

Minutes for BAA board meeting held March 20<sup>th</sup>.

Meeting was called to order at 7:30pm.

Members of the board attending were Jerry Jernigan, Ray Snyder, Stephanie Nelson, Marilyn Brink, Robert Williams, Benny Phillips, Ron McBee, Tommy Clark, Tommy Bean, Bob Zinnikas and Todd Hill. Jeff Diles was absent and guest Frank Skym was also present.

Motion by Robert Williams to dispense with reading of last meetings minutes was seconded by Ray Snyder was approved.

A discussion of the financials culminated that the group was not clear as to the financial status of the BAA. Specifically whether balance in account included promotional monies or not. Jernigan is to research issue. Tommy Clark made motion that we receive and file the financials. Brink seconded.

Brink reported on status of email blast. 758 addresses sent, 152 opened at time of meeting. Asked for updated news, and wants to send every 2 weeks. Suggested that office ask for new email address' of members. The group discussed pros/cons of putting ads on email blast. Jerry asked for motion to put ads on blast for all advertisers on the website during same period. Brink moved and Phillips seconded.

McBee, Brink, Phillips, Bean, Zinnikas, Clark, Williams voted yes.

Snyder, Nelson, Hill voted no. Motion Passed.

Nelson presented for the Jr. Show Committee. Discussed National Jr Show in Hope Arkansas, June 3-6.

There was some discussion of a national Show and Sale. Locations were discussed. Jernigan recommended we decided on 2 year window. Brink moved that event be held in Ft Worth in 2013 and Denver 2014. Ray Snyder seconded. Passed unanimously.

Frank Skym shared with the board that Crowder College in Neoska, Missouri wanted to start a Braunvieh herd for the college program. He asked for members to donate genetics including semen, embryos and heifers. His number is 417-548-3912.

POP rules came into discussion. There was much discussion as to annual reporting requirements. The board's interpretation of Section III of the rules is that fall cows taken out of the performance program should be reinstated. Jernigan will direct the office to do so, and asked board members to review Section III to determine if there are any other operational problems there.

New Business.

Hill voiced his concern that the board was not moving fast enough given the state of the BAA. He felt the board was not gaining any momentum in tackling the problem of increasing breed awareness. Jernigan responded by setting a "think tank" meeting on April 24<sup>th</sup>, to discuss ideas. Meeting will be voluntary and informal. Also discussed possibility of "face to face" board meeting at the Jr. National show in Hope.

Old Business. Jernigan updated that the BAA will get a booth for the 2013 meeting of the Beef Federation in Tampa. Hill offered that he could help with selection of booth location.

There was some discussion on need for brochures.

Snyder moved the meeting be adjourned, Phillips seconded and it was so done at 10:03.