

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held March 28, 2017

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

Absent: Dr. Jason Gress, Anne-Marie Rasch

President Mikell Davis called the meeting to order at 5:34pm CT.

Review of minutes from the last BOD meeting held 01/24/2017-

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

Glenn Wotten motioned to accept the minutes.

Jim Ethridge seconded the motion.

Motion passed unanimously.

Financial Update-

	<u>Operating Fund</u>	<u>FSFFjr Scholarship Fund</u>
Current Balance:	\$ 6,027.84	\$3,225.00
O/S Deposits:	100.00	
Pending Pmts:	< 0.00>	< 0.00>
Reconciled Balance:	\$ 6,127.84	\$3,225.00

Steve Jensen motioned to accept the Financial Update.

Glenn Wotten seconded.

Motion passed unanimously.

Old Business:

NAILE 2017-

- o Per motions passed during 1/27/17 meeting, the following changes will apply to the FSFF sponsored NAILE shows starting in 2017:
 - o The percentage required for the Fleck Effect show from 50% Fleckvieh to 25% Fleckvieh to be effective starting with the 2017 NAILE.
 - o Change Produce of Dam classes from 3 head to 2 head per entry.
 - o Change wording in the NAILE Pinnacle show cow/calf pair class to designate that "calf at side of cow must be fullblood Simmental"

Prior to 3/28/17 meeting Brandy emailed a list of potential NAILE show judges to the Board along with the compensation each judge indicated he would require to judge our shows.

Historically, the FSFF has employed one judge for the Challenge Cup and a second judge for both the Pinnacle & Fleck Effect shows.

After reviewing the compensation/travel requirements and some discussion, Glenn Wotten recommended Curt Rinker as the first choice to judge the Pinnacle & Fleck Effect. Everyone else agreed. The Board agreed to hire Josh Taylor to judge the Challenge Cup.

ASA E-blast-

Previous information:

- ASA fee to send (3) different e-blasts over the course of several months is \$400.
- Brandmark Imaging quoted \$75 per- we supply content & ready-to-use pictures.
- Agreed upon content:
 - 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- January 24th, 2017 discussion-
 - Have received 4 testimonials
 - Would like to include photos of the testimonial authors
 - What else to include?
 - 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-

The inaugural FSFFjr Scholarship fund donation lots were sold at Little Creek Farm's Oct 2016 Magnolia Classic, and \$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

3/28/17 Update:

- Proposed Scholarship Application emailed to Board for review prior to the meeting
 - Board review and discussion resulted in a three revisions concerning eligibility (applicants must be at least a senior in high school), grade average (applicants/recipients must maintain at least a "B" average) & employment status (do applicants/recipients intend to work while enrolled in college?).
 - Brandy emailed the revised Scholarship Application to the Board post meeting, and all approved it for use
- Committee recommends-
 - For 2017, award (2) \$1,000 scholarships during the FSFFjr Challenge Cup Show at the NAILE in Louisville, KY in November
 - Application materials must be postmarked by September 1st
 - All applicants will be granted an interview
 - Those attending the NAILE will interview there in person
 - Those unable to attend the NAILE will interview by phone
 - Scholarships awarded this fall will be paid at beginning of fall 2018 school year
- Brandy & Jim have not yet started 501(c)3 paperwork- waiting to see if additional fundraising is successful before dedicating time/money to the process

- Jim suggested soliciting “endowments” whenever possible
 - Ask individuals/ranches to commit as little as \$500 for 2-3 years to grow fund
- After Board discussion about the number & amount of scholarships to award in 2017, Eric Soukup motioned to award (1) FSFFjr scholarship in the amount of \$1,000 in the fall of 2017. He further motioned the number of scholarships awarded be determined annually based on available funds.
 - 2nd by Glenn Wotten
 - Motion passed unanimously

2017 FSFFjr Fundraiser-

All agree to offer a “Herd in the Tank” fundraiser lot at a 2017 Production Sale.

- Many Board members agree to contribute
- Board agrees we need a tank that will hold a minimum of 48-60 canes.
 - Dr. Davis will donate a used tank- older but in good condition- holds 480 units.
- 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

3/28/17 Update:

- Too few donations received to offer “Herd in a Tank” at BHR. To date, have:
 - 8 units Bold (Double E Fleckvieh- Eric Soukup)
 - 10 units DEEF Creed C503 (Double E Fleckvieh- Eric Soukup)
 - 10 units DDD Broadway G534 (T5 Livestock- Larry Throgmorton)
 - 20 units Bar 5 Rightway (Mitchell Lake Ranch- Jim Ethridge)
 - \$50 cash donation pledged by Brian Boyle
 - Any other donations?
 - How to proceed?
- Steve Jensen motioned to postpone “Herd in a Tank” until Little Creek’s Magnolia Classic sale on 10.28.17 & to use BHR as an opportunity to solicit more contributions.
 - 2nd by Jim Ethridge
 - Motion passed unanimously
- Glenn Wotten had good response with his callers- all but 1 agreed to participate
 - Board agrees due to import/export we need to keep US fundraiser separate from Canadian
- Brandy to send memo to FSFF members announcing the fundraiser and stating donations will be accepted at BHR (Doc will have the tank there with him)
- Dr. Davis will call Fred to ask if we can have space in the sale catalog to advertise
- Dr. Davis will dedicate full page in his Sale catalog to the fundraiser
- Becky Roberts suggested we establish a goal- how many units should be donated prior to sale?
 - 150 units minimum – response by both Eric Soukup & Dr. Davis

Addition of "Classifieds" page to FSFF website?-

- 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
 - **No new discussion 1/24/17- tabled to next meeting**

- **3/28/17 meeting info-** Brandy sent email to Board prior to meeting asking each member to review the information & the SLABA site.
 - For a similarly structured page-
 - FSFF cost would be an approximate one time fee of \$435 + \$5 per quarter.
 - Members could upload 2 photos per ad (EDJE is waiving the \$125 fee normally charged for this service).
 - This scenario reduces direct costs to the Federation but could dramatically increase FSFF office workload. Submitted ads must be manually paired with photos and then matched to PayPal payments before ads can be posted.

SLABA's Classified Ads are structured as follows-

- Members and non-members can post FREE classified ads for cattle and cattle related equipment.
- Members & non-members can post Fullblood and Percentage Semen ads for a FEE

Member semen ad pricing:

1 bull listed	\$200
2 bulls listed	\$375
3 bulls listed	\$525
4 bulls listed	\$650
5 bulls listed	\$750
6th bull listed	Free
Each add'l bull	\$100 each

Non-member semen ad pricing:

Each bull listed	\$300
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- Based on the SLABA site, Brandy's recommendations are-
 - Allow FSFF members and nonmembers to post FREE cattle & cattle related ads to increase site awareness & site visits,
 - Allow FSFF members & nonmembers to post ads for frozen genetics using 1 fee schedule for all types (FB, PB, % semen & embryos)

- Dr. Davis was only Board member to have reviewed the information prior to the meeting
 - He asked all Board members to review the information post-meeting
 - He asked Brandy to confirm with EDJE that the office software is sufficient to manage the classified ads
- Brandy's 4/18/17 email to the Board-
 - The office software is sufficient to manage the Classifieds page
 - Advised a classifieds ad page structure & fee schedule need to be set by the Board to move forward
 - As a starting point for discussion, suggested-
 - Offer introductory pricing
 - FSFF members pay \$100-150 per bull or embryo mating
 - Nonmembers pay \$150-200 per bull or embryo mating
 - Once fee schedule is set but BEFORE EDJE is hired to create page, survey FSFF membership to gauge interest & ROI
 - There has been no further correspondence or discussion on this topic

Board of Director Nominations-

- 3 Board positions expire December 2017- Dr. Davis, Dr. Gress, Steven Jensen
- Randy Plaughter expressed interest in running for the Board at 2016 annual meeting
- The FSFF membership must have the opportunity to vote by mail/email prior to or in person at the annual meeting; ballots must be mailed/emailed 60d prior to meeting
- 3/28/17 update-
 - Jim Ethridge submitted his resignation effective at end of 2017
 - Need nominees to fill (3) three year terms & (1) two year term

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
- Steve Jensen added a new nominee, Vernon Hoffman during 3/28/17 discussion
- Board agreed the recipient would be announced at Buzzard Hollow's spring sale
- Brandy to email ballots to Board members for vote ASAP
 - Board voted, and via email on 4/18/17, Brandy announced D. Maronda Simmentals as the 2017 Fred Schuetze Award recipient

Reporting Fullblood Phenotypic Data (EPDs) to ASA/CSA- presented by Steve Jensen 1/27/17

- 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!

New Business:

FSFF 2017 Annual Meeting-

The Board agreed to hold 2017 FSFF Annual Meeting on the eve of the Magnolia Classic sale at Little Creek Farm in Starkville, MS.

- Offer a complimentary meal similar/same as last year to all in attendance
- Host a silent auction to start Friday evening and end Saturday just prior to the sale- will use proceeds to pay for the meal (same as 2016)
- Board to decide on a program and report back next meeting

FSFF USA Display Booth-

The US display booth has been damaged and is difficult to put up/keep up. Brandy to ask Brandmark Imaging for a quote to replace the 3 panels and will report back to the Board via email.

4/18/17 email- provided Board with quote and was given approval to purchase a replacement booth to be delivered in time for use at BHR's Designer's Classic sale in May 2017.

At 7:04p CT, Eric Soukup motioned to adjourn the meeting.

Becky Roberts seconded.

Motion passed unanimously.