

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on March 16, 2021 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:18 pm.

Board Members Present:

Robert Williams, Colby King, Nesha Smith, Benny Phillips, Caleb Russell, Daniel Roberts, Jason Pfeifer, John Hall, Mark Wolken, Todd Hill

Board Members Absent:

Bob Gunnett, Evan Bartley

Guests Present:

Montie Soules, Lisa Bard, Larry Lane, Shelby Diehm

Blueprint Media Update:

Lisa Bard gave announcement and overview of upcoming multi breed publication and invites BAA to be a part of it. Publication is still in its planning stages but Blueprint Media will be in touch.

Minutes:

The Board unanimously approved the minutes from the February 23, 2021 board meeting.

Treasurer Report and Discussions During Treasurer Report:

Bob Gunnett absent so Robert Williams read over financials through February 28, 2021. *The board unanimously accepted the finances presented for the month of February.* It was discovered the January treasurer's report was discussed in 2/23/21 board meeting but overlooked vote to approve the Jan report. Motion was made to approve January treasurer report. *The board unanimously approved the treasurer's report for month of January.*

Discussions were made of current ages of accounts receivables.

Social Media Update:

Shelby Diehm gave update of social media. BAA has gotten over 2,000 views on recent motivational posts and has had a number of shares.

Office Update:

Montie Soules gave update getting really close to getting new EPD's out. Montie stated there has been a lot of activity in the BAA office with members calling to get things done.

Junior Committee Report:

Jessica Bartley absent - no report presented

International Committee Report:

Daniel Roberts had nothing new to report this month.

Performance Committee Report:

Evan Bartley absent – no report presented

Genomics Committee Report:

John Hall had nothing new at this time to report.

Promotions Committee Report:

Colby King gave overview and pricing of proposed new web design company. *The board unanimously approved the recommendation from the promotions committee presented by Colby King, Chair. BAA to move forward with SJC to design a new BAA website and maintain that website for the price of \$250/month under a 2 year contract.*

Breeders Guidelines Committee Report:

Caleb Russell had nothing to report at this time.

Registrations and Transfers Committee Report:

The Board unanimously approved the following recommendations from the Registrations and Transfers Committee presented by Benny Phillips, Chair.

name change – Beginning Sept 1, 2021, change the name of POP in our rules to THR. (This is the original name of the performance program and the changes the committee seems to be in agreement to put in place will be a close mirror to the original THR program. This way they have an association to the process that THR represents)

rule change – Beginning Sept. 1, 2021, THR will be the only type of membership available for new members.

One membership fee for each member, regardless of breeder status THR Breeder or Non-THR Breeder.

Non-POP memberships will be grandfathered in and can stay a Non-THR breeder after Sept. 1, 2021.

- 1. To maintain the Non-THR breeder status their membership cannot lapse and/or said Non-THR breeder cannot become a member not in good standing. Non-THR grandfathered memberships are not transferable. If a Non-THR breeder loses membership status as a Non-THR breeder they must rejoin the BAA as a THR breeder.*
- 2. As of Sept. 1, 2021, all Non-THR Breeders will not have any EPDs printed on their registration certificates and/or seen in the registry online. Any calves registered by a Non-THR breeder will not have EPDs available.*
- 3. Non-THR Breeders may switch to a THR Breeder (by calling the association office) at any time and pay their assessments for that calendar year they make the commitment to become a THR Breeder.*

THR Breeders receive EPDs on all qualified animals.

- 1. The EPDs will stay with the animal throughout the animal's life because it originated from a THR breeder.*
- 2. When a THR breeder purchases an animal from a Non-THR breeder, the EPDs will become visible at that time.*
- 3. The THR program is designed to enhance the EPD system. To make the system the most effective, all data should be turned in on every cow's calf in the breeder's inventory each year. This will provide full value of performance data for accurate EPDs in the future.*
- 4. THR breeders also get added discounts as approved by the Board of Directors on the fee Schedule.*
- 5. The assessment fees include the processing for EPDs and Genomically Enhanced EPDs.*

Exhibition Committee Report:

Mark Wolken gave dates and locations of upcoming sales and shows. Mark announced Cattlemens Congress has asked exhibition committee if BAA would be interested in being a part of their show in 2022 in OK City. The committee recommends adding Cattlemens Congress show as another BAA point show. Discussions were made. *The board unanimously approved the recommendation made by the committee to have a point show in the upcoming Cattlemens Congress show in OK City, granted the dates of OK show do not interfere with Fort Worth show.* Other discussions included working to get Digital Beef programmed to list show points, rule still exists for those who are showing cattle, DNA must be on profile, and also discussed awards.

Old Business:

Robert Williams read over list of follow ups from last meeting. The bulk of those items have now been addressed. Count of membership and registrations will be provided as a follow up. Robert asked if we should continue pursuing ads in Cattlemen to Cattlemen; agreed to continue for now. Discussion of the new breeder directory has been distributed.

New Business:

No new business discussed.

Adjourn:

The meeting was adjourned 8:50 pm.

Submitted by Nesha Smith, BAA Secretary

Approved: 5-18-21