

FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



One Breed ★ One World

FSFF Board of Directors teleconference held on December 3, 2014

Attendees: Heathe Widicker, Jim Ethridge, Jason Gress, Anne-Marie Rasch, Brian Valentine, Mikell Davis, Tony Roberts, Jerry Robinson, Andy Oslanski, and Jason & Brandy Jordan

Heathe called the meeting to order at 7:02pm.

The first order of business was to elect the 2015 Officers & determine Committees & Committee Chairpersons.

Per existing FSFF By-laws, if the existing President chooses to step down, he is to be succeeded by the current Vice President. Heathe Widicker indicated his willingness to remain President. Anne-Marie Rasch (incumbent) & Brian Valentine both declined nominations for Vice President. Mikell Davis accepted the nomination for Vice President. Jim Ethridge agreed to serve another year as Secretary/Treasurer.

Your 2015 FSFF Board of Directors and Officers are-

President:	Heathe Widicker	James Creek Simmental
Vice President:	Dr. Mikell Davis	Little Creek Farm
Secretary/Treasurer:	Jim Ethridge	Mitchell Lake Ranch

Jason Gress, DVM	Vantage Point Farm
Andy Oslanski	Oslanski Simmental Farms
Anne-Marie Rasch	Freedom Run Farm
Tony Roberts	Rugged R Cattle & Global Fleckvieh Genetics
Jerry Robinson	Robinson Cattle Co. & Global Fleckvieh Genetics
Brian Valentine	Double Bar D Farms

Your 2015 FSFF Committees & Chairpersons are-

Fund Raising	Tony Roberts
Youth	Nikki Gress
Sales & Shows	Larry Maxey, Jason Gress, Brian Valentine
Advertising & Promotion	Anne-Marie Rasch, Jason Jordan, Brian Valentine
Nominating	Jim Ethridge
Membership	Jerry Robinson, Mikell Davis, Becky Roberts
2015 Renewals	The entire FSFF Board of Directors

Old Business:

Review of minutes from the last BOD meeting held on 11/19/14.

Anne-Marie Rasch motioned to accept the minutes, Jim Ethridge seconded the motion. Motion passed.

Financial Update-

Since last meeting (on 11.19.14), the office has invoiced approximately \$32,000 for 2014 membership dues, SimTalk Business Card advertisements, 2015 Annual Membership Directory advertisements, and 2014 NAILE Benefit Auction items.

The 2015 Annual Membership Directories were mailed out Monday, Dec 2nd. This mailing included the above mentioned invoices and the 2015 Membership Application/Renewal form.

The FSFF will receive a credit from the printer for the misprinted 2015 Membership directories. The FSFF owes the 2014 NAILE Premium payments; waiting on payment information to be received from show superintendent.

Review of Proposed By-Law changes-

Any proposed changes must be presented to membership 60 days prior to vote. FSFF Coordinators to distribute the proposed changes to the current Board for another review to allow for comments and/or further proposed changes.

As previously discussed (at the last meeting), Section VII of the By-Laws states changes to the By-Laws must be voted on at an annual meeting or another special membership meeting called for such a purpose. The Board decided to set a special meeting and vote for May 2015 at the BHR sale. Once the Board approves the proposed changes, the membership will be notified of the meeting & vote by mail. The proposed changes will be on the website for all to view along with ballots. If a member plans not to be in attendance but chooses to vote then those ballots must be post-marked by May 1, 2015.

Discussion of NAILE show and premium payouts-

At the last meeting, Jason Jordan reviewed the current class sponsorship list against what the FSFF generally pays out in premium money. Last year, the FSFF paid out \$1,500 more in Premiums than it brought in with class sponsorships. This does not include the cost of the ribbons (about \$1500). Brian Valentine brought up that the premium schedule was originally designed for only the Pinnacle Show. Original intent was a total payout of \$5,000 but then added the Challenge Cup & Fleck Effect shows.

Questions- are premiums the motivation for showing? Or is the motivation the promotion exhibitors receive for their animals/farm? Some of the NAILE shows no longer pay premiums and do quite well with participation. Is it time to ask the NAILE for a premium match to help offset FSFF costs?

Brian Valentine & Jason Gress agreed to review this topic & present resolution/changes to the Board of Directors.

Membership Contact-

Jason Gress, Heath, Jim & Brian have all had discussions with several current members who are unsatisfied with the type and amount of contact they have with the FSFF. In an effort to reduce costs, the FSFF is sending more electronic correspondence & fewer mailings.

Mikell Davis has personally been reaching out & making more of an effort to communicate with members. Tony Roberts made it known his wife, Becky, is willing to contact new members to welcome them to the FSFF and answer/field any questions they may have. Another proposed idea is to split the membership amongst the Board and Coordinators so that all members are personally contacted on a monthly/quarterly basis.

Discussion on the need for more FSFF presence at sales-

All agree it would be good for the FSFF to have a greater presence at member sales, larger sales (i.e. Houston), shows, etc. All agree that "sometimes an absence is more noticeable than a presence." Concern expressed for Coordinator constraints due to time/jobs (both Jason & Brandy work fulltime outside the home) as well as limited FSFF funds to pay related travel costs.

Questions-

Can there be more Board involvement/presence to set up & "man" the FSFF booth at sales? Is it possible to contact members in/near the event location & ask them to volunteer their time?

Board agreed to announce plan/schedule to membership & ask for help as needed. Jason Jordan asked Board members to please submit a list of upcoming shows/sales they would like to see the FSFF booth at.

Upcoming show/sale in Houston- Larry Throgmorton & Jim Ethridge could attend with the booth- both have attended in past & will have cattle in the sale. Dr. Davis will ship the booth to Jim Ethridge. Cost for FSFF to participate there is approximately \$500.

Dr. Davis motioned to approve the cost of having the FSFF booth at Houston. Andy Oslanski seconded.
Motion passed.

New Business:

Youth Ideas-

Nikki Gress presented several ideas for increasing FSFFjr/youth awareness & participation including the use of e-blast emails to distribute information to a wide spread audience and contacting Sullivans to possibly do a youth show clinic at one of the larger Fleckvieh sales. There are tremendous show opportunities for Fleckvieh and/or Fleck Effect cattle- anytime the FSFF has asked for a fullblood show, it has not been denied. We only need member involvement/show participation. And the FSFF needs to promote these shows!

Nikki will research various options and will prepare and present a plan to the Board.

Frequency of Board Meetings-

Brian Valentine suggested the FSFF Board needs to meet monthly and not quarterly. Brian Valentine motioned to have monthly BOD meetings, and Tony Roberts seconded. Motion passed.

Lack of 2014 NAILE show support by the ASA for the FSFF-

In previous years, the ASA has assisted greatly with the NAILE show activities & preparation. This year, without warning, they did not. As such, with no preparation or planned staffing, the FSFF had to do its own show registrations and its own show check-in. Additionally, the ASA printed the show class schedules incorrectly and did not provide exhibitor show numbers, causing confusion & frustration for our show participants, judges & ring stewards. Larry Maxey has been in contact with the ASA detailing all of the problems and asking for explanations. All Board members are encouraged to send in their own, similar emails to the ASA.

FSFF Coordinator Responsibilities-

Jason & Brandy prepared a written "job description" for the services they are to provide & the work they are to perform for the FSFF as were originally described to them upon hire. The Board was asked to review the document and provide any suggestions, changes, etc.

The next Board teleconference was tentatively set for 01.13.15.

Brian Valentine motioned to adjourn the meeting at 8:51pm, and Jim Ethridge seconded. Motion passed.