

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held July 7, 2016

Attendees: Mikell Davis, Jim Ethridge, Jason Gress, Steve Jensen, Andy Oslanski, Anne-Marie Rasch, Heathie Widicker, and Brandy Jordan

Absent: Tony Roberts, Glenn Wotten

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

Review of minutes from the last BOD meeting held 04/12/16-

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

Jim Ethridge motioned to accept the minutes.

Steve Jensen seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance: \$5,161.09

O/S Deposits: 600.00

Pending Pmts: <350.00>

Reconciled Balance: \$ 5,411.09

Jim Ethridge 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?

- Fundraising at BHR's Designer's Classic sale on 05/21/2016
 - Center page ads (right & left) were auctioned at the start of the sale. BHR purchased both pages for \$1,300 each- a total of \$2,600
 - The 50/50 raffle generated a total of \$1,100! The winner of the drawing did not purchase anything in the BHR sale, so his proceeds (\$550), per the rules of the ticket sales, were forfeited and kept by the FSFF.
 - Groom Livestock (Jason & Hollie Groom) donated 10 units of semen (BHR Sir Andi) to benefit the FSFF. It was purchased by Eugene & Sue Mills for \$600 (\$60/unit)!

- Fundraising at Magnolia Classic sale on 10/21 & 10/22, 2016
 - Silent Auction- monies raised will help cover cost of Friday night dinner.
 - Dr. Davis asked all Board members to donate one item each.
 - Live auction items
 - FSFF belt buckle
 - Possible FSFFjr youth scholarship donation lot (heifer/embryo/semen)

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.

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.

Dr. Davis stated August 1 submission deadline for his sale with an Aug 15th picture deadline for the catalog. Asked Board if it is okay for he & Steve to contact "their" people for initial interest. Board unanimously agreed that is okay. Dr. Davis & Steve to talk again in a week.

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

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.
- 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 Annual Meeting & NAILE shows & sale in hopes of increasing participation at both
 - Third- include testimonials from users of Fleckvieh genetics

- As soon as dates/schedules are confirmed for the FSFF events at both the Magnolia Classic (including the annual meeting) & at the NAILE, content can be provided to Becky for the 2nd eblast. Hope to have proof by date of next meeting.
- 3 testimonials have been received to date for use in the 3rd eblast. Brandy to send them to the Board for comments/approval for use.

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.

- Brandy Jordan completed & submitted the application requesting an exemption date starting 1/1/2016. IRS confirmed receipt of the application and expects it to be approved. No official response at this time.

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 at no charge.
 - Dr. Davis has someone lined up to cook/provide the meal. Brisket will be served Saturday. Board agreed on a fried catfish dinner for Friday (with an alternative meat and sides). Cost is approx \$12-14 per plate.
 - Board also agreed proceeds from the silent auction will be used to pay for the meal.
- 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. Brandy is able to work/monitor it. 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.
 - The FSFF has one belt buckle left to sell- Dr. Davis has agreed to auction it during his sale.
 - Will potentially have FSFF youth scholarship benefit lot during the sale.
 - Will publicize event & solicit silent auction donations in Q3 Constant Contact email.

- Annual Meeting
 - Dinner will be at 5pm and the meeting will follow the meal.
 - The FSFF will present the 2016 Fred Schuetze Award and will vote for the new Board members at the meeting too.

- Speakers-
 - 4 confirmed- Fred Schuetze, Chip Kemp, Dr. David Smith & Dr. Amelia Wollums. Dr. Davis suggested each give a 15-20 minute presentation.
 - Dr. Gress suggested having a round table discussion format to allow for audience Q&A and interaction. All agreed the format would be good. Dr. Davis will moderate.
 - 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.

- Other
 - Dr. Davis to provide hotel information for inclusion in eblast and/or constant contact.
 - Dr. Davis wants to include 1 page of info for FSFF events in his sale catalog. Need to work with Becky to develop.

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 stalls on 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.

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. Brandy to let Larry Maxey know to proceed with ribbons and banners.

Before committing to other awards such as buckles, the Board asked Brandy to provide a budget of previous NAILE shows in order to generate a proposed budget for 2016.

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.

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.

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. A presentation was also made at the 5/21/2016 BHR's Designer's Classic sale.

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.

Per Nancy at the ASA, last year, a 1 page "ear notch" insert was included with an ASA mailing 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 running an insert in the SimTalk instead- might be more beneficial? Dr. Davis suggested perhaps a 1-2 page insert using content from the 1st eblast and a list of FSFF members?

Brandy to contact SimTalk to ask about pricing.

New Business:

None discussed

Next meeting-

A teleconference was scheduled for Tuesday, August 2nd at 5:30pm CT

At 7:15pm CT, Jim Ethridge motioned to adjourn the meeting.

Steve Jensen seconded.

Motion passed unanimously.