

Meeting was convened via Teleconference at 7:30 pm CST, January 31, 2012. In attendance were Robert Williams, Ron McBee, Jeff Diles, Stephanie Nelson, Bennie Phillips, Ray Schneider, Jerry Jernigan, and Todd Hill. Marilyn Brink and Tommy Clark joined shortly thereafter. Tommy Bean was absent.

Tommy Bean reported via prior telephone call to Jernigan that the minutes from prior meeting were not currently available, but would be soon. Jerry commented on auditor's discussion of importance of minutes and asked that they be done on a timely basis.

Benny Phillips gave the treasurer report. He reported no appreciable changes on the income statement or balance sheet from the 12/31/11 statements. Jerry Jernigan reported cash balances as of meeting date of \$21,640 with \$4,546 in A/P due. He further commented that there was other significant cash influx expected shortly as well. Comment was made that the cash balance included recent payment of AI certificates owed, and one time office rent paid in full for the Lincoln office. Motion to accept treasurer report made by Phillips, seconded by Schneider, and unanimously accepted by members.

Todd Hill reported to board his findings as result of questioning several members at the Ft Worth Stock Show. Two consistent comments were 1) lack of communication to membership on actions taken by board and status of the association, and 2) a general lack of understanding/comprehension of the fee structure.

Marilyn Brink then presented the email communication service, Constant Contact. She presented the functionality and pricing. After discussion, it was generally agreed that the service would be beneficial to better communicate to the membership at large. It was suggested and generally agreed that a small committee would review and post content of the emails. Jerry Jernigan offered to donate the cost of the service for one year. Todd Hill made motion to make the email blast available to members, prospective members, and those requesting to receive information from the BAA. Robert Williams seconded and with no further discussion, the motion passed unanimously.

Jerry Jernigan opened discussion of promotion committee chairs. He reported balances in each promotion fund category of the following:

Commercial \$3600 Full Blood \$1830 Jr. Show \$1506 International Mktg \$ \$1016 Simbravieh \$932

Jernigan asked board members to recommend chairpersons from outside the board.

Discussion moved to the Braunvieh World. In prior discussion with Jo Dexter, it was her opinion that we reduce annual issues from 6 to 5. Brink moved to accept the proposal to reduce to 5 issues annually. A second was made by Ray Schneider and passed unanimously without further discussion. Follow up discussion on the Braunvieh World, was accuracy and timeliness of delivery problems as a result of utilizing bulk mail with USPS. It was discussed that upgrading to first class from bulk would insure a higher completion rate and a more timely delivery of the magazine. Concerns included that a large percentage of membership got their magazines after events advertised had already occurred and other events mentioned in the magazine had passed, resulting in a decrease in effectiveness of the publication. The price difference in bulk vs. first class postage would be \$.66 per unit, or approximately

\$600 per issue. There was much discussion including opinions by several that a lack of events lowered participation and interest in the magazine. Jernigan specifically asked why we dropped the Genetic Challenge. With some discussion, while generally agreed that we need to upgrade the service, no decision was made as how to pay for that. Jernigan is to discuss some options with Jo Dexter.

Next topic was membership fee renewals. A review of what happened this year, and how to avoid the same next year followed. Ideas included a note at the bottom of all communication beginning in November, as well as a "pop-up" when a member with unpaid fees logs on to the website. In conjunction with this discussion, the credit balances of members came up. Some issues were discussed and Stephanie Nelson requested a line by line A/R report, by member be provided by next meeting to facilitate further discussion on this topic.

New business included discussion of the fact that new members received nothing as a result of joining the association. Nelson described the packet she sent out when she was office manager in Lincoln. Most agreed that the materials were a complete packet and should be sent. Jeff Diles moved that we make a packet to send to new members at a cost of no more than 10% of the new member's fees. Ron McBee seconded. On further discussion, the cost limitation was questioned, and a consensus formed that it was important to make a complete and informative packet for the new member. At that time, Clark, brought up the question of "sponsored membership"; a prior practice that had been abandoned for no apparent reason. A sponsored membership is one paid for by a current BAA member, on behalf of a new member that has had no prior affiliation with BAA. Some discussion followed, and most agreed the practice was a positive one. There was also limited discussion of what went out to an "information request". A new motion was made by Hill to send a complete package, with a reasonable cost, to all new members, and to make a sponsored membership available at ½ price to the sponsoring member bearing the cost. All new members are to receive the same packet. Nelson seconded the motion. The vote was yes with exception of Jeff Diles casting a dissenting vote.

Discussion moved to Jernigan's intention to attend the 2012 NCBA, with the intent to obtain information on the cost of potential BAA involvement there in 2013. He voiced his opinion that we should have representation there, with general agreement by the other members. Other discussion included the inclusion of accurate results of Braunvieh Shows in the Braunvieh World. Final discussion was begun by Jernigan inquiring as how to handle a formal complaint made against a member .

With no more new or old business, Nelson moved that the meeting be adjourned. A second was made by Phillips and vote was unanimous.