

Braunvieh Association of America
Board of Directors Meeting

Teleconference
Dec. 15, 2016

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 and Jeff Zimmerman. Members not present were Kendall Schlake, Clay Stotts and Mark Wolken. Guests were John Hall, Don Hankins, Larry Lane, Jessica Ebert, Lisa Bard and Samantha Murnin.

Minutes presented by Brink from the Nov. 15, 2016, Board meeting. Russell made motion to dispense with reading of minutes and approve as printed. Second by Jernigan. Motion passed.

Treasurers Report/Budget Proposal – Phillips presented the financial report. Phillips, Lane and Alexander spent two days in the BAA office this month working to correct errors in the accounting. They reported progress, but still believe there are errors in recording in June - August. Braunvieh World income is down while registrations and transfers are up. Overall expenses are also down. Phillips recommended that the Board not approve the financial report until questions in the report are settled.

As of Jan. 1, 2017, the Brangus Association will convert their accounting system to QuickBooks. They will re-enter Braunvieh accounting reverting to Sept. 1, 2016, so that the BAA's current fiscal year will be entirely on QuickBooks. This system should be much easier to work with than the current Sage accounting system.

Suggestions from Phillips to be further discussed with possible action at the next Board meeting.

- Eliminate with the separate Junior Checking Account. The money will be tracked with a restricted account on the financial records, but would be handled in the same checking account as other BAA activities. The Junior Savings Account would be maintained.
- Recommend eliminating promotional funds budget. Recommend that we spend 8-10% of revenue each year on promotion (which matches the current level) rather than to have individual budget line items. The promotion funds could be held in a restricted account. The budget line items are causing significant accounting and reporting issues. Promotion funds should be set up as designated funds showing up as income and expenses rather than as liabilities, as they are now.
- Recommend having the accounting books audited at least every other year.

Braunvieh World/Social Media/Web Site update – Bard reported the 24 page Winter Braunvieh World plus 16 page National Sale catalog, totaling 40 pages, has gone to the printer. Murnin reported on editorial content in the Winter issue and plans to have an article on the POP program in the Spring issue. There will also be coverage of the Annual meeting and National Show & Sale. Ebert will be attending the annual meeting and National Sale and Blueprint members will be attending the NCBA convention. On Social Media, Murnin reported 287 "likes" on the Facebook page. They have started doing a "Travel Tuesday" which has been popular. There were 1,401 Tweet impressions in November, which is up. 68 followers on Instagram, which is also up from November.

National Junior Show Reports – Don Hankins gave a report on the 2017 Junior National. 34 of 37 belt buckles are sold. Money committed is about \$10,050. The Junior National mailing to juniors will go out mid-March. Entry deadline is May 1. Late entries will be accepted until May 15 with double entry fees. One change is the banquet will be held Thursday, with the show ending on Friday.

Bull Sale/Test Report – Nelson reported on the sale at Green Springs. The average of Braunvieh bulls sold was on par with the other breeds in the sale. 25 early spring bulls are on test at Green Springs now and are eligible for next spring's sale. 11 late spring calves are on test at Green Springs., eligible for the fall sale. There are 18 bulls now on test at Navasota, eligible for their March 11th sale.

Genomics Committee Report – Hall reported correspondence from GrowSafe on the need for more information to tie bar code information with EID numbers and registration numbers. Hall, Phillips, Nelson & Brink will work on data available to assist with this.

Updates on National Meeting, Sale and Show – Alexander reported Dr. Tim Page, LSU professor, has agreed to speak at the annual meeting. Junior member Aiden Bickers will also be giving his speech promoting Braunvieh.

Conventions & Trade Shows – NCBA Convention is Feb. 1-3, 2017 and BAA as a trade show booth space. Houston Livestock Show has invited the BAA to have a booth in the International Room at a cost of \$500. Alexander proposed we pay for the booth space (already budgeted) and seek volunteers to man the booth.

Annual Meeting/Awards – Jernigan reported he has the list in order for awards to be presented at the Jan. 15th Annual meeting. Alexander reported speakers and meal are arranged for the annual meeting.

Old Business – None

New Business – None

Next board meeting is set for 10 a.m. Jan. 15, 2017, in the Cactus Room at the Ft. Worth Stock Show.

Brink moved to adjourn at 8:52 p.m. Second by Phillips. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary

Minutes Approved Jan. 15, 2017