

# Braunvieh Association of America

## Board of Directors Meeting

Troy, Illinois – June 21, 2019 3:00 to 6:30

President Caleb Russell called the meeting to order with the following board members were present: Paul Prazak, Ana Duke, John Hall, Mark Wolken, Robert Williams, Daniel Roberts, Jeffrey Zimmerman and Tim Bagley. Board members on conference call were Stoney Scheer, Mark Nelson and Kendall Schlake. Guest Present were Larry Lane, Mr. Keith, Donnie Johnson and Jenny Pieniazek: Conference Guests were Jessica Ebert, Samantha Murnin, Colby King and Lisa Beard.

**Minutes:** Ana Duke presented the April 16, 2019 board meeting minutes. Minutes were read by Ana Duke and Caleb made a motion to approve the minutes as read, approved by Tim Bagley and 2<sup>nd</sup> by Paul. Motion passed.

**Treasurer's Report:** Tim Bagley presented the Treasurer's report. The juniors had lots of good activity and May was a good month. Tim asked Jenny to provide an update as to where we were with the juniors – the juniors had \$12,250 in sponsorships, entries were \$6,327, raffle was \$6,920 and silent auction was \$2,920. The expenses for the show were approximately \$21, 226, leaving them ahead by over \$5,000. Larry reviewed the May financials as well and explained they are a little distorted because of all the JBAA activity. There is still no activity on the sales barn income which should be a direct pass thru once a purchase is made from the shopping cart. Jeff moved to approve the financials and Robert 2<sup>nd</sup>. Treasurer report approved.

**Braunvieh World/Social Media/ Web Site:** Lisa reviewed and discussed the options that were proposed going forward with the Braunvieh World. We have 4 options for the directory issue, the challenge remains that the Braunvieh World and BAA is a small membership that support the ads, the only way to increase income is to increase the ad prices or the number of advertises. BAA can use profits or subsidize to mail to a larger group. Option 1 produce a directory issue of BW with 28 pages and break even or just give a small profit. Option 2 produce a directory issue of BW but increase the ad / editorial ratio to 65/35 decreasing editorial accordingly – this would result in larger profit to the BAA or open door for the magazine to be sent to a purchased mailing list. Option 3 would be option 2 with an increased ad rates by 10% across the board. Option 4 produce directory issue of BW use any of the 3 options above with an addition of digital version with hyperlinks for emails and websites to be embedded in the flip book. Each option was discussed among the board members. There were positives on doing a lot of this electronic because it does reduce the postage and printing costs. Mark N. – the membership directory is very important. John Hall – when will the issue be out? October 26<sup>th</sup> is bull sale, Mr. Keith and Daniel indicated this needs to be out end of September or early October. Is there a way we utilize the list of producers who bought cattle from us in the past? Jenny indicated the data is available for 3 years. Mark made a motion to move that we select option 2 – for the fall issue of BW, with the addition of adding back the mailing list of buyers, Daniel 2<sup>nd</sup> and motion passed.

Sam – anything updates for social media? Social media is pending further discussion.

**Office Management Report:** Jenny provided an update on what her daily tasks are, the first of the week she mainly works on the mail, work on orders, phone calls and she has been working on DNA tests. May and June are really busy months because of the Jr. National Show. The fall and spring show season always have a lot of activity as well.

**Ethics Committee:** Mark Nelson – Nothing to report.

**Performance Committee/Bull Sale & Testing Committee:** Stoney - nothing to report yet, he is waiting on the information for bull performance.

**Genomics Committee:** John Hall – we need to explore a way to educate our association and our base. The focus right now is the show project for parent verification which is going to be difficult.

**Promotion Committee:** Kendall – American Rancher. The biggest thing we need to do is visit ranchers who are using Braunvieh on their operations. We need to compile or be able to put together a list of bulls sold to new customers. The data can be found in the system. Jeff, Mark N., Stoney and Kendall would like to stay on the promotion committee once their term is up on the board. Great ideas were discussed on possibilities for more promotions, John Hall will start a round table discussion in Ft. Worth. Mark Nelson provide an episode on the history of the breed, ideas can be sent to Mark N. Great to get information on more breeders using Braunvieh bulls on cows.

**Breeders Guidelines:** Paul Prazak – Mini Braunvieh Program. It has been year since we started the discussion of the mini Braunviehs, John Hall explained that this first generation is rough and ugly. He believes the second generation will be better. There will be a show in Amarillo this year for the mini Braunvieh and purebred. A mini will never graduate to a purebred status or beef builder, if they don't meet the mini requirements. A motion was made by Mark W. to revisit this program next year again, Paul 2<sup>nd</sup> the motion. Motion passed.

**Registrations / Transfers:** Ana Duke – Mark Nelson provided an update on the breed up chart and discussed possible changes to the percentages of the chart. We will table any changes or recommendation until we have a better idea if the registration issues we are having is the chart or the programming in the GPS system. John Hall made a motion to table and discuss this at the National Meeting in Ft Worth, Mark W 2<sup>nd</sup>. Motion passed.

**Exhibition** – Mark W. – we had 90 head at this JBAA. The 2020 show will be held on June 15<sup>th</sup> – 20<sup>th</sup> in Texarkana, AR. The Ozark Empire is coming up in early August and this is the first show were cattle need to be profiled to be eligible to show. Mark W and Donnie J have done a great job on this committee.

**Old Business** – none

**New Business** – We need to approve the JBAA by-laws. Motion by was made by Mark W to approve the by-laws, Paul 2<sup>nd</sup>. Motion passed. The new by-laws will be posted and as necessary will continue to be updated/tweaked. Paul had the opportunity to introduce Tyler W. & Molly R. to everyone at the beginning of the JBAA show. Everyone was excited to hear about the new committee. Motion passed.

**Move to Closed Session** – The meeting was closed to visitors/guests and continued on with Board Members and Jenny.

Adjourn: Meeting was closed with a next meeting set for July 16, 2019 @ 7:30 pm.

Submitted by Ana V. Duke, BAA Secretary

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