

# FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



One Breed  One World

The information below serves as record of the minutes from the final 2013 Board of Directors meeting held on Wed, November 18, 2013, at the NAILE in Louisville, KY.

Present: Anne-Marie Rasch, President; Heathe Widicker, Vice President; Jim Ethridge, Secretary/Treasurer; Dr. Jason Gress; and Brian Valentine.

Also present: Jason & Brandy Jordan, FSFF Coordinators

Absent: Andreas Buschbeck, Andy Oslanski, Jerry Robinson, and Matt Tyler

The meeting called to order at 8:38am and began with a review of the last BOD Teleconference.

Brian Valentine motioned to approve the minutes. Jim Ethridge seconded.

The motion passed unanimously.

The Board then reviewed the meeting minutes from their first meeting, held in November 2012 at the NAILE. A brief discussion of working to simplify the logo to a more “printer friendly” design commenced. Anne Marie has been & will continue to think of how to best accomplish this task.

The FSFF financial report was given-.

- 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

Discussion followed regarding the current chart of account structure within Quickbooks, the Office accounting system. Jason & Brandy Jordan reported the current structure uses a yearly designation for each account (i.e. 2012- Office Supplies), so an entire new set of accounts must be set up annually. This is a time consuming and unnecessary process. The Board agreed this is inefficient.

Jim Ethridge motioned for the FSFF to start a new company in Quickbooks for 2014 with a clean chart of accounts. Brian Valentine seconded.

The motion passed unanimously.

A membership update of the 2012/2013 vs. the 2013/2014 Directory listings was given-

- 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.

Next, the Membership Directory Financial Comparison (2012/2013 vs. 2013/2014) was presented-

- 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.

	<b>2012-13 Directory (40 pgs)</b>		<b>2013-14 Directory (32 pgs)</b>	
<b>Income:</b>				
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
<b>Total Ad Sales</b>	<b>51</b>	<b>\$18,300</b>	<b>41</b>	<b>\$16,400</b>
<b>Costs:</b>				
Publish & Print	500	<\$3,569>	500	<\$3,740>
Reprint	500	<\$1,109>	n/a	-
Mailings		<\$ 387>		< 358>
<b>Total Costs</b>		<b>&lt;\$5,064&gt;</b>		<b>&lt;\$4,098&gt;</b>
<b>Net Directory Income</b>		<b>\$13,236</b>		<b>\$12,302</b>

Lastly, the Board reviewed the proposed agenda for the 2013 General Membership Meeting for any final additions or changes, made note of important items to be presented, and determined who would speak to each Committee report. The Board noted the importance of having more FSFF cattle and more buyers lined up for the NAILE Select Sale. Going forward, we need members to breed for the sale- members need to use the sale to “bridge the gap” between Fleckvieh breeders and potential buyers! All agreed the venue will remain open- that Doug Parke is a great supporter of the FSFF.

At 9:55am, Brian Valentine motioned to adjourn the meeting. Jim Ethridge seconded. The motion passed unanimously.