

Braunvieh Association of America
Board of Directors Meeting
Teleconference
July 21, 2015

President Tommy Clark called the meeting to order at 7:30 p.m. CST. Board members present were Tommy Clark, Blake Bagley, Benny Phillips, Marilyn Brink, Dwight Alexander, Todd Hill, Clay Stotts, Kendall Schlake and Jerry Jernigan. Members not present were Jeff Zimmerman, Mark Nelson, and Brad Doke. Guests on conference call were Lisa Bard and Micky Burch, Larry Lane, Bill Pollard, John Hall and Joel Walthers.

Blake Bagley presented the minutes from the June 9, 2015 meeting. Marilyn Brink moved to accept the minutes as corrected. Second by Dwight Alexander. The motion passed.

Lisa Bard & Micky Burch gave the Braunvieh World update. Micky Stated that the ad deadline would be September 1st. Jerry Cassady is planning on running the National Sale catalog in the Braunvieh World. Bill noted that he would like to see a summer issue next year. Lisa stated that we do have the complete influencer list that we will soon see incorporated.

Benny Phillips gave the treasurers report. Benny noted that the balance sheet is up, promotion funds are up about \$1500 from last year and the line of credit was paid off on June 17. Benny noted that the Income Statement is up about \$14,000 from last year, transfers are up about 18%, POP is up about 23%, and registrations are up by 14%. Expenses are right on target. Benny stated that we had a really good year. Todd Hill made the motion to accept the treasurer's report as printed. Second by Marilyn Brink. The motion passed.

Benny discussed scholarship funds to make sure it is appropriately distributed. He proposed to set up a separate account to set the money aside.

Nomination Report by Kendall Schlake. Kendall discussed new nominees for the board. Kendall made a motion to accept the six candidates. Motion Carries.

Junior Show Report by Clay Stotts. Clay noted that the Junior Nationals had a great show this year and that the next Junior Nationals is set for June 21-24 2016.

Promotion Committee Report by Todd Hill. Todd noted that the American Rancher is moving Braunvieh in the right direction. Joel Walthers will be helping with filming. They are seeking 2 quality programs and testimonials seem to be best. Todd presented the cost of production: 0-10 days of production would be \$500 per day, 11-19 days would be \$450 per day, 20 days would be \$400 per day. They have tentatively scheduled an air date of Monday Oct. 19 with a second show for mid February 2016. Navasota bull producers may opt to advertise the sale bulls, they will continue to work on specifics for these upcoming shows. Todd makes a committee recommendation to approve up to 12 days of filming and have two or possibly three shows for mid-October and mid-February. The motion carries.

Annual meeting and National Show progress by Tommy Clark. Jerry Cassady has about twelve head committed, Justin Stout is set to be the auctioneer, and we still need headliner type consignments. Everything is moving along nicely.

Membership Unification by Tommy Clark. Tommy asked to encourage everyone to be active and involved.

Wrap up on meeting and events at the BIF conference in Biloxi, MS. This was a good presence for the Braunvieh Association. Thanks to all that supported and contributed. From BIF perspective; breed associations are encouraged to nominate commercial and seed stock producers for each year.

Budget discussion (prior to end of fiscal year) we discussed website maintenance, show premiums, and discussed getting percentage increases for the transfers and registrations. Proposed a 5% increase. The Braunvieh World will budget for four issues next year.

Old Business – Gary Woodring concerned about a cow to get genotyped.

No New Business.

Jerry Jernigan moved to adjourn second by Clay Stotts.

Next meeting set for August 18, 2015 at 7:30 CDT

Minutes submitted by Blake Bagley, National Board Secretary