

Fullblood Simmental Fleckvieh Federation

One Breed ★ One World

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FSFF Board of Directors teleconference held December 1, 2015

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

Absent: n/a

Heathie Widicker called the meeting to order at 5:38pm CST.

Review of minutes from the last BOD meeting held on 11/15/15-

Minutes sent to the Board by email & reviewed by all prior to the meeting; no questions or further discussion. Since this is the first meeting of the newly seated Board, Brandy also emailed copies of August 18, 2015 meeting minutes so that new members could review more detailed notes of "old business" to continue into 2016.

Anne-Marie motioned to accept the minutes.

Mikell Davis seconded the motion.

Motion passed unanimously.

Financial Update-

Current Balance:	\$ 3,330.44
O/S Deposits:	1,039.00
Pending Pmts:	<1,598.61>
Reconciled Balance:	\$ 2,770.83

- The FSFF has approximately \$19,000 Accounts Receivable expected from the sale of Directory advertisements, NAILE class sponsorships and the benefit auction.
- Accounts Payable includes \$4,080 for Sep, Oct, Nov outstanding Coordinator payments and approximately \$3,800 for the publication & printing of the 2016 Directories.

Jim Ethridge motioned to accept the Financial Update.

Jason Gress seconded.

Motion passed unanimously.

Set terms for newly elected Board members-

(5) positions were filled at the November 2015 Annual meeting by Jim Ethridge, Steve Jensen, Andy Oslanski, Anne-Marie Rasch and Glenn Wotten.

Prior to tonight's call, the Board agreed to stagger the terms of the new positions as follows-

- (1) one-year term to serve Nov 2015- Nov 2016
 - Other (2) positions are held by Tony Roberts & Heathie Widicker
- (1) two-year term to serve Nov 2015- Nov 2017
 - Other (2) positions are held by Mikell Davis & Jason Gress
- (3) three-year terms to serve Nov 2015- Nov 2018

Jim stated he wanted the 1 year term. Steve Jensen stated he preferred either a 1 year or 2 year term. The others agreed to serve 3 year terms. The results-

- One year terms to serve Nov 2015- Nov 2016
 - Positions held by Jim Ethridge, Tony Roberts & Heathe Widicker
- Two year terms to serve Nov 2015- Nov 2017
 - Positions held by Mikell Davis, Jason Gress & Steve Jensen
- Three year terms to serve Nov 2015- Nov 2018
 - Positions held by Andy Oslanski, Anne-Marie Rasch & Glenn Wotten

Elect 2016 Officers & Determine 2016 Committees-

Per FSFF By-Laws, the only candidates for the position of President are the current President (Heathe Widicker) and the current Vice President (Mikell Davis). Heathe Widicker stated he could not to run again due to personal time constraints. Mikell Davis then accepted the position of President.

Anne-Marie Rasch nominated Glenn Wotten for the position of Vice-President. No other nominations were made. Glenn accepted his nomination and was unanimously voted in as Vice President.

Jim Ethridge was nominated for the position of Secretary/Treasurer & said he would serve one more year. No other nominations were made. Jim was unanimously voted to continue as FSFF Secretary/Treasurer.

The 2016 FSFF Officers are-

- President Dr. Mikell Davis
- Vice President Glenn Wotten
- Secretary/Treasurer Jim Ethridge

The 2016 FSFF Committees & Chairpersons are-

- Memberships & Renewals Entire Board & Becky Roberts
- Sales & Shows Dr. Jason Gress, Larry Maxey
- Youth Dr. Jason Gress
- Fundraising Anne-Marie Rasch & Steve Jensen
- Advertising & Promotion Anne-Marie Rasch & Brandy Jordan
- Nominations Tony Roberts

Old Business (continuing from 2015):

ASA E-blast Promotion-

Previous information:

- If the ASA prepares the e-blast ad for us, the cost to send it once is \$250, to send it twice is \$325, and to send it three times is \$400; it is more cost effective to send the ad three times. 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. By sending the ASA the completed file, we can effectively send out (3) different advertisements for the same cost of them preparing one ad and sending it three time. 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 outside of our membership; using their distribution guarantees a much larger audience. Discussion followed about what to promote.

- All agreed the utmost need is to market Simmental Fleckvieh cattle but would also want to promote upcoming events. All agreed any advertisement must look professional, so an ad designer is imperative. Becky of Brandmark Imaging estimated a quote of \$75 to prepare the first advertisement providing we supply her with the content and ready-to-use pictures. Becky is available to work on this ad after May 4th.
- Initially agreed upon content:
 - Use existing Fullblood/Purebred/Fleck Effect pictures & include upcoming events for all.
 - First- promote the FSFF & Simmental Fleckvieh breed (who we are & what we do, etc.)
 - Second- promote & inform the public of the FSFF NAILE events in hopes of increasing participation in the shows and sale
 - Third- include testimonials from users of Fleckvieh genetics (i.e. Jerry Brink, Fred Schuetze, etc.)
- Summer 2015 Updates:
 - Content for 1st has been sent to Becky. Waiting for response. Will send content for 2nd as soon as Board agrees on 2015 NAILE schedule of events.
 - Becky's schedule did not allow her to complete the ad prior to the 2015 NAILE deadlines; e-blast idea tabled for use in 2016.
- 12.01.15 Updates:
 - Board agreed to proceed with the use of E-blast advertisements as planned but wants to add in promotion of the Feb 2016 Dixie National Simmental Show if we can get it sent out quickly (prior to the deadlines).
 - Brandy will send a revised draft to the Board for approval by 12/2/15.

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 \$4K-\$5K to do the work. Brandy is going to look at the IRS paperwork (Form 1024) to see if she can complete it to save money. 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.

- 12.01.15 Update:
 - Due to the time constraints associated with working to complete the 2016 FSFF Membership Directories and plan/execute the 2015 NAILE events, Brandy has not worked on the application since August. She will complete the application by March 15th, 2016.

New Business:

Feb 2016 Dixie National's Simmental Show-

Dr. Jason & Nikki Gress submitted the concept of having the first Fullblood Simmental show at the Dixie National Livestock Show & Rodeo to Mark Smith, President of the Mississippi Simmental/Simbrah Association (MSSA). The MSSA will pay for all ribbons, but a minimum number of cattle are required in order to put on the show. Jason & Nikki volunteered to be show superintendents & will work with potential exhibitors, Mark Smith and the Dixie National show officials.

Q1 (Jan-Feb-Mar) 2016 Schedule for the FSFF Promotional Booths-

In order to maintain a visible presence at sales, shows and related events, the FSFF owns two promotional booth displays - one travels within the US and the other is in Canada. These booths each consist of three large professional panel displays. During events, FSFF informational tri-fold brochures and copies of the current FSFF Membership Directory are distributed to visitors and at least one FSFF member is available to greet visitors and answer any questions they may have.

The US booth will be at-

- Feb 2016 Dixie National Livestock Show, Jackson, MS
 - Jason Gress will work with Mark Smith to find the best location for the booth. Hoping to set it up in the barn area for greater visibility.
 - Fred Schuetze will transport the booth from the Dixie Nationals back to Texas, and Jim Ethridge will pick it up from Fred.
- Mar 2016 Houston Livestock Show & Rodeo International Simmental & Simbrah Shows & Sale
 - Jim Ethridge & Larry Throgmorton will “man” the booth. The booth space & fee will be split with the TSSA.

Exact locations were not set for the Canadian booth, but Glenn Wotten will coordinate events in Eastern Canada and Andy Oslanski will coordinate events in Western Canada.

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?

- Steve Jensen & Anne-Marie Rasch will discuss ideas & will then present options to the Board for further discussion & approval.

Quarterly Newsletters-

Brandy will renew the distribution of quarterly newsletters in 2016. These will primarily be sent via Constant Contact (email). The few members who prefer print mailings will receive their newsletter by postal service. Basic concept for content is-

- Q1 (Jan, Feb, Mar): NAILE update & thank you to supporters/donors/participants, call for membership renewals, upcoming sales/shows/events, updates of recent booth exhibits
- Q2 (Apr, May, Jun): Directory pricing & submittal dates, call for BOD & Fred Schuetze award nominees, upcoming sales/shows/events, updates of recent booth exhibits
- Q3 (Jul, Aug, Sep): NAILE info (schedule if known, call for class sponsorships & Select Simmental/Fleckvieh Sale consignments), upcoming sales/shows/events, updates of recent booth exhibits
- Q4 (Oct, Nov, Dec): Fall sale reviews, annual meeting review, announce new Board and Committees as well as plans for upcoming year, updates of recent booth exhibits

Anyone can suggest/submit content for the newsletters throughout the year. Brandy will prepare & distribute the newsletters in the first month of each quarter (Jan, Apr, Jul, Oct). Additional newsletters may be sent throughout the year as news or events warrant.

Other-

Anne-Marie asked Brandy to send an email to the Board listing the name & contact info (email & phone number) for each current member.

Next meeting-

A teleconference was scheduled for Dec 17th, 2015 at 5:30pm Central Time to discuss the upcoming Dixie National Simmental Show and to conduct a review of the 2015 NAILE show/events.

At 6:44pm CST, Jim Ethridge motioned to adjourn the meeting.

Steve Jensen seconded.

Motion passed unanimously.