

Braunvieh Association of America
Board of Directors Meeting
Smoked Creations, Ottawa, Kan.
June 17, 2017

President Dwight Alexander called the meeting to order at 8:17 a.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken and Jeff Zimmerman. Absent was Jerry Jernigan. Guests were Jessica Ebert, Edsel Keith, Larry Lane and Jenny Pieniazek.

Minutes presented by Brink from the May 16, 2017, Board meeting. Hill made motion to dispense with reading of minutes and approve as printed. Second by Scheer. Motion passed.

Board members expressed their thoughts on progress the breed has made and their ideas and goals for the future.

Treasurers Report– Phillips reported about \$37,000 in cash, which is up about \$6,500 from last year. Counting juniors, we are up about \$12,000 from a year ago. Accounts receivable are down from last year. We are at about \$16,000 profit for the year to date.

Russell made motion to accept financial report as presented. Second by Hill. Motion passed.

Braunvieh World/Social Media/Web Site update – Ebert reported there will be a 24 page Summer *Braunvieh World* being mailed with standard postage. The fall issue ad deadline is Sept. 4. It will focus on Youth. Blueprint is continuing to create Braunvieh social media traffic. Discussion ensued on ways to promote Braunvieh in various ways.

Scheer made motion to spend \$100 to “boost” BAA Facebook post promoting the July American Rancher Show. Second by Russell. Motion passed.

Genomics – Appointed Scheer as Board chairman of DNA committee. Pieniazek is added to the DNA committee.

Promotion Committee – Hill noted the BAA has one more year on the American Rancher contract. The next Braunvieh show will be the week of July 10, 2017, with upcoming shows the weeks of Oct. 16, 2017, March 12, 2018, July 9, 2018 and Oct. 15, 2018. A lengthy discussion ensued on the merits of various promotion angles and areas to use promotion dollars.

Office Management Updates – Pieniazek reported she had good sales of clothing merchandise at the Junior National. Travel was approved for her to the National Show/Sale/Annual Meeting in Kansas City in October 2017 and for the 2018 National Junior Show. She updated the board on any issues in the BAA office. Jenny reported that she would be willing to work on USGLE (United States Global Livestock Expo) grant applications for international travel if there is interest.

Show & Sale Committee – Brink reported. A very successful National Junior Show was just completed in Paola, Kan. Next year’s National Junior Show will be in Shawnee, Okla., June 11-15, 2018. Cattle in Demand will be manager for the National Sale in Kansas City Oct. 20. Jan. 14th is Ft. Worth sale, also managed by Cattle in Demand.

National Bull Test Committee – Nelson reported he has DNA on Green Springs bulls born in spring 2016 to submit for genetic evaluation. There are Braunvieh on test at Green Springs and also at Navasota, Texas. Hill reported on updated operations at Navasota.

Nomination Committee for BAA Board – Committee Chairman Schlake and committee members Scheer and Nelson reported on their search for future board members. Four spots will be vacated by Jernigan, Phillips, Brink and Hill. Recommendation from Nomination Committee to place Eric Armintrout, Daniel Roberts, Ana Duke, Paul Prazak, John Hall and Dennis Elbert in nomination for the board of directors. Motion carried.

Goals & Ideas – Alexander reviewed the goals set at the Board meeting three years ago and noted items where progress has been made or goals achieved and those still to be accomplished. Phillips asked Pieniezak to give a monthly report during board meetings on POP/Non POP registrations.

Motion by Scheer to make any new adult membership fee be reduced to half price the first year. Second by Wolken. Motion passed.

Russell moved we table the discussion on Maintenance fee to the next meeting. Second by Scheer. Motion carried.

Old Business – None

New Business – Scheer revisited the decision of a couple years ago that reduced registration and show cattle requirements from ¼ to 1/8 percentage. Discussion ensued. No action taken. The fall entry form for J-D Performance Center bull test was distributed.

Address for association will be changed to the new PO Box before Sept. 1, 2017.

Next meeting set for July 18, 2017 at 7:30 p.m., central time.

Zimmerman moved to adjourn at 4:01 p.m. Second by Scheer. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary

Approved 7/18/17