

Braunvieh Association of America
Board of Directors Meeting

Teleconference
Nov. 17, 2015

President Dwight Alexander called the meeting to order at 7:04 p.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Jerry Jernigan, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell, Kendall Schlake, Mark Wolken and Jeff Zimmerman. Member not present was Clay Stotts. Guests were Larry Lane, Bill Pollard, John Hall, Traci Eatherton, Lisa Bard and Jerry Cassady.

Brink presented the minutes from the Oct. 23rd 9:04 a.m. Board meeting. Hill made motion to dispense with reading of minutes. Second by Nelson. Motion passed unanimously. Phillips made motion to accept the minutes as printed. Second by Russell. Motion passed unanimously.

Brink presented the minutes from the Oct. 23rd 3:45 p.m. Board meeting. Jernigan made motion to accept minutes as corrected. Second by Russell. Motion passed unanimously.

Phillips gave the treasurers report. Bottom line is BAA is \$4,300 in red for year to date. This is only \$150 less than previous year, and is typical for this time of year. Registrations are up more than \$2,000 above last year to date. The BAA made significant money on the Fall *Braunvieh World*. Brink made motion to accept the financial report as presented. Second by Nelson. Motion passed unanimously.

Cassady, sale manager, gave a report on the National Braunvieh Sale on Oct. 23rd in Kansas City. There were 58 registered bidders and the sale was strong.

Bard, Eatherton & Pollard gave the *Braunvieh World* update. Ad sales close Dec. 5th and the issue is scheduled to mail just before Christmas.

Pollard gave a proposal to translate the two current Braunvieh brochures into Spanish and distribute to Mexican ranchers and have available at southern shows and events. Phillips made motion to proceed with investigating cost of translating and printing both brochures to defer to the executive committee for final approval of the project. Second by Mark Wolken. Motion passed unanimously.

Hill gave the Promotion Committee report. A new American Rancher Show is scheduled for the week of Feb. 29 with possible theme: "The Braunvieh Bull... He Always Works". Plans are to feature bull customers and/or packing industry people with Braunvieh success. Hill, Schlake & Nelson will collaborate on ideas and possibilities.

Marketing Committee recommendation is that Hill approach American Rancher for discounted time in December, with the intent of re-running the Braunvieh American Rancher Show at a price not to exceed \$3,000. Motion passed unanimously.

Genomics Committee Report from Hall. We have 107 genomic packets ordered by members to be partially subsidized by the Braunvieh Association. Hall thinks we need more educational clinics on

DNA as well as use of more data from breeders to increase accuracy in EPD calculations. He is working with Green Springs bull test on available samples from past tests.

President Alexander announced Executive Committee appointments are Kendall Schlake and Marilyn Brink. Also serving on the executive committee are President Alexander, Vice President Jernigan and Treasurer Phillips.

Assignment of Standing Committee Chairmen:

- Performance Committee – John Hall
- Finance Committee – Benny Phillips
- Planning Committee –
- Promotion Committee – Todd Hill
- Breeder Guideline Committee – Jerry Jernigan
- Registration and Transfer Committee –
- Animal Health Committee –
- Import-Export Committee – Pepé Guerra
- Exhibition Committee – Clay Stotts (Jessica Johnston in charge of junior segment)
- State Association Committee –

Report from Pollard. Would like to explore idea of putting on a commercial heifer sale. Breed is on the upswing and we need to push on it as hard as we can.

Old Business – none

New Business –Schlake and Nelson are working on plans for a Denver Invitational Sale the evening prior to the show.

Next board meeting set for Tuesday, Dec. 15, 2015, at 7 p.m. CST

Jernigan moved to adjourn at 8:47 p.m. Second by Bagley. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary