

# Fullblood Simmental Fleckvieh Federation

**One Breed ★ One World**

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## FSFF Board of Directors teleconference held on April 21, 2015

Attendees: Jason Gress, Mikell Davis, Brian Valentine, Tony Roberts, and Brandy Jordan

*Absent: Dr. Davis, Andy Oslanski, Heathie Widicker, Anne-Marie Rasch, Jerry Robinson, Jim Ethridge, and Jason Jordan*

In Heathie's absence, Brandy Jordan called the meeting to order at 6:12pm CST.

### Review of minutes from the last BOD meeting held on 03/24/15-

Minutes read & reviewed by all prior to the meeting; no questions or further discussion.

Jason Gress motioned to accept the minutes.

Mikell Davis seconded the motion.

Motion passed unanimously.

### Financial Update-

Current Balance: \$10,874.92

O/S Deposits: 0.00

Pending Pmts: <2,298.15> → 2014 NAILE Premium Pmt & NAILE invoice\*

Reconciled Balance: \$ 8,576.77

\*Original NAILE invoice = \$2,578.15 for 2014 entry fees, ribbons, banners, etc. However, the FSFF had a \$400 credit because one exhibitor mailed his check directly to the NAILE office instead of to the FSFF. Brandy confirmed the credit with Jeff Zinner on 4/20 and mailed the check on the same day.

Only known outstanding payments are the Houston booth registration fee of \$150 and the Houston social sponsorship of \$150 (down from \$250 per Jim Ethridge). We also owe for the (3) fundraiser belt buckles recently ordered, but no payment info has been received at this time.

Brian Valentine motioned to accept the Financial Update.

Tony Roberts seconded.

Motion passed unanimously.

## **Old Business:**

### Proposed By-Law changes-

Previous meeting information:

A special FSFF meeting is scheduled for 10am on May 16, 2015 at the BHR Designer's Classic Sale in Granbury, TX; the proposed By Law changes will be voted on at this time. If a member plans not to be in attendance but chooses to vote the ballots must be post-marked by May 1, 2015.

### **04.21.15 Update:**

No further discussion.

### Discussion of NAILE show and premium payouts-

Previous meeting information:

In 2013, 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.

Previous Questions Asked by the Board:

Are premiums the motivation for showing? Or is the motivation the promotion exhibitors receive for their animals/farm? Some 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 have met and discussed change ideas but need 2013 & 2014 NAILE show data before presenting proposed changes to the Board.

Brandy has provided them with the Class Sponsor lists, Premium Payment schedules and NAILE payments made.

#### **04.21.15 Update:**

No further discussion. Jason Gress & Brian Valentine reviewing the information & will present their findings/ideas at a future date.

### Youth Ideas-

Previous meeting information:

Nikki Gress presented several ideas for increasing FSFFjr/youth awareness & participation. She agreed to research various options and present a detailed proposal/ plan to the Board. Nikki contacted Sullivan's Show Supply about the possibility & costs of having them host Show Clinics at the BHR May sale and/or The Magnolia Classic October sale.

Nikki has been in communication with Sullivan's Show Supply. They are booked for May, but are looking to see if they could host their "Show You" clinic at the Little Creek's Magnolia Classic Sale in October.

- Sullivan's does not charge for the event & they advertise it themselves! They do ask for participation of 25-50 youth. We could also reach out to local FFA & 4-H groups.
- Sullivan's will confirm in March & if available, exact date/time to be set.
- Nikki & Mikell Davis to discuss best date/time to work into his sale events.

#### **03.24.15 Update:**

Sullivan's expects to be available, but not able to set date/time yet. Staying in contact with us.

#### **04.21.15 Update:**

No further discussion.

### Non-Profit Status for FSFF-

Previous meeting information:

Brandy is working to contact and meet with an attorney to discuss what is needed and to obtain quotes to change the FSFF to a 501(C)3 business organization for non-profit, tax exempt status. Need an attorney with corporate tax knowledge.

#### **04.21.15 Update:**

Brandy has scheduled an appointment with an attorney (who is also a CPA) for 04/30/15 to review the FSFF's Articles of Incorporation & By Laws, to discuss the Federation's options, and to obtain a quote. This initial consultation will cost \$100. The Board unanimously approved the cost of the initial meeting.

### Discussion on the need for greater FSFF presence at sales/shows-

Previous meeting information:

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 FT outside the home) as well as limited FSFF funds to pay related travel costs.

### Proposed 2015 Schedule of Events for the FSFF booth (to be modified as needed):

Dixie Nationals	Feb 2015
Houston	Mar 2015
BHR's Designer Classic*	May 2015
TAMU Short Course	Aug 2015
The Magnolia Classic*	Oct 2015
NAILE*	Nov 2015

\*No booth fees required

- Dixie National Livestock Show (Jackson, MS)- Mikell Davis contacted the Dixie National Livestock Show office & reported the cost of having a booth display during the cattle shows on February 13<sup>th</sup> & 14<sup>th</sup> would be \$400. Per previous discussion, the Board voted via email in favor of this. Mikell Davis and others attended and "manned" the booth.
  - 02.25.15 Update:  
The FSFF booth was well received by attendees. Friday was slow, but Saturday brought a steady stream of cattlemen. Approximately 25 of the 50 FSFF membership directories and an unknown quantity of tri-fold brochures were distributed to visitors. Several of the visitors who expressed the greatest interest were purebred Simmental breeders.
- Houston Sale is 03.03.15. The Board approved registration fees to have the booth there, and Jim Ethridge and Larry Throgmorton agreed to "man" the booth. The new FSFF booth display will be set up in the International Room and the cost will be split with the TSSA. Jim thinks he might also be able to display the old booth in the sale area. He will contact Brandy for payment.
  - 03.24.15 Update:  
Jim & Larry were able to set up FSFF displays in the sale area and in the International Room with one booth display banner, Directories & flyers in each location. They reported having a good crowd around the booths, especially in the sale area.  
Jim will deliver the FSFF booth to BHR's Designer's Classic Sale on May 16<sup>th</sup>.
- TAMU Short Course- the FSFF has participated in prior years and the cost is split with the TSSA (approximately \$350 each). Jim Ethridge & Larry Throgmorton have attended in past and are able to do so again in 2015. Tony & Becky Roberts offered to pay ½ of the FSFF cost, and the Board agreed to the FSFF's continued participation.

### Lack of ASA involvement with FSFF events at 2014 NAILE-

Previous meeting information:

ASA responded to Larry Maxey's letter of complaint effectively blaming new staff & a lack of communication within their organization for not assisting us at the 2014 NAILE.

Board agrees no response necessary at this time. However, we do need to contact them later this summer to ask if they will be available to help at the 2015 NAILE. A response is needed from them by the end of August to allow us to prepare for the shows & solicit volunteer staffing if they cannot assist us.

## ASA/CSA e-blast 02.25.15 update-

Previous meeting information:

Nikki Gress contacted the ASA/CSA for e-blast pricing- to send one advertisement once would cost \$250, to send it two times would cost \$325, and to send it three times would cost \$400; more cost effective to send the ad three times. The advantage to using the ASA/CSA e-blast service is to promote the FSFF outside of our membership; using their distribution guarantees a much larger audience. Discussion followed about what to promote. All agreed the utmost need is to market Fleckvieh cattle but would also want to promote the NAILE events. All agreed any advertisement must look professional, so an ad designer is imperative.

- For March meeting-
  - Nikki to obtain written e-blast advertising quote from ASA/CSA.
  - Nikki will also obtain design quotes from various sources.
  - Board will then use the information to decide/vote on a course of action.
  
- 03.24.15 Update:
  - Timeline?
    - Jason & Nikki Gress to ask ASA if there is a specific timeline for sending 3 eblasts. Depending on response, our initial plan is to send one ASAP, another early/mid summer, and the last early fall.
  - Content?
    - Use existing Fullblood/Purebred/Fleck Effect pictures. For all, include upcoming events. First eblast will promote the FSFF and Fleckvieh breed. Second will promote and inform the public of our NAILE events. Content for the 3<sup>rd</sup> is TBD.
  
- **04.21.15 Update:**
  - Per ASA, if they receive the completed ad (as a jpeg or PDF file), we can send (3) different advertisements over the course of several months as planned for \$400.00. At this time, both Nikki Gress and Brandy Jordan have this confirmed in writing.
  - Per Rebecca at ASA, the typical file size used is 8-1/2" x 11" though it can be longer if needed. We need to submit a high resolution jpeg or PDF file.
  - Becky Wadlow of Brandmark Imaging estimated a quote of \$75 to prepare the first advertisement providing we supply her with the content and ready-to-use pictures. Becky is available to work on this ad after May 4<sup>th</sup>.
  - Brian Valentine is working on a draft for the desired content- something to promote the FSFF and Fleckvieh- i.e. "What can Fleckvieh do for you?"
  - The Board unanimously approved moving forward with the first E-blast.

## Fundraising-

Previous meeting information:

Need Fred's permission, but the question was asked if it is worth pursuing a FSFF fundraising activity while in Granbury at the BHR's Designer's Classic sale on May 16<sup>th</sup>. After discussion, the Board agreed doing so would help the FSFF reach a different audience. Brian Valentine agreed to contact Fred to ask if we can auction a FSFF belt buckle. Anne-Marie Rasch will contact vendor to ask if we have time to order/receive a belt buckle.

- **04.21.15 Update:**
  - Fred will allow the FSFF to auction a belt buckle during the BHR sale.
  - Anne-Marie has ordered (3) belt buckles- one each for BHR's sale, The Magnolia Classic Sale, and the NAILE annual fundraiser.
  - Question asked- could we potentially auction a 4<sup>th</sup> at Bar 5's sale?
    - Brandy will contact Ron Nolan to ask.

## 2015 NAILE-

Previous meeting information:

- Speaker for the annual meeting- after brief discussion, the Board determined it is too early yet to decide on whether or not to have a speaker for the annual meeting. The NAILE schedule has not yet been set and if the shortened schedule format is used again in 2015, we most likely will not have time for a speaker.
- Fleck Effect- the Board agreed cattle entered in the Fleck Effect show must be 50% Fleckvieh (as per current rules). There was no motion to change the current rules.
- Judges- several Board members are working to contact judges they think will be knowledgeable/fair/impartial to see if they would be available to judge our shows & what they would charge the FSFF to do so.
  - More cost effective to hire judges who are already going to be in Louisville, if possible.
  - Need to ask Larry Maxey who normally decides on the judges & when the information will be needed for the NAILE premium book.

### 04.21.15 Update:

No further discussion.

### **New Business:**

#### Online Payment Processing-

At present time, the FSFF website only allows visitors to pay for items with set prices (i.e. FSFF dues of \$103.00, FSFFjr dues of \$15.00, etc.).

Brandy has contacted EDJE to ask if it is possible to set up a payment feature on the FSFF website that would allow members/customers to click on a "Pay Your Bill Now" link that would then allow them to enter the desired payment amount and their credit card information to pay any outstanding invoices. The EDJE representative she spoke with is conferring with the programmers and will call back ASAP this week.

The next Board meeting/teleconference was set to follow the special membership meeting at BHR on Saturday, May 16<sup>th</sup>. We expect the Board meeting to begin between 10:30 & 11am. Members in attendance will call other Board members to notify them before the start of the Board meeting.

At 6:28 CST, Brian Valentine motioned to adjourn the meeting.

Jason Gress seconded.

Motion passed unanimously.