

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held September 15, 2016

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

Absent: Jim Ethridge & Jason Gress

President Mikell Davis called the meeting to order at 5:35pm CT.

Review of minutes from the last BOD meeting held 08/12/16-

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

Steve Jensen motioned to accept the minutes.

Tony Roberts seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance: \$4,798.16

O/S Deposits: 0.00

Pending Pmts: <2,695.95>

Reconciled Balance: \$ 2,102.21

Outstanding payment is for 2015 NAILE invoice (entry fees, show ribbons, banners).

Glenn Wotten motioned to accept the Financial Update.

Tony Roberts seconded.

Motion passed unanimously.

Old Business:

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, is simple to file & could save \$350 per year if the Board approves Brandy filing it instead of hiring a CPA to do it.

- Brandy received a message this week stating the FSFF application for exemption was approved. As a 501 (C)6 exempt organization, contributions to the FSFF **are not** tax deductible. That requires C3 exemption.

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 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.

Steve Jensen suggested idea of 50/50 heifer- solicit donation of a heifer from a member and then sell her in a production sale (i.e. the Magnolia Classic)- the donor to receive half of the funds and the FSFF to receive the other half of the funds. Monies raised to benefit the FSFF youth. Dr. Gress questioned live animal vs. embryos vs. semen vs. one or more? Also questioned the parameters of/for the scholarship? → None yet... work on idea to raise funds now, gauge member interest, and determine criteria/distribution at a later date.

Jim Ethridge has written information for scholarship parameters (he is on the TSSA scholarship committee). Dr. Davis asked him to send any written info he has to the Board for consideration.

No further discussion during 9/15/16 meeting

ASA E-blast-

Previous information:

- If the ASA receives the advertisements as high res 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.
- Advantage to using the ASA e-blast service is 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 each- we supply content & ready-to-use pictures.
- 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- sent by September 2016- to promote & inform the public of the FSFF Annual Meeting in Starkville, MS on 10/21 and 10/22/16 & the FSFF shows/sale at the NAILE in Louisville, KY in November 2016
 - Third- include testimonials from users of Fleckvieh genetics
 - 3 testimonials received to date for use in the 3rd eblast & sent to the Board for comments/approval. All agreed one is too long for publication (would take entire ad space to print) and worked to shorten it for use. Brandy submitted shortened version & Board all agreed it was good (no motion/vote to approve).
 - Steve Jensen suggested we include pictures of the people who wrote the testimonials in the e-blast- everyone likes the idea. Plan to also have an announcement for the 2017 Dixie National Show/Sale.

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 at 5pm-
 - The FSFF will host a fried catfish dinner (with an alternative meat and sides) Friday night- open to all in attendance at no charge.
 - Proceeds from the silent auction will be used to pay for the meal.

- Youth activities-
 - Hoping to schedule Sullivan's Show U (youth) clinic on Friday afternoon- they have been contacted, we are waiting on response.
 - 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.
 - 8/2/16 update: Gress family is in the process of relocating and starting a new business. Dr. Davis does not think they will be able to coordinate youth activities this year. Hope to revisit the idea in 2017!

- Silent Auction/Fundraisers-
 - Proceeds from the silent auction to pay for the Friday night dinner; any excess monies will be used by the general operating fund.
 - Brandy & Becky Roberts will manage the silent auction. Will open Friday afternoon and close just prior to start of sale on Saturday.
 - Dr. Davis asked each Board member to contribute one item for the silent auction. He has local vendors he will also contact for donations.
 - Two FSFF belt buckles will be sold (live auction) in Saturday's sale.
 - Inaugural FSFF youth scholarship benefit lot during the sale.
 - Embryo donations from Stanley Martins (x2), Rugged R Cattle (x4), and Jeff Sorenson

- Annual Meeting
 - Dinner at 5pm and a brief FSFF meeting following meal-
 - Welcome attendees, FSFF introduction & give report, elect Directors, present Fred Schuetze Award, introduce speakers

- Speakers (to follow the meeting)-
 - 4 confirmed- Fred Schuetze, Chip Kemp, Dr. David Smith & Dr. Amelia Wollums. Dr. Davis suggested each give a 15-20 minute presentation.
 - Q&A from audience will be allowed after each session and again at end.

- Other
 - Dr. Davis will work with Becky to put a FSFF meeting & events announcement in his sale catalog.
 - Dr. Davis will get presentation materials from the college.
 - Glenn Wotten motioned to approve Brandy's travel costs (flight + car) to Starkville, MS for dinner, silent auction and annual meeting.
 - Anne-Marie Rasch seconded.
 - Unanimously approved.

NAILE 2016-

2016 Show Schedule has been set

- Check-in noon Thursday, Nov 10th through Friday, Nov 11th
- All three shows are on Sunday, Nov 13th starting at 1pm
 - Challenge Cup to be judged by Ben Weickert
 - The Pinnacle & Fleck Effect™ to be judged by Gary Staley
- Select Simmental Sale is on Monday, Nov 14th
- Release of cattle is Monday, Nov 14th at 9pm with no tear down of stall areas before 6pm
 - To keep cattle in the barns for viewing by those attending the sale
 - The NAILE plans to bring new cattle into the FSFF stall area Tuesday, Nov 15th

Board discussed adding a social event and all agreed having another meal/gathering in the barn is the most convenient way to reach the majority of the FSFF exhibitors. Have traditionally provided lunch on show day (sponsored)- plan to do again.

On 2/3/16, the Board unanimously passed the motion to drop the premiums paid for the Pinnacle and Fleck Effect shows. Further, for the Challenge Cup, the FSFF will employ the wording "Premiums to be calculated at the completion of the show" instead of stating a specific amount prior to the show.

On 4/12/16, the Board agreed that the passing of the above mentioned motion did not mean the FSFF is no longer going to sponsor the NAILE. The FSFF intends to continue to sponsor the NAILE and will provide the time and travel of the Coordinator, advertising and awards other than cash premiums including ribbons and banners as provided by the NAILE organization.

8/2/16- Board agreed to solicit NAILE class sponsorships as previously done in order to pay for buckle awards and the ribbons/banners. Buckles for shows estimated to cost \$1,800.

Any solicitations/sponsorships will be announced in the show program, on the mic during the shows, on Facebook, on the FSFF website, in the 2018 Directory and in a Constant Contact distribution.

NAILE Fundraiser- all agree it is very hard to get an audience at the NAILE, so the auction format is not ideal. Need more people to be successful. Other ideas are welcome & open to discussion!

No further discussion during 9/15/16 meeting

Include FSFF Directory as an insert in an ASA publication-

Fred Schuetze suggested the FSFF contact the ASA to ask if we could include an FSFF insert with one of the ASA mailings.

Per Nancy at ASA, a 1 page "ear notch" insert was included with an ASA mailing last year, and the cost was approximately \$6,000! The FSFF would need to submit to the ASA a pdf file, and the ASA's publisher would then prepare the publication. It is possible for the FSFF to obtain a copy of the ASA's adult paid membership list, but the fee is \$0.15 per listing plus a \$100 set up fee for an approximate cost of \$800.

Steve Jensen suggested it might be more beneficial to run an insert in the SimTalk instead? Brandy contacted ASA to inquire- the SimTalk has a larger distribution than the Register, so it is more expensive! 1 page distribution estimated at a minimum of \$10,000!

No further discussion during 9/15/16 meeting.

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 will be at Bar 5's dispersal and volunteered to make the presentation- Brandy to order the award and will get it to Glenn.

No further discussion during 9/15/16 meeting.

2017 Fundraiser-

All think it would be good to offer a "Herd in the Tank" fundraiser lot at BHR's Designer's Classic in May 2017.

- Dr. Davis & Rugged R Cattle would both donate semen &/or embryos.
- All agree we need a tank that will hold a minimum of 48-60 canes.
 - Steven Jensen has a quote of \$525 for a new tank that holds 600 units
 - Steven Jensen has a quote of \$165 for a used tank
 - Dr. Davis asked Steve to question the history & maintenance of used tanks; if used tank is in good condition, all think that is the one to buy.
 - Andy Oslanski reported there is a large semen/embryo sale held in Canada in December of each year that does very well.
 - Suggested the FSFF consider also having a "Herd in the Tank" lot in a Canadian sale.
 - Andy & Glenn agreed to discuss the idea with breeders/members to gauge Canadian interest to participate/purchase/support- will report back to Board

New Business:

Loss of a member-

- Dr. Davis announced the death of one of the FSFF's new members, Mr. Trevor Hughes. He was killed in a farm accident in August 2016 and leaves behind his wife and two young daughters. Dr. Gress and Dr. Davis are working to include a memorial sale lot in the Magnolia Classic; proceeds will be donated to the girls' college funds.

2016 Fred Schuetze Award Nominations-

- Awarded to breeders who have made a significant impact on the Fleckvieh breed
- Received a total of 8 nominations- Brandy to send ballot to Board & response needed by Monday, Sept 19th
 - Jack Dutton of Dutton Simmentals
 - Art Jensen of Art-Jen Simmental Farms
 - Darrell Maronda of D. Maronda Simmentals
 - Billy Mullinax of Foster Mill Simmentals
 - Ed Pierce of Ochs-Pierce Simmentals
 - Ross Small of Dora Lee Genetics
 - Ferle Snell of Snell Simmentals
 - Brian Valentine of ProStock Livestock

Board of Director Nominations-

- Of nominations received, 3 have accepted- Jim Ethridge, Becky Roberts & Eric Soukup
- Brandy to email the membership to solicit votes (will call those without email)
- Nominations will be accepted from the floor & new Board of Directors to be announced at annual meeting on 10/21/16

Request to swap advertising space-

- Brian Valentine is publishing the Fleckvieh Sire Solutions directory- to be distributed beginning October or November 2016. He has asked if the FSFF would consider trading advertising space- the FSFF would run one full or half page ad in his directory & he would run an ad of the same size in the FSFF 2017 membership directory.
- If approved, Brandy suggests using the content from the 1st e-blast for the ad.
 - Anne-Marie Rasch motioned the FSFF 2017 directory trade equal ad space with Fleckvieh Sire Solutions directory using the 1st e-blast content.
 - Glenn Wotten seconded.
 - Motion passed unanimously.

Addition of "Sale" page to FSFF website?-

- In the course of discussing whether to trade ad space with Fleckvieh Sire Solutions, Steve Jensen asked if we could sell ad space on a "For Sale" page on the FSFF website. Discussion followed- is there an interest (from the FSFF membership and other breeders), what would it cost, how would we manage- pricing/length of advertisement, admissible advertisements, etc.
 - Brandy to contact EDJE to ask for pricing to add new page to existing site
 - If EDJE pricing is agreeable to Board, will then determine FSFF price structure & ad requirements and survey members to measure interest.

Next meeting-

Dr. Davis would like to hold a brief meeting the morning of 10/22/16 at his farm in Starkville, MS. All agreed no need to meet again before then.

At 6:45pm CT, Tony Roberts motioned to adjourn the meeting.
Anne-Marie Rasch seconded.
Motion passed unanimously.