

Braunvieh Association of America
Board of Directors Meeting Minutes
Held on June 26, 2023 at 7:30 pm CST via Zoom

President Robert Williams called the meeting to order at

Board Members Present: Robert Williams, Benny Phillips, Deana Imhoff, Eric Armintrout, John Hall, Sean Lehmann, Molly Mirassou, Jason Pfeifer, Daniel Roberts, Eddie Zeigenbein & Montie Soules

Guests present: Jessica Bartley, Lisa Bard, Clydene Pittman, Marilyn

Junior Committee Report: Jessica Bartley

Braunvieh World Report: Lisa Bard, many good articles mentioned. A big show of appreciation to Marilyn Brink, proofreading the Braunvieh World

Treasurer Report: Montie Soules presented the report. Review of notes he submitted. The month of May gross profits were higher by \$3,000 than what we budgeted. TC has gotten pretty soft and THR on the rise and DNA testing is also up. Computer and DNA expenses have both risen just a bit as well as management fees which was due to higher income.

YTD is still showing that memberships are still up, THR assessments are really strong, THR transfers are up and TC's are down. Many are falling in line what month-to-month is showing. Expenses were a bit less than what was budgeted.

See all financial reports submitted for exact amounts.

The board unanimously accepted the financial reports presented for the month of May 2023

Jason brought up his concern that we do not have any real plan to get the accounts receivable under control. Montie added that he agrees and it has also been a concern of his and we will need to address this at the meeting in Oklahoma. We need to look to see if we can find a common denominator or if it is just across the board. May look at DNA first because it could be prepaid before it is sent to the lab. A lot of discussion about processes and what options we might have to remedy. Agreement that it needs to be addressed in Oklahoma.

Minutes: Deana Imhoff presented. Corrections made - Josh Williams not Josh Flowers at NCBA and Marilyn Brink was added to guests present. *The Board unanimously approved the minutes as amended from the April 18, 2023 board meeting.*

Office Update: Monte brought attention to the letter he received from Chip Kemp about Neogen and Igenity. It does not work if you want to do genetic evaluations or genomics, that product is made for like a feedlot to go get cattle tested. There are questions about tenderness and it is not a driving factor in the market and no one is paying attention to it.

Montie also reviewed the report from IGS. He then mentioned the problem with the amount of time it takes the office staff to deal with members who call in with so many questions that are answered in the videos. Members who are not trying to figure out and use the tools that are presented to them in working with digital beef; people are not taking the time to educate themselves. The office also hopes to have DNA digital form to go straight to the office and DNA cards to go straight to the Neogen lab by September 1, 2023. This should streamline the process.

Need to look at membership numbers to check for accuracy.

Social Media Report: Clydene said numbers have been pretty steady but of course went up with Junior Nationals. They have also been working with the promotions committee on how they can be a help to them. Praises on videos and content. There are five juniors going to the IGS Summit in Phoenix, Arizona. Those attending are Aubry Petit, Gage McWhirter, Jaylyn Smith, Megan Schultz and Coy Pittman.

Robert asked about the milk protein test and Montie said it will become available just not sure if it is on the 100K chip.

Exhibition committee: Marilyn Brink said they are working on getting a list of judge recommendations for the Royal, Congress and Ft Worth. She stated that Louisville has been taken care of by Eddie and Jenna. The dates

Royal moved to a MONDAY

Congress - on the 1st of January need to do promotion on this

Ft Worth - Updated on the website as well.

National sale. Eddie may have a potential sale manager for the National Sale. Montie is checking to make sure the contract is signed for Ft. Worth.

Registration and Transfers: Benny stated they have nothing to report at this time.

Performance Report: Todd Hill had nothing to report. However, he is encouraged with the interest by new people about bringing bulls to PX. There was discussion about having a sale at PX and how to get that accomplished as well as testing for RFI. It would be good to see more results posted and recognition of those who participate.

ABYDF: Tyler Lister was not present to report. Eddie, had a question about the validity of the foundation's legitimacy. Montie said they have not received the latest set of bylaws to get it filed.

Promotions: Eddie Zeigenbein reported he has been in contact with Clydene and Jordan about doing an online newsletter and online store to generate money. There is a 20% markup on products. Eddie asked if there is a possibility to add \$40 to boost posts for promotions to get more interaction through Facebook. There was discussion about what type of posts would be boosted. There would also be a possibility of doing some small ranch ads. There is money in the budget for promotions. There has been 13,000 budgeted for promotions and \$4,000 has been spent.

Eddie also stated that Colby King is responsible for the pen cattle or bulls at congress bull display if anyone is

International Committee: - Eddie Zeigenbein has been working closely with Martin Maxwell and Mark Nelson and they have been in contact with Darlene Lively and Clay Hudgins trying to

get a spot to hold an international meeting. It will be Friday, March 4, 2024 if they can get us into the international room dinner meeting.

Planning Committee: Deana Imhoff, not much new to bring to the table, only that Mark Nelson was trying to get Donnell Brown to present at the meeting in Oklahoma City.

Breeder's Guidelines: Daniel Roberts had nothing to report.

Genomics: John Hall said everything is going good. The only thing they really have active is the sire evaluation and stuff that Tommy Perkins is doing. Everything is going smoothly. It just takes a lot of time for all the data to process

Old Business: None at this time

New Business: Montie reported the Oklahoma meeting will be at the Embassy Suites in Oklahoma City on August 7th, 8th and 9th.

Adjourn: Meeting adjourn 9:05 pm

The mission of the Braunvieh Association of America is to support and encourage the use of Braunvieh genetics in the global beef industry by; maintaining the integrity of the Braunvieh Association of America herd book; equipping members with information and selection tools necessary to compete, expanding opportunities for members to attract and service customers and fostering interaction among members.

Approved: *As Amended August 8, 2023*