

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held April 12, 2016

Attendees: Mikell Davis, Jason Gress, Steve Jensen, Anne-Marie Rasch, Glenn Wotten, and Brandy Jordan

Absent: Jim Ethridg, Andy Oslanski, Tony Roberts, Heathe Widicker

President Mikell Davis called the meeting to order at 5:36pm CT.

Review of minutes from the last BOD meeting held 03/08/16-

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

Glenn Wotten motioned to accept the minutes.

Jason Gress seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance: \$8,805.88

O/S Deposits: 100.00

Pending Pmts: -

Reconciled Balance: \$ 8,905.88

Glenn Wotten motioned to accept the Financial Update.

Jason Gress 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 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 for all but the center pages
 - All agree to stipulate that purchaser(s) agrees to maintain set standards for the ad(s) with submittal of professional, camera ready ad
 - 04/12/16 Updates:
 - The center pages of the 2017 FSFF Directory are available to be auctioned
 - Per Steve, Fred Schuetze is open to any FSFF fundraising at BHR. Steve Jensen motioned to auction the center pages, with a reserve of \$1,000 each, at the start of the BHR Designer's Classic Sale on 05/21/16.
 - Jason Gress approved. Passed unanimously.

- On 4/12/16, Steve Jensen motioned the FSFF conduct a 50/50 raffle at BHR Designer's Classic sale on 05/21/16 by selling tickets for \$5 each or 5 tickets for \$20. One winning ticket to be drawn at start of the sale on Saturday. The winner will receive a credit for half of the total ticket sale proceeds to be used as a credit toward the purchase of any 5/21/16 BHR's Designer's Classic sale lot. The FSFF will retain the other half.
 - Glenn Wotten seconded. Passed unanimously.
 - Further discussion- will promote with Constant Contact email distribution and Facebook posts. Will also have signage at the registration table at BHR and at the FSFF booth. Various FSFF members will be available to take phone bids.

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.

- 04.12.16 Updates:
 - Brandy Jordan completed & submitted the application. Waiting on response from IRS.

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 someone lined up to cook/provide the meal. Brisket will be served Saturday. The Board needs to determine what to serve Friday night and how to pay for it.
 - Dr. Davis will try to provide options and pricing.
- Youth involvement-
 - Schedule the Sullivan's Show U (youth) clinic- they have been contacted, we are waiting on response. Must be Friday afternoon per Dr. Davis.
 - 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/Fundraisers-
 - 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.
 - The FSFF has one belt buckle left to sell- Dr. Davis has agreed to auction it during his sale.
 - Will publicize event & solicit silent auction donations in Q3 Constant Contact email.
- The FSFF will present the 2016 Fred Schuetze Award and will vote for the new Board members at the meeting too.

- Speaker-
 - Dr. Davis suggested asking a University rep to present on current stocker calf & grazing research. Thinking would be a 15-20 minute presentation.
 - 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. He also requested Dr. Jason Gress develop & submit talking points to the Office.

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.

- 04.12.16 Updates:
 - Larry has not yet received any scheduling information. He hopes to know something by 4/15 and will let us know as soon as he does.

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.”
- 04.12.16 Update:
 - Discussion for next meeting- did the Board effectively motion/vote to no longer sponsor the NAILE shows, or did the Board only motion/vote to no longer pay cash premiums for the Pinnacle and Fleck Effect™ shows?

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. Pricing is as follows-

Show ring sign	\$500 (displayed in 2 rings)
8x8 display area	\$495 (only 5 spots)
Ad in show program	\$750 for inside cover or \$500 for full page
Banners	\$75 each

- 04.12.16 Update:
 - Dr. Davis likes the booth display- Glenn Wotten does as well (that is what he did last year).
 - Glenn Wotten motioned for the FSFF to sponsor the Canadian Fall Expo with an 8x8 booth display.
 - Steve Jensen seconded. Passed unanimously.

New Business:

Bar 5 Dispersal-

Bar 5 has announced their dispersal sale the weekend of October 1, 2016. The Board agrees this would be a good opportunity to present Ron Nolan with the 2015 Fred Schuetze Award. Glenn Wotten volunteered to make the presentation.

Informal FSFF Meeting at BHR on May 20th-

The Board discussed having a brief, informal meeting at BHR on May 20th (the night before the Designer's Classic Sale). All think it is a good opportunity to present to a new audience as well as many FSFF members. Dr. Davis will talk with Fred Schuetze to ask if we can and to schedule.

Include FSFF Directory as an insert in an ASA publication-

Fred Schuetze suggested to Steve Jensen that the FSFF should contact the ASA to ask if we could include the FSFF Directory (or FSFF member list) as an insert with one of the ASA mailings. Brandy will contact the ASA to ask if possible, and if so, what the cost structure is.

Next meeting-

A teleconference was scheduled for June 7th at 5:30pm CT

At 6:50pm CT, Steve Jensen motioned to adjourn the meeting.
Anne-Marie Rasch seconded.
Motion passed unanimously.