

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

FSFF ANNUAL GENERAL MEMBERSHIP MEETING October 27, 2017 | 6:30pm ET | Little Creek Farm, LLC, Starkville, MS

MEETING MINTES

- Meeting called to order at 6:33pm by President Dr. Mikell Davis
- Approval of Minutes from 2016 Annual Membership Meeting (copy provided to all in attendance)
Motion to accept made by Tony Roberts & seconded by Jim Etheridge
Passed unanimously
- President's Welcome given by Dr. Mikell Davis
- Annual Financial Report (copy attached) presented by Jim Etheridge
Motion to accept made by Chuck Weilmuenster & seconded by Mark Jones
Passed unanimously
- Committee Reports
 - 2017 Membership & Comparison of the 2017 vs. 2016 FSFF Membership Directory (information included with attached Financial Report)- presented by Jim Etheridge
 - Sales & Shows
 - The FSFF sponsored 3 shows at the November 2016 North American International Livestock Expo (NAILE) in Louisville, KY & will sponsor the same shows again on Sunday, Nov 12, 2017 starting at 1pm:
 - The 6th Annual Challenge Cup- FSFFjr Fullblood Heifer Show
 - The 9th Annual Pinnacle- FSFF open Fullblood Simmental show
 - The 5th Annual Fleck Effect™- FSFF open Fleckvieh influenced show

Show Superintendent Larry Maxey has reported we have an all time high of 73 show entries to date for the 2017 shows!

- The North American Select Simmental/Fleckvieh Sale is held annually at the NAILE and all FSFF members are welcome to consign cattle, semen, embryo and/or flush sale lots! As a highly advertised, well attended, prominent sale, this is an excellent marketing opportunity for FSFF members.

DP Sales Management & the FSFF hope to have enough member interest to offer 10 Fullblood Simmental Fleckvieh &/or Fleckvieh influenced sale lots to help celebrate the 10th Annual Pinnacle Fullblood Simmental show in 2018! Sale cattle must be entered in a NAILE show, and sale nominations must be made by September 4, 2018. The form will be available online at www.dpsalesllc.com. The sale may be a year away, but now is the time to start planning. Contact Doug Parke for more info at 859-421-6100 or office@dpsalesllc.com

- Thanks to the continued efforts of Dr. Jason & Nikki Gress and the participation of several FSFF members, the 2nd annual Fullblood Simmental Show was held in February 2017 at the Dixie National Livestock Show & Rodeo in Jackson, MS. As soon as the information is available, the February 2018 show dates will be announced!

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- FSFF members are again invited to consign to the Simmental/Simbrah sale held at The Dixie National Livestock Show & Rodeo. Cattle, semen & embryo lots are all welcomed consignments.
- Youth
 - 28 FSFFjr members in 2017; up from 24 in 2016 and 19 in 2015!
 - The FSFFjr Educational Scholarship Fund evolved from concept to reality in October 2016 with the donations of four frozen genetic lots sold during the Magnolia Classic sale for a combined \$3,225!
Building on that success, the FSFF is offering a special Fullblood Simmental Fleckvieh “Herd in a Tank” consignment tomorrow in the 2017 Magnolia Classic sale. 100% of the proceeds from the sale of this semen tank and 200+ units of Fullblood Simmental Fleckvieh semen will also benefit the Scholarship Fund!
 - The annual FSFFjr scholarship application deadline of September 1st is open to all eligible applicants worldwide who have been, at minimum, FSFFjr members for the previous 2 years. The complete list of qualifications, submission requirements and the application itself can be found on the FSFFjr page at www.fleckvieh.com. The number of available scholarships & award amounts may vary by year.
The FSFF announced plans to award the first \$1,000 scholarship in Nov 2017, but regrettably, no applications were received. We look forward to receiving our first applications by September 1, 2018
- Fundraising
 - FSFF at Little Creek Farm’s October 2016 Magnolia Classic Sale-
 - The FSFF Silent Auction opened Friday afternoon and closed just prior to the start of the Magnolia Classic on Saturday and generated \$2,595. Prior to the event, the Board of Directors had voted to use the Silent Auction proceeds to pay for the cost of the meal offered as part of the Annual Meeting. Total cost of the meal was \$1,168. The balance was absorbed into the FSFF operating fund.
 - 2 custom FSFF belt buckles were sold as live auction items at the start of the 2016 Magnolia Classic and raised a total of \$400.
 - As mentioned above, the inaugural FSFFjr Youth Scholarship Fund lots comprised of 4 frozen genetic packages sold as live auction items during the 2016 Magnolia Classic and generated \$3,225. During 2016, one \$50 cash donation was also received for the scholarship fund.
- Advertising & Promotion
 - The FSFF owns two large, 3 panel display booths that travel with members to many shows & sales in the US & Canada! Visitors receive copies of this membership directory and other promotional materials and are able to visit with FSFF representatives. The booths allow the Federation to introduce and promote Fullblood Simmental Fleckvieh to large numbers of producers who otherwise might never give Fleckvieh a second thought. Contact the office to schedule a booth & promotional materials for your next event! The booths are well received, and 30-50 Directories are distributed at each event with the exception of the NAILE where the distribution is closer to 100!

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- The FSFF sent a total of 3 ASA e-blasts in 2016 & 2017 to promote the use of Fullblood Simmental Fleckvieh genetics and to advertise a few of our upcoming events. The advantage of this type of advertising is the ability to distribute our info to the ASA's large & diverse contact list.
- The FSFF maintains an online presence with its website and Facebook page. Members may submit event dates for inclusion on the FSFF's Calendar of Events page and/or sale announcements to be posted on the FSFF homepage. Members are encouraged to use our FSFF Facebook page as a means to advertise Fullblood Simmental Fleckvieh genetics by posting news, events, and/or photos.
- The FSFF advertises in the following publications-
 - SimTalk- a full page ad comprised of FSFF member business cards is published in each of the (5) SimTalk publications. Contact the FSFF office to include your farm or ranch business card in this advertisement.
 - Progressive Cattleman- A "Fleck Effect™" ad published twice annually in the June & October issues to promote the use of Fullblood Simmental Fleckvieh genetics to commercial breeders and others outside the FSFF's usual "scope" of business. Both the June & October issues have increased distribution- the June issue is included in the registration packets for the annual Beef Improvement Federation conference, and copies of the October issue are on hand at the Ozark Fall Farmfest and the Sunbelt Ag Expo.
 - Fleckvieh Sire Solutions- A full page ad is prominently displayed on page 1 of the exclusive Fleckvieh sire directory.
- Asked for nominations from the floor for 4 open Board of Director positions; none received.
 - Previously received and had 5 nominations accepted
 - Distributed ballots to FSFF members to vote to fill (4) Board of Director positions
- Announced 2017 Fred Schuetze Award: D. Maronda Simmentals. Presentation had previously been made at Buzzard Hollow's May 2017 Designer's Classic sale.
- Announced newly elected Board Members-
 - Nikki Gress, Steve Jensen, Randy Plaughner & Grady Reach were elected to the Board
 - The new FSFF Board of Directors, effective January 1, 2018 is:

Nikki Gress	Little Creek Farm, Starkville, MS
Steve Jensen	Jensen Simmentals, Osawatomie, KS
Andy Oslanski	Oslanski Simmental Farms, Airdrie, Alberta
Randy Plaughner	Plaughner Simmentals, Salem, WV
Anne-Marie Rasch	Freedom Run Farm, Manchester, MI
Grady Reach	Full Circle Farms, Miller, MO
Rebecca Roberts	Rugged R Cattle Co., Wisner, LA
Eric Soukup	Double E Fleckvieh, Rowley, IA
Glenn Wotten	Elm Tree Farms, Little Britain, Ontario
 - Officer elections to be held during the first 2018 Board of Directors meeting (date TBD).

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- New Business
 - Reminded audience the first ever FSFFjr photo contest entries were on display! A panel of 3 judges chose the top two photos in the “Farm Life” and “Fullblood Simmental/ Fleckvieh Cattle” categories. Additionally, one “People’s Choice” award was given based on votes received by those in attendance at Little Creek Farm. Photo contest winners were Blake Ballard, Adreanna Barrett, Bailey Carper & Hannah Carper.
 - FSFFjr Scholarship Endowments-
Dr. Davis asked the audience to please consider supporting the FSFFjr Educational Scholarship Fund with endowments. The contributor would determine amount and length of commitment. His/her farm or ranch would be recognized on the FSFF website and in print in the annual membership directory.
 - Now available- 2 designs of our new FSFF t-shirts!
The shirts are available in youth sizes small, medium & large and adult sizes small through 3XL. All sizes are \$15 if shipping in the USA and \$20 USD each if shipping internationally.
Orders can be placed from the Membership page of www.fleckvieh.com.
The vendor/printer requires a minimum of 12 shirts per order and offers a price break at 36 shirts. The FSFF will place periodic orders throughout the year based on actual paid orders received.
 - Reminded audience of the NAILE show class sponsorships available each year. This is a great advertising opportunity! Sponsors are recognized-
 - Over the microphone during the classes at the NAILE,
 - In print in our quarterly newsletters and in the FSFF Membership Directory,
 - Online at www.fleckvieh.com and on our Facebook page
 - The Board agreed to offer complimentary, 1 year FSFF memberships for first-time buyers of Fullblood Simmental Fleckvieh genetics beginning in 2018. Free membership opportunities are to be reported to the FSFF Coordinator by phone or email- provide the new member’s name, address, phone number and email address.
 - Brandy Jordan announced a new opportunity for FSFF members to list “For Sale” &/or “Wanted” frozen Fullblood Simmental Fleckvieh genetic advertisements online at www.fleckvieh.com.
- Meeting adjourned at 6:54pm.

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Financial Report & Membership Directory Information October 2017 for 10/27/17 Annual Membership Meeting

Bank Reconciliation:	Operations	Scholarship	Total
Prosperity Bank Account Balance at 10/26/17:	\$ 3,260	\$ 3,275	\$ 6,535
Outstanding Deposits	\$ -	\$ -	\$ -
Outstanding Payments	\$ -	\$ -	\$ -
Prosperity Reconciled Account Balance for 10/26/17:	\$ 3,260	\$ 3,275	\$ 6,535

Last year's 10/31/16 reconciled bank bal: \$ 11,642

Other Financial Information (as of 10/26/17):

Accounts Receivable:

2018 Directory Ads	\$ 16,100	
2016-2017 SimTalk Ads	\$ 4,560	
Other	\$ 3,300	
	<u>\$ 23,960</u>	→ Up from \$19,940 last year

Accounts Payable:

FSFF Coordinator Payroll (2 months)	2,720	
Advertising (SimTalk) not yet billed	\$ 776	
	<u>\$ 3,496</u>	→ Up from \$776 last year

Unusual 2017 Business Costs

None	\$ -	→ Unchanged from last year
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Comparison of members listed in the Annual FSFF Membership Directory: 2017 vs. 2018

the 2017 FSFF Directory includes all paid 2016 members

the 2018 FSFF Directory includes all paid 2017 members

Summary of FSFF Directory Memberships:			Membership Directory #s by Location		
2016 Members Listed in 2017 Directory		94	Country	2017	2018
Less Non-Renewals:			Australia	1	1
No Response		(5)	Canada	21	21
Declined		(3)	Germany	1	1
Plus: New 2017 Members Listed in 2018 Directory		13	Mexico	0	1
Total Members Listed in 2018 Directory:		99	USA	71	75
*Excludes FSFFjr Memberships both years			Total:	94	99

Comparison of paid advertisements in the Annual FSFF Membership Directory: 2017 vs. 2018

Description	2017 Paid Pages		2018 Paid Pages		Variance	
	Qty	Amount	Qty	Amount	Qty	Amount
Premium Page	6	\$ 7,400	6	\$ 7,200	0	\$ (200)
Full Page	9	\$ 7,200	6	\$ 4,800	-3	\$ (2,400)
Half Page	8	\$ 3,200	6	\$ 2,400	-2	\$ (800)
Quarter Page	2	\$ 400	3	\$ 600	1	\$ 200
Business Card	15	\$ 1,500	18	\$ 1,800	3	\$ 300
Total Income		\$ 19,700		\$ 16,800		\$ (2,900)