Braunvieh Association of America
Board of Directors Meeting
Teleconference
February 17, 2015

President Tommy Clark called the meeting to order at 8:05 p.m. EST. Board members present were Tommy Clark, Todd Hill, Benny Phillips, Dwight Alexander, Jerry Jernigan, Marilyn Brink, Brad Doke, Kendall Schlake, Jeff Zimmerman, Clay Stotts, Mark Nelson and Blake Bagley. Guests were Micky Burch, Larry Lane, John Hall and Bill Pollard.

Dwight Alexander presented the January 6, 2015 minutes as printed. President Clark called for the motion to dispense the reading of the minutes. The motion passed.
After there were no corrections or additions to the minutes, Benny Phillips made the motion and seconded by Clay Stotts to accept the minutes as presented. The motion passed.

President Clark presented the January 18, 2015 minutes as printed. President Clark called for the motion to dispense with the reading of the minutes. The motion passed.
After there were no corrections or additions to the minutes, Marilyn Brink made the motion and seconded by Clay Stotts to accept the minutes as presented. The motion passed.

Benny Phillips gave the Treasures report. Benny called attention that the accounts receivable had an outstanding balance of four payments from the National sale. Benny stated that the balance sheet had payments over 60 days out and that the accounts payable was $0; Benny then noted that the promotional fund balance was up from this time last year. Benny noted that the Income statement was up higher than this time last year. President Clark called for the motion to accept the treasurer's report, Marilyn Brink moved to accept and seconded by Dwight Alexander. The motion passed.

Todd Hill gave the Promotions committee report. He stated that the American Rancher program had reserved the March 9th date, the board needed to determine what video to pick and that the association needed to make new video for the 4th run as cost effectively as possible, noting to think of good commercial herds to go record video. Todd stated there are four firm commitments to advertise and other people considering too advertise. Todd recommended the following media bundle:
1. Annual commitment to both media
   A. Commit to a full page in the Braunvieh World and a BAA website and receive $600 dollar discount on the website ad.
   B. Commit to a ½ pg in the Braunvieh World and a BAA website and receive a $300 dollar discount on the website ad.
2. Annual commitment to Website Advertising
   A. If you pay for entire year in advance price discounted to $1100
   B. Event advertising (i.e. cattle sale)
      1. Web only
   a. Full web ad is $200 for 45 days
   b. If they do a web ad, they can get an E-blast at $100 each.
Committee recommendation passed.

John Hall gave the Braunvieh Genomics committee report. John submitted a service agreement to the board, and stated that the genomics committee still needed 144 new samples sent in under the new agreement. John stated that each sample cost was $45 plus the association fee of $10, under the current fee structure the charge is $10 for animals enrolled in POP and $20 for non-POP animals. Samples submitted to Livestock Genetic Services, LLC. Jerry Jernigan moved to change current fee structure so there is a $0 upcharge by the Association to the March 1, 2015 contract thru February 28, 2016 on all DNA work pertaining to this particular contract, Marilyn Brink Second. The motion passed.

Clay Stotts presented the JBA Rules Discussion. Clay asked at what age are juniors ineligible to compete in junior shows? 21 years? Then do they become regular members? Clay will discuss this with the JBA rules committee to determine the eligible/ineligible age.

Marilyn Brink discussed the wrap up on the annual meeting held in Fort Worth Texas on January 18, 2015. Marilyn stated that 78 people were in attendance and that there was a good atmosphere with a positive outlook on Braunvieh.

Dwight Alexander discussed the NCBA convention in San Antonio, Texas 2015. Dwight stated that there were approximately 8,000 people in attendance, setting an attendance record and the association had a good booth. Broken Oak Ranch displayed two outstanding animals and that BOR foreman Roger McDowell seemed apprehensive at first then excited with the outcome of the NCBA. Dwight asked if the association should have a booth in San Diego, California for the February 2016 NCBA convention and if there should be a booth in the Southwest Cattle Raisers convention March 26-28 in Fort Worth which hosts approximately 4,000 people. And if so, could Broken Oak Ranch take cattle to display? Dwight stated the cost for the Southwest Cattle Raisers convention would be $750 to the association. Benny Phillips made the motion seconded by Marilyn Brink for the association to pay this expense. The motion passed unanimously.

Todd Hill and Bill Pollard presented the BAA web site and Braunvieh World report. They presented a packaged reduced rate for both, if a person commits to a one year-full page Braunvieh World ad they would receive 6 months free of web advertising and if a person committed to a one year-½ page Braunvieh World ad they would receive 3 months of free web advertising. The committee recommended adopting the package as presented as a motion. The motion passed unanimously.

Benny Phillips presented the report from the Navasota Bull Test. Benny stated that the bulls were performing well and the sale date was set for March 13, 2015.

President Clark asked of any new business. Clay Stotts discussed overview of January National Sale and the next National sale in October 2015 at Kansas City, would this be a video sale, live cattle sale, haltered cattle, and who should the association use as the sale manager? Asking if the association should use Jerry Cassidy? This will be determined at a later date.

There was no old business, Clay Stotts made the motion to adjourn and seconded by Dwight Alexander. The motion passed

Next board meeting Tuesday March 17 at 8:30 pm EST.

Minutes submitted by Blake Bagley, National Board Secretary