

Braunvieh Association of America

Board of Directors Meeting – Teleconference – December 14th – 7:30 pm

President Mark Nelson called the meeting to order with the following members present, Tim Bagley, Ana Duke, John Hall, Paul Prazak, Daniel Roberts, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken, Jeff Zimmerman with Dwight Alexander being absent. Guest present on the call were Colby King, Larry Lane, Lisa Bard, Jessica Ebert, Jenny Pieniasek.

Minutes: Jeff Zimmerman presented from the Nov 14th, 2017 board meeting. Reading of the November 14th, 2017 minutes was suspended. Motion was made by Mark Nelson and seconded by Paul Prazak to approve those minutes as presented, motion passed.

Treasurer's Report: Tim Bagley read the Treasurer's report with no additions or corrections needed. Things are comparable to last year. With no more questions, Kendall Schlake made motion to approve, Mark Woken seconded the motion and motion passed.

Discussions were brought up by Tim Bagley to have the Executive Committee review the health insurance coverage for Jenny Pieniasek and Mark Nelson mentioned giving vacation time for Jenny since nothing was discussed when she was first hired. They will bring recommendations back to the January board meeting for a vote.

Braunvieh World/Social Media/ Web Site: Lisa Bard spoke about the Winter issue that Amanda will be taking over this issue. Did not foresee any issues as she has actually been doing the last few. Total pages were 28 and 17 of those were Ad pages. Looks to be a profitable magazine and will be sent out right after Christmas. Social media, with Twitter and Facebook, is doing well with 1647 likes in November. The more members keep posting, sharing and liking, the more people will be made aware of the Braunvieh breed.

Lisa talked about the Spring issue and she has reported new advertisers have bought ads for this issue. The American Royal results will be in this issue and it was discussed about the importance of POP being completed by producers so this message will be added to the Spring issue.

Office Management Report: Jenny Pieniasek reported a lot of membership renewals coming in this last week. She has seen three on-line inquiries since the November meeting and registration dollars were \$4629 with POP registrations of \$1320. There were discussions on the number of registered animals that consisted of. Unable to tell at this time. Jenny will look into seeing how to record that information.

Performance Committee/Bull Sale & Testing Committee: Stony Scheer made motion to dissolve the National Bull Sale & Testing Committee and merge those responsibilities into the Performance Committee. Mark Wolken seconded the motion and motion was approved.

Stony Scheer made a motion to Strike or Remove the RFI requirements as part of the approval process for the National Bull Testing. Caleb Russell seconded the motion and after some discussions, motion was approved. It was discussed that how to promote and present the testing information to members will be the responsibility of the Performance Committee. They will bring further information to the board meeting in January.

It was discussed how to publicize the accumulated data on bull testing for full bloods, purebreds and percentages. The Committee will bring back options on how to present this information in order to the make statistics stand out.

Genomics Committee: John Hall talked about the NEOGEN Contract, that it has good value and is a very good source to enhanced EPD work. John representing the Committee recommends to sign contract and to have it handled through the BAA office with Jenny also handling the billing which would include a \$7.00 up charge for handling. A 50k test costs \$38 and would be billed at \$45, 100K costs \$75 billing out at \$82 and 250K costs \$100 with billing out at \$107. Other discussion was that parentage is what members will receive back along with the benefit of genomically enhanced EPD's, which is a great value to have. Members have the option to use this DNA service or not to. After a lot of discussion, the Genomics Committee recommends to have the Board accept, approve and sign the NEOGEN contract where the BAA office will handle the process and bill back the members to include a \$7.00 up charge. In January, GPS will be on our website to initiate the request on-line. Jenny will receive these requests and handle.

To tie together the last two committee reports, Mark Nelson mentions that the National Bull Testing Program before had shared costs with bull, sale, location, submitted DNA where the breeder paid for parentage, and the Association kicked in money to make sure there was enough to run the DK chip. He would like members to be thinking about how to handle and discuss at the next meeting.

Promotion Committee: Kendall Schlake said they are working on the American Rancher February issue. They are in contact with Edge about the Braunvieh portion or spot on the website for sale of genetics or feeder calves. Colby King commented they are still working on the Braunvieh marketing page. Looking at other breeds and trying to pull the best ideas off their websites. Kendall stated they are still investigating what they want and trying to come up with a "stand out" name. Kendall expressed concern about what funding is available to get things started. He will bring back some projected revenue figures to look at. It was referred to the Executive Committee to discuss funding and Kendal will bring back to the board recommendations on what the platform would look like in January.

Mark Nelson reports for Dwight Alexander about Cattle in Demand. The delay in getting the National Sale checks out was due to them working very hard to cut costs with the number of consignments being so low. They reduced their commission fee from 5% down to 2%. The Auctioneer took his fee from a percentage to a flat rate and the Internet Sales dropped their fee as well. The expense of the sale would have been 27% and Cattle in Demand was able to reduce that to 15%. With transfer of registrations being past the 45 days for the National Sale, Caleb Russell moved to waive the late fee for transfer of registrations this one time. Mark Wolken seconded the motion and motion passed.

Show Committee: Mark Wolken reported there were 21 entries for Denver and Fort Worth entries were coming in.

New Business – none

Next Meeting – Tuesday, January 24th, 2018 at 7:30 pm

Caleb Russell moved to adjourn meeting, seconded by Ana Duke, motion passed.

Minutes submitted by Jeff Zimmerman, BAA Secretary

Minutes approved January 21, 2018