

Braunvieh Association of America
Board of Directors Meeting via Teleconference
February 11, 2014
7:00 pm CST

Meeting was called to order by President Brink at 7:10 p.m. CST. Members in attendance included Marilyn Brink, Dwight Alexander, Todd Hill, Brad Doak, Tommy Clark, Benny Phillips, Blake Bagley, Jerry Jernigan, Kendall Schlake, Jeff Zimmerman and Clay Stotts. Absent from the meeting was Mark Nelson.

President Brink presented the minutes. Jerry Jernigan moved to dispense with the reading of the minutes. Clay Stotts second the motion. Motion carried. Jerry Jernigan made moved to approve the minutes, while Jeff Zimmerman second the motion. Without further discussion, motion passed unanimously.

Benny Phillips gave the Treasure's report. Benny commented that the over all financial picture was continuing on a slow, steady pace in the positive direction. He noted that the bottom line was very close to the same balance as a year ago, yet the debt had been reduced significantly. Tommy Clark moved to approve the financial report and Jerry Jernigan second the motion. The motion carried unanimously.

There was a discussion about the American Rancher program. The next program is scheduled to air on March 17, 18 and 23, 2014. The plan is to use some of the same footage, but add an interview and filming of the bulls at the Navasota Bull Testing Center as well as a feed lot in Nebraska where President Brink and Mark Nelson will be involved. There is still discussion of the cost of filming trying to stay within the budget. Advertising spots are available and assignments were made to get final commitments. Tommy Clark is contacting Grow Safe and Freeman Ranch; Marilyn Brink is contacting John Hall; Todd Hill is contacting Navasota Bull Testing Center and Dustin Deen to see if they have interest;. Blake Bagley committed Bagley Farms for one of the spots and Todd Hill said he would take a spot if there were no other breeders who took all 4 of the 30 second spots. Everyone is to report back to President Brink the commitments.

The Web Site advertising spots continue to be available and can be updated as desired.

Braunvieh World is coming together nicely. The events of the National Meeting and Show in Denver plus the many Junior Events and shows is coming together to make a nice issue. Time is drawing near on getting ads in to make a nice edition.

Jerry Jernigan gave a report on the NCBA, Nashville, Tennessee. He reported a record attendance of over 8,000 attendees and lots of interest in the Braunvieh breed. Jernigan recognized several feed lot operators commenting on the value of Braunvieh calves ability to perform in their operations. He noted the strong interest in purchasing cattle and semen and the opportunity to build breed recognition. Special thanks to Jerry for taking time to man the booth as well as help from Blake Bagley and Dwight Alexander. Special note was made to budget extra money for future shows to cover the rentals of tables, carpet and electricity which are not included in the booth rental.

Benny Phillips reported that the bull test at Navasota would be completed on February 21, 2014. President Brink noted that Loretta Hall was contacting consignors of the bulls on test to get feed back on their desires of how to market the bulls and is to report back her finding on Wednesday.

President Brink brought up a discussion on the Reinstatement fees for cattle into the POP program. There was extensive discussion on the reason for the \$50 per head fee presently charged and the desire to help keep cattle in the program rather than selective enrollment. However, this idea does not seem to be meeting that goal and causing lack of re-enrollment and loss of numbers. Jerry Jernigan made the motion to reduce the Re-Enrollment Fee from \$50. Per head to \$10 per head and retro active to January 1, 2014. Benny Phillips second the motion and the motion passed unanimously.

Under new business, Kendall Schlake reported on the National Junior Committee meeting and noted the

dates of the National Junior Show will be June 17-20, 2014 in Wahoo, Nebraska. The opportunity to have a board meeting during the week will be studied by President Brink and Tommy Clark and report at the next meeting the possibilities without overlapping with Junior events. President Brink also announced a Field Day at their Ranch in Piedmont, Kansas on June 6, 2014 with more detail to follow.

The date of the next teleconference meeting will be March 11, 2014 CST. Jerry Jernigan made the motion to adjourn and Clay Stotts second the motion.

Dwight Alexander
Secretary