

Michigan Angus Association
Meeting of Board of Directors
May 12, 2010
MSU Turf Center, East Lansing, Michigan

Present: Merle Boehmer, Ken Geuns, Dave Hawkins, Dave Lutchka, Chuck Preston, Cody Sankey, Kirk Sterzick, Jonathon Taylor, Nancy Thelen, Steve Thelen. Monte Bordner and Steve Fitzner joined us by phone.

Also Present: Scott Foster and Clifford Simmons

President Chuck Preston called the meeting to order at 7:03 p.m. The agenda was accepted as written.

Minutes: The minutes of the 3/14/10 meeting were approved as printed with one correction. Under the Preview Show correct statement to read Saturday “junior” shows will be discontinued.

Treasurer’s Report and Budget: The treasurer was absent due to illness.

American Angus Association Board Report: Scott Foster reported that registrations are up approximately 4% from last year. The investment portfolio has improved and at this point they are projecting a profit for the year. Angus Source is up 13% for the year, with a 43% increase in the last month. Michigan breeders can also get their EID number put on the Angus Source tags. Eric Grant is doing an outstanding job with communications and they have had 200,000 hits on YouTube. Dr. Beaver is still working on the fawn calf test.

Committee and Other Reports:

Annual Meeting and Banquet – There was discussion on possibly changing the date of this activity from the second Sunday in March, or tying it in with another activity. General feeling was that this date worked the best, but please ask others what they think. John and Jackie MacMaster will chair the banquet, with Merle and Janel’s guidance.

Auxiliary - Will be awarding two scholarships at the Preview Show and sponsoring the showmanship contest during the show. Special thanks to Joan Lutchka for doing a great job chairing the hospitality area at the Beef Expo. It was suggested that the auxiliary may want to investigate tying in their scholarship funds with the Michigan State Youth Livestock Scholarship Fund as this may increase the interest percent. Merle also announced that Kent Feeds offers scholarships for juniors and seniors in college.

Bull Test – Monte reported that 71 bulls sold and the sale was up slightly. There was a big crowd. The minimum bid was increased to \$1400. The committee is looking at ways to decrease expenses and Michigan Farm Bureau will also do a video of the sale bulls. There was discussion of moving the sale to the last Saturday of March to give them more time to promote the bulls, but Bill Sheridan is not available. Nomination forms will be available after July 1st. He suggested that Gary Vooght or Chris Pranger sit on the Bull Test Committee with Monte and John MacMaster. They would replace Lawrence Bryson as the third person representing Angus.

Beef Expo – Chuck Preston was called by an Angus breeder who had sent in entry fees, but then pulled the cattle before they were ever cataloged. He had never before consigned to any of our

sales. He requested that the entry fees be returned or credited toward next year. Dave Lutchka moved to return the fees to the breeder. Motion seconded and passed.

Fall Sale – Members who indicated an interest in working on the sales met at the Beef Expo. We need 40 or more cattle for the sale to take place. The group discussed moving the sale and location of the sale. Bill Sheridan is open on October 30th. On October 16 they could work around the Dow calf sale. They checked out holding it at Kris Boehmer's. She charges \$1000 minimum and if the sale is good charges 2% up to \$2000. It was thought the Pavilion would cost \$2500, but it will be more in the range of \$1100 to \$1300. They charge \$11/head, plus the cost of the portable toilets, labor, etc. Need to check if bedding is included in that. It is difficult to get all the cattle out by 4 p.m. Monte Bordner moved to move the Fall Sale from MSU, and Dave Lutchka seconded the motion. Motion was defeated. Sale will stay at MSU on October 2, 2010. We will need a licensed caterer to do the lunch. It was also suggested that the sale have a new name, such as Herd-Builder Sale. The committee will rename it.

Michigan Junior Angus Update – No report.

Newsletter - Nancy Thelen shared that the schedule calls for the next newsletter to go out in July. There is a lot of information from the annual meeting and Beef Expo that will be old news by then. Consensus was to let Nancy decide if she wanted to do an extra newsletter in May.

Preview Show and Awards – Ken Geuns reported the entry information was mailed the week of May 3rd and the information was on the web site. Volunteers are needed to help with the show, Chuck Preston volunteered to help with lining up the cattle for the show ring. Nancy reported that the National Junior Angus Intern will be attending the Preview Show. Nancy will be typing up the program and listing classes according to American Angus Association standards. Nancy will also order the awards for any open show champions that are not also Jr. Show winners.

Website – Is going well. Chuck Preston has submitted an updated article for the home page.

20:20 Vision – In reference to marketing, the MCA board has decided to not hold a graded feeder calf sale. Gary Vooght had suggested we pursue helping our Angus bull customers market their calves and promote the Angus Source program at the same time. A feedlot in Illinois may be willing to take a group of calves. There was discussion on how we contact those who don't know about the Angus Source program - perhaps mailing to past customers, Expo buyers, Bull Test list, news releases, etc. Would need a group to work on this. Monte suggested that perhaps Gary would work on it. Monte will check and get back with Chuck regarding it. This type of program could be promoted at the Field Day.

Old Business:

Marketing Committee – Merle moved to have a marketing committee which would handle both the fall sale and the Futurity at the Beef Expo. Dave Lutchka seconded the motion and it passed. Merle will chair the committee, email or call him with ideas. Monte shared that for our sales to be successful we need to bid on each other's cattle also. We need to sell the ones we want to have people take home.

Field Day – Will be held on Saturday, August 21 at Omega Farms. As in the past, the host farm is in charge of the program. Cliff Simmons shared that "Marketing" will be the theme for the day. He has talked with Jim Rentz about the Angus Source Program and he recommended

signing up the person we sell the bulls to. Cliff will be talking to Scott Foster also. He has calls in to several marketing folks. Reservations will be required and Cliff is working on caterers and potential sponsors. Time of event will be determined by Cliff.

By-laws – Dave Lutchka had looked them over and had ideas, including adding in when new officers take office and participating in meetings via conference calls (for all except annual meeting). Dave will prepare suggestions for the next meeting. Dave shared that we have a board member who has not attended meetings. He has contacted the person but has not heard back.

New Business:

Mentoring Program – Chuck Preston shared the example of a breeder near him who contacted him for assistance in obtaining breeding information on three heifers he purchased. Breeders need to feel comfortable doing this. Do we want a formal program? It was also discussed that when someone joins the association they should be sent a receipt or letter. Chuck with work with treasurer Bonnie Canfield on this.

Testing Sale Consignments – Due to concerns with an Expo heifer from another breed having BVD, Monte moved that all Angus sale consignments to the fall sale and Beef Expo/Futurity be tested for BVD. In the case of a cow/calf pair, only the calf needs to be tested. Ken Geuns seconded and motion passed.

MSU Spartan Livestock Open Golf Outing – Cody Sankey moved to have the Michigan Angus Association sponsor two carts for a total of \$100. Monte seconded the motion and it passed.

Angus Foundation Golf Tournament – Merle moved to have the Michigan Angus Association be a flag sponsor for \$100. Cody seconded the motion and it passed.

Committees – Nancy shared information on various lists of committees that exist and also provided a listing of members who indicated on their 2010 membership form interests in serving on committees. Monte and Ken volunteered to work on a list of committees.

Monte shared that the MCA Summer Round-Up will be held June 17-19 in Indiana.

Tom Burke's office has contacted Lois Foster to help spread the word that he is looking for old "Breeder's Gazette" publications, preferably from 1881-1914. If you know of anyone who may have these please have them contact Tom Burke.

The next meeting will be held on Wednesday, September 1 at 7 p.m. at the MSU Turf Center if it is available.

Adjourn: There being no other business to come before the Board, the meeting was adjourned at 9:05 p.m.

Respectfully submitted,

Nancy Thelen, Interim Secretary