

Braunvieh Association of America
Board of Directors Meeting via Teleconference
April 15, 2014
7:30 P.M. CST

President Marilyn Brink called the meeting to order at 7:32 p.m. CST. Members in attendance were Marilyn Brink, Dwight Alexander, Brad Doke, Tommy Clark, Benny Phillips, Jeff Zimmerman and Mark Nelson. Board members absent from the meeting were Todd Hill, Blake Bagley, Jerry Jernigan, Kendall Schlake and Clay Stotts. Guests at the meeting were John Hall and Ed Cahoj.

President Brink presented the minutes as printed. Benny Phillips moved to dispense with the reading of the minutes and Jeff Zimmerman seconds the motion. Motion carried. Several corrections and the addition of one sentence were added to minutes. After the changes were made, Tommy Clark moved to approve the minutes and Benny Phillips seconded the motion. The motion carried.

Benny Phillips gave the Treasure Report. He drew attention to the AP and noted that this was money that is due to be paid to American Rancher for the last production. Benny said that the Promotion account had a gain of \$3,000.00 from this time last year but had paid out all the necessary payments for the American Rancher. Registration increases and web site advertising was the main contributors to the positive gain in revenue. After no further discussion, Jeff Zimmerman made the motion to accept the Treasure Report and Brad Doke second the motion. The motion carried.

Ed Cahoj gave the report for the Coat Colored Committee. The project is progressing and Dr. Schmutz is moving ahead with the study. The funding for the study needs to be completed by July 1, 2014. The commitment for the study from the breeders is \$3200.00 with the need to raise \$1800.00 more. All of the commitments will be billed by the BAA Office and collected through the office. The first 10 sets of hair follicles have been sent and the next ten are needed by the end of May.

It was agreed to have 50 new DVD copies made that will have both of the American Rancher programs on the same disc. The cost is \$5.00 per disc and will be available upon request.

There was a discussion of making e-blast available to promote sales and events through the Braunvieh e-blast list and the amount to charge. The Navasota Bull Test at the Beef Development Center had requested a blast to promote the next bull test. It was decided to offer them a complimentary ad due to their support of the Braunvieh breed and the positive impact of this program on the breed. After much discussion, a rate of \$100 for the first e-blast and \$50 for each additional e-blast within a 30 day period would be the rate to breeders wishing to promote sales or events if they were either an advertiser on the Braunvieh Web Site for a quarter or advertising in the Braunvieh World with a minimum of a quarter page ad. A

rate of \$300.00 for the first e-blast and \$150.00 for the additional e-blast within 30 days would be charged to non-advertisers wishing to promote a Braunvieh breed event. Benny Phillips made the motion to approve the proposed e-mail advertising rates and Brad Doke seconded the motion. The motion carried.

The Braunvieh World next publication is scheduled to go to press the end of July after the Junior National Show. Micky Burch plans to attend the National Junior Show and cover all of the events. The future publications for the year will be the end of September and end of November.

Benny Phillips gave a report on the Navasota Bull Test sale and reported that all but 2 two bulls had been sold and there were active negotiations on both of the bulls at the present time. He commented that the test and sale were a great success and that the delivery date for the next test is June 10, 2014 for fall born calves.

There was consideration of combining the Brink Field Day on June 7, 2014 and the summer meeting of the National Board of Directors meeting. It was decided to not combine the two and look to set the Board meeting in the greater Wichita, Kansas area the weekend of July 19, 2014. Marilyn is going to poll the board members who were absent to get input on the date.

Jeff Zimmerman made the report on the National Junior Show and said all the plans were coming together nicely and a heifer had been donated for the raffle.

The only New Business was that Tommy Clark was going to review the charges on the American Rancher and get a complete and final billing on the American Rancher show.

The next teleconference Board meeting was set for May 13, 2014 at 7:30 p.m. CST.

The motion was made by Brad Doke and second by Mark Nelson to adjourn. Motion carried.

Submitted by Dwight Alexander, National Board Secretary