

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held January 24, 2017

Attendees: Mikell Davis, Jim Ethridge, Steve Jensen, Andy Oslanski, Becky & Tony Roberts, Eric Soukup, Glenn Wotten and Brandy Jordan

Absent: Dr. Jason Gress, Anne-Marie Rasch, Heath Widicker

President Mikell Davis called the meeting to order at 5:30pm CT.

Review of minutes from the last BOD meeting held 09/15/16-

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:	\$14,121.87
O/S Deposits:	0.00
Pending Pmts:	<u><3,082.30></u>
Reconciled Balance:	\$11,039.57

Outstanding payment is for 2016 NAILE invoice (entry fees, show ribbons, banners).

Magnolia Classic Oct 2016 Fundraiser:

Silent Auction generated	\$ 2,595.00
Less cost of dinner	<u><1,168.48></u>
Net profit	\$1,426.52

4 lots of frozen genetics generated \$3,225 for the FSFFjr Scholarship Fund!!

Steve Jensen motioned to accept the Financial Update.

Glenn Wotten seconded.

Motion passed unanimously.

Old Business:

NAILE 2016-

- 2016 NAILE show report from Larry Maxey, FSFF Show Superintendent at the NAILE-
 - He has been assured stalling will be corrected for 2017
 - Ferme Gagnon unable to attend in 2017 (Francis has committed to Agribition in Canada and cannot attend both it & the NAILE)
 - Need to appeal for more participation from other members
 - Board agrees this is important! Send emails many times & maybe call those we think could/would go if specifically contacted...

- Idea presented to lower Fleck Effect % from 50% to 25% Fleckvieh in an attempt to generate more interest and show entries. This concept was first introduced to a few Board members by Fred Schuetze at the 2016 NAILE. Some Board members expressed concern that other breeds might mask the benefits of Fleckvieh genetics (poor representation/poor cattle). Others feel the FSFF would pick up more Purebred breeders who are likely to slowly introduce Fleckvieh genetics in their herds. Think it would be a good opportunity to generate more interest in the breed 1st and the show 2nd.
 - Motion made by Jim Ethridge: FSFF lower the percentage required for the Fleck Effect show from 50% Fleckvieh to 25% Fleckvieh to be effective starting with the 2017 NAILE.
 - Seconded by Glenn Wotten
 - Motion passed with 1 nay vote
- Idea presented to change the Produce of Dam class for all NAILE Fleckvieh shows from 3 head to 2 head per entry. Due to limited entries, this has been allowed for several years. This motion would make the change “official”
 - Motion made by Steve Jensen
 - Seconded by Jim Ethridge
 - Motion passed unanimously
- Idea presented to change wording in the NAILE Pinnacle show cow/calf pair class to designate that “calf at side of cow must be fullblood Simmental”
 - Motion made by Steve Jensen
 - Seconded by Tony Roberts
 - Motion passed unanimously

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.
- ASA service is we are able to promote the FSFF to a much larger audience outside of our own membership.
- Brandmark Imaging quoted \$75 per- we supply content & ready-to-use pictures.
- Agreed upon content:
 - Use existing FSFF 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 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
 - Eblast #3-
 - Have received 4 testimonials (sent to Board members for review)
 - Would like to include photos of the testimonial authors- need digital pics-
 - What else to include as 2017 Dixie Nationals are too close?
 - Steve Jensen suggested we include our NAILE show changes and maybe the FSFFjr scholarship fund...
 - Can/should we still use the Hughes family testimonial after his death this past summer?
 - Dr. Davis will call Annie Hughes to ask...

FSFFjr Scholarship Fund-

On 2/3/16, the Board discussed the idea of a FSFFjr Scholarship fund. Anne-Marie Rasch presented the idea and is conceptually thinking the FSFF have a fundraiser in 2016 and award the scholarship(s) in 2017, perhaps during the Challenge Cup show at the NAILE. Dr. Gress questioned the parameters of the scholarship? None set yet... Board agreed to work on fundraiser idea(s) to raise funds, gauge member interest, and determine criteria/distribution at a later date. Jim Ethridge has written information for scholarship parameters (he is on the TJSSA scholarship committee). Dr. Davis asked him to send any info he has for review.

The inaugural FSFFjr Scholarship fund donations sold at the Little Creek Farm's Oct 2016 Magnolia Classic in Starkville, MS. There were 3 lots of embryos and 1 lot of semen. In all, \$3,225 was raised!!

- 1/24/17- The Board agreed to form a separate FSFFjr Scholarship Committee to create scholarship parameters, rules, application, etc.
 - Jim Ethridge, Brandy Jordan & Glenn Wotten agreed to serve on the committee.
- Steve Jensen motioned for Brandy Jordan & Jim Ethridge to look into creating a separate 501(c)(3) for the FSFFjr Educational Scholarship (donations would then be tax exempt).
 - Seconded by Tony Roberts
 - Motion passed unanimously

2017 FSFFjr 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.
 - Dr. Davis will donate a used tank- holds 480 units. It's an older tank but is in good condition and holds charge
- Announce scholarship fund & solicit frozen genetic donations by phone and email- split membership list and all board members & Brandy will make phone calls.
 - US members- ask for embryo, semen or \$\$ donations
 - Canadian members- ask if they are interested in participating in a similar fundraiser at a future Canadian event- ask if they would host a similar fundraiser

*This concludes old business. Thanked Tony Roberts & Heathe Widicker for their service and excused Tony from the call (Heathe was absent).

New Business:

2017 FSFF Officer Elections and Committee Chairpersons-

- FSFF Officer Elections
 - Current President: Dr. Mikell Davis
 - Current Vice President: Glenn Wotten
 - Current Secretary/Treasurer: Jim Ethridge
 - Steve Jensen motioned to extend all officer positions for 2017
 - Seconded by Andy Oslanski
 - Motion passed unanimously

- 2017 FSFF committees & chairperson:

Members & Renewals:	FSFF Board, Brandy Jordan, Becky Roberts
Sales & Shows:	Dr. Jason Gress
Youth:	Dr. Jason Gress
Fundraising:	Steve Jensen & Anne-Marie Rasch
Advertising & Promotions:	Brandy Jordan & Anne-Marie Rasch
Nominating:	FSFF Board & Becky Roberts
Scholarship Committee (new):	Jim Ethridge, Glenn Wotten, Brandy Jordan

Addition of "Classifieds" 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 "Classifieds" 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.
- Brandy's update for 1/24/17 meeting after talking with EDJE representative-
 - Reviewed & tested the www.slaba.us site as it is a "simple," cost effective structure-
 - SLABA members can post FREE cattle related & equipment sale ads
 - SLABA members can post semen ads for a fee- the more bulls they post, the less it costs
 - SLABA nonmembers can post semen ads for a fixed fee
 - Sellers can upload pictures and videos to their ads- EDJE charges an additional fee for this service
 - Low cost = labor intensive. Ads must be managed by organization.
 - **No new discussion 1/24/17- tabled to next meeting**

FSFF Booth Travel Locations-

- US Locations

○ Dixie Nationals	February 10-12	Dr. Davis
○ Houston Show/Sale	early March	Jim Ethridge
○ BHR Designer's Classic	May 19-20	Jim Ethridge
○ TAMU Short Course	August	Jim Ethridge
○ Magnolia Classic	October 27-28	Dr. Davis
○ NAILE	mid November	Dr. Davis
- Canadian Locations

○ CSA Convention	August 10-13
○ Ferme Gagnon Prod Sale	Sept 30
○ Agribition (w/ Francis)	October/November

Board of Director Nominations-

- 3 Board positions expire December 2017- Dr. Davis, Dr. Gress, Steven Jensen
- Randy Plaugher expressed interest in running for the Board at 2016 annual meeting
- The FSFF membership must have the opportunity to vote by mail prior to or in person at the annual meeting

2017 Fred Schuetze Award Nominations-

- Awarded to breeders who have made a significant impact on the Fleckvieh breed
- It's early, but nominations are needed for Board consideration
- Nominations received last year (excluding the chosen recipient) were-
 - Jack Dutton of Dutton Simmentals
 - 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

Reporting of Fullblood Phenotypic Data (EPDs) to ASA/CSA- presented by Steve Jensen

- Why is Purebred data better (more accurate) than Fullblood data?
 - Limited data set- fewer numbers reported
 - Overall, breeders (U.S. & Canadian) have no confidence in the system & the numbers reported
 - As a result, many breeders do not report data & do not look at or use the data
- What can we do to better Fullblood data?
 - Encourage every Fullblood breeder to provide low density DNA test on 5 head per year
 - Need every Fullblood breeder to turn in ALL info on all animals
 - Must report on ALL animals, not just a few & not just the "good"
- How do we incentivize FSFF members to report data to ASA/CSA?
 - Cannot tie reporting to membership fees (i.e. charge more if member does not report or offer discounts to members who do report)- Board feels this approach would not encourage enrollment & reporting of EPDs but would discourage FSFF membership
- Key points:
 - Need to increase data set to increase accuracy, reliability & usefulness
 - ASA needs to fix data set → use average instead of 0 on SA cattle
 - Need to educate members/show them benefits
 - Importance
 - Low cost
 - Steve will prepare a write-up to be used as often as possible-
 - in email distributions at calving/weaning dates throughout year
 - in conversations with members/breeders
 - as pre-sale announcements, etc.
 - may use as ½ page or full page in 2018 Directory
 - **Discuss topic as often as possible!**

Next meeting-

To be determined...

At 6:45pm CT, Jim Ethridge motioned to adjourn the meeting.

Andy Oslanski seconded.

Motion passed unanimously.