

FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



One Breed  One World

Greetings & Happy New Year!

The 2013 Annual Membership Meeting & Luncheon was held on Wednesday, Nov 18th at the NAILE in Louisville, KY. Attendees enjoyed a fantastic catered lunch, fellowship with friends & fellow breeders, the presentation of the 2013 Fred Schuetze Award to Dr. Mikell Davis of Little Creek Farm, and an informative speech given by our very own FSFF member & NAILE Show Superintendent, Larry Maxey.

2013 Annual Membership Meeting Minutes:

The meeting began at 12:30p with the President's Report given by Anne-Marie Rasch-

- Overall, 2013 was a good year for the FSFF! We were able to pursue new advertising opportunities in 2013 enabling the Federation to have a greater advertising reach with fewer dollars spent. The Fleck Effect™ advertising campaign had a good reach and a positive response, so look for its continuance in 2014.
- The goal of this campaign is not to diminish the importance of the Fullblood Fleckvieh! Instead, we are reaching out to a new customer market, the commercial breeder, by promoting the benefit of using the Fullblood Fleckvieh to increase highly marketable and desirable traits within the commercial herd.

Next, the Financial Report, Membership Update & the financial comparison of the Membership Directory were given by Jim Ethridge-

Financial Report:

- 11/17/13 Bank balance \$26,616.16
 - Accounts Receivable (owed to the FSFF by members) \$ 6,731.00
 - Accounts Payable (FSFF owes) \$ 7,040.00
 - 10/31/13 FSFF Net Income Year to Date \$20,727.00
- In 2013, the Board authorized the replacement of the Office computer at a cost of \$1,084.

Membership Update:

- In the 2013-14 Directory, there are 97 members, including 9 new memberships as a result of member contacts and FSFF website inquiries!
- Of the 29 members that did not renew in 2013, 15 declined renewal for reasons including health, herd reductions/dispersals, budget cuts, and changes in employment.

Membership Directory Financial Comparison

- Overall, 10 less advertisements were sold in 2013-2014, 8 fewer pages were published, and to date, 500 fewer 2013-2014 directories have been printed.

	2012-13 Directory (40 pgs)		2013-14 Directory (32 pgs)	
Income:				
Premium Page Ads	6	\$6,200	4	\$4,000
Full Page Ads	7	5,600	10	8,000
Half Page Ads	7	2,800	4	1,600
Quarter Page Ads	6	1,200	5	1,000
Business Card Ads	25	2,500	18	1,800
Total Ad Sales	51	\$18,300	41	\$16,400
Costs:				
Publish & Print	500	<\$3,569>	500	<\$3,740>
Reprint	500	<\$1,109>	n/a	-
Mailings		<\$ 387>		< 358>
Total Costs		<\$5,064>		<\$4,098>
Net Directory Income		\$13,236		\$12,302

The Youth, Advertising, Sales & Shows, and Fundraising Committee Reports followed Jim's financial presentation.

Youth- presented by Dave Onstot

- Remember- we need to exhibit to promote, so talk to your local youth exhibitors! If you have cattle to be shown, place them with a kid! Your cattle and farm receive exposure (advertising), and a child is given the opportunity to participate in the livestock industry (priceless). Bring the youth in, develop a relationship, and help build an interest in the Fleckvieh breed.
- If you have the cattle but don't have anyone to place them with, contact Dave Onstot, any FSFFjr member, and/or Jason Jordan at the FSFF Office. You also can often contact the Ag Instructors in your area as another resource.
- Try to reach kids at their levels- use Facebook and other social media to your advantage!

Advertising- presented by Jason Jordan, FSFF Coordinator

- In previous years, the FSFF has focused its advertising dollars to a lot of Simmental breeders. The question asked in 2013 was how could we reach a larger marketplace? The Board's response was the Fleck Effect™, and as was previously stated, the goal is to enhance the value of the Fullblood Fleckvieh, not diminish it!
- At each place setting was a copy of the 2013 FSFF Fleck Effect™ advertisement in the Progressive Cattleman. This is an expensive advertising venue, but the Federation was able to negotiate a \$3,700 savings, and we have had 26 direct responses to the advertisement thus far!
- The membership has been asked to provide input- where else should FSFF advertising dollars be spent??

Sales & Show- presented by Jason Gress, DVM

- Thank you to all NAILE participants as well as to those who show and/or participate at sales throughout the year! These activities serve to further expose Fleckvieh cattle to others in the industry and give us opportunities to promote what the Fleckvieh can do. We need to exhibit to promote! In the livestock industry, the time & expense of showing is one of the most effective advertising opportunities available to breeders.
- NAILE Stalling & Tack Pen awareness-
 - **Tack pens cannot be reserved/paid for at the NAILE!**
 - The FSFF has no control over stalling requests; this is a function of the show venue/staff.
 - The best approach to getting extra space (at any larger show) is to register an additional 2+ head when you send in your entries. These extra registration costs are not refundable but may help provide you with some additional stalling/tack storage space at the show.
 - Arriving early also helps & is highly recommended- the earlier you have your animals in place (i.e. Thursday at the NAILE), the more likely you are to get the space you want/need. If you are not there, you cannot defend your space from being encroached on by other exhibitors.
- **Question from audience- why don't we have a larger Fleck Effect™ display?**
 - Answer: As the inaugural year, the FSFF is starting out slow & steady. Before more money is spent on a display, we need to ensure an active member interest, and we need more animals on display at the show.

Fundraising- presented by Jason Jordan

- NAILE class sponsorships- thank you to all who have donated! Even with a new (Fleck Effect) show, we are within \$1,500 of covering all of our premium obligations! Your support and generosity are very much appreciated!
- If any member has fundraising ideas, please contact the Office.

After the Committee Reports, ballots for the two open Board of Director positions were distributed. Incumbent Heathe Widicker (James Creek Simmental) and Tony Roberts (Rugged R Cattle & Global Fleckvieh Genetics) had accepted previous nominations. Nominations from the floor were requested; none received. Voting commenced, and Heathe Widicker & Tony Roberts were seated to the Board.

Your 2014 FSFF Board of Directors and Officers are-

President:	Heathe Widicker	James Creek Simmental
Vice President:	Anne-Marie Rasch	Freedom Run Farm
Secretary/Treasurer:	Jim Ethridge	Mitchell Lake Ranch
Andreas Buschbeck	Bar 5 Stock Farm	
Jason Gress, DVM	Vantage Point Farm	
Andy Oslanski	Oslanski Simmental Farms	
Tony Roberts	Rugged R Cattle & Global Fleckvieh Genetics	
Jerry Robinson	Robinson Cattle Co. & Global Fleckvieh Genetics	
Brian Valentine	Double Bar D Farms	

Please direct any questions, concerns, ideas, or comments to your Board of Directors throughout the year. You may also email the Office at info@fleckvieh.com.

At the conclusion of the meeting, Larry Maxey spoke to the history of our cattle & the FSFF and thanked our board & membership for their involvement. He asked us to continue to reach out to others to increase our membership. He detailed some of his work for the Federation and addressed the growth of the FSFF shows at the NAILE. This year, there are 3 shows for members at one venue for members to exhibit their cattle and to promote their program. Members can also breed for the Fleck Effect™ show and could then potentially offset some of their expenses by participating in the Select Sale with one or more animals. Larry concluded his speech with two thoughts- “If we think we can compete in the beef industry, we should act like we can compete” and “Where do we grow from here?”

These General Membership Meeting minutes as well as the minutes from the final 2013 FSFF Board of Directors meeting and the first 2014 FSFF Board of Directors meeting are posted on our website, www.fleckvieh.com, for your review.

Best Regards,

Jason & Brittany Jordan

FSFF Coordinators

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