6th Annual
ASA Fall Focus 2019
August 23-27, 2019
Manhattan, Kansas

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

Co-hosted by the
Kansas Simmental Association
American Simmental Association

www.kansas-simmental.com
www.simmental.org
ASA Fall Focus 2019
Focus on You. Focus on Success. Focus on Profit.

Educational Symposium and ASA Board Meeting

Hilton Garden Inn and Manhattan Conference Center • Manhattan, Kansas

### Speakers include

- **Gordon Hodges**, Chairman, ASA Board of Trustees
- **Dr. Michael Dikeman**, Kansas State University
- **Dr. Bob Weaber**, Kansas State University
- **Dr. Megan Rolf**, Kansas State University
- **Dr. Jennifer Bormann**, Kansas State University
- **Charly Cummings**, Superior Livestock Auctions

- **Craig Uden**, Darr Feedlot, Inc.
- **Dr. Ken Odde**, Kansas State University
- **Coach Bill Snyder**, retired KSU football coach, *(Saturday Lunch)*
- **Dr. Kenneth Burton**, National Bio and Agro-Defense Facility Coordinator, *(Sunday Lunch)*
- **Panelists**: Dr. Bob Hough, Dr. Scott Schaake, Donnell Brown, Tim Smith, and John Griswold
- **Various ASA Staff**

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### Thank you!

to the Fall Focus Sponsors!

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### Platinum
- Allflex®
- GeneSeek®
- Kansas Simmental Association

### Gold
- Fred Smith Company
- Kenner Simmental Ranch

### Silver
- Gateway Simmental
- Genex™
- Gibbs Farms
- Lehrman Family Simmentals
- McDonald Farms
- Miller Simmentals
- Moly Manufacturing, Inc.
- Select Sires®, Inc.
- STgenetics®
- TNT Simmental Ranch
- Trinity Farms

### Bronze
- Mark Barnell Cattle Company
- One Penny Ranch

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Pledges received by 7/11/19
General Schedule

Friday, August 23
Local Simmental Seedstock Operation
Self-Guided Tours
Several breeders live within 60 miles of Manhattan, KS, including River Creek Farms, Irvine Ranch, Hofmann Simmentals, Klein Ranch, Cow Camp Ranch, Sunflower Genetics, and Rock Creek Ranch. These breeders welcome visitors for tours and conversation.

Herdbook Tutorial Session
Afternoon, 2:00 pm - 4:00 pm at the Manhattan Conference Center, Flint Hills/Kings Ballroom
Learn efficient tips and procedures to get the most out of your data in Herdbook.org.

Cattle display and evening meal ($10)
6:00 pm - 9:00 pm at the Stanley Stout Center
Join us for an evening of Simmental breeders, brats and burgers. Several breeders will have cattle on display and a meal ($10 fee) will be served. Pre-registration is requested to help with meal planning.

See a selection of cattle from the following breeders:
- Brooks Simmentals, Manhattan, KS
- Cline Simmentals, Onaga, KS
- Dikeman Simmentals, Manhattan, KS
- Kansas State University Purebred Beef Unit, Manhattan, KS
- Schaake Farms, Manhattan, KS

Directions from Hilton Garden Inn to the Stanley Stout Center: South of the hotel, turn left on Fort Riley Blvd and follow around to the north/northwest. This will then become Tuttle Creek Blvd. Go north about 3 miles, turn left on Kimball Ave, then turn right at the stoplight by the fire station. In about ¼ mile, turn right (opposite the Sheep and Goat Center) and follow around to the right to Stanley Stout Center.

Contact Michael Dikeman at 785-770-2977 with questions.

Saturday, August 24
Educational Session at the Manhattan Conference Center, Grand Ballroom
8:00 am – 5:30 pm
Evening meal and social at the Flint Hills Discovery Center hosted by the Kansas Simmental Association
6:00 pm

Sunday, August 25
Interactive committee meetings and staff presentations
8:00 am – 5:00 pm
Join the ASA Trustees to discuss critical issues in Breed Improvement and Growth and Development Committees and hear staff reports on various topics.

Lunch is provided

Guest speaker Dr. Kenneth Burton, National Bio and Agro-Defense Facility Coordinator and Dr. Mike Heaton, USMARC

Ice Cream Social from Call Hall after the Board meeting adjourns for the day

Monday, August 26
Board meeting continues
8:00 am – 5:00 pm
Committee meetings continue with Activities and Events, Policy and Procedures, and Simbrah. Committee reports and presentations of Resolutions and Directives will follow. All are invited to stay.

Lunch is provided

Tuesday, August 27
Board meeting continues
7:00 am – 10:00 am
Voting on resolutions and directives

Fall Focus 2019 Registration Information
Pre-registration is required to plan for meals and refreshments.
Registration deadline is August 14.
www.fallfocus.org
# Educational Session Schedule

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

**Saturday, August 24**

Grand Ballroom, Manhattan Conference Center

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
</tr>
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<tbody>
<tr>
<td>7:30 am – 8:00 am</td>
<td>Packet pick-up and registration</td>
</tr>
</tbody>
</table>
| 8:00 am – 8:15 am | **Welcome**  
Gordon Hodges, ASA Chairman of the Board of Trustees                                                  |
| 8:15 am – 8:30 am | **Opening Comments**  
Dr. Michael Dikeman, Kansas State University                                                               |
| 8:30 am – 9:30 am | **Session I:**  
**Moderated by Dr. Lauren Hyde**  
**Genetics of Fertility**  
Drs. Bob Weaber, Megan Rolf, and Jennifer Bormann, Kansas State University                                |
| 9:30 am – 10:30 am | **Novel Trait Advancements**  
Drs. Bob Weaber, Megan Rolf, and Jennifer Bormann, Kansas State University                                |
| 10:30 am – 11:00 am | **Break**  
Sponsor spotlight from Allflex®                                                                          |
| 11:00 am – 12:00 pm | **Session II:**  
**Moderated by Dr. Jackie Atkins**  
**New developments in IGS Multi-breed Genetic Evaluation**  
ASA and IGS Science Team                                                                                    |
| 12:00 pm – 1:30 pm | **Lunch**  
Sponsor highlight from GeneSeek® and guest speaker, Coach Bill Snyder, retired KSU football coach        |
| 1:30 pm – 2:30 pm | **Session III:**  
**Moderated by Dr. Wade Shafer**  
**Panel Discussion: The Showring’s Role in the Beef Industry**  
Panelists include: Dr. Bob Hough, Dr. Scott Shaake, Donnell Brown, Tim Smith, and John Griswold          |
| 2:30 pm – 3:00 pm | **Break**                                                                                               |
| 3:00 pm – 3:30 pm | **Session IV:**  
**Moderated by Chip Kemp**  
**How to Help Commercial Cattle Operations be Successful**  
Charly Cummings, Superior Livestock Auctions                                                                |
| 3:30 pm – 4:00 pm | **Feedyard Perspectives, Recipe for a Profitable Feeder Calf**  
Craig Uden, Darr Feedlot                                                                                  |
| 4:00 pm – 5:00 pm | **Lessons Learned from Feeder Calf Market Data**  
Dr. Ken Odde, Kansas State University                                                                       |
| 5:00 pm – 5:15 pm | **Wrap up**                                                                                              |
| 6:00 pm | **Evening Dinner and Social at the Flint Hills Discovery Center**                                        |
Kansas Simmental Association
to host Fall Focus Social and Dinner
Saturday, August 24, 6:00 pm

Some of the earliest users of Simmental semen in the US were Kansas breeders, including Kansas State University’s purebred beef unit. The Kansas Simmental Association (KSA) was one of the first state associations formed. Many of the current Kansas Simmental breeders could be described as ‘blue collar’ breeders who focus on performance and breeding cattle that work for the commercial beef cattle industry. Three Kansas breeders have served as Chairman of the Board of Trustees and there has been an ASA Board of Trustees member from Kansas nearly every year in ASA’s 50-year history. Seven Kansas breeders have been selected as World Simmental-Fleckvieh Federation Golden Book Award recipients. Numerous sires in AI studs over the years have been bred by Kansas Simmental breeders.

The KSA is excited to host the 2019 ASA Fall Focus.

Located just footsteps from the Hilton Garden Inn, Saturday night’s evening dinner and social will be hosted by the KSA at The Flint Hills Discovery Center, an interactive, science, history and cultural museum dedicated to the last remnants of the tallgrass prairie.
Gordon A. Hodges
ASA Chairman of the Board
Owner/Operator Pineview Farms
Genetic and Marketing Manager, Gibbs Farms
Hodges, who has served on the ASA Board of Trustees twice, once in 1990 and again starting in 2014, has been breeding Simmental cattle since 1970. He is the owner/operator of Pineview Farms, with a SimAngus™ and Simmental seedstock herd of 60 cows, located at the base of the Appalachian Mountains, while also serving as Genetic and Marketing Manager for Gibbs Farms, a SimAngus and Simmental operation of 800 head at Ranburne, Alabama.
An experienced sales manager, he has been an active member and officer in the North Carolina Simmental Association. As an ASA Trustee, he was chairman of the Breed Improvement Committee and was involved in the FOCUS 2000 Conference and implementation of Multi-breed EPDs. He holds a B.S. in Animal Science and Agricultural Education from North Carolina State University. Hodges and his wife, Melissa, are the parents of two grown children, Spencer, 32; Juliana, 28; and grandparents of two-year-old Sloane.

Michael Dikeman, Ph.D.
Professor Emeritus
Kansas State University
A native Kansan, Dr. Michael Dikeman held a meat science teaching and research position at K-State for 42 years. Dikeman began breeding Simmentals in 1971 and has served as the president of the Kansas Simmental Association and advisor to the Kansas Junior Simmental Association. He served six years on the ASA Board of Trustees and is a past recipient of the World Simmental-Fleckvieh Federation Golden Book Award. In addition, Dikeman co-led the NCBA-funded tenderness project with Dr. John Pollock. This research led to the development of EPDs for tenderness (shear force) published by ASA. Dikeman and his wife, Earline, have a son and daughter, and are grandparents to one grown granddaughter and new twin grandchildren.

Bob Weaber, Ph.D.
Professor and Extension Specialist
Kansas State University
Dr. Bob Weaber joined the Department of Animal Sciences and Industry at Kansas State University in August 2011 as Cow-Calf Extension Specialist and faculty coordinator of K-State’s Purebred Unit. Weaber also serves on the faculty management team for K-State’s Beef Cattle Institute. Weaber serves as central regional secretary of the Beef Improvement Federation, is a co-coordinator of the National Beef Cattle Evaluation Consortium education programs and has served as a member of the National Cattlemen’s Beef Association Policy Division Board of Directors. The focus of his extension and research programs have been to broaden the availability, use and understanding of genetic selection tools (Expected Progeny Differences, DNA markers and selection indexes) as well as performance data collection schemes implemented by cattle producers.
Weaber and his wife, Tami, and their young children, Maddie, Cooper and Wyatt, reside near Wamego, KS.

Megan Rolf, Ph.D.
Assistant Professor of Animal Breeding
Kansas State University
Dr. Megan Rolf was raised on a cow/calf operation in east central Kansas and has been involved with livestock her entire life. She received a bachelor’s degree in animal science at Kansas State University and a M.S. degree in animal science at the University of Missouri-Columbia. She also earned her Ph.D. in Genetics at the University of Missouri, where her research focused on the implementation of genomic evaluations in crossbred beef cattle. After graduation, Rolf was on faculty at Oklahoma State University for four years, where she served as a state extension beef specialist. She joined the faculty at Kansas State University in 2016 as an Assistant Professor of Animal Breeding with a 60% research and 40% teaching appointment. She currently teaches genetics and maintains an active research program in the use of genomics for genetic improvement in livestock.
Bob Hough, Ph. D.
Former CEO, RAAA and EVP, NALF
Freelance writer and author of several books including Simmental’s American Journey

Dr. Bob Hough served as Red Angus Association of America’s (RAAA) Executive Director for 10 years. His other experience includes managing an Angus operation, serving as an Extension specialist, and as the Executive Vice President for Limousin. He is now retired and a freelance writer. He has authored three books: Simmental’s American Journey, Breeds of Cattle, and The History of Red Angus. He also is a regular contributor to the Western Livestock Journal with articles specializing on genetics. He posts weekly cattle history lessons on social media regarding ideal cattle type over time. Hough has coached intercollegiate livestock judging teams; served on the management committee for the National 4-H Livestock Judging Contest for 24 years; and served as a beef official at the Eastern States, Houston, and Louisville intercollegiate livestock judging contests. He also has judged shows in 15 states, four Canadian provinces, as well as Brazil and Paraguay and was the superintendent of the Eastern States Intercollegiate Livestock Judging Contest.

Tim Smith
Immediate past Chairman ASA Board of Trustees
Owner/Operator Smith Genetics

Tim Smith, ASA’s Immediate-past Chairman of the Board of Trustees, has served on the Board since 2012, previously served as Treasurer on the Executive Committee and as Chairman in 2018. Smith is the owner/operator of Smith Genetics, Giddings, Texas. He has been affiliated with Simmental and Simbragh cattle for more than 35 years. His operation includes 300 Simmental, Simbragh, 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 Simbragh-Simmental Superbowl, hosts and coordinates the Synergy Sale and Showcase, and 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.

Scott Schaake, Ph.D.
Associate Professor
Beef Cattle Production and Management
Kansas State University

Dr. Scott Schaake was raised on a cow-calf ranch/row crop operation near Lawrence, Kansas. He graduated from Kansas State University in 1984 with a B.S. in Animal Sciences and Industry. He earned his M.S. at Clemson University and Ph.D. at the University of Kentucky, specializing in Meat Science. He served as the coach of the Kansas State Livestock Judging Team from 1992 to 2013, leading his teams to five consecutive national championships during his tenure. Schaake has judged livestock shows in 40 states, Canada, Mexico, and South America. He and his wife, Kandi, live in Westmoreland, Kansas, where they manage more than 80 head of registered Simmental cattle. Their program utilizes an extensive AI and ET program designed around successful, proven cow families. They take pride in building their herd around cattle that are sound, functional, and display genetic excellence not only in the show ring, but most importantly when put in production. His children: Shane, his wife, Melissa, and Shilo remain actively involved in the growth of Schaake Farms, and assist with the marketing of their genetics.

John Griswold
Griswold Cattle, Stillwater, OK
ASA Trustee

Griswold Cattle runs registered Simmental, Angus, and Maintainer cows. They hold two annual sales, selling 400 females in December, and 200 bulls and several females each April. They market semen on their herd sires and genetics across the US, and sell fed steers, depending on the cattle market. Griswold has been involved in many aspects of the business, which shapes his decisions as a seedstock producer. He recently completed a three-year term on the American Maine-Anjou Association Board and was elected to the ASA Board of Trustees in 2018. Griswold grew up in Wisconsin on a third-generation cattle operation. His family sold their farm and came to Oklahoma when Griswold was 17.

Griswold graduated from Oklahoma State University, and while there he started acquiring cattle that he knew he could make a base out of. He loved Stillwater and decided to stay and started out by purchasing 30 acres. He slowly built his cow herd and ranch. In 2001, Griswold and his brother Greg purchased 1,300 head from Birkland’s of Dupree, South Dakota. They spent 11 years in Dupree before dispersing those cattle to focus more on the cattle that resided in Oklahoma. Griswold and his wife, Jeannie, have three children: Maggie, Garrett, and Jack.
Meet Your Speakers

Donnell Brown
Owner/Manager
R.A. Brown Ranch, Throckmorton, TX

Donnell Brown and his wife Kelli are the fifth generation to own and manage the R.A. Brown Ranch in Throckmorton, TX, a family business since 1895. They raise registered SimAngus™, Red Angus, and Angus cattle and sell 800 bulls annually as well as registered and commercial females in their auctions every March and October.

Donnell has served in a strategic planning capacity for four different breed associations as well as the National Cattlemen's Beef Association. He has served two terms as Chairman of the IGS Joint Technical Advancement Committee. He has been a PTP judge for many years and has judged several Regional Classics and the ASA National Pen Show in Denver on two occasions. He was the first to use EPDs in judging the National Angus Show in Louisville, KY and in Australia. In 2017, he served as President of the Beef Improvement Federation. Donnell and his wife, Kelli, both served as National FFA Presidents. Kelli also served as President of the Red Angus Association of America.

They are blessed with two sons, Tucker and Lanham, who have joined them in their family ranching business. Together they are living their dream of raising cows, kids, and Quarter Horses.

Charly Cummings
Auctioneer
Superior Livestock Auctions

Charly Cummings is a native of southeast Kansas. He grew up helping his parents on the farm and his uncle with his local household farm auction business. Cummings soon discovered that bid calling was something that came naturally to him. With the encouragement of his uncle, he attended the World Wide College of Auctioneering in Mason City, Iowa at age 15. He continued to assist his uncle and increasingly took part in the bid calling as his skills improved.

Cummings has a love for cattle and so his auctioneering profession took him to the sale barn. He started selling at age 21 at the Eureka Livestock Auction in Eureka, Kansas. Since then he has auctioneered at several area livestock barns including Fort Scott Livestock Market, Anderson County Sales, Mo-Kan Livestock Market, SEK Livestock, Coffeyville Livestock Market, and many others throughout Kansas and the Midwest. In 2011 he started working for Superior Livestock Auction as a representative for livestock buyers and sellers in the area. In 2012, Cummings reached his ultimate goal of being a full-time auctioneer for Superior and has been able to travel all over the US to represent the largest livestock auction in the country.

Charly is a steward to all facets of the live-stock marketing world and enjoys educating about the importance of value-added programs to producers, and considerations when preparing to market their cattle. Charly is an advocate for the auction method of marketing and keeping true price discovery as the focus of selling cattle on any day.

Jennifer Bormann, Ph.D.
Professor Quantitative Genetics
Kansas State University

Originally from Muscatine, IA, Dr. Jennifer Minick Bormann grew up with horses and Shorthorn cattle. She earned a B.S. in Animal Science from Iowa State University in 1997, an M.S. in Animal Science from Oklahoma State University in 1999, and a Ph.D. in Animal Breeding and Genetics from Iowa State University in 2004. She joined the faculty at Kansas State University in 2004 with a 75% teaching and 25% research appointment. Bormann specializes in beef breeding and genetics and has worked on a number of projects, including collaborations with NCBA and breed associations. Currently, she teaches Genetics, Animal Breeding Principles, Advanced Animal Breeding, Equine Genetics and Introductory Horse Lab, and advises undergraduate students.

Craig Uden
Darr Feedlot, Inc.
Past NCBA President

A fourth-generation cattlemaster from Elwood, NE, Craig Uden has always been active in helping shape the ever-challenging and changing beef industry. Uden is a partner in Darr Feedlot Inc., a commercial cattle feeding operation in central Nebraska, and is currently serving as NCBA Past President. Uden and his wife, Terri, also own and manage three commercial cow-calf operations.

Craig and Terri have a daughter, Blair, who is involved in agribusiness and she and her husband own a registered Red Angus operation in Minnesota. His son, Andrew, and his wife work on the family operation helping oversee the cow-calf operation. In addition, Andrew works with his own high-tech animal information company.

Jennifer Bormann, Ph.D.
Professor Quantitative Genetics
Kansas State University

Originally from Muscatine, IA, Dr. Jennifer Minick Bormann grew up with horses and Shorthorn cattle. She earned a B.S. in Animal Science from Iowa State University in 1997, an M.S. in Animal Science from Oklahoma State University in 1999, and a Ph.D. in Animal Breeding and Genetics from Iowa State University in 2004. She joined the faculty at Kansas State University in 2004 with a 75% teaching and 25% research appointment. Bormann specializes in beef breeding and genetics and has worked on a number of projects, including collaborations with NCBA and breed associations. Currently, she teaches Genetics, Animal Breeding Principles, Advanced Animal Breeding, Equine Genetics and Introductory Horse Lab, and advises undergraduate students.
Ken Odde, Ph.D., D.V.M.
Professor
Kansas State University

Ken Odde has spent his career serving the animal industry including serving as head of K-State’s Department of Animal Sciences and Industry from 2007-2018. During his tenure as department head, undergraduate enrollment grew from 793 students in 2007 to 1,226 students in 2017 while also increasing faculty and research productivity. Under his leadership, $32 million in new and renovated facilities were added to the department.

Odde earned a bachelor’s degree at South Dakota State University prior to serving as an officer and platoon leader in the U.S. Army. He later obtained a master’s degree and then simultaneously completed veterinary and doctoral degrees at Kansas State University.

Dr. Odde initiated the Superior Livestock Database in 1995. The database now includes 24 years of continuous data, providing for research capacity to better understand trends in factors influencing feeder cattle value.

Odde and his wife, Arlene, maintain active roles in the management of their South Dakota ranch. The couple has three grown children and six grandchildren.

Kenneth Burton, D.V.M.
Coordinator
National Bio and Agro-Defense Facility

Dr. Ken Burton received a B.S. degree in Biology and a D.V.M. degree from Kansas State University. Prior to employment at K-State in 2010, he owned and operated the Lyons Veterinary Clinic in Lyons, Kansas, providing rural Rice County residents with companion-animal and food-animal production veterinary medicine and surgery for 29 years. Until October of 2018, Burton served as the Director of Project Coordination for the Biosecurity Research Institute at Kansas State University. Burton also served as Program Director for the National Agricultural Biosecurity Center (NABC) at Kansas State from 2010 to 2018. He served as principal investigator and co-principal investigator on multiple projects involving trans-boundary animal disease response planning, training, and education at the state and local levels.

In October 2018, Burton became the National Bio and Agro-Defense Facility Coordinator for the USDA Animal and Plant Health Inspection Service. He is a member of the USDA NBAF transition leadership team, coordinating the move of programs from the retiring Plum Island Animal Disease Center in New York to the new NBAF facility in Manhattan, Kansas.

Bill Snyder
Former Football Coach
Kansas State University

The winningest coach in the history of Kansas State football with a 215-117-1 record, Bill Snyder left Kansas State as the 20th winningest coach in FBS history and currently ranks second among active FBS coaches in wins. Under Snyder, Kansas State was the third-winningest program in the Big 12 with 104 total league wins since the league was formed in 1996.

In all, Snyder led K-State to 19 of the school’s 21 all-time bowl appearances, won two conference titles, achieved two No. 1 national rankings, coached players who received a total of 214 All-America honors, 13 Academic All-Americans, was a five-time national coach of the year and seven-time conference coach of the year and also became just the fourth active coach to be inducted into the College Football Hall of Fame (2015).

In addition to rekindling an overwhelming sense of pride in K-State alumni and supporters from coast to coast, the winning culture he ushered in helped spark a University and community-wide revitalization as K-State’s enrollment blossomed from 18,120 when he was hired to a record of more than 24,000.

Snyder’s players were also some of the most decorated in the country. In his first 16 years, he produced three national award winners, 45 All-America selections, and 68 first team all-conference honorees. The rebuilding effort and subsequent success engineered at Kansas State by Snyder clearly stands as one of the most amazing in all of college football.

Fall Focus started in 2014 in Bozeman, MT with 140 attendees.

From 2014 to 2018 attendance increased every year totally over 1,000 attendees during this time.

Including 2019, 47 unique speakers from 38 institutions or operations have presented. Several of these speakers have presented in multiple years.
Open ASA Board Meeting

Sunday, August 25 — Tuesday, August 27
Grand Ballroom, Manhattan Conference Center

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

<table>
<thead>
<tr>
<th>Science</th>
<th>Commitment to science and development of the most effective selection tools. Advance ASA in the industry.</th>
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<tr>
<td>Membership</td>
<td>Development, registration and promotion of SimGenetics.</td>
</tr>
<tr>
<td>Youth</td>
<td>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.</td>
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<tr>
<td>Collaboration</td>
<td>Commitment to partnerships with industry leaders and universities to advance research and science. Advancing selection tools, DNA-enhanced EPDs, and monitoring genetic defects.</td>
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<tr>
<td>Promotion</td>
<td>Promotion and marketing to enhance our members’ market share. Ensure that SimGenetics continues to appeal to the commercial industry.</td>
</tr>
<tr>
<td>Data Growth</td>
<td>Offer the most advanced genetic evaluation services with the largest database regardless of breed.</td>
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<tr>
<td>Financial Stability</td>
<td>ASA will maintain sufficient financial reserves to assure leadership in the beef industry, funds for continued research and development, and a thriving breed association.</td>
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<tr>
<td>Services</td>
<td>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.</td>
</tr>
<tr>
<td>Education</td>
<td>For advancement and profit of our members and their customers.</td>
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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.

Sunday, August 25

Grand Ballroom
• Welcome ASA Board Chairman, Gordon Hodges and EVP, Wade Shafer
• Approval of the Agenda
• Announcement 2020 Fall Focus Location, Vice Chairman, Tim Curran
• Stats and Measurements, How are We Doing?
• USMARC update on Simmental genome assembly project, Dr. Mike Heaton
• Breed Improvement Committee
• Lunch, guest speaker, Dr. Kenneth Burton, National Bio and Agro-Defense Facility
• Growth and Development Committee
• Ice cream social after board meetings adjourn for the day. Dinner is not included.

Monday, August 26

Grand Ballroom
• Committee meetings continue
• Activities and Events
• Policy and Procedures
• Simbrah
• Financial Report
• Committee Reports
• Staff updates
Lunch is provided but dinner is not included.

Tuesday, August 27

Grand Ballroom
• Voting on Directives and Resolutions
• Bull-session and review of the strategic plan
• Adjourn by 10:00 am

2020 ASA Board of Trustees

Front row left to right: Mike Forman, Dr. Wade Shafer, Tom Hook, Erika Kenner, Gordon Hodges, Dr. Gary Updyke, Tim Curran, Cliff Orley, J.W. Brune.

Back row left to right: Tim Smith, Greg Walthall, Clay Lassle, Tom Nelson, Steve Eichacker, Jim Ligon, Randy Moody, Fred Schuetze

Photo insert: John Griswold
Interactive Committee Meetings

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.

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

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
Thank You, Kansas Simmental Association, for co-hosting the 2019 Fall Focus

KSA Board of Directors:
Kelli Cox, President
Michael Dikeman, Immediate Past President and Main Coordinator for Fall Focus
Jake Gleason, Vice President
Ralph Brooks, Treasurer
Nicole Marple, Secretary and Events

Jody Baragary, Promotion
Marcia Stromgren, Women’s Auxiliary
Rodney Hofmann
Jeff Houck
Abram Mertz
Jesse Muller
Derek Schrader

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 Fall Focus events and enjoy the following:

Bronze
◆ Name listed in Fall Focus program
◆ Name included on sponsor poster
◆ Name on fallfocus.org
◆ Group photo at the event

Silver
In addition to the above perks, donors will also receive:
◆ 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

Gold
In addition to the above perks, donors will also receive:
◆ Slide show promotion during breaks

Platinum
In addition to the above perks, donors will also receive:
◆ 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

Thank you, Kansas Simmental Association, for co-hosting the 2019 Fall Focus

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Jesse Muller
Derek Schrader

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 Fall Focus events and enjoy the following:

Bronze
◆ Name listed in Fall Focus program
◆ Name included on sponsor poster
◆ Name on fallfocus.org
◆ Group photo at the event

Silver
In addition to the above perks, donors will also receive:
◆ 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

Gold
In addition to the above perks, donors will also receive:
◆ Slide show promotion during breaks

Platinum
In addition to the above perks, donors will also receive:
◆ 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
Friday, August 23 and Tuesday, August 27

The following breeders welcome visitors to their ranch on Friday, August 23 and/or Tuesday, August 27. Tours are self-guided so visitors will need to arrange transportation on their own.

**Sunflower Genetics**
Steve Gleason  
785-460-8060  
12410 Blazingstar Rd, Maple Hill, KS 66507

From the Hilton Garden Inn, turn left onto Fort Riley Blvd and then quickly turn left onto the ramp to enter Highway 177 South. At the intersection of 177 and Interstate 70, go east on 70 about 30 miles and turn south at Exit 346 (Carlson Rd) and go 3.5 miles to 33rd Street and go east to the Sunflower sign.

**River Creek Farms**
Joe Mertz  
785-458-9494  
7160 Zeandale Rd, Manhattan, KS 66502

From the Hilton Garden Inn, turn left onto Fort Riley Blvd and then quickly turn left onto the ramp to enter Highway 177. After crossing over the Kansas River, turn left onto Highway 18. After passing through Zeandale, River Creek Farms will be on the left.

**Rock Creek Ranch**
Jeff Houck  
620-344-0233  
250 Road 392, Allen, KS 66833

From the Hilton Garden Inn, Go South on 177 to Council Grove. Take Highway 56 East from CG to Road E, about 13 miles. Go north on Road E for 4 miles to road 390. Take 390 West 3.5 miles to ranch headquarters.
Cow Camp Ranch
Kent Brunner
785-466-6475
3553 Upland Rd, Lost Springs, KS 66859

From the Hilton Garden Inn, turn right onto Fort Riley Blvd and merge onto Highway 18 on the west side of Manhattan. Take 18 to Interstate 70 and go west on 70 to Highway 77 after passing around Junction City and turn south on 77. After reaching the intersection of Highways 56 and 77 at Herington, continue south about 5 miles and then go west on 360th road 2 ½ miles.

Irvine Ranch
John Irvine
785-313-7473
3370 Casement Road, Manhattan, KS 66502

From the Hilton Garden Inn, Turn left onto Fort Riley Blvd and follow around to the north/northwest. This will become Tuttle Creek Blvd after passing Denny’s restaurant on the right. Go north and then turn right on Casement Road and follow Casement until arriving at Irvine Ranch.

Klein Ranch
Heith Klein
785-626-4212

DO NOT TRAVEL on the RILEY/CLAY county line road (minimum maintenance road).
**Hotel Information**

**Hilton Garden Inn (Headquarters)**
The main meetings and conference headquarters are set at the Hilton Garden Inn and the attached Manhattan Conference Center. A block of rooms at the Hilton Garden Inn is reserved for August 22-27. The special room rate will be available until July 23 or until the group block is sold-out, whichever comes first. Book your reservations at the Hilton Garden Inn by following the hotel link at fallfocus.org.

**Overflow hotel rooms are secured at the following hotels:**

**Candlewood Suites – Group code: ASA**
Make reservations by calling directly 785-320-7995, dial their booking center 1-888-233-0369, or use the following link:

**Holiday Inn Express and Suites – Group code: ASA**
Make reservations by calling directly 785-320-7454, dial their booking center 1-800-439-4745, or use the following link:

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

**Travel Information**
Manhattan has a conveniently located airport with daily flights to and from Chicago and Dallas. Alternatively the international airport in Kansas City, MO, offers several flight options and is a 2.5 hour drive to Manhattan.

**Area Information**
Known as the Little Apple, Manhattan is nestled in the heart of the scenic Flint Hills of Kansas. The community of approximately 55,000 serves a three-county, 130,000-population regional area as a leader in education, trade, health care, entertainment, culture and communication.

Manhattan is home to Kansas State University a leading research and education institute in agriculture and beef cattle. Kansas ranks third nationally in cattle production with 6.4 million head (as of 2018 USDA report). Manhattan is in the heart of cattle country with several seedstock operations, commercial cattle ranches, and feedlots nearby. Manhattan promises a family friendly and beef centric 2019 Fall Focus.

For more area information:
For local attractions and events, check out these websites: https://cityofmhk.com • www.visitkc.com

**Dwight D. Eisenhower Presidential Library, Museum and Boyhood Home**
Abilene, KS (40 minutes from the hotel)
The Dwight D. Eisenhower Presidential Library, Museum and Boyhood Home is the presidential library and museum of Dwight David Eisenhower, the 34th President of the United States, located in his hometown of Abilene, Kansas. The museum also includes his boyhood home, where he lived from 1898 until being appointed to West Point in 1911, and his final resting place.