

# Fullblood Simmental Fleckvieh Federation

**One Breed ★ One World**

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## FSFF Board of Directors teleconference held August 29, 2017

Attendees: Mikell Davis, Jim Ethridge, Nikki Gress (for Jason), Steve Jensen, Andy Oslanski, Anne-Marie Rasch, Becky Roberts, Glenn Wotten and Brandy Jordan

*Absent: Dr. Jason Gress, Eric Soukup*

President Mikell Davis called the meeting to order at 6:33pm CT.

Review of minutes from the last BOD meeting held 03/28/2017-

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

Steve Jensen motioned to accept the minutes.

Andy Oslanski seconded the motion.

Motion passed unanimously.

### Financial Update-

	<u>Operating Fund</u>	<u>FSFFjr Scholarship Fund</u>
Current Balance:	\$ 1,034.91	\$3,225.00
O/S Deposits:	130.00	
Pending Pmts:	< 0.00>	< 0.00>
Reconciled Balance:	<b>\$ 1,164.91</b>	<b>\$3,225.00</b>

FSFF owes Brandy Jordan \$1,360.00\* for month of August.

*\*Based on 20 hours per week at \$16/hour X 51 weeks per year*

Jim Ethridge motioned to accept the Financial Update.

Becky Roberts seconded.

Motion passed unanimously.

### **Old Business:**

NAILE 2017-

2017 Challenge Cup judge is Josh Taylor

2017 Pinnacle & Fleck Effect judge is Curt Rinker

Entry forms, PayPal links, show information & schedule, host hotel all posted online.

Email reminders have been sent to FSFF members.

Anne-Marie reported cost of buckle show awards + Challenge Cup trophy at approx \$1,700.

Freedom Run Farm & Mitchell Lake Ranch each pledged to donate \$500 for show awards.

Board approves Anne-Marie placing the order.

Larry Maxey has requested teleconference with ASA to discuss having their help for show check-in, show programs, and show day help (ring stewards, gate person, award distributions).

Call should include Larry, ASA staff, Jason/Nikki Gress, Brian Valentine, and Brandy Jordan.

### 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/mailed 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
- 8/29/17 update-
  - Have 4 names for 4 spots- Nikki Gress, Stanley Martins, Randy Plaughter & Grady Reach
  - Dr. Davis nominated Steve Jensen; nomination accepted

### FSFFjr Scholarship Fund-

\$3,225 raised with inaugural FSFFjr Scholarship fund donation lots sold at Little Creek Farm's Oct 2016 Magnolia Classic!

- 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 1<sup>st</sup>
    - All applicants will be granted an interview
      - In person at NAILE or by phone if unable to attend the NAILE
  - Scholarships awarded fall 2017 will be paid at beginning of fall 2018 school year
- 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.
  - 2<sup>nd</sup> by Glenn Wotten
  - Motion passed unanimously

## 2017 FSFFjr Fundraiser-

Board agrees to offer a "Herd in the Tank" fundraiser lot at a 2017 Production Sale.

- Dr. Davis will donate a used tank- 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 to 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
- Too few donations received to offer "Herd in a Tank" at BHR.
- 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.
  - 2<sup>nd</sup> by Jim Ethridge
  - Motion passed unanimously
- 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)
- 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

8/29/17 Update:

- Have 87 straws donated to date.
  - Steve Jensen, Little Creek Farm, BHR, Grady Reach have all indicated they will donate too.
- Magnolia Classic sale catalog will have a "Herd in a Tank" announcement
- Brandy will post announcement & updated contribution list on FSFF website

## 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- 8/29/17 discussion- all in agreement to send out ASAP-
    - Herd in a Tank- Annual Meeting Events at Magnolia Classic
    - NAILE reminder if space allows

## FSFF 2017 Annual Meeting-

The Board agreed to hold 2017 FSFF Annual Meeting on the eve of the Magnolia Classic sale-

- 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)
  - **Dr. Davis asked all Board members to contribute an item to the silent auction**
- Dr. Jason Gress will do a live IVF presentation; the audience can view from monitors
- Will ask Fred Schuetze to present on the importance of reporting Fullblood EPDs.

### Addition of "Classifieds" page to FSFF website?-

- Steve Jensen originally asked, at beginning of 2017, if FSFF could sell ad space on a "Classifieds" page on the website.
- Much discussion has followed & Brandy secured a quote for web design changes with EDJE, reviewed similar site designs, and provided updates and recommendations by email and during subsequent Board meetings.
- Much of this information has yet to be reviewed by the Board\*.
  - \*see last page for detailed notes on this topic
  
- **8/29/17-**
  - Steve Jensen stated his original idea/concept was to provide a place for people/FSFF members to list any Fleckvieh semen they have in order to provide an idea of who has what. For example, he wanted to buy semen on a particular bull earlier this year and did not know where to find it... Thought a listing on our website might be useful.

### FSFF Display Booths-

USA- Jim Ethridge reported good traffic through the booth at TAMU short course in August. He will deliver the booth to Little Creek Farm in October.

Canada- Booth will travel to Victoria Expo after Ferme Gagnon's 9/30 sale.

### **New Business:**

#### FSFF T-shirts

- Nikki has vendor she has used in past who will waive design charge and allow FSFF to order as many or as few shirts as needed
- Solicit sponsors to advertise on the backs of the shirts with name &/or logo at \$50 each
- Board agreed Brandy & Nikki could work on logos/design concepts for fronts of shirts & present options to Board for approval
  - Email proposal sent to the Board 9/17/17 & approved

#### FSFFjr Photo Contest

- Nikki suggest having a photo contest for FSFFjr members- Oct 15<sup>th</sup> deadline- entries to be emailed to the FSFF office- offer cash awards
- Board agreed Brandy & Nikki could work on the details and present to the Board for vote
  - Email proposal sent to the Board 9/9/17 & approved
- Little Creek Farm, Rugged R Cattle Co, Mitchell Lake Ranch & Elm Tree Farm all agreed to donate for the awards- Champion & Reserve placings in each of 2 categories

#### Complimentary Memberships for new buyers of Fleckvieh genetics

- Steve Jensen motioned that new buyers of Fleckvieh cattle be given a free FSFF membership for 1 year (to include a membership listing in the next Directory). Sellers are responsible for contacting the FSFF to let them know of said buyers.
  - Motioned seconded by Glenn Wotten
  - Motion passed unanimously.

At 7:53p CT, Jim Ethridge motioned to adjourn the meeting.

Becky Roberts seconded.

Motion passed unanimously.

**Full Details related to idea of adding a Classified Advertisement page to the FSFF website:**

- **Brandy's updates for 1/24/17 meeting after talking with EDJE representative-**
  - Reviewed & tested the [www.slaba.us](http://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.
  
- **8/29/17 Board meeting-**
  - Steve Jensen discussed his original intent for the concept/idea- providing one place for FSFF members to post/see who had what to offer in terms of frozen genetics- to provide a tool/resource for anyone looking to buy specific semen/embryos.