

Braunvieh Association of America

Board of Directors Meeting Minutes

Held on September 27, 2022 @ 7 pm CST via Zoom

President Robert Williams called the meeting to order at 7:05 pm.

Board Members Present:

Robert Williams, Colby King, Bob Gunnnett, Nesha Smith, Benny Phillips, Daniel Roberts, Deana Imhoff, Jason Pfeifer, John Hall, Larry McAfee, Molly Mirassou, Todd Hill, plus managing director, Montie Soules

Board Members Absent: none

Guests Present:

Clydene Pittman, Eddie Zeigenbein, Jessica Bartley, Jessie Topp-Becker, Larry Lane, Mark Nelson, Marilyn Brink, Randy Allgood, Tyler Lister

Minutes:

The Board unanimously approved the minutes as presented from the in person board meeting held on August 9 and 10, 2022 in OKC.

Junior Committee Report:

Jessica Bartley stated had been working with Mark Nelson and Simmental Association on upcoming steer profitability competition. Different information was discussed regarding competition such as steer age, weight requirements, etc. Currently, have only 3 steers signed up but hoping to get more entered as this competition is more than just a competition, it will be a great educational experience and also great for the breed. Committee will continue to advertise this event.

Jessica announced other JBAA updates. JBAA will host junior socials at upcoming shows at Tulsa and Kansas City. It was announced official host hotel was obtained for the 2023 Junior Nationals in Kearney, NE and do recommend anyone planning to attend to get hotel booked soon as the city will have another event going on during the same time as Nationals. Committee plans to work with Nebraska breeders while at American Royal to continuing planning for next year's Junior Nationals.

Braunvieh World Publication Update:

Jessie Topp-Becker, representative of Blueprint Media, gave recap of recent Braunvieh World summer issue that included membership directory. Issue ended up being 28 pages with good editorial; however, it was a financial loss to Blueprint so hope to make up ground with upcoming winter issue. Different discussions were made of the timing of the next issue and if or not to include the National Sale catalog within the Braunvieh World publication. During this time, Marilyn Brink, chair of exhibition committee, stated had recently hired a sale manager for the National Sale and will need to get his input regarding the catalog. Jessie is to work on a proposed production schedule. Jessie invites all ideas for future story board. Darren Richmond plans to reach out to breeders in person while at NAILE to begin obtaining advertisements.

Social Media Update:

Clydene Pittman gave update of social media activity – 2,004 likes (up 46 people since last meeting), reached 10,380 this last month, had 1,413 people engaged, 286 page views, and 403 on Instagram with 589 followers.

Clydene welcomed any good Braunvieh photos and/or videos as current quantity on hand is limited.

Treasurer Report and Discussions During Treasurer Report:

Montie Soules went over highlights of the financials for month of August and YTD which makes the fiscal year-end report. BAA and JBAA were both profitable at year end; the two combined had a total profit of \$20,955. Different items were discussed including amount of funds in checking account, liabilities, and accounts receivables. Receivables still higher than expected but it was brought to attention, there might be a possible glitch within Digital Beef because new registrations are able to be printed without paying fees first. Montie is to consult with Jim to correct the issue. Montie gave reminder, once receivables become 90 days old, the account becomes locked. *The Board unanimously accepted the financials as presented for the month of August and YTD.*

Montie explained along with the financials, all board members should also have received the proposed budget for FY 2022-2023. Montie explained, since having been involved with BAA for a period of time now, can better grasp things and as a standard rule, to not be over aggressive, dropped income in every income account approx 4% - 6% while increasing a few different expenses, with one account being promotions. Hence, leaving BAA and JBAA with a projected combined profit of approx \$15,000 for fiscal year ending August 31, 2023. *The Board unanimously approved the new 2022-2023 budget as presented.*

Office Updates:

Montie Soules gave update regarding some Australian Association breeders becoming members of BAA. Currently, 2 or 3 have joined BAA membership but suspect additional. BAA office is working on a list of items for Australian Association to send to BAA office so that pedigrees can be downloaded into BAA registry. Also working on getting DNA from Australian Association submitted to Neogen.

Montie stated last few days, there has been a few things within Digital Beef that has been brought to his attention. At least half of those issues already corrected though.

Corporate Sponsorship Committee Report:

Tyler Lister stated committee had recent meeting to discuss and review first edition of the redlining of the American Braunvieh Youth Development Foundation (ABYDF) bylaws. Due to time, committee was unable to type out clean version of bylaws to present to the board. Tyler confirmed with Montie, Montie will take the role for a year or so to serve on board and write checks on behalf of the foundation. However, recommends the bylaws having a plan on appointing others should the need arise.

Tyler stated once the bylaws are revised, will get them distributed for review. In meantime, donations can be obtained on behalf of the foundation because foundation is established with the employer identification number provided by IRS, pamphlet is finished and ready to distribute to solicit funds, and checking account has been established to distribute those funds.

Planning Committee Report:

Deana Imhoff not present at time of report. Montie Soules mentioned he sent email out to all board members what was worked on in August meeting in OKC regarding revisions of mission and vision statements and key areas and how to implement those key areas.

Exhibition Committee Report:

Marilyn Brink announced number of entries for upcoming shows – 93 head entered for Tulsa open show while American Royal has 43 junior entries and 85 open show entries. Believe those are good numbers considering those shows are back to back. Eddie Zeigenbein stated do not have current numbers for NAILE at this time – will be in touch first of next month.

Marilyn gave update of hiring new sale manager for upcoming National Sale. Garrett Thomas with High Point Sales and Marketing has experience with breed sales, has graphic designers, a data and marketing person, and online consignment forms. Garrett is excited taking this position and will be in touch with consignors in the near future.

Committee worked on further updates to proposed sale terms and conditions. Those will be emailed out soon to all board members for review and will revisit next meeting.

International Committee Report:

Dwight Alexander not present.

Registrations and Transfers Committee Report:

Benny Phillips announced since committee had completed all revised rule changes for Sections 1-12, Benny confirmed with Montie all changes have been implemented into Digital Beef. However, Benny requests for all members to notify BAA office if should find a discrepancy. It is beneficial to screen shot and send to BAA office to correct the issue; it is not beneficial for member to correct own issue.

Clydene pointed out under rules and regulations for Percentage Braunvieh, BB was used for Beefbuilder. Prefixes BC and BB are listed but BN was not, so believed this was an error.

Breeders Guidelines Committee Report:

Daniel Roberts stated nothing to report.

Performance Committee Report:

Mark Nelson stated the JHL 20 year data project has been delayed until timing is better for Brownley.

Mark gave update of the Northwest AR Sire Evaluation project – the 2021 fall born steers that are at feed yard are scheduled to do their intake test in January, believe DNA samples will be collected next time steers go through chute, will be in touch with Mason Carter regarding various weights of those steers at feed yard. Currently, believe approximately half of the 2022 fall born project calves are on the ground.

Todd Hill gave update of the current bull test. Bulls are off test at PX Feeders while bulls at Green Springs are nearing test completion; therefore, Todd stated he will begin putting that data together and will determine what bulls will qualify for sale. Still need to determine if will move proposed sale day from April 15 to prevent conflict with Texas State Show. Different discussions included videoing/photographing bulls and marketing of the bulls. Todd shared what he recently learned – Grow Safe made a new requirement, bulls must be 8 months old to enter

Grow Safe test. This causing a little issue with 3/31 birth dates for new set of bulls coming on for next bull test – delivery dates beginning of October. Possible different solutions were discussed – more research to be done. Todd also announced would eventually like to coordinate some pick up points to encourage more breeders to participate in bull tests.

Members Awards Committee Report:

Todd Hill announced would be doing some research to form a program to recognize breeders meeting certain criteria to help improve data entry, etc.

Genomics Committee Report:

John Hall stated all is well with genomics.

Promotions Committee Report:

Colby King announced opportunity given to IGS members to participate in advertisement with IGS on RFD TV. Colby gave brief overview of what verbiage was supplied to IGS for a 30 second ad to air October 6, 2022 at 9 pm CST. IGS determines what footage to be used in ad; IGS members only allowed to provide verbiage for this first airing. However, IGS may allow IGS members such as BAA to potentially provide their own footage for future programs but at this time, to make it equal for all IGS members, only verbiage allowed in upcoming Oct 6 air date. Price for ad costs \$1,500.

Discussion was made of the bull display to be held in OKC during Cattlemen’s Congress. Since the bull display will not coincide with the Braunvieh show, Colby, Tyler Lister and the Halls have agreed to help. *Motion was made BAA to make payment to reserve spot for bull display to be held in OKC. Board unanimously approved; however, to confirm amount and number of bulls, motion was amended, BAA to make payment of \$1,000 to reserve spot to display four bulls at Cattlemen’s Congress Herd Sire Display. Board unanimously approved.*

Old Business:

Robert Williams stated majority of items from Nesha’s follow up list had been covered; however, what items not covered would be tabled till next meeting due to time.

New Business:

No New business.

The next proposed scheduled board meeting set for October 25, 2022 to prevent conflicts with others schedules.

Adjourn:

The meeting was adjourned at 9:13 pm.

Submitted by Nesha Smith, BAA Secretary

Approved: 10/25/22