

Braunvieh Association of America

Board of Directors Meeting – Teleconference – March 20, 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, Samantha Murnin, Jessica Ebert, Jenny Pieniasek.

Minutes: Jeff Zimmerman presented the February, 2018 board meeting minutes. Mark Wolken made a motion to suspend reading of the minutes and seconded by John Hall. Motion passed and minutes were approved as presented.

Treasurer's Report: Tim Bagley presented the Treasurer's report with no additions or corrections needed. Kendall moved to accept treasurer's report as presented and seconded by Dwight. Motion carried.

Braunvieh World/Social Media/ Web Site: Samantha – Braunvieh World Spring issue is off to printer tomorrow. There were 12 ½ pages of Ads in this 24 page issue projected to make \$1500 on this issue. Social media – Every platform is continuing to grow. Facebook had 30 new likes and reached 2600 people in February, Twitter a little slower with 1800 impressions with 37 new profiles and Instagram had 195 followers with 13 being new in February and 2601 impressions which is very positive.

Office Management Report: Jenny Pieniasek – since last meeting we had 60 regular registrations along with 95 POP registrations. Six on-line inquiries. Invoiced out \$1305 in POP fess and working on getting Jr. National entry forms mailed out. Reminder also about the 2 week vacation.

Performance Committee/Bull Sale & Testing Committee: Stoney – 17 mins

Genomics Committee: John – Hoping to have the gestation link in the next Braunvieh World issue. Motion made and seconded for the BAA Board of Directors to give their endorsement and support for John & Loretta Hall to offer Braunvieh as a breed for consideration to the Beef Integrity Program at the Noble Foundation. Motion carried.

Promotion Committee: Kendall – Braunvieh Sale Barn is up and running. We are comfortable and pleased with how it looks. There is an article going in the Braunvieh World promoting the Sale Barn and making people aware. Working on finishing the shopping cart feature and getting funds transferred properly and needing to get the tabs in for the price structure. American Rancher – has been very positive. For the next American Rancher, the one big issue to contend with is that the contract has expired. Todd Hill has volunteered to get pricing structure and schedule so we can determine what our future looks like with American Rancher during this re-negotiation time.

Breeders Guidelines: Caleb – 1 hour 27 mins

Registrations / Transfers: Dwight – registration on the Miniatures is a work in progress.

Exhibition – Mark – In contact with the Fort Worth Stock Show trying to line things up. They want to make sure we still are doing 500 for open show and 250 for youth show and working on judges for each show as well. National sale date on Sunday, looking at seeing if show date starting on Monday is an option. Mark will bring back options to the next meeting. There is a Texas Show and Braunvieh Bonanza show coming up April 26-29 which is good for the youth program.

International – Ana – Promoting in Houston had a lot of attractions. Very successful year this year. It was a great event.

Old Business - none

New Business – On site face to face summer meeting on the 16th of June.

Next Meeting – May 1 at 7:30

Mark Wolken made motion to adjourn meeting, seconded by Dwight Alexander. Motion carried.

Minutes submitted by Jeff Zimmerman, BAA Secretary