO. About 20 CSA members were in attendance at the event hosted by Baty Livestock. Cattle viewing preceded the business meeting.

James Dilka moved and Jane Delling-Baty seconded to dispense with the reading and approve the 2023 annual minutes as printed. Motion passed.

Secretary/Treas. Susan Russell shared a printed and verbal financial overview for the fiscal year Oct. 1, 2023, to Sept. 30, 2024. Paul Hill moved, and Chad Cook seconded to approve the fiscal year financial report as presented. Motion passed.

In verbal and printed reports, highlights from the 2024 National Western Stock Show were shared.

Willie Altenburg gave a President's Report, recapping some of the 2024 National Western, plus highlighting the new Phenotype & Genotype show to debut at the 2025 National Western. He also thanked the CSA members for their efforts to host the 2023 Fall Focus, and to Baty Livestock for their generous Foundation backing at the 2024 *The One & Only* sale.

Chad Cook, American Simmental Association western trustee from Colorado, gave the ASA report. His report included the ASA EVP finalist interviews; board elections; AJSA highlights of taking TSU samples at the Junior Nationals; 2024 Fall Focus highlights in TX and the plan for 2025 Fall Focus in MO; the Breed Improvement committee's efforts to have a Hydrops test created; and the proposed policy change on walking bulls needing parental verification being an upcoming membership vote.

Chad was thanked for his service to ASA for the past four years.

CJSA highlights were shared by Paul Hill, which included 2024 Breed Bash and the CJSA annual meeting. He thanked Blake Fabrizio for his service as an AJSA trustee from Colorado, with his term ending in July.

Jason Dias, the 2023 *CSA Herd Builder* recipient, shared his use of the grant, his breeding of the purchased female and his herd plans.

There was no unfinished business.

In new business, Jay Hill and Mitchell Jergensen were thanked for their service including nine consecutive years on the CSA board.

Vice President Jolynn Midcap opened the nominations for three open director seats. Jay Hill and Mitchell Jergensen are term limited. Paul Hill, who was eligible for re-election, was nominated, as well as Jane Delling-Baty and Duane Yearous nominated from the floor. Ken Baty moved and Chad Cook seconded that nominations be closed, and Paul, Jane and Duane be each elected by acclamation for three-year director terms. Motion passed.

Also in new business, Jolynn Midcap thanked her Power Simmental committee and shared some suggestions for potential changes to ramp up ticket sales:

- Power Simmental will mark its 20th year, so a special logo has been designed.
- Six premium sponsors have been secured at \$1,000 each. Plaques of thanks, noting the anniversary, will be made for them.
- A streamlined explanation of Power Simmental is being created with a simple flow chart, and a QR code to lead those interested to the website for detailed information. These will be made into flyers, which will be distributed ringside in the yards, on the selling table and at hill check-in.
- Additional social media promotions are planned.
- Short 30 second- or 1-minute video(s) that explain the event and perhaps feature testimonials of those who have won in previous years will be created. They also will be shared on social media and on a laptop ringside.
- We plan to continue creating a separate display thanking the sponsors, which debuted in 2024.
- The suggestion that CSA offer two or three drawings, rather than just the one drawing for the Power Simmental animal, be offered for the 20th, to have more than one winner. Willie has secured a donated semen tank for a second possible prize. Cash, a blower, clipper, or vaccine cooler were all mentioned as ideas for a third drawing prize. The committee thought the additional chances to win might drive additional \$100 ticket sales and make the 20th more special.
- Ideas from the floor included offering a discount for the breeders nominating more than one bull or heifer by making the second animal a reduced rate; and making different level of sponsors an option so we could secure smaller donations yet recognize those contributions – ie: platinum, gold and silver, or premier and breeder support sponsors. Ideas for potential donors were shared both during and after the meeting.

The committee and board will continue to refine efforts for the People's Choice Power Simmental event.

In other new business, Susan Russell explained that CSA has a surplus of ASA History books. They are currently being used for state prizes and thank you gifts, but she asked if perhaps we need to share them as a breed promotion. Colleges in Colorado who have ag programs, extension offices and FFA chapters were suggested, but membership consensus was to retain some for future recognition.

Jolynn Midcap moved and Nia Hill seconded that CSA try to sell some of the ASA History Books at National Western Stock Show for \$25 each. Motion passed.

Pres. Willie Altenburg announced honors. Awards were presented to:

- *CSA Breeder of the Year* to Bridle Bit Simmentals of Walsh. Willie praised Bridle Bit's exceptional, high selling lots at their 2022 and 2023 All-Terrain production sale, which helped elevate the recognition of the breed. Chad Cook accepted the framed hide on behalf of his family.
- *CSA Youth Education Grants* was awarded to applicants Jason Dias of Ft. Morgan and Bradie Midcap of Wray. Each was given a check of \$500 toward their education. Both are pursuing bachelor's degrees in animal science, at Colorado State University and Texas Tech, respectively.

Susan Russell reviewed the 2025 National Western Stock Show schedule for Simmental, including the ASA board and annual meeting which will return to Denver. She also shared the tentative 2026 National Western schedule, which was just sent. Additional announcements were printed. Dues were accepted.

Paul Hill moved to adjourn. Motion passed. The meeting was adjourned at 4:15 p.m.

Respectfully submitted,



Susan S. Russell, secretary/treasurer