

Braunvieh Association of America

Board of Directors Meeting – Teleconference – January 21, 2018 – 7:30 pm

President Mark Nelson called the meeting to order with the following members present, Dwight Alexander, Tim Bagley, Ana Duke, John Hall, Paul Prazak, Daniel Roberts, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken, Jeff Zimmerman. Guest present on the call were Colby King, Larry Lane, Lisa Bard, Samantha Murnin, Jessica Ebert, Jenny Pieniasek, Jessica Bart.

Minutes: Jeff Zimmerman presented the December 14, 2017 board meeting minutes. A motion was made and seconded to suspend reading of the minutes and to approve as presented. Motion was passed.

Treasurer's Report: Tim Bagley read the Treasurer's report with no additions or corrections needed. Things are comparable to last year and where we've always been this time of year. It was moved and seconded to approve the treasurers as presented. Motion passed.

Braunvieh World/Social Media/ Web Site: Samantha – Social media accounts keep growing. On Facebooks there were 53 new likes and 223 new page views. Twitter is a little slower with 12 new followers for December, 2102 impressions for the month. Instagram total of 177 followers in December which is up 9 from November. Total impressions were 2488. Braunvieh World – putting together content for spring issue. Ad deadline is March 5th – Print date of March 19th with a few show results to go in and if there anything else you would like in there to please let her know. Jess had no update on ad sales at this time. Talked about the features for the next issues as far as articles, like "Breeder of the Year". Samantha said she has it on the slate based on when the annual meeting or award is given and she will get that in.

Office Management Report: Jenny Pieniasek reported no progress on POP. Issue with the program in the portal and is running very very slow and freezing up or stopping. Reached out for help and they don't know why it's happening. Money that came in for membership dues was \$6,337.50 and \$250 for Jr. dues. Sixty-seven regular registrations for the month brought in \$3,298 and 1930 POP registrations for 84 animals.

Jr. Board Report – Jessica reported Jr. board members working really hard for the next National Jr show. They are trying to be in charge and make it their own event. 2018 Jr. Show date is June 11 -15 in Shawnee, Oklahoma.

Performance Committee/Bull Sale & Testing Committee: Mark gave an informational update on where RFI Epd's stand. Stony talked about Bull testing and there was a lot of discussion on the matter. With the questions and ideas that were brought up, Stony was going to re-vamp the documents and send out for possibly voting at the next meeting.

Genomics Committee: John Hall hoping to visit with John Geno and Tommy Perkins at NCBA. NEOGEN – The contract was supposed to get e-mailed to Mark Nelson for signing and did not get sent. Hoping to get things hammered out at the NCBA.

Promotion Committee: Kendall Schlake said promotions is pretty active. American Rancher – running late February. Need to sell 4 ads for American Rancher. Colby King talked about the Braunvieh website. Executive Committee approved the funding over Christmas for design to get it started and will have final numbers to come. Colby will work with Jessica on an article to put in the Braunvieh World.

Registrations / transfers: Dwight Alexander not a lot to report. Jenny discussed in her office report, things are looking good.

Exhibition: Mark Wolken stated the Fort Worth show had a really good turnout. There was close to 120 pre-entered animals and about 45 entries for the junior open show. Just to make the board aware, had one protest on parentage

of a couple heifers at the show. Mark Wolken, Donnie Johnson and the Facility Vet were involved with the protest. The vet had drawn blood on both heifers and the results wouldn't be back for a couple of weeks. Mark will be getting with Jessica on the Jr. National Show. He is working on trying to keep the rules and regulations more uniform between shows.

Executive Committee went over the recommendations for staffing insurance/salary.

Final Numbers for Fort Worth Sale – 37 live lots was \$131,790, Average of \$3,561, Flushes, Embryos & Semen \$6,970. Total sales = \$138,760 which is an average of \$3,227 on 43 lots.

New Business – none

Next Meeting – Tuesday, February 13th, 2018 at 7:30 pm

John Hall made motion to adjourn meeting, seconded by Stony Scheer, Motion passed.

Minutes submitted by Jeff Zimmerman, BAA Secretary

Minutes approved February 13, 2018