

Braunvieh Association of America  
Board of Directors Meeting  
Flint Oak Lodge, Fall River, Kansas  
July 19, 2014

President Marilyn Brink called the board meeting to order at 10:39 a.m. CST in the boardroom of the Flint Oak Lodge. Members in attendance were Marilyn Brink, Dwight Alexander, Tommy Clark, Benny Phillips, Jeff Zimmerman, Kendall Schlake, Todd Hill and Mark Nelson. Board members absent were Jerry Jernigan, Clay Stotts, Blake Bagley, and Brad Doke. Guest at the meeting was Tim Bagley, Larry Lane and Edsel Keith.

President Brink presented the minutes from the June 10, 2014 Board Meeting as printed. Tommy Clark made the motion and Benny Phillips second the motion to dispense with the reading of the minutes and accept them as printed. After no discussion, the motion carried.

The minutes from the Board meeting from January 14, 2014 were also presented as printed. Acting secretary Jerry Jernigan had provided the minutes. Tommy Clark made the motion to dispense with the reading of the minutes and accept them as printed and Benny Phillips second the motion. The motion carried.

President Brink asks for ideas and thoughts from the board as we began discussing the future and immediate plans for the Association and to make a "Wish List". There was a large paper flip chart and easel and Todd Hill volunteered to write the ideas as members began to brainstorm.

Benny Phillips gave the Treasure Report. He commented that there had been over \$23,000.00 promotional funds paid out for the American Rancher Program and yet there was still a good balance and \$13,000.00 returned to the accounts from sponsorships. He discussed the printed statements and how the reports are generated. There is some confusion on the assets and liabilities and how the entries are made and interpreted. Benny is going to ask the BBA office to produce a report that reflects how the Braunvieh business is performing and to simplify the accounts. At the present, expenses are \$3,000.00 over income at this time. On the positive side, registrations are up for the year by 10%, checking account is up from the past year and the promotion fund has a balance of \$26,000.00. Overall, a steady, slow progress! Jeff Zimmerman made the motion to accept the Treasure report and Todd Hill second the motion. The motion carried. A continuation of the line of credit from Pinnacle will be applied for with the approval of the minutes from the January board meeting with the new slate of officers. **In August the board will review the amount that will be applied to line of credit to reduce the debt.**

President Brink led the discussion concerning Braunvieh World and the Summer Issue. The number of ads and income for this issue was not sufficient to produce the magazine and at present the issue is on hold. After discussion, Jeff Zimmerman made the motion and Mark Nelson second the motion to cancel the summer issue and focus on the September issue which will also have the Membership Directory and National Junior Show report. The motion passed.

Kendall Schlake reported back his findings on the Non-profit issue that was discussed at the last meeting. The Braunvieh Association is incorporated in the State of Nebraska as a Non-Profit Organization and was renewed on February 14, 2013, which makes it current. The Association is not a 501C.

The American Rancher Program was discussed at length and the positive results from the show have proven to be of value. It was decided to continue to do a show and President Brink is going to negotiate a good price. **Tommy Clark is going to explore the cost, availability and timing of the Rural Radio Program.**

Benny Phillips gave a brief report on the progress of the Hair Coat study and said that there was some confusion on where the original black color influence in the Braunvieh breed came from. He felt that there was progress in the study, but Dr. Schmutz had found the study to be more confusing and complex than expected.

The discussion of web site management, staff support, Braunvieh U-tube and how to move the breed forward with some paid staff or help led to a discussion of what does International Brangus Breeders Association have to offer. It was noted that now they have a staff with considerable knowledge and history of the Braunvieh breed. **Mark Nelson was commissioned to check with Tommy Perkins at IBBA to review the current contract and explore how they might be able to provide more support and services.**

Benny Phillips reported that the Navasota Bull Test was going well with 26 bulls and that all the bulls look good. It is time to start promoting the fall test and at this time there are 2 pens reserved for Braunvieh bulls, which would be 64 bulls. There was discussion on how to increase participation and energize the test. Ideas of more information on the web site showing the progress of the bulls, on line sale or marketing plan and DNA testing of each animal in the test were discussed. It was decided to change the name of the test to Braunvieh Bull Challenge and establish a page dedicated to the test on the Braunvieh Web Site.

Mark Nelson made the motion and Kendall Schlake second the motion to recess the meeting until 7:00 a.m. Sunday morning, July 20, 2014. Motion passed.

The meeting reconvened at 7:05 a.m. July 20, 2014 with President Brink calling the meeting to order.

Larry Lane gave the report on the progress of plans for the National Junior Braunvieh Show 2015 that will be hosted by the Missouri Association. The plans are to have the show in the Bolivar, Missouri area and looking to the week of June 21, 2015. As the plans progress, Jeff Zimmerman will report back to the board the final plans.

The National Show and Sale are to be held in Ft. Worth, Texas in January 2015 in conjunction with the Ft. Worth Livestock Exposition. The annual meeting is scheduled for January 18, 2015 and the sale to follow that evening at 6:00 p.m. in Watt Arena. It was decided to have a live

sale with 30 quality consignments and explore a good sales manager. **Clay Stotts and Dwight Alexander will work together to get Texas breeders supporting the sale and find possibilities for a sales manager as well as input from other board members. Dwight Alexander is going to contact a possible speaker for the annual meeting and report back at the next meeting.**

The awards for the Annual Meeting were discussed. After discussion on guidelines and how the recipients are determined, President Brink appointed **Jerry Jernigan as chairman of this committee and commissioned to make recommendations on the type of awards and guidelines.**

President Brink appointed the Nominating Committee Chairman for the election of new board members for the annual meeting in January. Board members whom terms expire are Jerry Jernigan, Marilyn Brink, Todd Hill and Benny Phillips. Chairman of the Nominating Committee will be Kendall Schlake and he will appoint another member to the committee along with Tim Bagley.

Benny Phillips presented the proposed budget for the fiscal year of 2014-2015. There was discussion of how to increase revenue without increasing fees. There were several line item adjustments and projected increases in Registration and POP by 5% with expected continued growth. The web site maintenance was increased to help fund a web manager. **The finance committee will present a new budget at the August meeting.**

President Brink expressed the heavy load of responsibility of the President and how that we not overburden the next President. **It was decided that President Brink prepare a list of responsibilities and workload that the President and the Executive Committee perform. It is to be an agenda item at the next board meeting and to discuss how we start preparing the new President before January election. Also, look at other board member's talents and how the responsibilities can be divided up among the board members.**

Todd Hill gave a presentation on Quantum Genetix and the effects of Leptin and the effects it has on the profitability of cattle. He gave each board member literature on the testing and results as well as what they offer.

The next teleconference meeting was set for either August 19, 2014 or August 21, 2014 depending on when the majority of the board could be available. The time is set for 7:30 CST.

Kendall Schlake made the motion and Tommy Clark second the motion to adjourn the meeting. Motion passed.

Submitted by Dwight Alexander, National Board Secretary