

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held March 8, 2016

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

Absent: Jim Ethridge

President Mikell Davis called the meeting to order at 5:31pm CT.

Review of minutes from the last BOD meeting held 02/03/16-

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

One minor correction noted by Dr. Davis and made by Brandy Jordan for the omission of a word.

Glenn Wotten motioned to accept the minutes.

Steve Jensen seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance:	\$9,649.55
O/S Deposits:	300.00
Pending Pmts:	<120.00>
Reconciled Balance:	\$ 9,829.55

- Pending payments are 2015 NAILE premiums.

Jason Gress motioned to accept the Financial Update.

Glenn Wotten seconded.

Motion passed unanimously.

Old Business:

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?

- At the 2/3/16 meeting, Steve Jensen suggested the FSFF auction Directory Premium pages at BHR's Designer Classis sale in May 2016 as a fundraiser
 - Brandy Jordan has verbal commitments of renewals from existing premium page customers for the 2017 Directory
 - Board considered selling choice of all ads to highest bidder
 - All agree to stipulate that purchaser(s) agrees to maintain set standards for the ad(s) with submittal of professional, camera ready ad
 - Any pages auctioned would have set reserves

Implementation of an Educational Youth Scholarship-

On 2/3/16, 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 be used to award the scholarship in 2017. Anne-Marie Rasch will provide the Board with more ideas during a future meeting for further discussion and/or a formal motion.

ASA E-blast-

Previous information:

- 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 to a much larger audience outside of our own membership.
 - All agreed an ad designer is imperative- ads must look professional. Brandmark Imaging quoted \$75 to prepare the first advertisement- we must supply content and ready-to-use pictures.
 - During the 02.03.16 meeting, Dr. Davis asked each Board member to try to get (2) testimonials from their customers/Fleckvieh users prior to the next 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.
- Agreed upon content:
 - Use existing Fullblood/Purebred/Fleck Effect pictures & include upcoming events for all.
 - First- sent December 2015- to promote the FSFF & Simmental Fleckvieh breed (who we are & what we do, etc.) & 2016 Dixie Nationals.
 - Second- to be sent prior to September 2016- to 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
 - 03.08.16 Updates:
 - Dr. Davis acknowledged how hard it is to get customers to agree to provide testimonials for advertising use. Other Board members agreed. Heathe has one testimonial, and Dr. Gress expects one to come in this next week. Steve Jensen has been talking with one individual who is reluctant to provide a testimonial; Dr. Davis will follow up with him.

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 \$4,000-\$5,000 to do the work. Brandy is going to see if she can complete the paperwork herself. 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.

- 03.08.16 Updates:
 - Brandy Jordan hopes to have the application done by March 15th.

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
- Mar 2016 Houston Livestock Show & Rodeo International Simmental & Simbrah Shows & Sale

- 03.08.16 Updates:
 - The Canadian booth will be at the Synergy Bull Sale this weekend. Francis will meet Glenn Wotten with FSFF promotional materials. The booth will then be at Ferme Gagnon's sale the weekend after that.

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.

- 03.08.16 Updates:
 - The show was a success! Good presentation and representation of Fleckvieh cattle! Hoping to have more interest and participation in 2017- we have more time to promote, and exhibitors have more time to plan & prepare cattle.
 - Sale went well- the minimum requirement for 1 Fleckvieh sale lot was a Gress consignment. Dr. Jason & Nikki Gress were able to meet & visit with the buyer. We were also invited back to next year's sale.
 - The FSFF booth was set up in the MS Cattlemen's area (not enough room to display it in the barns) and had a good amount of traffic through it. Dr. Davis manned it and made a few good contacts with individuals.

2016 FSFF Annual Meeting-

At the 12/17/18 meeting, the Board voted unanimously to have the 2016 FSFF annual meeting on Friday, October 21, 2016 (the eve of the Magnolia Classic Sale) at Little Creek Farm in Starkville, MS.

- Meal-
 - The FSFF will provide a meal that night- open to all in attendance.
 - Dr. Davis has an idea for the meal and will contact someone he has used in the past who is reasonably priced.

- Youth involvement-
 - Schedule the Sullivan's Show U (youth) clinic- they have been contacted, we are waiting on response.
 - Add another youth event- i.e. Cattlemen's quiz...
 - Hoping to build on last year's field day & involve more youth/have more youth events. Dr. Gress has contacted MSSA to gauge interest of juniors.

- Silent Auction/Fundraiser-
 - Silent auction is easy to set up. Need donations and someone to work it. Dr. Davis will contact local vendors for donations. Need others to also contribute/solicit. Brandy should be able to work/monitor it.
 - Glenn Wotten asked if a live auction the night before the sale might also work? Dr. Davis said there is much lower attendance the night before the sale- not certain we would get enough participation.
 - Steve Jensen suggested a 50/50 raffle with the winning proceeds to be applied toward the purchase of a sale animal. He also asked if we could auction FSFF premium pages using DV Auction. Response is that DV Auction is very expensive to use, but Steve will contact them to ask. Directory pages would have to be for the 2018 Directory as 2017 directory will have already been sent to the printer.

- Speaker-
 - Dr. Davis talked with Fred about inviting an ASA rep to speak.
 - Dr. Gress suggested having a round table discussion format on production (i.e. are we getting our customers the product they need?) & thinks Chip Kemp would be a good ASA rep to facilitate the discussion. All agreed the format would be good.
 - Dr. Davis requested all of the FSFF Board members to suggest topics prior to the annual meeting so that an agenda of 6 or 7 topics can be set in advance.

- The FSFF will present the 2016 Fred Schuetze Award and will vote for the new Board members at the meeting too.

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 employed by the NAILE.

- 03.08.16 Updates:
 - Larry is still not getting a response to his request for a shortened 2016 schedule.
 - Nikki Gress spoke with Larry today and asked how she could help. Larry suggested she/the Board write letters to the NAILE administration requesting a shorter show schedule.
 - Larry submitted the requested list of NAILE tasks & deadlines. At Dr. Davis's request, Brandy Jordan sent the list to the Board for review. Dr. Davis will contact Larry to discuss delegating the tasks to specific people for 2016.

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 beginning in 2016. 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.

- On 02.03.16, the following motion passed unanimously:
“Beginning at the 2016 NAILE, the FSFF will drop the premiums paid for the Pinnacle and Fleck Effect shows. For the Challenge Cup, the FSFF will employ the wording “Premiums to be calculated at the completion of the show.”
- 03.08.16 Updates:
 - Nikki Gress informed the board the deadline for changes to the 2016 NAILE Premium book is 3/15/16. The Board realized no-one notified Larry Maxey of the Board approved changes, so Brandy Jordan will contact him ASAP.
 - Dr. Gress asked Brandy to draft an email to Larry Maxey and send it to the Board for approval. Brandy agreed to send the draft after tonight’s meeting.

New Business:

Prospective summer show-

Dr. Gress announced that there is another prospective Simmental Fleckvieh show in TN in July that would be similar to the Dixie National show format. There would be a minimum requirement of 10-12 head for the Fullblood show.

Canadian Fall Expo sponsorship opportunity-

Glenn Wotten mentioned there is a significant Fullblood and Fleckvieh presence at the Canadian fall expo and asked if the FSFF is interested in providing a sponsorship. He has asked the coordinators (of the fall expo) for a list of their sponsorship levels and will present on it at the next meeting.

Next meeting-

A teleconference was scheduled for Tuesday, April 12th at 5:30pm CT

At 6:37pm CT, Anne-Marie Rasch motioned to adjourn the meeting.

Glenn Wotten seconded.

Motion passed unanimously.