

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held June 30, 2015

Attendees: Heathe Widicker, Jim Ethridge, Jason Gress, Mikell Davis, Brian Valentine, Tony Roberts, Andy Oslanski, and Brandy Jordan

Absent: Anne-Marie Rasch, Jerry Robinson

Heathe Widicker called the meeting to order at 6:07pm CST.

Review of minutes from the last BOD meeting held on 05/16/15-

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

Jim Ethridge motioned to accept the minutes.

Tony Roberts seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance: \$ 8,206.83

O/S Deposits: 99.71

Pending Pmts: <120.00> → 2014 NAILE Premium Pmt

Reconciled Balance: \$ 8,186.54

Anne-Marie donated the (4) fundraiser belt buckles, so the FSFF does not need to reimburse her the \$480. The remaining outstanding payments total \$650.00 comprised of \$150 for the Houston booth registration fee, \$150 for the Houston social sponsorship, and \$350 for the TAMU Short Course booth fee. The FSFF will pay the TSSA for all three of these items. Jim asked Brandy to send 3 separate checks to him as he will see the TSSA Treasurer the week of 7/6.

Jim Ethridge motioned to accept the Financial Update.

Andy Oslanski seconded.

Motion passed unanimously.

Old Business:

Proposed By-Law changes-

Previous meeting information:

A special FSFF meeting is scheduled for 10am today, May 16, 2015, at the BHR Designer's Classic Sale in Granbury, TX; the proposed By Law changes will be discussed & voted on at this time.

06.30.15 Update:

The proposed By-Law changes passed. One additional change was proposed during the May 16th meeting- that the Board have the ability to call emergency meetings and vote on motions as needed via email so as to operate as smoothly & efficiently as possible. This proposal (and any others) will be discussed & voted upon at the FSFF annual meeting to be held in Louisville, KY in November.

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.

06.30.15 Update:

After reviewing the 2013 & 2014 information, there is not much savings to be had in changing the amounts paid to class winners (because the amounts are already so low). The division placing payments could be lowered but not certain there is a significant benefit. Additionally, premium payments are published in the NAILE Premium book, so it is too late to make changes to any payouts for the 2015 shows.

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.

06.30.15 Update:

Sullivan's contacted Nikki to let her know they do not have the staffing to host a clinic in October. We will continue to be in contact with them for a future date/event.

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 make the FSFF a full non-profit, tax exempt organization for tax purposes. 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.

06.30.15 Update:

Brandy is working to complete the verbage of the IRS Form (Form 1024). The application fee payable to the IRS will be \$850. If the IRS approves the FSFF's non-profit status, the annual tax return will be an informational only return and is simple to file (can be done in office instead of by a CPA). Brandy hopes to have the Form 1024 complete prior to the next board 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.

In June, member Glen Wotten notified the Office of 2 upcoming Canadian events. The Board discussed them and decided the FSFF needs to look into purchasing a 2nd booth as both present conflicts to previously schedule booth events (the TAMU Short Course in August and the NAILE in November). A second (duplicate) booth was quoted by Becky Wadlow at \$565.

Motion: Jason Gress motioned for the FSFF to purchase a second booth if it can be made within a month (in time for the Canadian Jr. Nationals).

Mikell Davis seconded, and the motion passed unanimously.

Update: Becky answered a text from Brandy before the call ended stating yes, the booth could be made that quickly. Brandy placed the order, and proposed Canadian events have been added to the schedule though timing and distance between events will determine feasibility.

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
TJSSA State Futurity*	June 11-14, 2015
TJSSA Nationals	July 5-12, 2015
Canadian Jr National Show*	July 30-Aug 2, 2015
TAMU Short Course	Aug 3-5, 2015
Bar 5's Production Sale*	Oct 3, 2015
Anchor D's Production Sale*	Oct 16, 2015
The Magnolia Classic*	Oct 31, 2015
The Royal Winter Fair*	Nov, 2015
NAILE*	Nov 14-20, 2015

*No booth fees required

*Canadian events

- 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 13th & 14th 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.
 - 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. 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.

06.30.15 Update:

Larry Maxey has personally spoken with ASA Vice President Wade Shafer & has his word the ASA will provide the FSFF with the assistance needed to put on well organized and successful shows at the 2015 NAILE.

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.

- Updates:
 - Agreed upon 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 3rd will include testimonials from users of Fleckvieh genetics (i.e. Jerry Brink & Fred Schuetze, etc.).
 - 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.
 - 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 4th.

- **06.30.15 Update:**
 - Still waiting on content for the first e-blast. Dr. Davis asked if we could take bullet points from our existing tri-fold brochures. All agreed yes. He and Jason & Nikki Gress will work to put something together.

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 16th. It sold for \$575! The next day, Fred sold a 2nd buckle to one of his buyers for \$550.
 - Additional buckles will be auctioned at The Magnolia Classic, Bar 5's fall production sale, Anchor D's fall sale, and the NAILE
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- **06.30.15 Update:**
 - Dan Skeels agreed to allow the FSFF to auction a buckle at his fall sale. Francis Gagnon is not holding his fall sale, but said we could at his next sale.

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.

06.30.15 Update:

Confirmation received the NAILE has reverted back to the long schedule. FSFF will be there from November 14-20, but we are still waiting on final show schedule to be set. Nikki has sent several emails to the Board of proposed FSFF activities for greater youth involvement. Need everyone to review and discuss at the next meeting.

New Business:

- The MSSA Family Field Day was held at Little Creek Farms in Starkville, MS. There was a small group, but a good set of juniors & good involvement. It is expected the event will continue to grow in future years. All went well, Fleckvieh cattle were exhibited, and overall, the event was well received.

The next Board meeting/ teleconference is tentatively set for 6pm CST on August 18th.

At 7:07pm CST, Brian Valentine motioned to adjourn the meeting.

Tony Roberts seconded.

Motion passed unanimously.