

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

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FOCUS ON PROFIT.

August 22–26, 2025 | Columbia, Missouri

 **SimGenetics**
PROFIT THROUGH SCIENCE
American Simmental Association
www.simmental.org

Co-hosted
—by—



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FOCUS ON PROFIT.

Registration

The American Simmental Association is pleased to offer free registration for Fall Focus 2025. While there's no cost to attend, advance registration is essential for event planning. Please register by visiting www.fallfocus.org. After registering, you'll receive a link to book your accommodations at the host hotel. Note: the group rate and room block will expire on July 29, so we encourage early registration and reservations.

If you have any questions, contact ASA's Events Team at 406-587-4531 or visit www.fallfocus.org



General Schedule

Thursday, August 21

5:00 pm

Registration Desk open

Name badge and program pick-up available until 7 pm

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

Name badge and program pick-up available until tour departure

8:00 am

Show-Me-State Showcase (Missouri field day/tours)

Transportation departs from Hilton Garden Inn at 7:15 am.

7:00 pm

"An Evening with the Clydesdales"

Dinner and Program at Warm Springs Ranch

Transportation departs from Hilton Garden Inn at 6:30 pm.

Saturday, August 23

7:00 am

Registration Desk open

Name badge and program pick-up available

8:00 am

Educational Symposium

6:00 pm

Recognition Dinner and Celebration

Sunday, August 24

8:00 am

Town Hall Meeting

9:45 am

Committee Meetings (Activities & Events, Breed Improvement, Growth & Development, and Policy & Procedures)

3:30 pm

Board Meeting begins

Monday, August 25

8:00 am

Board Meeting continues

Tuesday, August 26

7:00 am

Board Meeting concludes

***The schedule is subject to change.
Detailed schedules for each day can
be found on the subsequent pages.***

The Show-Me State Showcase

August 22, 2025

Friday Schedule

Trowbridge Livestock Center – Mizzou Campus

7:15 am

Transportation departs for Mizzou Campus from Hilton Garden Inn (*meet in hotel lobby*)

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-Puyear, 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: American Foods Group's New Processing Plant at Wright City, MO – Clay Boyles, American Foods Group

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 to the right). Transportation will be provided for both options.

Tour and Event Previews:

Trowbridge Livestock Center

At the Trowbridge Livestock Center, hear from leading University of Missouri Animal Science faculty and learn about the cutting-edge research being done. The Division of Animal Sciences at the University of Missouri is a leader in animal agriculture, focused on excellence in teaching, research, and innovation. Faculty expertise spans reproductive and environmental physiology, ruminant and monogastric nutrition, genetics and genomics, meat science, and livestock production.

Cattle Visions

Immerse yourself in even more learning at Cattle Visions as you hear from industry leaders on key topics shaping Missouri's beef industry. The afternoon will wrap up with a live heifer evaluation presentation and cattle display, giving participants a hands-on look at practical insights into selection and breeding.

Warm Springs Ranch

Warm Springs Ranch is the official breeding farm of the Budweiser Clydesdales. Set on 300+ acres in the heart of Missouri, this modern facility, built in 2008, includes a foaling barn, veterinary lab, and ten pastures with custom shelters. It's home to more than 70 Clydesdales, from foals to stallions.

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, ABS

Following the final presentation and cattle display, attendees will be transported back to the hotel to relax and freshen up before dinner at Warm Springs Ranch.

Warm Springs Ranch

"An Evening with the Clydesdales"

6:30 pm

Transportation departs for Warm Springs Ranch from Hilton Garden Inn (*meet in hotel lobby*)

7:00 pm

Dinner, socializing, and a Missouri Welcome

Thank You Fall Focus Sponsors!

Industry Sponsors



Foundation Fundraiser Sponsors

2024 Cash Cow Fundraiser Contributors

Missouri Sponsors

To Be Announced

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Educational Symposium

Saturday, August 23

Hilton Garden Inn Conference Center

Welcome and Opening Comments

- 8:00 am** Dr. Jon DeClerck, ASA EVP, 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
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- 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

**The schedule is subject to change.*

Meet Your Symposium Speakers

Jackie Atkins, PhD

Director of Science and Education, American Simmental Association; Director of Operations, International Genetic Solutions



Jackie Atkins grew up in Mandan, North Dakota, and became involved with cattle breeding at an early age. Her parents owned a veterinary clinic with a heavy emphasis on beef cattle, and also had their own commercial cow-calf operation. Her father was an early adopter of AI and estrus synchronization, and Atkins spent much of her youth heat detecting, breeding, riding, and fencing, which sparked her interest in cattle and reproduction. She completed her BS in Veterinary Biotechnology at Montana State University, and PhD and Masters in reproductive physiology at the University of Missouri. After graduation, she worked for Dr. Chuck Gue, Belgrade, Montana, as an embryologist for two years. This work involved significant travel, and upon having her first child, Atkins decided to transition.

A call from Dr. Jerry Lipsey led her to begin working on science projects for ASA in 2013. She now serves as ASA's Director of Science and Education. Atkins has been involved in many programs and events, including the Carcass Merit Program, Cow Herd DNA Roundup, and Fall Focus. Atkins is the mother of three girls, Hazel, Ada, and Greta. She spends much of her free time helping with homework, at her girls' events, gardening, and running.

Ryan Boldt, PhD

Lead Geneticist, International Genetic Solutions



Ryan Boldt is a native of northern Colorado, where he grew up on a small family farm. Boldt attended Texas Tech University, earning a BS in animal science. After graduation Boldt attended Colorado State University (CSU), where he earned a MS and PhD. While he was attending CSU his research focused on genetic relationships between fertility and other commonly recorded phenotypes, as well as Bovine Respiratory Disease. Currently, Boldt is the Lead Geneticist for International Genetic Solutions.

Jamie Courter, PhD

Assistant Professor & State Beef Extension Specialist, University of Missouri



Originally from Henderson, North Carolina, Dr. Jamie Courter received a bachelor's degree in Animal Science from North Carolina State University. It was here that her passion for the beef industry began. Following graduation, she went on to obtain a master's degree in Animal

Breeding and Genetics from South Dakota State University. During her tenure there, she interacted with and learned from producers of all ages and backgrounds. Her thesis research was conducted at the US Meat Animal Research Center in Clay Center, Nebraska, working with leading geneticists to advance calculations of genomically enhanced EPD. This knowledge and experience led to her decision to attend the University of Nebraska–Lincoln for a doctoral degree, where she worked to better quantify docility for genetic evaluations.

Following graduation, Courter spent the first five years of her career as a Product Manager and Technical Services Manager at Neogen Genomics. While different titles, both positions had the same goal: to help beef producers better understand the use case and benefits of genomic technology. In the fall of 2023, Courter became the Beef Genetics Extension Specialist for the University of Missouri.

Meet Your Symposium Speakers

Randie Culbertson, PhD

Cow-Calf Extension Specialist & Beef Geneticist,
Iowa State University



Dr. Randie Culbertson spent her childhood on her family's cattle ranch in New Mexico. She received her BS in Animal Science at New Mexico State University and pursued her graduate degrees at Colorado State University, earning her MS and PhD in Animal Breeding and Genetics. Upon completing her PhD in 2019, she accepted a position as the lead geneticist with the American Simmental Association and International Genetic Solutions (IGS). In November 2022, Culbertson joined the faculty at Iowa State University as the Cow-Calf Extension Specialist and Beef Geneticist. In her role at Iowa State, she works with the Iowa Beef Center to execute Extension programming for cattle producers in addition to conducting applied research for beef cattle production.

Victor Guerra

Chairman, ASA Board of Trustees



Victor Guerra, Linn, Texas, owns and operates La Muñeca Cattle Company (LMC) alongside his parents and siblings. LMC runs 100 Simmental and Simbrah cows, and markets genetics private treaty throughout the year, in addition to select consignment sales. Supporting youth is important to the Guerra family, and each year, they sponsor the Simmental-Simbrah Super Bowl held in conjunction with the San Antonio Livestock Show, and hold their own LMC Field Day and Futurity. They also hold an annual LMC and Friends Giving THANKS online sale around Thanksgiving where all the proceeds go to various worthy causes, including youth events. Guerra is an active advocate of Simmental and Simbrah genetics, and participates in a number of promotional activities. He currently serves on the Hidalgo County Farm Bureau Board. Guerra also serves on the Texas FFA Foundation Board of Directors, in addition to a number of other agricultural organizations. Guerra holds a BS in Agricultural Development with an emphasis in Beef Cattle Production from Texas A&M University. Guerra also holds a JD from St. Mary's School of Law in San Antonio and owns Victor G. Guerra, PC.

Jon DeClerck, PhD

Executive Vice President,
American Simmental Association



Dr. Jon DeClerck is a forward-thinking leader with extensive experience in the cattle industry and a lifelong passion for advancing animal science. Holding a PhD in Ruminant Nutrition from Texas Tech University, he has excelled in technical consulting, education, and research. As a Technical Consultant for Purina Animal Nutrition, Dr. DeClerck has advised stakeholders across the beef production cycle in New Mexico, Texas, and Louisiana, combining innovative research with practical solutions to help producers maximize profitability. Previously, he served as a lecturer and livestock judging coach at Texas Tech and Iowa State University, mentoring students and leading multiple national champion livestock and meat evaluation teams. DeClerck has been recognized as a national champion team coach, and is the recipient of numerous industry awards. Raised on a diversified farm near Aledo, Illinois, featuring a Simmental and commercial cow herd, Dr. DeClerck has a deep connection to the breed. A lifelong advocate for Simmental cattle, he is committed to serving the membership and advancing the scientific innovation and growth that have long defined ASA.

Charley Martinez, PhD

Assistant Professor, University of Tennessee



Dr. Charley C. Martinez is an assistant professor and Extension economist in the Department of Agricultural and Resource Economics at the University of Tennessee (UT). He also serves as the Director of the UT Center of Farm Management. His research and Extension programming involves the fields of farm and financial management, experimental economics, livestock and meat market economics, and policy. Martinez received his BS in Agricultural Business and Ranch Management from Texas A&M University-Kingsville, and his PhD in Agricultural Economics from Texas A&M University.

Allison Meyer, PhD

Associate Professor of Nutritional
Physiology/Ruminant Nutrition,
University of Missouri



Dr. Allison Meyer grew up on a purebred Shorthorn operation in central Indiana, where her passion for both science and the beef industry was ignited. Meyer earned degrees at Michigan State University, the University of Missouri, and North Dakota State University, and was on faculty at the University of Wyoming before returning to the University of Missouri in 2013. The Meyer Lab works to improve nutritional management of beef cows and heifers based on scientific understanding of their nutrient partitioning to calves during pregnancy and lactation. This often focuses on the area of "developmental programming," or how environmental influences (such as nutrient intake or balance, health, heat/cold stress) during crucial windows of fetal and early life development affect cattle long-term. One of Meyer's favorite aspects of her career is helping students to realize their interest in research and/or animal nutrition, and she has inspired many students to pursue graduate degrees or careers in this area. Meyer co-teaches undergraduate and graduate nutrition and beef cattle production courses, co-developed a new study abroad program to Ireland, and advises undergraduate students. Additionally, she has worked to increase livestock nutrition education for veterinary students by providing guest lectures and other input.

Bryon Wiegand, PhD

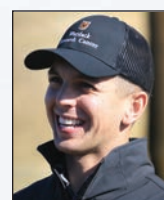
Professor & Division Director of Animal Sciences,
University of Missouri



Dr. Bryon Wiegand is a native of Cairo, Missouri, and is currently Professor of Animal Science at the University of Missouri (MU). He has taught animal products, beef production, and physiology and biochemistry of muscle classes. Wiegand's research focuses on fat quality of food animals as well as pre- and post-natal influencers of growth and body composition. He has served as a technical advisor to the Missouri Association of Meat Processors, supervises the MU Collegiate Meats Judging Team, and oversees operation of the Mizzou Meat Market (a full-line meat processing plant under USDA inspection). In 2015, he assumed the role of State Meats Extension Specialist. Wiegand has been recognized by his peers with multiple national teaching awards, most notably two career teaching honors: the American Society of Animal Science Distinguished Teacher Award, and the American Meat Science Association Distinguished Teacher Award. He was named a Kemper Teaching Fellow at the MU in 2014. Wiegand was appointed as Associate Division Director in Animal Science in 2019 where he was responsible for coordinating research farms and auxiliary units as well as animal science outreach to stakeholders in Missouri and beyond. In 2021, he was appointed Director of the Division of Animal Science.

Jordan Thomas, PhD

Assistant Professor, University of Missouri



Dr. Jordan Thomas is a professor in the College of Agriculture, Food, and Natural Resources at the University of Missouri. Thomas is a Missouri native and University of Missouri alumnus, having earned his PhD in Animal Science in 2017. He maintains an active applied research and teaching appointment focused on the management of forage-based livestock systems. He coordinates the breeding program for research herds across the University of Missouri Agricultural Experiment Station, and he served as the state cow-calf Extension specialist and program advisor to the Show-Me-Select Replacement Heifer Program until 2023. The primary research focus of the Thomas Lab is reproductive management, with expertise in areas such as heifer selection and development, synchronization of the estrous cycle, timed artificial insemination, embryo transfer, and sex-selection technologies. Additionally, Thomas is a collaborating faculty member at the National Center for Applied Reproduction and Genetics, contributing to interdisciplinary research and outreach efforts in the sustainable management of beef cattle production systems.

Recognition Dinner & Celebration

Saturday, August 23, at 6:00 pm

An evening to honor the Golden Book Award and Lifetime Promoter Award recipients.

Golden Book Awards

Erroll & the late Gayle Cook, Bridle Bit Simmentals, Walsh, CO

Erroll and Gayle Cook were some of the very early breeders of Simmental cattle in Colorado with ASA number 4086, issued in 1974. Erroll was manager of Achilles Cattle Company and managed the artificial insemination company from the Colorado State University (CSU) bull stud. He managed the CSU bull stud and collected some of the very early Simmental bulls such as Parisien, Galant, and LaCombe Achilles. He and Gayle were instrumental in the formative years of Colorado Simmental Association (CSA), with Gayle serving as the association's secretary/treasurer for about eight years. Erroll served on the Colorado Simmental Board and served several terms as president.

Erroll and Gayle raised three sons, Brent, Chad, and Brad, while establishing a renowned herd of Simmental cattle known for the single brand, Bridle Bit. The second and third generations are the driving forces in their ranch operations today, and they have ramped up their breeding program to focus on economically relative traits, but Erroll remains at the helm. Erroll's influence on the Simmental breed in Colorado and beyond has been significant.

Darrell Stiles, Cushing, OK

Darrell Stiles has had a long career in the Simmental breed and beef industry. After graduating from Oklahoma State University, Darrell was one of the first instructors to teach farmers and ranchers how to artificially inseminate (AI) their own cows. He was also an early pioneer for the Simmental breed. Through a partnership called Sunflower Simmentals, Darrell helped import semen on the first four Simmental bulls used in the US: Fern, Capitan, Bismark, and Parisien. Through cooperator herds, the group accelerated the use of Simmental genetics in the US.

In the spring of 1969, Darrell returned to his family's Cabin Creek Farms in Oklahoma. The following year, he and his wife, Billie, received their first ten weaned halfblood Simmental heifers from their partnership with Sunflower Simmentals, which started their own Simmental herd. This became a highly successful Simmental business, which is still in operation today. Now in his mid 80s, Darrell continues to AI the family's cows. Darrell inspired a love and appreciation of Simmental cattle and agriculture in every generation that has come after him.

Lifetime Promoter Awards

Terry Burks, Scottsville, KY

Terry Burks is a respected and revered member of the livestock industry. He was a member of the American Junior Simmental Association from the beginning until he aged out, and has since had a robust career in the industry. Terry has judged roughly 1,300 junior and open shows in 43 states.

Terry is well versed in the Simmental breed's early years and history. For those who follow Terry's Facebook, he makes weekly promotional and education posts for the Simmental breed, adding pictures of show winners, along with their pedigree and history. His lifelong passion for the Simmental breed and larger beef industry have had a positive impact on countless youth, and he is respected by peers across the country.

Warren Garrett, Comanche, TX

Warren Garrett is a lifelong promoter of the Simmental breed. He led the Texas Simmental-Simbrah Association (TSSA) and was foundational in its growth during the 1980s and 1990s. His leadership was instrumental in growing the state's membership, increasing sales, and improving the acceptance of SimGenetics throughout the region.

Warren has mentored many breeders throughout his career, and is often sought out for sound advice. He has also helped many youth, serving on the TSSA scholarship committee, and ensuring that the TSSA's activities always included young breeders. As a photographer, he has helped many breeders showcase their cattle.

Open ASA Board Meeting

Sunday, August 24 – Tuesday, August 26

Hilton Garden Inn Columbia

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

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

Membership

Development, registration, and promotion of SimGenetics.

Youth

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

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

Education

For advancement and profit of our members and their customers.

Promotion

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

Data Growth

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

Financial Stability

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

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.



Join Trustees and staff in open discussion relating to ASA programs via the town hall meeting, committee meetings, and board meeting. All are welcome and encouraged to attend.

Sunday, August 24

- ♦ Town hall meeting
- ♦ Committee meetings
 - ♦ Activities & Events
 - ♦ Breed Improvement
 - ♦ Growth & Development
 - ♦ Policies & Procedures
- ♦ Board meeting
 - ♦ Approval of agenda and minutes
 - ♦ Chairman's report
 - ♦ EVP's report
 - ♦ Financial report
 - ♦ Foundation report
 - ♦ Stats and measures presentation

Lunch will be provided; dinner is on your own.

Monday, August 26

- ♦ Committee reports and presentation of directives and resolutions
- ♦ Bull session

Lunch and dinner are on your own.

Tuesday, August 27

- ♦ Voting on directives and resolutions
- ♦ Meeting adjourns

**The schedule is subject to change.*

2025–2026 ASA Board of Trustees



Back row left to right: Ryan Thorson, Jon DeClerck (EVP), Scott Trennepohl, Mark Smith, Troy Marple, Matt Aggen, Greg Walthall, Greg Burden, and Quin LaFollette
 Front row left to right: Chad Cook, Victor Guerra, Maureen Mai, Brandi Karisch, Tim Clark, and Chris Ivie
 Not pictured: Joseph Hensgens and Loren Trauernicht

Standing Committees

Executive

Victor Guerra, Chairman
 Ryan Thorson, Vice-Chairman
 Scott Trennepohl, Treasurer
 Troy Marple
 Quin LaFollette
 Jon DeClerck, PhD (EVP)
 Staff: Luke Bowman

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.

Greg Burden, Chairman
 Matt Aggen
 Tim Clark
 Victor Guerra
 Chris Ivie
 Brandi Karisch
 Maureen Mai
 Mark Smith
 Greg Walthall
 Staff: Mia Bayer

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.

Scott Trennepohl, Treasurer/Chairman
 Greg Burden
 Victor Guerra
 Chris Ivie
 Greg Walthall
 Jon DeClerck, PhD (EVP)
 Staff: Luke Bowman

Breed Improvement

All activities that 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.

Quin LaFollette, Chairman
 Chad Cook
 Victor Guerra
 Joseph Hensgens
 Troy Marple
 Ryan Thorson
 Loren Trauernicht
 Scott Trennepohl
 Staff: Jackie Atkins, PhD

Foundation Board

Randy Moody, Chairman
 Chris Beins
 Scott Cowger
 Lori Eberspacher
 Cathy Eichacker
 Carrie Horman
 Aaron Owen
 Kelly Schmidt
 Jennifer Tarr
 Adrienne Trennepohl
 Barry Wesner
 Staff: Mia Bayer

Growth & Development

Review and recommend to the Board of Trustees new programs or activities that 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.

Brandi Karisch, Chairwoman
 Chad Cook
 Victor Guerra
 Joseph Hensgens
 Quin LaFollette
 Mark Smith
 Ryan Thorson
 Loren Trauernicht
 Staff: Kathy Shafer

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.

Troy Marple, Chairman
 Matt Aggen
 Greg Burden
 Tim Clark
 Victor Guerra
 Chris Ivie
 Maureen Mai
 Scott Trennepohl
 Greg Walthall
 Staff: Sheldon Ross and Luke Bowman

Guidelines for Committee meetings

- ♦ Moderated by Committee Chair
- ♦ Meetings will follow Robert's 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

Simbrah

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

Joseph Hensgens, Chairman
 Greg Burden
 Victor Guerra
 Chris Ivie
 Brandi Karisch
 Troy Marple
 Mark Smith
 Scott Trennepohl
 Greg Walthall
 Staff: Luke Bowman

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 one (1) 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.

Ryan Thorson, Chairman
 Tim Clark
 Brandi Karisch
 Quin LaFollette
 Greg Walthall
 Staff: Luke Bowman and Sheldon Ross

ASA Publication Board

Ryan Thorson, Chairman
 Scott Trennepohl, Vice-Chairman
 Victor Guerra
 Quin LaFollette
 Troy Marple
 Jon DeClerck, PhD (EVP)
 Staff: Callie Cooley, Business Manager

Hotel Information

Conference Headquarters: Hilton Garden Inn Columbia
(3300 Vandiver Dr, Columbia, Missouri)

Room rate: \$129

The hotel block closes July 29. To make your room reservation, follow the link provided in the confirmation email received upon registering for Fall Focus.



Travel Information

The Columbia Regional Airport is conveniently located about 15 minutes from the conference headquarters. 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.

For further information about visiting the Columbia area, spend some time at www.visitcolumbia-mo.com. You'll find attractions from art to history, recreation, shopping, and more. Bring the family and extend your trip to visit some of these 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
- ◆ The Stockyards & Arcade District
- ◆ Rock Bridge Memorial and Finger Lakes State Park



Sponsorship Opportunities

Those who contribute to the American Simmental-Simbrah Foundation (ASF) fundraiser held during Saturday evening's Recognition Dinner will be recognized as sponsors of Fall Focus 2026.

Consider supporting this important event! Can't attend in person but want to show your support? Contact Cathy Eichacker at 605-421-1138 or Mia Bayer at 715-573-0139.

