

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 MINUTES **October 21, 2016 | 5:45pm ET | Little Creek Farm, LLC, Starkville, MS**

- The meeting was called to order by President Dr. Mikell Davis at 5:50pm
- Dr. Davis welcomed & thanked everyone for taking the time to attend the FSFF's evening events. He introduced & explained the purpose of the Fullblood Simmental Fleckvieh Federation for those not familiar with the Federation and thanked FSFF members for making 2016 another great year!
- The 2015 Annual Membership Meeting minutes were reviewed and unanimously approved (**see page 5**).
- The current Financial Report (**see page 6**) was reviewed and unanimously approved.
- Committee Reports
 - 2016 Membership & Comparison of the 2016 vs. 2017 FSFF Membership Directory (**p. 6**)
 - Sales & Shows
 - The FSFF sponsored 3 shows at November 2015 NAILE in Louisville, KY & will sponsor the same shows again November 2016- all three will be held Sunday, Nov 13th starting at 1pm:
 - The youth heifer show, "The Challenge Cup"
 - The open Fullblood show, "The Pinnacle"
 - The open Fleckvieh influenced show, "The Fleck Effect"
 - The North American Select Simmental/Fleckvieh Sale is held annually at the NAILE and all FSFF members are welcome to consign cattle, semen and/or embryo lots! This is a very well organized, greatly publicized and prominent sale- a good opportunity for FSFF members!
 - Dr. Jason & Nikki Gress worked hard to promote and help offer the first ever Fullblood Simmental Show at the February 2016 Dixie National Livestock Show & Rodeo in Jackson, MS. As soon as the information is available, we will announce the dates for the February 2017 Show!
 - FSFF members were invited to consign to the Simmental/Simbrah sale held at The Dixie National Livestock Show & Rodeo; we expect the same invitation for the February 2017 sale. Cattle, semen & embryo lots are all welcomed consignments.
 - Youth Membership
 - 24 FSFFjr members in 2016; up from 19 in 2015!
 - Many of our junior members participate in The Challenge Cup Junior Show. In 2015, there were 17 Challenge Cup entries exhibited by 13 FSFFjr members!
 - The FSFF is working to start a youth scholarship fund with hopes to raise enough money to award the first scholarship in 2017!

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- Fundraising
 - FSFF at Buzzard Hollow Ranch's May 2016 Designer's Classic Sale-
 - The FSFF held a 50/50 raffle and raised a total of \$1,100! The winner of the drawing did not purchase anything through BHR's sale, so the FSFF received 100% of the raffle proceeds!
 - FSFF live auction lots at the start of BHR's sale netted \$2,200 & included:
 - The left & right center page advertising space of the 2017 Directory sold for \$1,600- purchased by Buzzard Hollow Ranch
 - Semen donation from Groom Livestock- 10 units of BHR Sir Andi sold for \$600- purchased by Sett Ranch
 - FSFF at Little Creek Farm's October 2016 Magnolia Classic Sale-
 - The annual FSFF Silent Auction started Friday, Oct 21st and closed Saturday, Oct 22nd just prior to the start of the Magnolia Classic Sale. A total of \$2,595 was raised for the FSFF's Operating & Advertising funds!
 - FSFF live auction items include a custom FSFF belt buckle and the inaugural FSFFjr Youth Scholarship Fund lots comprised of 4 frozen genetic packages.
- Advertising & Promotion (**see copies of advertisements on pages 7, 8 and 9**).
 - The 2 FSFF display booths travelled extensively again in 2016 and attended cattle sales & shows and trade events in the United States and Canada. The displays are made up of 3 large "panels/banners," and FSFF publications (current membership directories & tri-fold brochures) are set out for visitors to take. 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!
 - The FSFF has sent 2 of 3 ASA e-blasts to inform and promote Simmental Fleckvieh as well as to advertise some of our upcoming events. The 3rd eblast will be sent late 2016/early 2017. This is a paid advertisement to distribute our information to the ASA's very large & diverse contact list.
 - The FSFF has paid advertisements in the SimTalk and Progressive Cattlemen publications-
 - A full page ad comprised of FSFF member business card ads is published in each of the (5) SimTalk publications.
 - **To participate in this advertisement, please contact Brandy at the office for ad requirements, deadlines & pricing.**
 - A ¼- page, full color "Fleck Effect™" ad is published in the Progressive Cattlemen to promote the use of Simmental Fleckvieh genetics to commercial breeders & those outside the FSFF's usual "scope" of business.
 - The FSFF has a full page, color advertisement in the new "Fleckvieh Sire Solutions" Directory - distribution beginning November 2016
 - **Please see page 3 of the FSFF 2017 Directory for a copy of this ad**

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- The FSFF maintains an online presence with its website (www.fleckvieh.com) & on Facebook. Members are included in the online “Breeder Listing” & can submit event dates for inclusion on the FSFF’s Calendar of Events page and links to sale catalogs to be posted on the FSFF homepage. Members are also encouraged to post Fleckvieh news, events &/or photos on the FSFF Facebook page and can use the page to advertise Simmental Fleckvieh genetics.
- Board of Director nominations & voting
 - Nominations for the 3 open positions were solicited prior to the annual meeting
 - Jim Ethridge (Incumbent), Becky Roberts, and Eric Soukup were nominated
 - Nominations were received from the floor at the annual meeting
 - Randy Plaughter was nominated
 - Ballots were distributed and voting commenced
- Presentation of the 2016 Fred Schuetze Award to Steve Jensen on behalf of Mr. Art Jensen of Art-Jen Simmentals for his involvement to better Simmental Fleckvieh cattle
 - **See pages 24 & 25 in the 2017 FSFF Directory for the 2015 & 2016 Fred Schuetze Award recipients!**
- Announcement of newly elected Board Members
 - The 2017 FSFF Board of Directors is-

▪ Dr. Mikell Davis	Little Creek Farms (Starkville, Mississippi)
▪ Jim Ethridge	Mitchell Lake Ranch (Franklin, Texas)
▪ Dr. Jason Gress	Little Creek Farms (Starkville, Mississippi)
▪ Steve Jensen	Jensen Simmentals (Osawatomie, Kansas)
▪ Andy Oslanski	Oslanski Simmental Farms (Airdrie, Alberta)
▪ Anne-Marie Rasch	Freedom Run Farm (Manchester, Michigan)
▪ Becky Roberts	Rugged R Cattle (Wisner, Louisiana)
▪ Eric Soukup	Double E Fleckvieh (Rowley, Iowa)
▪ Glenn Wotten	Elm Tree Farms (Little Britain, Ontario)
- New Business
 - Reminder- FSFF Silent Auction closes at 11:45am Saturday, Oct 22nd (just prior to the start of The Magnolia Classic sale).
 - Reminder- there are a number of 2016 NAILE class sponsorships available. This is a great advertising opportunity! Sponsors are recognized in many ways-
 - Announced over the microphone during the classes at the NAILE,
 - In print in our quarterly newsletters and in the next FSFF membership Directory,
 - Online at www.fleckvieh.com and on the FSFF Facebook page
 - The 4 speakers for the evening’s presentations were introduced by Jim Ethridge.
- Meeting adjourned.

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FSFF ANNUAL GENERAL MEMBERSHIP MEETING October 21, 2016 | Little Creek Farm, LLC, Starkville, MS

OFFICIAL BALLOT

FSFF BOARD OF DIRECTOR NOMINEES

Three (3) FSFF Board of Director positions, held by Jim Ethridge, Tony Roberts & Heathe Widicker, are up for re-election for three year terms to serve Jan 1, 2017 through Dec 31, 2019.

The following 2016 members, in good standing with the FSFF, have been nominated for these three (3) positions.

Place an "X" in the bracket () to record your vote for up to 3 Nominees of your choice.

Floor nominations must be current 2016 FSFF members of good standing

() Jim Ethridge, Incumbent	Mitchell Lake Ranch	Franklin, TX USA
() Becky Roberts	Rugged R Cattle	Wisner, LA USA
() Eric Soukup	Double E Fleckvieh	Rowley, IA USA

() Floor Nomination: _____

() Floor Nomination: _____

() Floor Nomination: _____

() Floor Nomination: _____

() Floor Nomination: _____

I am a 2016 member, in good standing, of the Fullblood Simmental Fleckvieh Federation:

Name: _____

Signature: _____

Address: _____ Phone: _____

This ballot is confidential & exempted from disclosure as provided by law until the election is completed.
Only this official FSFF ballot form will be counted.

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SUPPLEMENTAL INFORMATION PAGES FOR THE 10.21.16 ANNUAL MEETING

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REVIEW of the 2015 ANNUAL MEETING MINUTES for the 2016 ANNUAL MEETING

2015 FSFF Annual Membership Meeting

Held November 15, 2015 at the Kentucky Expo Center in Louisville, KY at 11:30am ET

The meeting was called to order & began with a prayer offered by Dr Davis.

The 2014 Meeting Minutes were reviewed & approved unanimously by the membership.

Heathe Widicker gave his President's Report.

Brandy Jordan presented the FSFF Financial Report.

The Financial Report was approved unanimously by the membership.

After the Financial Report, ballots for the five open Board of Director positions were distributed. Nominations for the positions were Jim Ethridge (incumbent), Jeff Hannaberry, Steve Jensen, Andy Oslanski (incumbent), Anne-Marie Rasch (incumbent), Jerry Robinson (incumbent), and Glenn Wotten. Nominations from the floor were requested; none were received.

Voting commenced, and Jim Ethridge, Steve Jensen, Andy Oslanski, Anne-Marie Rasch & Glenn Wotten were seated to the Board.

Mr. Ron Nolan was announced as the recipient of the 2015 Fred Schuetze Award! Ron was unable to attend the NAILE, so the FSFF plans to formally present him with the award at a future event.

With only a small gathering of members in attendance, the 2015 FSFF Annual Meeting was conducted as an informal session of open dialog of current beef cattle production topics amongst members. Conversation and shared information and ideas ensued. Mr. Fred Schuetze was in attendance and was able to provide ASA and World Congress perspective.

This concludes the review of the 2015 Annual Membership Meeting minutes.

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Financial Report & Membership Directory Information October 2016 for 10/21/16 Annual Membership Meeting

Bank Reconciliation:

Prosperity Bank Account Balance at 10/20/16:	\$	7,004	
Outstanding Deposits	\$	-	
Outstanding Payments	\$	(200)	
Prosperity Reconciled Account Balance for 10/20/16:	\$	6,804	
			Last year's 10/31/15 reconciled bank bal: \$ 4,404

Other Financial Information (as of 10/20/16):

Accounts Receivable:

2017 Directory Ads	\$	14,900	
2015-2016 SimTalk Ads	\$	3,200	
Other	\$	1,840	
	\$	19,940	→ Down from \$25,290 last year

Accounts Payable:

Advertising (SimTalk) not yet billed	\$	776	
	\$	776	→ Down from \$4,071 last year

Unusual 2016 Business Costs

None	\$	-	→ Down from \$587 last year
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Comparison of members listed in the Annual FSFF Membership Directory: 2016 vs. 2017

the 2016 FSFF Directory included all paid 2015 members

the 2017 FSFF Directory will include all paid 2016 members

Summary of FSFF Directory Memberships:			Membership #s by Location		
Members Listed in 2016 Directory		89	Country	2016	2017
Less Non-Renewals:			USA	68	71
No Response	(6)		Canada	19	21
Declined	(1)		Brazil	0	0
Plus: New Members Listed in 2017 Directory		12	Australia	0	1
Total Members Listed in 2016 Directory:		94	Germany	1	1
*Excludes FSFFjr Memberships both years			Sweden	1	0

FSFF Membership Directory Financial Comparison: 2016 vs. 2017

the 2017 FSFF Directory is still in production; all costs estimated using 2016 actuals

Description	2016 Paid Pages		2017 Paid Pages		Variance	
	Qty	Amount	Qty	Amount	Qty	Amount
Premium Page	6	\$ 6,800	6	\$ 6,800	0	\$ -
Full Page	11	\$ 8,800	9	\$ 7,200	-2	\$ (1,600)
Half Page	6	\$ 2,400	8	\$ 3,200	2	\$ 800
Quarter Page	2	\$ 400	2	\$ 400	0	\$ -
Business Card	15	\$ 1,500	15	\$ 1,500	0	\$ -
Total Income	40	\$ 19,900	40	\$ 19,100	0	\$ (800)
Description	2016 Costs		2017 Estimated Costs*		Variance	
	# Pages	Amount	# Pages	Amount	# Pages	Amount
Production	15	\$ (1,100)	15	\$ (1,100)	0	\$ -
Publish & Print	32	\$ (2,732)	32	\$ (2,732)	0	\$ -
FSFF Mailing		\$ (410)		\$ (410)		\$ -
Total Costs		\$ (4,242)		\$ (4,242)		\$ -
Net Income/(Loss)		\$ 15,658		\$ 14,858		\$ (800)

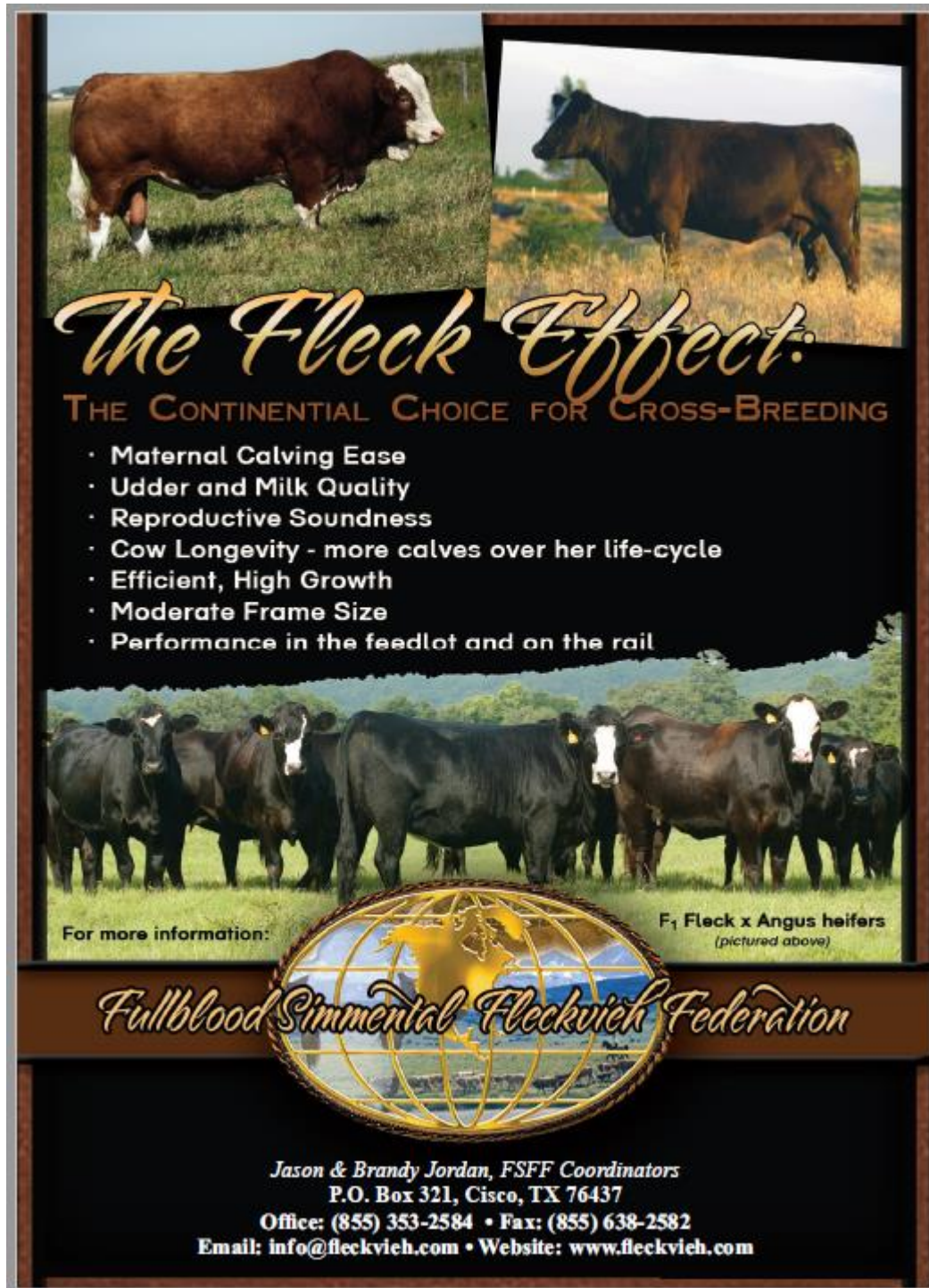
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Copy of the full color Fleck Effect™ quarter page advertisement published in the Progressive Cattlemen-



The advertisement is a quarter-page ad for 'The Fleck Effect'. It features two photographs at the top: a Simmental cow on the left and a Fleckvieh cow on the right. Below these is the title 'The Fleck Effect:' in a large, stylized font, followed by the subtitle 'THE CONTINENTAL CHOICE FOR CROSS-BREEDING'. A list of benefits is provided, including Maternal Calving Ease, Udder and Milk Quality, Reproductive Soundness, Cow Longevity, Efficient High Growth, Moderate Frame Size, and Performance in the feedlot and on the rail. At the bottom, there is a photograph of a group of F1 Fleck x Angus heifers. The advertisement is framed by a dark border with a gold globe logo in the center. The Fullblood Simmental Fleckvieh Federation logo is at the bottom, along with contact information for Jason & Brandy Jordan.

The Fleck Effect:
THE CONTINENTAL CHOICE FOR CROSS-BREEDING

- Maternal Calving Ease
- Udder and Milk Quality
- Reproductive Soundness
- Cow Longevity - more calves over her life-cycle
- Efficient, High Growth
- Moderate Frame Size
- Performance in the feedlot and on the rail

For more information:

F₁ Fleck x Angus heifers
(pictured above)

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Jason & Brandy Jordan, FSFF Coordinators
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Copy of the black & white FSFF Business Card full page advertisement published in the Sim Talk-



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Triple Z Simmental
7920 Pratt Lake Rd.
Alto, MI 49302
Tom & Linda Zook
Cell: 616-437-3427
Office: 616-868-6195
Email: tomzook@zookfarmequipment.com
Full-Fleckvieh Fullblood • Horned and Polled



RUGGED R CATTLE
Tony & Rebecca Roberts
405 Brangas Lane | Waver, LA 71274
Tony Cell: 318-208-5425
Rebecca Cell: 318-287-8828
tonyrb@yahoo.com or vdranrobarts@yahoo.com



Freedom Run Farms
Bob & Anne-Marie Rasch
9105 Bethel Church Rd. • Manchester, MI 48158
Ph: 734-216-6034
Email: info@freedomrunfarms.com
www.freedomrunfarms.com
Breeding in Full Fleckvieh Simmental Cattle
Breeding & Importation Angus-Friesian, Charolais, Watusi, and Large Zebu Cattle



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Your Northern Source for
Fleckvieh Genetics
Heather, Holly, Hanna
& Hailey Widicker
4664 Main St.,
Heaton, ND 58418
H: 701-984-2697
C: 701-652-5530
Email: jscows@aktel.com
www.jamescreeksimmental.com



Double Bard Farms
Richard Dimler and Sons
Box 580, Grenfell, SK S0G 2B0
Ken Dimler
Ph: 306-697-7204
Email: kenshaw@yourlink.ca
www.doublebardfarms.com



Elk County Simmentals
Fullblood Fleckvieh Simmentals
...the breed that will improve your herd
Butch & Denise Casilio
1316 Water Street Est., Johnsonburg, PA 15845
814-965-5079 or 814-335-2434



S/M Fleckvieh Cattle
Jeff Sorenson
Garretson, SD
605-359-8728 cell
sorenson@augie.edu
www.smfleckvieh.com



Little Creek Farm, LLC
Fleckvieh Simmental & Red Angus Cattle
Mikell & Mary Cheek Davis, Owners
2638 Turkey Creek Rd. • Starkville, MS 39759
Home: 662-323-0744 • Cell: 662-418-0686
FAX: 662-324-7721
www.LittleCreekCattle.com



MORRIS FARM
Polled Fullblood Fleckvieh
Phillip & Ann Morris
Alan Morris, Farm Manager
2109 Boren Blvd., Seminole, Oklahoma 74868
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bar5admin@xplornet.com
Phone: (519) 986-1330
Fax: (519) 986-4736
www.bar5.com



FLYING F RANCH
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James and Daniel Faubus, Owners
Robert Wood, Ranch Manager
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Ranch: (817) 309-2291
Ranch Mgr Cell: (817) 713-3111
Email: faubus@windstream.net

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Copy of the full color FSFF full page advertisement published in the 2017 Fleckvieh Sire Solutions Directory and in the 2017 Membership Directory-

The question isn't why SHOULD you use Fleckvieh Simmental genetics?



It is WHY ARE YOU NOT using Fleckvieh Simmental genetics?!?

What are Fleckvieh?
Fleckvieh are a highly productive dual purpose strain of Simmental cattle originating in Germany/Austria suitable for both milk and meat production. They are moderate framed, "middle of the road" Simmental cattle with excellent muscling & exceptional milk production that adapt to very diverse environmental conditions with ease and meet the economic demands of today's breeder. With an estimated 41 million animals, Fleckvieh Simmental cattle are the second most populous breed in the world today.



Management Advantage

- Docile → easy & safe to handle
- Manageable birth weights
- Option of polled & horned genetics
- Dilutor free genetics are available

Maternal Power

- Excellent fertility, calving ease & calf vigor
- Developed with heavy emphasis on udder & teat quality
- Increased milk production → higher weaning weights for Fleckvieh and Fleckvieh influenced cows

Terminal Power

- Excel in the feedlot & on the rail
- Produce desirable carcass traits demanded by consumers
- Increased growth rate → added marketable pounds!
- Natural fleshing ability → less input required to get to market!
- Fleckvieh calves typically ready to harvest at 13-15 months of age

The Fleck Effect™ Advantage

- Fleckvieh Simmental genetics offer significant heterosis when utilized in purebred and commercial herds because of the purity & consistency of the Fleckvieh lineage!

The **Fullblood Simmental Fleckvieh Federation** operates as a nonprofit marketing organization to promote Fullblood Simmental Fleckvieh cattle worldwide to purebred and commercial beef producers. The FSFF initiates and participates in programs to educate beef producers of the important economic traits of Simmental Fleckvieh cattle and promotes the use of Simmental Fleckvieh genetics with the distribution of FSFF publications & paid advertisements in industry trade publications.

Join the FSFF today!



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Visit our website at www.fleckvieh.com for a membership application and more information!