

Braunvieh Association of America
Board of Directors Meeting

Teleconference

Feb. 21, 2017

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, Jerry Jernigan, Mark Nelson, Benny Phillips, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken and Jeff Zimmerman. Guests were Lisa Bard, John Hall, Don Hankins, James Hinton, Larry Lane, Jessica Ebert, Jessica Johnston and Samantha Murnin.

Minutes presented by Brink from the Jan. 15, 2017, morning and afternoon Board meetings. Jernigan made motion to dispense with reading of minutes. Second by Wolken. Motion passed. Phillips made motion to approve minutes from Jan. 15 morning meeting and Jan. 15 afternoon meeting as printed. Second by Bagley. Motion passed.

Treasurers Report – Phillips presented the financial report. We are in a similar financial position as we were at this time last year. There are some corrections to be made in the current P&L and balance sheet which have been addressed. BAA has \$10,310 cash on hand in the checking account and all January bills are paid. BAA accounting has been transferred to QuickBooks and Phillips is confident that we are close to having past errors in the accounting system corrected. Motion to accept financial report as presented by Wolken. Second Scheer. Motion passed. Phillips noted that the board will need to look at eliminating the promotion accounts, and as a replacement, designate a set percent of revenue for promotion. These promotion funds would be maintained in a restricted account.

Braunvieh World/Social Media/Web Site update – Murnin reported on Social Media, which is doing well. The Ft. Worth National Show promotion on social media was a success with 5,122 people reached in January, and 55 new people “liking” the Facebook page. Instagram has been increasing as well with 3,000 impressions in January. Twitter is also growing. Murnin reported there will be a lot of content in the Spring issue. Ebert reported ad sales have been good for the spring issue. She also discussed tracking, billing and commission for banner ads and e-blasts.

Older Cattle Registration Special – Alexander reported about 320 head were added to the herd book under the older cattle registration special.

Promotion Committee Report – Hill reported the next American Rancher will be broadcast Feb. 27th, March 1 and March 4. Four ads were sold to help sponsor the show. Future American Rancher broadcasts will be the week of July 1, 2017, and then the week of Oct. 16, 2017.

Junior Reports – Hankins reported Junior National plans are set for June 12-16 in Paola, Kan. Calendar of events, rules, etc., will go out to juniors in mid March. Early entries are due May 1st. Johnston reported the junior board will meet Thursday to elect officers and make additional board plans for the Junior National.

Bull Sale/Test Report – Nelson talked with James Maddox at GDC in Navasota who will have their sale on March 11 during the Houston Livestock Show International week. There are 18 bulls on test

there. Green Springs had 26 bulls come off test. Between 5 and 10 Braunvieh bulls will sell there March 27. There are summer born bulls also on test now at Green Springs.

Genomics Report – Hall reported we have some breed specific markers identified on Braunvieh cattle, and those were included in the last EPD run that came out earlier this month.

Office Management/GPS/Contract for Future – Alexander reported the Brangus Association has given the BAA 90 days (May 15) to find another option for office management to do Braunvieh work. Brangus would like to continue to offer the GPS registry system to Braunvieh. He updated the board on contacts that have been made with other individuals and organizations on their interest in serving as the “office” for BAA, as well as alternative registry systems should we decide to not stay with GPS. A committee of Alexander, Jernigan, Brink, Phillips, Nelson and Russell will work to investigate options.

Future National Meeting/Sale/Show – Brink reported on the future of the American Royal as they make plans to build a new facility west of Kansas City in the Speedway area. Projected completion date is fall 2019. Nelson presented proposed guidelines for scheduling BAA National Shows & Sales and Annual Meeting. Those guidelines will be considered at a future meeting. Discussion ensued on the merits of having the next National event at either the American Royal in Kansas City or the Southwestern Expo in Ft. Worth. An extensive discussion ensued over the merits of rotating the National Events or holding them each year at the same location.

Jernigan made motion to have a roll call vote and hold the next National Show and Sale and Annual Meeting in Kansas City in October 2017. Second by Russell. Votes in favor of the motion: Bagley, Brink, Jernigan, Nelson, Phillips, Russell, Scheer, Schlake, Wolken and Zimmerman. Opposed to the motion: none. Motion carried. Consensus of the board was to invite Holly and Todd Alford of Cattle in Demand to be sale manager for the Kansas City National Sale.

Nelson made motion to have the National Show and Sale and Annual Meeting in Ft. Worth in January 2019. Second by Zimmerman. Motion carried.

NCBA Convention – Tremendous attendance at the convention. Trade show was well attended and contacts were made with potential Braunvieh customers.

Southwest Cattle Raisers Convention – The Braunvieh booths in the International Room at Houston Livestock Show and Southwest Cattle Raisers will both need volunteers.

BAA Executive Committee – President Alexander announced that the members of the 2017 BAA Executive Committee will be Alexander, Jernigan, Brink, Phillips and Nelson.

Old Business – None

New Business – None

Next board meeting conference call was set for Tuesday, March 14, 2017, at 7:30 p.m. CST.

Jernigan moved to adjourn at 9:28 p.m. Second by Zimmerman. Motion passed unanimously.

Minutes submitted by Marilyn Brink, BAA Secretary
Minutes Approved March 21, 2017