

Minutes for BAA teleconference board meeting June 12 2012

Meeting was called to order by President Jernigan at 7:30 PM. Board members in attendance were Jernigan, Phillips, Diles, Williams, Clark, Hill, Brink, Nelson and Snider. Guests on the call were Larry Lane and Ed Cahoj. Bean, Zinnakas and McBee were absent.

It was noted that McBee was shown absent at the May meeting in error. That change was made to the May minutes. Brink moved to dispense with the reading of the minutes, and approve as corrected. The motion was seconded by Clark and passed with unanimous vote.

Phillips presented the treasurer's report. He commented that while the majority of categories were still behind budget, most were moving closer to budgeted amounts. Phillips noted the following specific numbers:

- Transfers are down 35% for the year
- Registrations of cattle are down 5%
- Memberships are down 20%

Available cash balance less A/P and specified marketing money (\$14,585.3) is \$5641.24.

There were neither comments nor questions and Ray Snider motioned to approve the treasurer's report. A second by Hill and was approved unanimously.

Brink reported that the results/usage of the e-blast was about the same as earlier results. She indicated that she intends to put a direct link to the BAA website on the E-blast.

Nelson gave a report on the Junior National Show in Arkansas. She commented that all in attendance were very positive and that there were several new participants.

Next on agenda was discussion of the National Show and Sale slated to take place in Ft. Worth Texas. Move in of cattle to barn will be Sunday, Jan 20th. The sale is proposed to be the same day, with board meeting on Monday at 12PM, and Show on Wednesday. Nelson will check on room for dinner and board meeting, as well as the arena for the sale on Sunday. Following was discussion on management of the sale. After some discussion, it was decided to pursue using a "non-Braunvieh" sales manager, one whom had not done a Braunvieh sale. Tim Lockhart was mentioned and there was agreement. Marilyn is to chair the committee and will contact sales managers.

New Business

Clark shared kill results on 129 Braunvieh influenced steers. Very positive, and the information is to be included in the new BAA brochure.

Discussion followed on the new member packet. Hill suggested that board members call new members to welcome them, as well as call members that had dropped their membership in the last two years to inquire as to why. The information would potentially be useful in making changes to retain members. Jernigan said he would instruct the BAA office to send contact info of all new members to all board members. Jernigan also said he would get a list of ex-members from the office for the board to make contact with.

There was some discussion of the upcoming Nashville meeting. Jernigan proposed the meeting start at 9am Saturday and go until 5pm on Sunday. All members were in agreement that there should be some preparation for the meeting as well as a best effort attempt to keep the meeting on focus of topics in the interest of productivity.

Ed Cahoj asked what ideas had been presented to promote the breed. Jernigan explained the difficulties of marketing with the current limited resources. He stated he wanted the plans to be thought out so that when monies came available we would be ready to act.

Old Business

Clark volunteered and was accepted to head the commercial committee.

There was limited discussion as to what to do with money in accounts that no one volunteered to be on the committee.

There was limited discussion of planning to use technology to market in a cost effective manner.

Clark asked for a count of registrations designated "OB" vs. "PB" Jernigan is to get that number for Clark.

Phillips moved to close the meeting at 9:30 pm. Snider made a second which carried with unanimous vote.