

Braunvieh Association of America

Board of Directors Meeting

September 17, 2019 @ 7:30 p.m.

President Caleb Russell called the meeting to order with the following board members present: John Hall, Paul Prazak, Kendall Schlake, Mark Nelson, Stoney Scheer, Daniel Roberts, Tim Bagley, Robert Williams and Mark Wolken

Absent: Ana Duke,

Guest present were: Larry Lane, Lisa Beard, Peyton Waldrip, Colby King and Jenny Pieniazek

Minutes: The July 16th minutes were discussed and motion made by Jeff to dispense reading of the minutes and approve as printed, second by Stoney. Motion carried.

Treasurer's report: Tim discussed P&L balance sheets. August was a decent month. They are working on the 2019-2020 budget. Our fiscal year ended last month. There was more discussion on about the report and first draft of the budget. Items discussed for the budget: American Rancher program, Braunvieh World, DNA testing and income and Junior Nationals. A motion was made to table the report and approve next month as the budget is being wrapped up. Stoney made the motion and Paul 2nd. Motion carried.

Braunvieh World/: Lisa discussed the 32 page fall issue was to go to print on September 19th. About broke even as they were waiting on Dark Side Braunvieh and possibly pulling ad from edition. Discussed differences in postage rates. Standard rate would get out in time with no delays or affect ads or sales. Pre-sort standard is about 7-10 days delivery as compared to 3-5 days and about \$500 cheaper. Paul made the motion to move forward with pre-sort standard shipping. Jeff second the motion and the vote passed. Mark made a motion to let Blue Print make the decision about leaving out the Darkside Braunvieh ad if not approved by September 19th. Stoney second the motion. Motion carried. A motion was made by Stoney to keep 100 copies of this issue for the office to be used at events as needed. Paul second the motion. Motion carried.

Social Media/ Web Site: Peyton gave a general update on social media. 1400 FB and 400 Instagram posts. There was no negative feedback on either platform. She discussed implementing a sharing policy for the association and recommends doing something to set up guidelines. Discussed having a calendar post the 1st of every

month to promote to our audience and Peyton would like to have information by the 25th of the prior month.

Office Management Updates: Jenny discussed office news and updates. There are about 66 entries for Tulsa and working on DNA profiles. Jenny also discussed the American Royal and working on DNA as well.

Ethics Committee: Nothing to report.

Performance Committee/Bull Sale & Testing Committee: Stoney briefly discussed the PX Feeders program.

Genomics Committee: John said there were lots of new interests in the genomics program and that he thought the breed was in a good position. Colby asked about samples for bull tests and if Neogen would be adding any new tests. Mark N. talked briefly about parentage and the 50K chip. Additional tests are up to the breeder.

Promotion Committee: Kendall discussed the American Rancher program and that the plan is to have programs in October, March and July. Been active the last several weeks in Texas, Kansas and Missouri on gathering footage and information. They are focusing on the longevity of the cattle in commercial herds. Overall the program is looking good and also working on updated costs. Colby is working on the Sale Barn site. Activity is low and would like to drop the rate to \$5/head. There was a discussion about drawing people to the site and gaining interest and ads. Kendall made the motion to lower the fee to \$5/head for 30 days starting October 1st. Robert Williams second the motion. Motion carried.

Breeders Guideline: Nothing to report.

Registration / Transfers: Mark Nelson the registration breeders chart was tabled at the previous meeting. This tabled item was opened back up for discussion. The new breeder's chart was briefly discussed and that the new chart would be sent out after the meeting for review. It was decided to table the topic and discuss and approve at the October meeting.

Exhibition Committee: no report

Old Business: None

New Business: None

Moved to closed session.

Discussed pricing platform for new registry system – it does not include genomics and EPD's. John Genoh to get pricing to association. Overall everyone agrees that Digital Beef will be a good platform for the association. Caleb summarized thoughts and waiting on further information and pricing. Once information is received, a special meeting would be called to discuss further and then vote.

Nomination Committee: The following is the slate of nominees for the upcoming board positions. Stoney Scheer, Bob Gunnnett, Bob Brink, Colby King, Evan Bartley and Neesha Smith. John Hall asked why Donnie Johnson was not on list. Mark Nelson made the motion to approve the list of nominees and Paul made the second. It was voted upon. Motion carried. There was a brief discussion about nominations at large and that they have to be in to the office by November 8th.

Adjourn: Meeting was adjourned. Next meeting is scheduled for October 15, 2019 but due to the American Royal show it was moved to October 22, 2019 @ 7:30 p.m.

Submitted by Ana V. Duke, BAA Secretary