

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held February 3, 2016

Attendees: Mikell Davis, Jason Gress, Steve Jensen, Andy Oslanski, Anne-Marie Rasch, Tony Roberts, Heathe Widicker, Glenn Wotten, and Brandy Jordan

Absent: Jim Ethridge

President Mikell Davis called the meeting to order at 5:40pm CT.

Review of minutes from the last BOD meeting held 12/01/15-

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

Anne-Marie motioned to accept the minutes.

Glenn Wotten seconded the motion.

Motion passed unanimously.

Review of minutes from BOD NAILE review & Dixie National Prep meeting held 12/17/15-

Minutes sent to the Board by email & reviewed by all prior to the meeting.

Dr Davis asked for one sentence to be modified to specifically state the year; Brandy made the change.

Heathe Widicker motioned to accept the minutes.

Dr. Gress seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance: \$12,814.52

O/S Deposits: 100.00

Pending Pmts: <5,661.00>

Reconciled Balance: \$ 7,253.52

- Pending payments are comprised of 2015 NAILE premiums.

Tony Roberts motioned to accept the Financial Update.

Anne-Marie Rasch seconded.

Motion passed unanimously.

Discussion ensued concerning the timing of membership renewals. The Board suggested holding to a hard deadline or charging a late fee if dues were not paid on time. Both ideas were discouraged on the basis they could/would kill the FSFF- Brandy suggested people would chose to not renew their dues before paying a late fee. Brandy contacts any member who has not renewed each year prior to the print deadline for the upcoming Directory. This includes 2-3 phone attempts as well as 1-2 emails if an address is on file. Brandy will continue this practice and agreed to send membership renewal notices in November of each year for the next year. The Q4 2016 Constant Contact newsletter will include a reminder, and the 2017 membership renewal forms will be mailed in November/December 2016.

Old Business:

ASA E-blast Promotion-

Previous information:

- If the ASA prepares the e-blast ad for us, the cost to send the one (same) ad three times is \$400. If the ASA receives the completed e-blast advertisements (as high resolution jpeg or PDF files), the cost to send (3) different e-blasts over the course of several months is \$400. The typical file size used is 8-1/2" x 11" though it can be longer if needed.
- The advantage to using the ASA e-blast service is that we are able to promote the FSFF outside of our membership; using their distribution guarantees a much larger audience. Discussion followed about what to promote.
- All agreed any advertisement must look professional, so an ad designer is imperative. Becky of Brandmark Imaging quoted \$75 to prepare the first advertisement- we must supply content and ready-to-use pictures.
- Agreed upon content:
 - Use existing Fullblood/Purebred/Fleck Effect pictures & include upcoming events for all.
 - First- promote the FSFF & Simmental Fleckvieh breed (who we are & what we do, etc.)
 - Second- promote & inform the public of the FSFF NAILE events in hopes of increasing participation in the shows and sale
 - Third- include testimonials from users of Fleckvieh genetics (i.e. Jerry Brink, Fred Schuetze, etc.)
- 02.03.16 Updates:
 - First e-blast was sent out Dec 30, 2015. It explained what Simmental Fleckvieh is and the benefits of using Simmental Fleckvieh genetics and promoted the February 2016 Dixie National Fullblood Simmental show.
 - 2nd eblast to go out prior to September & include NAILE details/schedule.
 - Dr Davis asked each Board member to try to get (2) testimonials from their customers/Fleckvieh users prior to the next Board meeting. Testimonials to be emailed to the Office at info@fleckvieh.com. Brandy will compile them into one document for the Board to review & vote which to include in the 3rd eblast.

Non-Profit Status for FSFF-

Previous information:

The FSFF is incorporated as a 501(C)6 non-profit organization. However, the IRS paperwork to claim non-profit tax status was never completed & submitted to the IRS. The attorney/CPA in Brownwood quoted \$4K-\$5K to do the work. Brandy is going to look at the IRS paperwork (Form 1024) to see if she can complete it. 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 then be an informational only return and is simple to file.

- 12.01.15 Update:
 - Due to the time constraints Brandy has not worked on the application since August. She will complete the application by March 15th, 2016.
- 02.03.16 Updates:
 - No further discussion.

Feb 2016 Dixie National's Simmental Show-

Dr. Jason & Nikki Gress submitted the concept of having the first Fullblood Simmental show at the Dixie National Livestock Show & Rodeo to Mark Smith, President of the Mississippi Simmental/Simbrah Association (MSSA). The MSSA will pay for all ribbons, but a minimum number of cattle are required in order to put on the show. Dr. Jason & Nikki Gress volunteered to be show superintendents.

- 02.03.16 Updates:
 - As of today, there are 12 entries & one sale entry (the minimum requirements to hold the show & participate in the sale). There were 21 entries, but one exhibitor had to cancel.
 - The FSFF booth will be displayed in the MS Cattlemen's area because there is not enough display room in the barns.
 - The e-blast did not necessarily generate entries but seems to have created awareness of the Fullblood Simmental shows/sale!

Q1 (Jan-Feb-Mar) 2016 Schedule for the FSFF Promotional Booths-

In order to maintain a visible presence at sales, shows and related events, the FSFF owns two promotional booth displays - one travels within the US and the other is in Canada. These booths each consist of three large professional panel displays. During events, FSFF informational tri-fold brochures and copies of the current FSFF Membership Directory are distributed to visitors and at least one FSFF member is available to greet visitors and answer any questions they may have.

The US booth will be at-

- Feb 2016 Dixie National Livestock Show, Jackson, MS
 - Fred Schuetze will transport the booth from the Dixie Nationals back to Texas, and Jim Ethridge will pick it up from Fred.
 - Cost is \$400
- Mar 2016 Houston Livestock Show & Rodeo International Simmental & Simbrah Shows & Sale
 - Jim Ethridge & Larry Throgmorton will "man" the booth. The booth space & fee will be split with the TSSA.

Exact locations were not set for the Canadian booth, but Glenn Wotten will coordinate events in Eastern Canada and Andy Oslanski will coordinate events in Western Canada.

2016 Fundraising-

The 2015 Annual Fundraiser was conducted as an online auction with 32Bids.com. The format was good, but it was difficult to promote and there was little member involvement. We received bids on 7 of 14 items and raised only \$2,150.

Fundraising ideas are needed for 2016- when/where/who/what/how?

- Steve Jensen & Anne-Marie Rasch will discuss ideas & will then present options to the Board for further discussion & approval.

Quarterly Newsletters-

Brandy will renew the distribution of quarterly newsletters in 2016. These will primarily be sent via Constant Contact (email). The few members who prefer print mailings will receive their newsletter by postal service. Basic concept for content is-

- Q1 (Jan, Feb, Mar): NAILE update & thank you to supporters/donors/participants, call for membership renewals, upcoming sales/shows/events, updates of recent booth exhibits
- Q2 (Apr, May, Jun): Directory pricing & submittal dates, call for BOD & Fred Schuetze award nominees, upcoming sales/shows/events, updates of recent booth exhibits
- Q3 (Jul, Aug, Sep): NAILE info (schedule if known, call for class sponsorships & Select Simmental/Fleckvieh Sale consignments), upcoming sales/shows/events, updates of recent booth exhibits
- Q4 (Oct, Nov, Dec): Fall sale reviews, annual meeting review, announce new Board and Committees as well as plans for upcoming year, updates of recent booth exhibits, call for upcoming membership renewals

Anyone can suggest/submit content for the newsletters throughout the year. Brandy will prepare & distribute the newsletters in the first month of each quarter (Jan, Apr, Jul, Oct). Additional newsletters may be sent throughout the year as news or events warrant.

NAILE 2016-

With unanimous Board approval, Dr. Davis recently called Larry Maxey, the NAILE Show Superintendent for the FSFF sponsored shows (The Pinnacle, The Challenge Cup & The Fleck Effect), to ask if/how the FSFF could assist him with the 2016 shows. Dr. Davis asked Larry to submit to the FSFF a list of tasks & deadlines with a delegation line for each with regard to planning for the 2016 shows.

After receiving exhibitor feedback at the 2015 show, Larry Maxey has submitted written and verbal requests to the NAILE organization staff for a shortened show schedule for 2016.

The NAILE organization is under new management as of December 2015. All of the contacts Larry Maxey had are no longer there to assist with future shows.

- 02.03.16 Updates:
 - Larry is still not getting a response to his request for a shortened 2016 schedule. The new NAILE staff is not as experienced, and the new contact will not return his phone calls. Larry has scheduled meetings with others who may be in a better position to help.
 - Larry is working to complete the requested list of tasks/deadlines/delegations for the 2016 FSFF shows at the NAILE.

Implementation of an Educational Youth Scholarship-

The Board discussed the idea of implementing an Educational Youth Scholarship award. Anne-Marie Rasch had originally suggested it be awarded during the Challenge Cup show at the NAILE. Conceptually, she is thinking the FSFF have a fundraiser in 2016 and all monies raised would be used to award the scholarship in 2017. Anne-Marie Rasch will provide the Board with more ideas prior to the next meeting for further discussion and/or a formal motion.

Revise NAILE Show Premiums-

On 12/17/15, the Board unanimously agreed a motion is needed to drop the premiums paid at the NAILE shows effective this year. Dr. Davis asked Anne-Marie Rasch to put a proposal in writing for all to review and discuss and eventually vote on. She agreed to do so & sent an email to the Board on 12/17/15.

- 02.03.16 Updates:
 - After brief discussion, Anne Marie Rasch motioned that beginning at the 2016 NAILE, the FSFF drop the premiums paid for the Pinnacle and Fleck Effect shows and for the Challenge Cup to employ the wording "Premiums to be calculated at the completion of the show."
 - Steve Jensen seconded the motion.
 - Motion passed unanimously.

2016 FSFF Annual Meeting-

At the last meeting (on 12/17/15), the Board voted unanimously to have the 2016 FSFF annual meeting Friday night at the Little Creek Magnolia Classic Sale on October 21, 2016.

- Other ideas then included-
 - The FSFF provide a meal that same night- make the event open to all in order to better promote the FSFF
 - Have a silent auction to benefit the FSFF/FSFFjr
 - Schedule the Sullivan's Show U (youth) clinic
 - Dr. Davis would promote it in his sale catalog
 - Dr. Davis wants more Board input and discussion on these ideas.
- 02.03.16 Updates:
 - Question: does the Board want to have a speaker at the annual meeting?
 - Yes, always well received.
 - Bill Travis has offered to speak in the past.
 - Are there any "hot topics" someone at the ASA could speak to?
 - Is there anyone involved with the World Federation who would speak?
 - Dr. Davis asked the Board to continue to think on who we could ask & to text or email him directly with suggestions.
 - The FSFF will award the Fred Schuetze Award and will vote for the new Board members at the meeting too.

New Business:

American Royal-

Steve Jensen wondered if we could enough interest to have a FSFF/Fullblood Simmental show at the American Royal? Consensus is that it is a nice idea but that it is hard to do and requires one person to take charge of it and grow it. Steve Jensen will call Greg Starr to discuss.

Next meeting-

A teleconference was scheduled for Tuesday, March 8th at 5:30pm CT

At 6:48pm CT, Anne-Marie Rasch motioned to adjourn the meeting.

Steve Jensen seconded.

Motion passed unanimously.