

Braunvieh Association of America

Board of Directors Meeting – Teleconference – February 13, 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, Caleb Russell, Stoney Scheer, Kendall Schlake, Mark Wolken, Jeff Zimmermant. Absent was Daniel Roberts. Guest present on the call were Colby King, Larry Lane, Samantha Murnin, Jenny Pieniasek,.

Minutes: Jeff Zimmerman presented the January 21, 2017 board meeting minutes. Mark Wolken made a motion to suspend reading of the minutes and seconded by Dwight Alexander. Motion passed and minutes were approved as presented after adding the word “Junior” to board members under the Jr Board Report.

Treasurer’s Report: Tim Bagley read the Treasurer’s report with no additions or corrections needed. Kendal moved to accept treasurer’s report as presented and seconded by Mark W. Motion passed.

Braunvieh World/Social Media/ Web Site: Samantha – Social media – Facebook has 29 new likes and 78 page views, Twitter has 60 profile visits and Instagram had 5 new followers with a total of 182. Braunvieh World working on articles for programs going on with the Association. Add deadline is March 5 if anyone is interested, get in touch with Jen before then.

Office Management Report: Jenny Pieniasek – Talked about the Pop program during the Treasurer’s report. Update given on the Ultrasound data. Jenny will be out of the country March 26 – April 5th – returning to work on April 6th. Jenny will not be available by phone and will leave a message on the voice mail giving Mark N and Dwight’s phone #'s along with her e-mail. 72 new registrations this month not under Pop and 46 under pop. International Grant is coming up in March and Jenny is wondering if she is to work on that. International Committee was formed with Ana Duke heading up the committee. John and Loretta will handle the booth in Fort Worth in Jenny’s absence.

Performance Committee/Bull Sale & Testing Committee: Stoney gave an overview of the proposal presented for the Performance Test Program which lead to further discussions among board members. Motion was made by Paul and seconded by Dwight to table this for further discussions. Vote was 7-2 in favor to table this until the next meeting.

Stoney talked about sire evaluations for quality commercial cows to collect data for calves going to slaughter to get data back from the packer. The Performance committee will start to work on this.

Genomics Committee: John – Neogen contract is officially signed and underway. John suggests getting information into the Braunvieh World on Genomics. Overview of Gestation EPD’s was given and to keep moving forward. John will bring back to next meeting more about the Noble Breed heifer development program. Jenny will look into when EPD’s are updated and report back.

Promotion Committee: Kendall – American Rancher – saw the preview that is to run March 12th. Felt this was one of the best ones ever done. Private Treaty Marketing page - do we want to add a “Want Ad” tab and talked about adding a “Shopping Cart” feature for ease in billing & paying for the ads. This shopping cart function would be a \$500 fee up front each year for the cart function. Promotion committee made motion to charge for advertising based on the number of head: 1-5 \$25 per head, 6-10 \$20 per head, 11-24 \$15 per head, 25 & over \$10 per head and feeder calves \$5 per head. Motion was passed. Promotion committee made motion to add the Shopping Cart feature for a fee of \$500 annually for ease in billing and collecting done by Edge. Motion passed.

Breeders Guidelines: Caleb – gave update on embryos and semen coming in from Canada as long as Association guidelines are met. This will bring back some old genetics to the US.

Registrations / Transfers: Dwight - all good – Jenny doing a great job.

Exhibition – Mark – nothing report

Old Business - none

New Business – Could meetings be moved to the third Tuesday of the month?

Next Meeting – March 20th at 7:30

Stoney made motion to adjourn meeting, seconded by John Hall. Motion passed.

Minutes submitted by Jeff Zimmerman, BAA Secretary

Minutes approved March 20, 2018