

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held on January 13, 2015

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

Absent: Anne-Marie Rasch

Heathe called the meeting to order at 6:08pm.

Review of minutes from the last BOD meeting held on 12/03/14-

Jim Ethridge motioned to accept the minutes.

Jason Gress seconded the motion.

Motion passed.

Financial Update-

Current Balance: \$11,934.05

O/S Deposits: 4,165.00

Pending Pmts: <5,720.00> → 2014 NAILE Premium Pmts to be mailed in coming week

Reconciled Balance: \$10,379.05

Jim Ethridge motioned to accept the Financial Update.

Mikell Davis seconded.

Motion passed.

Old Business:

Proposed By-Law changes-

Previous meeting information:

Section VII of the By-Laws states changes to the By-Laws must be voted on at an annual meeting or another special membership meeting called for such a purpose. Proposed changes must be presented to the membership 60 days prior to vote. Notification & ballots will be sent by mail. The proposed changes will be posted on the website for all to view along with ballots. A written copy of the proposed changes will be available by mail upon request.

A special FSFF meeting will be scheduled for May 2015 at the BHR Sale in Granbury, TX; the changes will be voted on at this time. If a member plans not to be in attendance but chooses to vote then those ballots must be post-marked by May 1, 2015.

01.13.15 Update:

No additional proposed changes after final Board review.

Need to:

- Post proposed changes online for member review and mail notice of such & ballots to the membership. Only members who do not have online presence will receive mailed copy of the proposed changes. All other members may request a hard copy to be mailed.
- Contact Fred Schuetze to ask if we can have special FSFF meeting at BHR on May 16th. If so, work with him to set time and date and then announce to members.

Mikell Davis motioned for Jason & Brandy to proceed with above actions.

Andy Oslanski seconded.

Motion passed.

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:

Are premiums the motivation for showing? Or is the motivation the promotion exhibitors receive for their animals/farm? Some of the 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 agreed to review this topic & present resolution/changes to the Board of Directors.

01.13.15 Update:

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 to provide them with the Class Sponsor lists, Premium Payment schedules and NAILE payments made.

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.

01.13.15 Update (read by Jason Gress in Nikki's absence):

Nikki is continuing to research and review options for presentation to the Board. She has 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.

Discussion on the need for more FSFF presence at sales-

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

Motion was approved to have the FSFF booth at Houston. Larry Throgmorton & Jim Ethridge will be there for the sale and have agreed to "man" the booth.

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

01.13.15 Update:

- Dixie Nationals Proposal- Mikell Davis could contact Dixie National office for more information- to determine costs and where booths will be displayed. He would then email the Board with the necessary information and the Board would vote via email to determine whether or not to send the booth.
The Dixie Nationals is held in Jacksonville, MS; Mikell Davis and others are available to "man" the booth.

Jason Gress made motion for Mikell Davis to proceed as proposed.

Jerry Robinson seconded.

Motion passed.

- 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.
The Board agreed the FSFF should look into having a banner/sign made to promote all three 3 NAILE shows for use with/in the booth display. Jason Jordan to work with Brandmark Imaging to design and determine cost.
Jason & Nikki Gress to look into the possibility and approximate cost of sending a ASA/CSA e-blast prior to Houston to promote the FSFF & announce our booth there.
- 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 1/2 of the FSFF cost, and the Board agreed to the FSFF's continued participation.

New Business:

FSFF Sponsorship of the Pre-Sale Social at Houston-

As presented by Jim Ethridge. There is a really nice and well attended Pre-Sale Social held at Houston each year. It costs approximately \$1,500 to host the event. Jim asked the Board to approve a \$250 FSFF sponsorship for the Pre-Sale Social.

Jim Ethridge motioned to accept the sponsorship, and Jason Gress seconded.

Motion passed.

The next Board teleconference was tentatively set for 02.18.15 at 6pm CST.

Jim Ethridge motioned to adjourn the meeting, and Tony Roberts seconded.

Motion passed.