

# Fullblood Simmental Fleckvieh Federation

**One Breed ★ One World**

P.O. Box 321, Cisco, TX 76437

Toll Free: 855.353.2584 info@fleckvieh.com www.fleckvieh.com

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## FSFF Board of Directors teleconference held August 2, 2016

Attendees: Mikell Davis, Steve Jensen, Anne-Marie Rasch, Tony Roberts, and Brandy Jordan

*Absent: Jim Ethridge, Jason Gress, Andy Oslanski, Heath Widicker, Glenn Wotten*

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

### Review of minutes from the last BOD meeting held 07/07/16-

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

Anne-Marie Rasch motioned to accept the minutes.

Tony Roberts seconded the motion.

Motion passed unanimously.

### Financial Update-

Current Balance: \$4,305.93

O/S Deposits: 0.00

Pending Pmts: <744.50>

Reconciled Balance: \$ 3,561.43

\$2,600 payment expected this week.

Owe NAILE approx \$2,600 for 2015 show ribbons, banners & entries.

Anne-Marie 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 and is simple to file.

- Brandy received a message this week stating the FSFF application for exemption was marked for approval. Waiting on official (written) notification to arrive.

### 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.

Jim Ethridge has written information for scholarship 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.

No further discussion during 8/2/16 meeting

### ASA E-blast-

Previous information:

- If the ASA receives the completed e-blast 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.
- 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- 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- to be sent by September 2016- to promote & inform the public of the FSFF Annual Meeting & NAILE events to increase participation
    - 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 2<sup>nd</sup> eblast. Hope to have proof by date of next meeting.
    - Proof sent to Board- add hotel info- ad approved by all present 8/2/16
  - 3 testimonials have been received to date for use in the 3<sup>rd</sup> eblast. Brandy sent them to the Board for comments/approval for use. All agree one is too long. Brandy to shorten it and re-submit for discussion at next meeting. Steve Jensen suggested we include pictures of the people who submitted to publish in the e-blast. Will 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-
  - Brandy is able to 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.
    - Tony Roberts might be able to donate Brooks Dunn concert tickets with meet & greet passes- he is working to get them.
  - One FSFF belt buckle 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 will follow the meal.
  - Present Fred Schuetze Award, elect Directors, give FSFF report, Q&A
  
- 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.
  - Dr. Davis will moderate to allow 15-20 minutes per speaker & Q&A from audience.
  
- Other
  - Dr. Davis may put one page in sale catalog for FSFF meeting & events- will work with Becky.
  - FSFF Board meeting to be held Saturday morning- approx 30 minutes.
  - Dr. Davis will get presentation materials from the college.

## NAILE 2016-

2016 Show Schedule has been set

- Check-in noon Thursday, Nov 10<sup>th</sup> through Friday, Nov 11<sup>th</sup>
- All three shows are on Sunday, Nov 13<sup>th</sup> 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 14<sup>th</sup>
- Release of cattle is Monday, Nov 14<sup>th</sup> 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 15<sup>th</sup>

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).

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!

### 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!

### 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.

No further discussion during 8/2/16 meeting.

### **New Business:**

#### 3<sup>rd</sup> Quarter (Q3) Constant Contact-

Will be finalized and sent within a week. To include-

- Solicitation for Fred Schuetze Award and Board of Director nominations
- 2017 Directory reminder
- Annual meeting & events info
- NAILE schedule
- Kentucky Field Day

#### 2017 Fundraiser-

All think it would be good to try to offer the "Herd in the Tank" 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 may be able to get one at cost- he will look into & provide update.

#### Next meeting-

A teleconference was scheduled for Tuesday, Sept 13<sup>th</sup> at 5:30pm CT

→subsequently rescheduled for Thursday, Sept 15<sup>th</sup> due to schedule conflicts

At 6:33pm CT, Steve Jensen motioned to adjourn the meeting.

Tony Roberts seconded.

Motion passed unanimously.