

Braunvieh Association of America Board of Directors Meeting

Teleconference
Nov. 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, Todd Hill, Mark Nelson, Benny Phillips, Caleb Russell and Jeff Zimmerman. Members not present were Jerry Jernigan, Kendall Schlake, Clay Stotts and Mark Wolken. Guests were Don Hankins, Larry Lane, Jessica Ebert and Samantha Murnin.

Minutes presented by Brink from the Oct. 11, 2016, Board meeting. Russell made motion to dispense with reading of minutes. Second by Hill. Motion passed. Russell made motion to approve minutes as printed. Second by Hill. Motion passed.

Treasurers Report/Budget Proposal – Phillips presented the financial report, discussing the balance sheet and income Statement. Revenue at the current time is down for *Braunvieh World*, although considerable ad revenue for the last issue is still to come in. Website income appears to not have been invoiced recently and that is being looked into. BAA expenses are also down while revenue from registrations is up. The finances are tracking approximately the same as the last three years. The Finance Committee is still working with the BAA office to get the 2015-2016 financial year end reports accurate and complete. Brink made motion to accept the Financial Report as reported. Second by Bagley. Motion passed.

Braunvieh World/Social Media/Web Site update – Murnin reported on Social Media. The Facebook “Likes” are continuing to increase, with an average of 16 new people viewing the page each day. There is a growing number of people following on Twitter. Instagram has changed their policy that allows BAA to have a business page so that we can track more results from that. The second blog post on the web site is being posted, which addresses the veterinary feed directive. The winter *Braunvieh World* is shaping up to be another good issue. The National Sale catalog will be included in the Winter issue. It will be mailed by early January. Ad deadline is Dec. 5th.

Promotion Committee Report – Hill reported there is some progress on content for the next show. Joel Walters has started shooting video. There will be a segment on why cattlemen can benefit by paying a premium to purchase registered cattle.

National Junior Show Reports – Don Hankins reported that Brink Livestock and Sterling Genetics have donated a heifer calf for the youth raffle to benefit the 2017 Junior National. \$8,500 has been committed so far from Belt Buckle sponsorships. There are still buckles available to be sponsored. Plans for the event are well underway.

Bull Sale/Test Report – Nelson noted the Bull sale is next Monday afternoon at Green Springs at Nevada, Mo. There will be 11 Braunvieh bulls in the sale. There are 25 spring-born bulls that went on test in October at Green Springs. Approximately 12 are expected for the Green Springs test starting in December. There are 18 Braunvieh bulls on test at Navasota, Texas.

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. Holly Alford of Cattle in Demand reported to Alexander that National Sale consignments are coming in. The ballots and bios for board candidates will be mailed from the BAA office to members in the next few days.

NCBA Convention – NCBA Convention will be Feb. 1-3, 2017, in Nashville. Jerry Jernigan has offered to help with the booth, as has Tim Bagley.

Old Business – The BAA office has processed 38 registrations of older cattle under the Braunvieh Registration Round-Up so far.

New Business – None

Next board meeting conference call was set for Tuesday, Dec. 13, 2016, at 7:00 p.m. CST.

Zimmerman moved to adjourn at 8:00 p.m. Second by Russell. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary

Minutes approved Dec. 15, 2016