

FULLBLOOD SIMMENTAL FLECKVIEH FEDERATION

FSFF



One Breed ★ One World

The information below serves as record of the minutes from the first meeting of the newly seated 2014 Board of Directors held on Wed, November 18, 2013, at the NAILE in Louisville, KY.

Present: Jim Ethridge, Dr. Jason Gress, Anne-Marie Rasch, Tony Roberts (via phone), Brian Valentine, and Heathe Widicker

Also present: Jason & Brandy Jordan, FSFF Coordinators

Absent: Andreas Buschbeck, Andy Oslanski, and Jerry Robinson

The meeting was called to order at 2:26pm.

Brian Valentine motioned to approve the proposed agenda. Jim Ethridge seconded. The motion passed unanimously.

The first order of business was to elect the 2014 Officers & determine Committee Chairpersons. Anne-Marie declined the nomination for President but agreed to serve as Vice President. Jim Ethridge agreed to serve one more year as Secretary/Treasurer. Heathe Widicker accepted the nomination and was elected FSFF President for 2014.

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	

Your 2014 FSFF Committee Chairpersons are-

Fund Raising	Tony Roberts
Youth	Dave Onstot & Nikki Carper
Sales & Shows	Larry Maxey, Jason Gress, Brian Valentine
Advertising & Promotion	Anne-Marie Rasch, Jason Jordan, Brian Valentine
Nominating	Jim Ethridge
Membership	Jerry Robinson
2014 Renewals	Jason Gress, Andreas Buschbeck, Andy Oslanski

New Business:

1. Jim Ethridge mentioned a conversation he & Lisa Onstot had prior to the meeting. Lisa expects to have more time this fall to help implement marketing changes for the betterment of the FSFF and its members. A brief outline of her ideas follows-
 - a. Grow customer base with Fleck Effect™
 - i. target commercial cattlemen with data (carcass merits, ROI from Fleckvieh traits, etc.)
 - b. Reach audience with online approach/completely overhaul online presence
 - i. Print only what is needed!
 - ii. Target online adshare programs- ASA, Showbox, etc.
 - iii. Use Facebook and educate customers with videos
 - c. Grow the youth program!
 - i. MUST be online! Skip print- they don't read it.
 1. use Tumblr, Instagram, Facebook, email
 - ii. Have educational activities- videos, contests, games
 - d. Partner! Don't be a victim...
 - i. Get ASA to help publish data
 - ii. Carcass Program- partner with major shows with carcass programs
2. Anne-Marie has been contacted by an Australian group interested in partnering with the FSFF. Perhaps they could join as an Affiliate member? What is the advantage? What are their expectations? Anne-Marie will follow up on this & hopes to have more information for the next Board meeting.
3. Change the organization from a 501(c)6 corporation to a 501(c)3 corporation- to be truly non-profit. Should provide more incentive for others to donate because can then write the donations off. Must research- what is the best approach, how much will it cost, what are the tax implications??
 - a. Motion made by Jim Ethridge to use the CPA firm Arnold Walker Arnold in Mount Pleasant, TX (the same firm that now prepares the FSFF tax returns) to research this possible change. Anne-Marie seconded. Motion passed unanimously.

4. Anne-Marie suggested changing the timing of the Membership Directory from a two year to a one year convention (i.e. 2015 instead of 2014-2015).
 - a. FSFF just printed and distributed the 2013-2014 Directory.
 - b. The next directory would be 2015 with a target mailing date of Dec 1, 2014 and would have on hand to distribute at the 2014 NAILE.
 - c. As before, membership dues must be paid to be included. As much work as possible needs to be done early in year because of NAILE time commitments for the Office.
 - d. All Board members agree this is a good idea. Will continue to think on it and make a motion/determination at next Board meeting after Jason Jordan has had time to discuss proposed deadlines with Becky Wadlow.

The next Board meeting will be a teleconference the first week of February. Time and date to be determined.

At 3:08pm, Jim Ethridge motioned to adjourn the meeting. Brian Valentine seconded.

The motion passed unanimously.