

Braunvieh Association of America

Board of Directors Meeting

February 18, 2020 @ 7:00 p.m.

President Paul Prazak called the meeting to order with the following board members present: Caleb Russell, John Hall, Daniel Roberts, Tim Bagley, Colby King, Robert Williams, Evan Bartley, Bob Gunnett, Mark Wolken, and Nesha Smith.

Guests present were: Larry Lane, Jessica Ebert, Lisa Bard, Clydene Pittman, Donnie Johnson and Jenny Pieniasek

Minutes: The January 19, 2020 minutes were discussed and a motion was made by Caleb Russell to dispense reading of the minutes, Bob Gunnett noted a typo on the special meeting notes and correction was made and approved as printed, second by Colby King. Motion carried.

Treasurer's report: Tim welcomed Bob Gunnett to the first call of the year. The membership payments are on target to where we were last year, we are where we need to be financially for this time of the year. January looks really good with POP registrations, registrations and membership renewals. Juniors look really good. Larry, Bob and Tim have met and are looking to change a few things. These financial are just for review they are not ready to be approved. No action needs to be taken. Per Caleb, the September and October financials need to be re-approve, once they are up to date, we will approve all at one time 60-90 days before corrections approvals can be made.

Braunvieh World: Lisa, the winter edition was done with the national sale catalog. Jess worked really hard to get ads, she ended up with 16 pages, and the BAA did not make or lose any money on this issue. The spring issue is slated to print March 19, and mail early April and depending on how many ads are sold. The ads sale will close March 5th and based on where they are on March 5th with the ads, they will know if we can move forward with the edition. The publication is struggling, small breeds are all struggling, so they will get some ideas together and to bring forth to our next meeting for discussion.

Social Media/ Web Site: Peyton was not available for the meeting.

Office Management Updates: Jenny said the registrations for the HLSR have been reviewed and she has emailed everyone who has a missing DNA profile for any cattle that are entered to show. The POP invoices were mailed February 18th, there were 98 members invoiced. Only active paid members receive a POP invoice. Jenny provided a description of which cattle qualify for POP and the advantages of participating in the program. The GPS system has always had problem with the POP program and she is working with Digital Beef to make sure these issues are resolved in the new system. Digital beef portal implementation is still in progress but as Paul mentioned the timeline might move.

Ethics Committee: Nothing to report.

Performance Committee/Bull Sale & Testing Committee: Evan Bartley, nothing to report. Evan would like to add Mark Nelson to his committee and start working closely with the genomics committee. Evan will also like feedback from anyone with historical data. He would like to get the data out through social media and different publications. Mark Wolken provided some insight to what has happened in the past with some of the testing facilities (Navasota, Green Springs, PXFeeders etc).

Genomics Committee: John Hall, yes performance and genomics committee need to work together, the industry is hungry for data.

Promotion Committee: Colby King, American Ranches airs on March 9th. RFI continued as a Braunvieh success. There are 2 commercial spots available. Mid-West Springfield sale may want a spot and maybe Athens sale as well. Colby need to know by the end of the week. There will be a new topic and new show in the fall. Colby asked who was in charge of the banner ads on the BAA website, the process was discussed by Jenny, and Colby will like to make this more affordable.

Breeders Guideline: Caleb Russell - nothing to report.

Registration / Transfers: Ana – nothing to report.

Exhibition Committee: Mark Wolken, March 9th HLSR, McBee Sale is April 18th, Texas Braunvieh Association State Show is April 24th thru April 26th in Belton, TX, and Robert Williams has a sale March 27, 2020.

Anyone who wants to consign cattle for the Springfield Sale, contact Larry or Bob Gunnett. Entries are due April 1st.

New show possibilities were discussed to add San Antonio and Louisville, KY, Donnie Johnson provided historical information regarding this show and it will be hard to go back because of low participation at San Antonio.

Old Business: Nothing to report.

New Business: Jenny would like to move to quicken online and a newer version. She is currently using QuickBooks the 2017 version. Jenny had done some research and provided the cost for upgrading but there might be other options for the program. Bob will look to see what the costs are to move to a newer version of QuickBooks and report back next meeting.

DNA Testing – Paul and Jenny had a conversation with NeoGen they are putting together an educational presentation to educate their customers from basics to advance. Leona Wells is currently working on the presentation and inputs is welcomed and she will use it to develop the training. Different types of testing are tissue sample, blood samples and semen. NeoGen is going to do away with hair samples because the hair samples not reliable and higher percent of error per NeoGen.

BAA is currently paying \$4.00 per hair sample and \$5.00 for semen and not passing it on to the member. A motion was made by Bob G. to pass the hair sample costs to the members starting June 1st. Colby King 2nd the motion. Motion carriers.

Paul addressed the board members about social media. Be Respectful. As board members, Association comes 1st, and if you want to post on an individual level, you can but please do not involve the BAA. Be a part of the solution not the problem.

Discussion was brought up regarding the beefbuilder show but the numbers have not been high enough to have their own shows. Donnie said in 2013 the beefbuilder percentage went down to 1/8 because at the time they felt it would bring more revenue but it hasn't, the show numbers are still low. Jenny will run the numbers to see how many beefbuilders are registered and what the percentages are.

Full Blood crossed with a registered Brown Swiss Bull, how would that be registered? John believes the offspring would be a Swiss prefix. Colby believes that the Swiss have 2 herd books. Per Larry the OB, SI PB prefixes, was told SI is just short of a fullblood. Per Paul, we have more investigating to do, Ana will check how they are registered in South America.

Adjourn: Meeting was adjourned. Next meeting is scheduled for March 17, 2020 @ 7:00p.m. Colby motioned to adjourn the meeting and it was second by Mark W. Meeting adjourned.

Submitted by Ana V. Duke, BAA Secretary