



Annual General Meeting



**Annual General Meeting
August 9, 2020 6:00 pm
Zoom Conference Call**

Agenda

1. Welcome and Introductions
2. Additions to the agenda
3. Minutes from 2019 AGM
4. Presidents Report
5. Finance Report
6. First Call for nominations to Board of Directors
 - Outgoing Directors
 - Dacie Johnson – will let her name stand
 - Chad Smith – will let his name stand
 - Scott Harvie – Not running for re-election
7. AYCS Report
8. Field Rep Report
9. Breeders Select Report
10. Second call for nominations
11. Committee Reports
 - a. Youth and 4-H Report

- b. Show and Sale Report
- c. Advertising Report

12. CSA Update - Garth

13. Third Call for nominations, motion to cease nominations

15. Election of Directors and motion to destroy ballots

16. - Announcement of the ASA Breed Ambassador Award
- Announcement of Commercial Cattlemen Award

17. New Business

18. Adjournment



**Annual General Meeting
Lacombe Ag Society, Lacombe, Alberta, July 20, 2019**

Meeting Minutes

1. Welcome and Introductions

Jill Mader called the meeting to order at 3:45 pm, thanked the sponsors, and hosts for the day and introduced the board members.

2. Jill & Ben presented Byron Johnson/WJ Simmentals with Purebred Ambassador of the year award.

3. Additions to the agenda

No Additions

4. Minutes from 2018 AGM

Katie read the 2018 minutes

No errors or omissions

Katie made a motion that the Minutes be adopted as read

Barclay Smith seconded

CARRIED

5. Presidents Report

Jill thanked Harvie's for hosting last year's events and touch on last years awards winners. Convention was a huge success with lots of attendance. Fall shows were a success with similar numbers. Leewood won the Breeder's Select draw in December and we are looking for a donation heifer again if anyone is interested.

6. Finance Report

Had a lot more expenses this year with advertising and convention costs, we did well with sponsorship for convention.

The financial reports are in the book and if anyone has any further questions, she encouraged them to ask and she will answer them.

Katie made a motion that the Financial Report be adopted as read.

Dacie Johnson seconded

CARRIED

7. First Call for nominations to Board of Directors

Outgoing Directors

- Barclay Smith
- Ben Farrant
- Jill Mader

All will let their names stand

No new nominations from the floor

8. AYCS Report

Lisa Reich read her AYCSA report – she congratulated scholarship winners, talked about leadership conference, and Farmfair. There were 60 kids entered in this years AYCS show & 100 head, number's increased and may need to consider a new place for the future. She thanked Ben, Andie, and Dacie for all their help.

9. Fieldrep Report

Dwayne said it was a great year, bull congresses were a great success and there was a lot of promotion we could use on social media. Any ideas are welcome.

10. Breeders Select Report

Katie read Tracy's report in the book, we are hoping to build the Breeder's Select up.

11. 2nd Call for nominations

No new nominations

12. Committee Reports

- a. Youth & 4H - Ben read his report, gave out 540 4-H awards this year, thanks to Barclay for organizing the AFSC shipping, our youth committee is the YCS adult Advisor. We give away a blower each year to a Simmental 4-H champion in 2018 we had 25 entries and in 2019 39.
- b. Show & Sale – It was a strong spring and fall. Congrats to Boss Lake on Show Female, also congrats to Olds & Farmfair Winners, entries were consistent with the past. Pizza party in the barns was well attended. Thanks to Ben, Steffon, & Scott for all the help at Farmfair.
- c. Advertising – Jill read Scott's report, trying to reach all the generations and sectors with our advertising. Please provided links to us to post to Facebook.

13. CSA Report

Bruce said 2018 was a great year financially for the CSA and there is no fee increase coming. Beth Rankin is retiring in September and there is someone new starting to replace her. DNA Samples to Neogen in Edmonton cost is reduced, lab turnaround time

has stayed the same. Simmental RFID tags were popular, there is a new dangle tag that can be personalized with Norheim Ranching. Mail in Ballots went smoothly for the AGM, Shane Williams for ON, and Roger Deeg and Marlin Leblanc are returning. All ET Calves need to be DNA passed with 94%. Congrats to awards of excellence winners.

Deanne touched on the Foundation Auction – Scholarship app is on the foundation website, \$12000.00 given out in learning bursaries, auction catalogues are in the mail and 1/3 of the donations are coming from Alberta. The donation heifer is from Barlee Simmentals, It will be online with DLMS.

14. 3rd call for Nominations

No new nominations

Roger Deeg moved to cease nominations.

Danny Skeels Seconded

Carried

15. Presentation of the ASA Commercial Breeder

Barclay will make this Presentation when they arrive at supper to Tyco & Sons.

16. Adjournment

Susan Kathol complimented how great it was to having the ASA board working with the youth.

Susan Kathol adjourned the meeting at 4:48 pm

Alberta Simmental Association
Financial Statements

April 30, 2020

(Unaudited - see Notice to Reader)

Notice To Reader

On the basis of information provided by management, we have compiled the statement of financial position of Alberta Simmental Association as at April 30, 2020 and the statements of revenues and expenditures and changes in net assets for the year then ended. We have not performed an audit or a review engagement in respect of these financial statements and, accordingly, we express no assurance thereon. Readers are cautioned that these statements may not be appropriate for their purposes.

The previous year's comparative financial statements were unaudited and issued with a Notice to Reader communication of another firm of public accountants.

Rimbey, Alberta

July 24, 2020

MNP LLP

Chartered Professional Accountants

MNP
LLP

Alberta Simmental Association**Balance Sheet***As at April 30, 2020**(Unaudited - see Notice to Reader)*

	2019	2020
Assets		
Current		
Cash (Note 1)	43,192	51,696
Marketable securities	35,491	33,322
Accounts receivables (Note 2)	900	2,850
	79,583	87,868
Capital Assets (Note 3)	280	172
	79,863	88,040
Liabilities		
Current		
Accounts payable and accruals	-	2,801
Deferred capital contributions	640	-
	640	2,801
Net Assets		
Unrestricted net assets	79,223	85,067
Net assets invested in capital assets	-	172
	79,223	85,239
	79,863	88,040

Approved on behalf of the Board

Director_____
Director

Alberta Simmental Association
Statement of Revenue and Expenditures

For the year ended April 30, 2020
(Unaudited - see Notice to Reader)

	2019	2020
Revenue		
AGM sponsorship	750	1,000
Breeder map	500	2,000
CSA advertising grant	17,000	17,000
CSA provincial rebate	32,557	34,672
Convention	38,925	-
Donation heifer tickets	1,900	-
Steak supper	900	2,815
	92,532	57,487
Expenditures		
4-H gift certificates and promotion	6,195	2,201
Advertising and promotion	17,104	2,917
Amortization	163	108
Bad debts	5,200	-
Booth expense	3,680	13,635
Convention	30,740	-
Interest and bank charges	182	171
Meetings and AGM	2,330	6,853
Professional fees	1,680	4,480
Salaries, wages and benefits	13,600	12,000
Show and sale	-	750
Sponsorship	5,000	3,000
Supplies	111	-
Telephone and internet	1,200	1,200
Travel	-	2,729
	87,185	50,044
Subtotal	5,347	7,443
Breeders Select (Schedule 1)	4,646	102
Excess of revenue over expenditures before other income	9,993	7,545
Other income (expenditure)		
Deferred capital contributions	113	640
Gain (loss) on investments	1,450	(2,169)
	1,563	(1,529)
Excess of revenue over expenditures	11,556	6,016

Alberta Simmental Association
Statement of Changes in Net Assets

For the year ended April 30, 2020
(Unaudited - see Notice to Reader)

	2019	2020
Unrestricted net assets, beginning of year	67,667	79,223
Excess of revenue over expenditures	11,556	6,016
	79,223	85,239
Opening capital assets	-	(280)
Transfer amortization expenditure	-	108
Unrestricted net assets, end of year	79,223	85,067

Alberta Simmental Association
Notes to the Financial Statements

*For the year ended April 30, 2020
(Unaudited - see Notice to Reader)*

1. Cash

	2019	2020
Cash	37,710	46,058
Cash - Breeders Select	5,482	5,638
	<u>43,192</u>	<u>51,696</u>

2. Accounts receivables

	2019	2020
Accounts receivables	-	2,000
Accounts receivables - Breeders Select	900	850
	<u>900</u>	<u>2,850</u>

3. Capital Assets

	2019 Net book value	Cost	Accumulated amortization	2020 Net book value
Computer equipment	27	5,065	5,053	12
Equipment	41	9,734	9,701	33
Display booth	212	3,556	3,429	127
	<u>280</u>	<u>18,355</u>	<u>18,183</u>	<u>172</u>

Alberta Simmental Association
Schedule 1 - Schedule of Breeders Select

For the year ended April 30, 2020
(Unaudited - see Notice to Reader)

	2019	2020
Revenue		
Full meal	7,500	8,000
Combo	-	1,200
Contributor	2,750	250
Member	9,450	6,600
Member +	2,800	1,500
Sponsorship	2,250	2,650
	24,750	20,200
Expenditures		
Advertising and promotion	1,069	368
Bad debts	600	900
Buckles and banners	1,244	1,354
Interest and bank charges	25	29
Meals	1,141	623
Miscellaneous	100	369
Office	210	259
Prizes	10,000	10,568
Salaries, wages and benefits	5,000	5,000
Signs	215	-
Travel	500	628
	20,104	20,098
Excess of revenue over expenditures	4,646	102



Welcome everyone to the 2020 Virtual AGM. Another a great year in the Simmental breed! There was such a string representation at the fall 2019 show from the Simmental breed making it a must watch show at all major events. The female sales in the fall were extremely strong and even with the strange and unprecedented times experienced this spring the bull sale where outstanding! What a testament to the people and quality of cattle in our breed.

With the state of the world at this present moment we were unable to host an in-person AGM, tour and YCSA event. This saddened us as we thrive on connection with our fellow breeders. Nonetheless we are glad we could make the AGM happen to continue to improve and market the breed. Thanks for being here online!

Last years tour to the Anchor D Simmentals and in conjunction with the YCS was fabulous and we were pleased to present WJ Simmentals with the 2019 Ambassador Award as well as Tyco & Sons Ltd. with the Commercial Breeder of the Year award. Congratulations to all of you as both are very deserving recipients.

Farmfair was a great success with a strong turnout for both our Purebred and Percentage shows. The quality of cattle there were as strong as they have ever been with many familiar faces but some new ones to the breed attending as well. Congrats goes out to New Trend Cattle Co. with their Grand Champion Female and JT Livestock Farms with their Champion Bull. We also spent the fall selling tickets to our Breeder Select where people can buy tickets for a chance to win a \$10,000 sale credit. Congrats goes out to Leewood Ranch for winning the sale credit two years in a row!!

This year finishes up my second year as a President on the ASA board. It has been a great experience; I will be stepping down as President and sharing the role with a new board member and taking on a different role on the board. We have a very strong group of progressive breeders with excellent ideas that will be carry forward our ASA for many years to come. Our breed is in great hands. It's been said many of times how our breed is a family, and a breed who honestly care and wish for each others success. Please contact and make any suggestions to me or the ASA board if you have ideas for us on how to continually improve!!

I hope haying, silage and harvest season goes according to plans for everyone, I trust that we will get to gather at sale again this fall and make a connection again. I encourage everyone to support each other on whatever level we can to ensure the health of our industry, lets catch up over a steak sometime soon!

Cheers!

Jill Mader

Youth & 4-H Report

4-H is still a big focus for our board and making sure that all kids across Alberta showing a Simmental influenced animal received a gift. Finding cost effective but still impactful gifts will continue to be a focus moving forward. We have been working with AFSC to distribute packages to their offices in order to minimize shipping costs but this year we had to hold off due to COVID concerns at the offices. Hopefully in 2021 we will be able to utilize their services again. For the third year we offered the chance to win a blower to any Simmental influenced animal. It had normally been for members that won at their district level but this year it was opened up to all since so many of the districts didn't have a show. We tried to get as many pictures of the projects as we could to be displayed on our Facebook page for added publicity.

We continued our support of the Jackpot Steer & Heifer show at Farmfair. The support was \$500 for the Champion Simmental animals. We continued our support of Summer Synergy of \$1500 as well.

This was the second year that we had a committee made up of 3 board members hold the Adult Advisor role for the AYCSA. The youth board has been very engaged and the open lines of communication between the 2 boards continues to create positive momentum. The AYCSA was very excited to be moving the show to a bigger venue in Stettler for 2020 and continue to develop the program. Due to COVID concerns the youth board stepped up and planned a virtual show through DLMS and it was a huge success. We will be looking forward to 2021 and having the first show in Stettler. We look forward to seeing you all there!

The AYCSA held a frozen genetics fundraiser auction as part of the National Trust on Ice sale. It was a huge success raising \$8900. A huge thanks to all of the supporters that made the fundraiser possible. The funds were used to replenish the scholarship account and will help with the added expense of going to a larger venue for the show. There are plans being made to have another fundraiser in the fall/winter of 2020.

Ben Farrant

Show and Sale Committee Report

2019-20 show and sale season was a success. There was a strong lineup of Simmental Cattle exhibited at the fall shows and the fall sales were successful. The spring bull sales started out as previous years and were very strong, however as we all know things took a bit of a shift in March. With the new restrictions and challenges, the Simmental breeders and sales management teams were truly resilient and wrapped up a very positive spring bull sale season. This past year again saw the CSA "Awards of Excellence" and the two participating shows in Alberta were the Olds Fall Classic and Farmfair International. This award compiles show points from participating shows across Canada to be awarded to a bull and female at the final fall show, Agribition, where the winners are announced. Congratulations to Show Female of the Year, Sunny Valley Payton 77E owned by Ultra Livestock, Fraser Livestock and Mader Ranches.

The Olds fall classic was again held in October with a solid contingent of Simmental entries on display. Congratulations to JM New Trend Cattle of Strathmore for Champion Female and to Harvie Crest Cattle Company of Olds for the Champion Bull.

Farmfair International 2019 saw another strong display of Simmental cattle with over 100 entries in the open show and over 20 entries in the percentage show. These entry numbers were very consistent with the past year and had entries from not only Alberta but other provinces as well. Congratulations once again to JM New Trend Cattle for Champion Female and to JT Livestock of Stettler for the Grand Champion Bull.

To celebrate those in attendance at Farmfair as part of the Simmental events, a pizza party was held back in the barns where we completed our various prize draws and award presentations. 2019 events at Farmfair once again included the Alberta Simmental Breeders Select, which was led by Tracy Kimmel. This was the second year that ticket sales continued into the fall sale season and the Breeders Select draw continued the promotion through the Alberta Simmental weekend in December. The \$10,000 draw was made in Red Deer and the winner was Colt Arnold. Our goal each year is to continue the excitement with the Simmental breed and promotion of these great cattle and those breeders involved. We saw a significant increase in the number of memberships sold and it allowed for many more folks to be involved that may not attend the traditional shows. Each year the show and sale committee work with the membership and with the fellow breed representatives for Farmfair and those within the Northlands organization to improve the quality of Farmfair International with a goal to maximize the experience of the exhibitors and spectators and for the promotion of Simmental genetics.

Unfortunately both Olds Fall Classic and Farmfair International have been cancelled for 2020 and the fall sale season will likely look a bit different than what we have come to expect but we know with the strength of the breed and the resiliency of our breeders that it will be strong and there will be incredible genetics and livestock offered.

Thank you Ben Farrant, Stefon Beechinor, Scott Harvie and the entire board for the help and support of the fall show and sale season. From reading tattoos to policing the paint policy and helping out wherever was needed.

Barclay Smith

2019-2020 Marketing Report

As we tried to keep a positive approach to the marketing over the last year, we are finding the best bang for the buck has been through social media. We have tried to promote each sale in Alberta by sharing catalog links and breeder events. We have continued to encourage all breeders to send us their information on sales and Simmental events so we can share them.

For the print side of marketing, the ASA placed ads with Simmental Country highlighting all the Alberta sale events.

Unfortunately, we have not had Dwyane Martin out on the road as much as we would've like due to Covid but will be getting him back on the road as soon as it's safe to do so.

Scott Harvie

Fieldman Report

Greetings

As yet another year goes by and with everything that is going on the fact that the beef industry is one of the best and most important industries to be a part of it is more evident than ever.

The Simmental breed proves again and again that it is one of the more integral pieces to the puzzle of a thriving industry. The sales in the last year are a testament to that. With fall female sales and spring bull sales being as strong as ever. Proving that the commercial industry desires Simmental influence cattle in their cowherds and in the feeder pens

We put a lot of miles on in the last year attending several events. Edmonton, Medicine Hat, Camrose, Stettler, Oyen and Czar All had great events which we attended and also threw our support behind Peace country event. As the industry is continually changing it is great to see the enthusiasm towards the breed.

We are always trying to represent the producers to the best of our ability and always looking at different avenues for marketing the breed. We are always happy to get some feedback and some different suggestions on what we could do and hope to talk with you somewhere down the road in the next year.

ASA Fieldman
Dwayne Martin

2019 Breeder's Select Report

2019 was the fourth year for the ASA Breeders Select. The draw was held at the last sale during the Simmental Weekend in December.

2019 ASA Breeders Select Winners:

GRAND PRIZE - \$10,000 Sales Credit	Leewood Ranch
Bow Valley Genetics - \$600 Credit	Bar CL Farms, Linus Clark
Simmental Country – Fullpage Ad	Nolara Farms
Country Junction - \$500 Feed Credit	Czech Mate Livestock
Alberta Beef – Advertising Credit	Pearson Farms
Beef Illustrated – Advertising Credit	Westway Farms

This year we had 20 contributors that participated and sold 79 memberships to Simmental enthusiast from Manitoba, Saskatchewan and Alberta.

Leewood Ranch purchased the high selling bull at Transcon's Bull Spectrum Simmental Sale from Virginia Ranch.

We appreciate all the support from our sponsors, contributors, and members.

Respectively submitted

Tracy Kimmel



2020 AYCSA Annual Report

This year has been a unique one for the Alberta Young Canadian Simmental Association, our dedicated board of nine directors have worked to provide an educational, fun experience for members through our virtual show. This year's Wild Rose Classic made members acquire new skills through marketing their animals on a digital platform. Each member was to provide a photo and video of there animal they were showing. As well as members were able to compete in a photography contest where the top photos will be recognized and put into a calendar for sale for the 2021 year. We would like to thank all the members who participated in our virtual show, as well as thank all of our 2020 sponsors and judges.

In addition, congratulations to Tia Schram for receiving the AYCSA Scholarship, and congratulations to Mackenzie Hankins for receiving the Jaron Arntzen Memorial Scholarship this year. Thank you and we look forward to seeing you all soon in the future, and at next year's show.

Best wishes,
Mackenzie Skeels
AYCSA President