

Braunvieh Association of America Board of Directors Meeting

Teleconference

Aug 15, 2017

President Dwight Alexander called the meeting to order at 7:35 p.m. CST. Board members present were Dwight Alexander, Tim Bagley, Marilyn Brink, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell, Stoney Scheer, Kendall Schlake and Mark Wolken. Board members absent were Jerry Jernigan and Jeff Zimmerman. Guests were Jessica Ebert, John Hall, Don Hankins, Larry Lane, Samantha Murnin and Jenny Pieniazek.

Minutes presented by Brink from the July 18, 2017, Board meeting. Phillips made motion to approve as corrected. Second by Schlake. Motion carried.

Treasurers Report– Phillips reported that cash flow is down. Total income YTD is down \$16,000 from last year. Expenses are down about \$2,000. Profit at this point is \$6,000 for the year, which is down from last year, but within the budget. Bagley made motion to accept financial report as presented. Second by Wolken. Motion carried.

Braunvieh World/Social Media/Web Site update – Murnin reported on Social Media in July. There were 545 Likes on Facebook for a 13% increase over the previous month, and 96 new page views. Twitter had 1,437 impressions for the month of July with 29 profile visits and 3 new followers. Instagram has 134 followers with 12 new followers in July and lots of likes and comments on posts. Fall *Braunvieh World* will be the Junior Issue with an additional feature on Braunvieh on the rail. Ebert reported on the ad sales progress for the *Braunvieh World*. Ad deadline is Sept. 5 with a print date of Sept. 15 and a mailing date of Sept. 22. Ebert will also be following up on past-due *Braunvieh World* accounts.

Promotion Committee – Hill reported the videographer went to Minnesota for interviews with Sampson Meat and Dennis Elbert. The theme for the next American Rancher show will be profitability on the rail – Finish with Premiums. The show will air in mid October. We need to secure advertisers for the show. Hill is hoping to do the spring show without a lot of new production costs.

Genomics Committee – Hall reported Pieniazek will be forwarding DNA sent to the office directly to GeneSeek, rather than going from through John Genho.

National Bull Testing Updates– Nelson reported all summer-born bulls at Green Springs were picked up. There are a dozen fall-born bulls on test now. Phillips reported there are 6 Braunvieh bulls on test at Navasota from Hill and Phillips.

Office Management Report – Pieniazek reported on office operations. For June, there were 23 non-POP registrations and 26 POP registrations. BAA had 7 online inquiries and 2 phone call inquiries since the last board meeting. There was a suggestion to add a page to the web site for “cattle for sale.” Murnin has been exploring this and will report back to the board.

Show & Sale Committee – Brink reported on plans for the National Braunvieh sale and show in Kansas City in October. The rooms are reserved for the annual meeting, luncheon and for the sale.

Entry forms have been mailed out to prospective consignors with a sale entry deadline of Sept. 1st. There will also be a sale in conjunction with the Ft. Worth Stock Show in January 2018.

Accounting/Check off/Fee Schedule – Phillips withdrew the motion from the July 18, 2017 board meeting to discontinue the check-off dollar program that was initiated and approved on Feb. 12, 2011. Finance committee recommends the BAA will budget 20% of money derived from registry activity, as indicated in the fee schedule, for promotional activities in lieu of the checkoff dollars initiated on Feb. 12, 2011. Motion carried.

Phillips presented a proposed updated fee schedule with fee changes proposed by the finance committee. Finance committee made a recommendation to approve the new fee schedule presented effective Sept. 1, 2017. Motion carried.

Awards for National Meeting/Kansas City – Alexander asked board members to submit award recipient suggestions to Alexander or Brink.

Old Business – None

New Business – John Hall reported on a cattle buyer he is working with to line up Braunvieh influence feeder calves.

Meeting set for Sept. 12, 2017 at 7:30 p.m. CDT.

Brink moved to adjourn at 9:22 p.m. Second by Wolken. Motion passed.

Minutes submitted by Marilyn Brink, BAA Secretary

Approved Sept. 12, 2017