

# Fullblood Simmental Fleckvieh Federation

**One Breed ★ One World**

P.O. Box 321, Cisco, TX 76437

Toll Free: 855.353.2584 info@fleckvieh.com www.fleckvieh.com

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## FSFF Board of Directors meeting held on May 16, 2015 at Buzzard Hollow Ranch

Attendees: Jim Ethridge, Jason Gress, Mikell Davis, Brian Valentine, Tony Roberts, Jerry Robinson, Andy Oslanski, and Jason & Brandy Jordan

*Absent: Heathie Widicker, Anne-Marie Rasch*

Dr. Davis called the meeting to order at 10:57am CST.

Review of minutes from the last BOD meeting held on 04/21/15-

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

Jerry Robinson motioned to accept the minutes. Andy Oslanski seconded the motion.

Motion passed unanimously.

### Financial Update-

Current Balance: \$ 9,268.20

O/S Deposits: 199.42

Pending Pmts: <120.00> → 2014 NAILE Premium Pmt & NAILE invoice\*

Reconciled Balance: \$ 9,347.62

Other known but not invoiced outstanding payments total \$780.00 and are the Houston booth registration fee of \$150 and the Houston social sponsorship of \$150 as well as \$480 for the (3) fundraiser belt buckles recently ordered & paid for by Anne-Marie. → **Update: Anne-Marie donated the buckles, the FSFF does not need to reimburse her for the cost!**

Jim Ethridge motioned to accept the Financial Update. Brian Valentine seconded.

Motion passed unanimously.

### **Old Business:**

#### 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.

#### **05.16.15 Update:**

The FSFF is incorporated as a 501(C)6 non-profit organization. However, the IRS paperwork to claim non-profit tax status has not been completed & submitted to the IRS. The attorney/CPA in Brownwood quoted \$4K-\$5K to do the work. As that is near half of the FSFF's normal bank account balance, Brandy is going to look at the IRS paperwork to see if she can complete it herself.

## 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 13 & 14, 2015
Houston	Mar 03, 2015
BHR's Designer Classic*	May 16, 2015
TAMU Short Course	Aug 3-5, 2015
The Magnolia Classic*	Oct 31, 2015
NAILE*	Nov 14-20, 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.
- 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.

### **05.16.15 Update:**

The Board agrees anyone who requests the booth for an event (sale, show) should pay the shipping costs to/from. No other fees or deposit will be required.

### 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.

#### **05.16.15 Update:**

All agree it is best to try to obtain written confirmation from the ASA as early as possible to know if they will be able to provide support/help as in years prior to the 2014 NAILE. Brandy agreed to ask Larry Maxey if he will draft a letter on behalf of the FSFF. All agree it is best to also copy Fred Schuetze when the letter is submitted.

### 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.

- Content?
  - Use existing Fullblood/Purebred/Fleck Effect pictures. 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.
- **05.16.15 Update:**
  - Brian Valentine to meet with Becky while at BHR to discuss layout
  - The Board agrees 3<sup>rd</sup> & final e-blast should include testimonials from users of Fleckvieh genetics (such as Jerry Brink & Fred Schuetze)

### Fundraising-

Previous meeting information:

The Board agreed the opportunity to auction off custom FSFF belt buckles at various shows would be good fundraising opportunities and would allow the FSFF to reach a different audience.

- Fred Schuetze agreed to allow the FSFF to auction (1) belt buckle during the BHR Designer's Classic Sale on May 16<sup>th</sup>.
- Additional buckles will be auctioned at The Magnolia Classic, Bar 5's fall production sale, and the NAILE

- **05.16.15 Update:**

- Brandy & Jason to ask Dan Skeels and Francis Gagnon if buckles could also be auctioned at each of their fall sales

Dr. Peter Mossman provided Fred Schuetze with a number of copies of his book “Visual Evaluation of Simmental Fleckvieh Cattle.” At the BHR Designer’s Classic Sale, one copy was auctioned off to benefit the FSFF, and it sold for \$550! Fred will be selling the remaining copies for \$50 each. Of that, he is donating \$25/book to the FSFF!

#### 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. Per the EDJE representative, there are two options-

1. “lease” the shopping cart program from EDJE for \$450/year plus the initial set-up fee, and
2. set up a PayPal button (estimated \$150.00 set up fee)

The Board agrees the 1<sup>st</sup> option is too costly and approved the 2<sup>nd</sup> option via email at the end of April.

#### **05.16.15 Update:**

EDJE discovered they could not set up a PayPal button on our website. PayPal buttons must be for set amounts unless it is specifically a “Donation” button. The Board agrees this is not what the FSFF needs at this time. In the meantime, the office is able to send PayPal invoices to members/customers at their request for online bill payment.

#### **New Business:**

1. Glen Wooten emailed with a couple of upcoming opportunities-

- The first is the possibility of having the FSFF booth at the National Conference & Junior Show in Lindsay, Ontario, Canada July 30- Aug 2. There are also sponsorship opportunities available for the Junior Show.
- The second is The Royal Winter Fair in Toronto, Canada during the first week of November. Last year it was the biggest Simmental Show in Canada, and Glen feels the timing would be right for a FSFF presence as some people have shown an interest in increasing the profile of Fleckvieh at that show.

The Board discussed the two events and decided the FSFF needs to look into purchasing a 2<sup>nd</sup> booth as both the National Conf & Junior Show and The Royal Winter Fair present conflicts to previously schedule booth events (the TAMU Short Course in August and the NAILE in November). Brandy will ask Becky Wadlow to provide the FSFF with a quote. The Board is open to sponsoring the Junior Show. Brandy will contact Glen for more information and will report back to the Board for a decision via email.

2. Jim Ethridge reported the TSSA Junior Nationals will be held in College Station in July and suggested it might be a good venue for the FSFF booth. He will get more information as to specific dates and costs, etc. and will report back to the Board.

The next Board meeting/teleconference will be determined (via email) at a later date.

At 11:42am CST, Jerry Robinson motioned to adjourn the meeting.

Jason Gress seconded.

Motion passed unanimously.