

# 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

---

---

## FSFF Board of Directors teleconference held on February 25, 2015

Attendees: Heathie Widicker, Anne-Marie Rasch, Jason Gress, Brian Valentine, Mikell Davis, Tony Roberts, Andy Oslanski, and Brandy Jordan

*Absent: Jim Ethridge, Jerry Robinson, Jason Jordan*

President Heathie Widicker called the meeting to order at 6:05pm.

Review of minutes from the last BOD meeting held on 01/13/15-

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

Mikell Davis motioned to accept the minutes.

Andy Oslanski seconded the motion.

Motion passed unanimously.

### Financial Update-

Current Balance: \$10,211.69

O/S Deposits: 1,900.00

Pending Pmts: <220.00> → (2) 2014 NAILE Premium Pmts

Reconciled Balance: \$11,891.69

Jason Gress motioned to accept the Financial Update.

Mikell Davis seconded.

Motion passed unanimously.

### **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.

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 16<sup>th</sup>. If so, work with him to set time and date and then announce to members.

02.25.15 Update:

- Brandy spoke with Fred Schuetze. Special meeting can be held at BHR on May 16<sup>th</sup>. It needs to be before the BHR Field Day events scheduled to start at 2p.
  - Jason Gress motioned to have the meeting start at 10am on May 16<sup>th</sup> at BHR.
  - Mikell Davis seconded.
  - Motion passed unanimously.
- Brandy will finalize the member mailings & official ballot with the meeting time & location. To be mailed ASAP. She will also have an announcement with the proposed changes posted online.

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

02.25.15 Update:

No further discussion. Brandy still working to compile & send necessary info to Jason Gress & Brian Valentine.

#### 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.

02.25.15 Update:

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 possibility & best date/time to work into his sale events.

### 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.  
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.
- 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-

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-

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.

### **New Business:**

#### 2016 Dixie National Livestock Show (Jackson, MS)-

As presented by Mikell Davis and Jason Gress- the Mississippi Simmental/Simbrah Association (MSSA) President, Mark Smith, expressed interest in having a Fullblood Fleckvieh show at the 2016 Dixie National. There would be no cost to FSFF- the MSSA will pay all related fees. However, if we commit to participating in a show, we must also commit a minimum of 7 sale lots to the MSSA sale. Sale lots do not have to be fullblood. It is believed SimAngus heifers and Fleckvieh based purebreds would sell well. As with all sales, consignors would need to do a good job marketing their lots prior to the sale. The MSSA sale is on DVAuction, so we are not limited to only those in attendance or phone bids.

Board member discussion followed-

- The Dixie National facilities are very nice and the shows are well organized; it has historically been a very pleasant show environment.
- Need to ask for member interest- use Facebook, the website, Constant Contact email; direct all member interest & inquiries to Jason Gress
- Notify members now & follow up with more details/reminder later in year (early fall)
- Need to add the event as a "Proposed Show" to the website's calendar of events
- Show(s) to follow NAILE format (Youth, Open, Fleck Effect) providing there is enough member participation
  - At a minimum, would have one open show with combined Fullblood & Fleck Effect entries (both would show together)
  - Entries much be at least 50% Fleckvieh to show

All agree this is a great opportunity to expand FSFF reach & further promote Fleckvieh cattle!

#### Mississippi Simmental/Simbrah Association (MSSA) Field Day-

Little Creek Farm will host the MSSA Field Day on June 5-6, 2015. This will give us an opportunity to display Fleckvieh genetics for those in attendance.

Participants arrive Friday and a "practice" session is held. Events begin Saturday. This is a family day event with a potluck style lunch (everyone brings a dish).

The next Board teleconference was set for 03.24.15 at 6pm CST.

At 7:10pm CST, Jason Gress motioned to adjourn the meeting.

Anne-Marie Rasch seconded.

Motion passed unanimously.