

2026 Annual ASA

FALL FOCUS

FOCUS ON YOU. FOCUS ON SUCCESS.
FOCUS ON PROFIT.

August 28–September 1, 2026
Bozeman, Montana

Co-hosted by
the Montana
Simmental
Association



SimGenetics
PROFIT THROUGH SCIENCE

American Simmental Association
www.simmental.org

Registration

The American Simmental Association is delighted to announce that registration for Fall Focus 2026 is free. However, it is essential for planning purposes that all attendees register in advance. To ensure a smooth event experience, we kindly ask that all attendees register by August 10.

Registration is available at www.fallfocus.org.



Accommodations

Host Hotel

Best Western Plus GranTree Inn
1375 N 7th Ave
Bozeman, MT 59715

*Shuttle from Bozeman
Yellowstone International
Airport available!*

The GranTree Inn will serve as the official host hotel and the main location for most Fall Focus sessions. The group rate and room block expire on July 24, so be sure to make your reservation early. An additional room block is available at My Place Hotel. Hotel contact information and other accommodation details can be found at www.fallfocus.org.



Itinerary

Friday, August 28

Montana Simmental Showcase

The Montana Simmental Association's day will offer attendees a well-rounded look at Montana's cattle industry, combining education, hands-on experiences, and valuable networking opportunities throughout the day:

- ❖ Gain firsthand insight into the Montana cattle industry and the factors shaping production in the region
- ❖ Tour the Montana State University campus and learn about its agricultural programs and research efforts
- ❖ Conclude the day with an evening dinner at the American Simmental Association headquarters

**Schedule is subject to change.*

Saturday, August 29

Educational Symposium

The 2026 Educational Symposium will center on the role that genetics play in today's evolving beef industry, with two complementary sessions designed to address both maternal and terminal priorities. The maternal-focused session will explore the importance of strategic female selection and building long-term efficiency as the industry moves into a period of herd rebuilding. The terminal session will highlight traits that drive carcass merit and end-product value. Bridging the two sessions, the IGS Science Team will share the latest updates in the genetic evaluation and new trait development. The program will include many opportunities for discussion and engagement, providing attendees with practical, real-world takeaways.

Featured speakers include:

- ❖ Dr. Troy Rowan, University of Tennessee
- ❖ Dr. Ryan Rathmann, Texas Tech University
- ❖ Dr. Dale Woerner, Texas Tech University
- ❖ International Genetic Solutions Science Team
- ❖ And more!



Attendees at the 2025 Fall Focus during an evaluation at the Cattle Visions facility in Missouri.

Recognition Dinner

The 2026 Lifetime Promoter and Golden Book award recipients will be recognized at the Recognition Dinner and Celebration. The Golden Book award is the Association's highest honor, and each year is awarded to up to three individuals or organizations that have made significant contributions to the development of the Simmental and Simbrah breeds. All are welcome to attend dinner and celebrate those being recognized.

The American Simmental-Simbrah Foundation will also hold their annual fundraiser. Proceeds from the fundraiser support future Fall Focus events. A huge thank you to those who participate.



*ASA headquarters in
Bozeman.*

Committee and Board Meetings

Sunday–Tuesday, August 30–September 1

Interested attendees are invited to stay and join the ASA Board of Trustees to discuss critical issues within the Activities and Events, Breed Improvement, Growth and Development, Policies and Procedures, and Simbrah Committees. Throughout these meetings, attendees will gain insights from staff presentations and committee reports. The board meeting continues on Monday and Tuesday.



Local Attractions

Bring the family and extend your trip to visit some of the great local attractions.

Outdoor & Scenic Must-Sees

- ❖ Hyalite Canyon Recreation Area
- ❖ Gallatin and Madison Rivers
- ❖ M Trail

Day Trips & Big Attractions

- ❖ Yellowstone National Park
- ❖ Local Hot Springs (Bozeman Hot Springs, Norris Hot Springs, Yellowstone Hot Springs, Chico Hot Springs are all within close proximity of Bozeman!)
- ❖ Museum of the Rockies

Adventure & Recreation

- ❖ Whitewater rafting or ziplining
- ❖ Mountain biking & hiking trails
- ❖ Fly fishing

Check out www.visitbozeman.com for more ideas.

Questions about Fall Focus?

Contact ASA's Events Team
at 406-587-4531 or visit
www.fallfocus.org.

