

Braunvieh Association of America

Board of Directors Meeting

Hilton Garden Inn, Manhattan, Kansas

June 14, 2016

President Dwight Alexander called the meeting to order at 8:06 a.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell, and Jeff Zimmerman. Members not present were Jerry Jernigan, Kendall Schlake, Clay Stotts and Mark Wolken. Guests were Dave Doeschot, John Hall, Don Hankins, Edsel Keith, Larry Lane, Tommy Clark, Tommy Perkins, Alison Sunstrum, Kent Abele and John Genho.

Minutes presented by Brink from the May 17, 2016, Board meeting. Phillips made motion to accept minutes as printed. Second by Zimmerman. Motion passed unanimously.

Treasurers Report – Phillips presented the financial report. Reported \$13,792 in promotion funds. The association is showing a \$12,000 profit for the fiscal year to date. The office will be instituting some accounting changes to make the reports more informative for the board to include promotion funds in the income/expense categories. Russell made motion to accept Treasurers report. Second by Hill. Motion passed unanimously.

Promotion Committee Report – Hill reported positive impact from the Braunvieh American Rancher shows. He proposed a package of American Rancher shows for a 3-year commitment followed by discussion. Committee recommendation to approve funding for American Rancher shows at \$5,000 each for 2 shows per year in spring and fall with a 3 year commitment, including reduced price shows in summer 2016, 2017 and 2018. Later shows in the probable weeks of spring and fall of 2016, 2017 and 2018. The package includes 3 Braunvieh commercials on Superior Sunrise and three e-blasts to Superior consignors and customers each year. Motion to accept recommendation by Bagley. Second by Russell. Motion passed unanimously. Motion by Phillips, Second Nelson to give promotion committee leeway to set incentive advertising rates for American Rancher shows.

Braunvieh World update – Murnin gave an update on the *Braunvieh World*. The board gave approval on a new editorial design for the magazine. The summer issue will include the Membership directory, feature articles, new member spotlight and junior photo bomb.

Social Media – Murnin made a proposal to the board for a Braunvieh social media project. Blueprint would manage accounts on behalf of association. The goal is to increase awareness and interest in Braunvieh cattle. Blueprint will charge the BAA on a per-hour rate of \$60/hour for the work they do. The estimate for launching the project is 5 hours for the first month to include posts approximately twice a week. After the launch, the estimate is 2-3 hours a month to continue the program.

NCBE Proposal – The National Center for Beef Excellence presented information on the platforms they are developing. It has three components: a National Beef Genetic Evaluation, co-location for Beef Stakeholders (registered beef breed associations and other beef entities) and the Beef Business Commercialization and Innovation.

Service Provider IBBA – Tommy Perkins gave a status update on Braunvieh work with the IBBA. He presented an offer from the IBBA board to extend the current contract with BAA for an additional 6

months. John Genho of Livestock Genetic Services, LLC, joined for an update on data collection to form GE EPDs.

Tommy Perkins provide a list of 150 high use Braunvieh herd sires to John Hall & Mark Nelson. Brink will search for yearling weight information from past bull tests. The next data pull for the genetic evaluation will be Aug. 10.

Small Registry Systems, LLC – John Ford, representing Small Registry Systems, LLC, made a proposal to handle the Braunvieh office services and registry including pedigree management, data base management, and a staff member to handle administrative work.

AgSmart TV – LZ Harris made a presentation on AgSmart.tv with ROKU TV, Web, YouTube, Facebook and Twitter accounts.

Board Action

Hill made motion that we authorize a 6 month contract extension under the current contract terms with the International Brangus Breeder's Association. Second by Nelson. Motion passed unanimously.

Russell made motion that we hire Blueprint at \$60/hour to manage BAA Social Media and set up Facebook, Twitter and Instagram for the Braunvieh Association of America. Second by Bagley. Motion passed unanimously.

Russell move that we table discussion on LZ Harris's proposal for AgSmart TV to the next BAA meeting.

Bull Test Committee – Nelson gave report for plans for Braunvieh Bull Sale at Green Springs on Nov. 21, 2016. Bulls from Green Springs, Navasota & Chappel will be eligible for inclusion in the video sale.

Genomics Report – Hall gave an update on current committee work. Alison Sunstrum of GrowSafe reported they have approached a number of scientists to work on aspects of RFI, feed intake and behavioral data. Will need breeder approval to use data in research. BAA will notify breeders who have bulls in past RFI tests that their information will be used in research and genetic evaluations unless they notify us in writing of their desire for their data to be excluded. Deadline for giving notification to be excluded will be 2 weeks from time of notification. John Genho reported on Braunvieh EPDs and will give us comparison EPD reports at the time of the next data run with the current factors and also with a performance driven Multi-Breed model.

Nominating Committee. – Alexander appointed nominating committee chairman Tim Bagley.

National Youth Programs – Hall gave a report on Fullblood Breeder's Cup Futurity to award youth for showing fullblood Braunvieh cattle in major shows. This is a program developed and sponsored by private breeders.

National Sale Management – Alexander reported that "Cattle in Demand" will manage the National Sale in Ft. Worth.

Old Business – None

New Business – None

Next board meeting set for Tuesday, July 12 at 7:30 p.m. CST.

Russell moved to adjourn at 5:58 p.m. Second by Zimmerman. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary