

**Michigan Angus Association Board of Directors Meeting
June 12, 2011 at Michigan Angus Preview Show
MSU Livestock Pavilion, East Lansing, Michigan**

Present: Monte Bordner, Julie French, Dave Hawkins, John MacMaster, Lisa Bohlen, Chuck Preston, Clifford Simmons, Steve Fitzner, Cody Sankey, Steve Thelen, Heather Everett, Kirk Sterzick, Merle Boehmer, Nancy Thelen, Scott Foster and Sharon Vaassen.

President Monte Bordner called the meeting to order and the agenda was approved.

Minutes: Chuck Preston moved to approve the minutes from the May 11, 2011 meeting, Merle Boehmer seconded the motion and it passed.

Treasurer's Report and Budget: Lisa Bohlen reported the checking account balance is \$8495.12 and the CD balance is \$5937.03 and this is up for renewal 7/01/11/. Merle Boehmer made a motion to receive the treasurer's report and to renew the CD. John MacMaster seconded the motion and it passed. Lisa is starting to put the treasurer information on the Quicken program. She has received 10 years of information through Dave Lutchka. Lisa also reported on the 501c3 process. If an organization does not report for 3 consecutive years, they fall off the list; Lisa or Earl Boehmer will follow-up for the next meeting and work on some processes.

American Angus Association Report: Scott Foster shared highlights of the three day board meeting held recently at Certified Angus Beef in Wooster, Ohio. The board has approved goals and strategies which will be released sometime this fall. Registrations are holding steady and the Foundation is moving along on their campaign. Contact Scott if you have any questions. The nominations for delegates to the American Angus Association annual meeting are due soon.

Committee and Other Reports

Annual Banquet – John MacMaster reported that the University Club has been contacted and has it on their calendar for March 30th, the Friday evening of Beef Expo. No prices have been set.

Auxiliary - Sharon Vaassen reported that three juniors participated in the application writing workshop sponsored by the Auxiliary on the Saturday of the Preview Show weekend. The Auxiliary would like to hold another workshop this fall, possibly at the Field Day.

Bull Test – Monte Bordner reminded the board that nominations for the bull test are due September 1st.

Beef Expo – There was no new information on the Beef Expo.

Commercial Opportunities - No new information

Directory – Editor Rebecca VanDenBerg provided a written report on the 2011-12 Directory income and expenses. Total income was \$10,340 and total expenses \$4,456.50 for a MAA profit of \$5,883.50. The Directory was dedicated to Dr. Duane Schroeder during the Angus Preview Show held in the morning and the copies were then distributed to those present. Board members

signed up to take the directories to local ag businesses, shows, sales and commercial breeders. Rebecca will be mailing out books to the MAA members and the Directory advertisers.

Fall Sale – Clifford Simmons and Merle Boehmer reminded everyone that the sale entries are due July 1 and they have received a few already. Photos and videos of the consignments can be taken in mid July at Omega Farms. We all need to help promote the sale. John MacMaster suggested having an explanatory page in the catalog about the DNA testing. He would be willing to help find funding for the page and suggested using the AAA information sheet.

Field Day – Some ideas were shared – possibly having the junior application workshop early, followed by judging and then a speaker, perhaps talking about fitting and showing.

Junior Members – A successful Preview Show was held in the morning. The juniors also had their annual meeting on Saturday, June 11th.

Newsletter – The next newsletter will go out in late August or early September. Deadline for articles will be mid August.

Preview Show and Awards – Julie French reported that the show held in the morning was very successful. She is also working on a committee to look at ways to improve the summer show, and there may be a discussion at the September meeting on continuing the open class segment of the Beef Showcase. Thanks to Julie for typing up the show program. Since we did not have a representative from the AAA at the show, no pictures were being taken for the association. The show photographer was Jerry Ballard from Ohio and Nancy Thelen reported that he would send them to AAA for \$5 a photo. A motion was made to pay Jerry for the photos and sending them in, with a budget of up to \$100. Motion seconded and passed. Nancy will work with him.

Communications/Website - Rebecca VanDenBerg provided a written report with several items. The new website design was published May 20th. The Directory advertiser ads will be placed on the website and rotated each month. One paid banner ad was running 5/26 – 6/25. New items in the works included the Breeder Profile selected from the Directory advertisers and Kirk Sterzick was the first selected; and a “Where Are They Now” mini profile on past juniors.

Discussion and action items included:

1. Chuck Preston moved to accept the recommendation of offering a discount for running the banner ads for 6 months or 12 months – at the suggested rate of \$125 for six months or \$225 for twelve months, and pre-payment in full. Kirk Sterzick seconded the motion and it passed. It was suggested that Rebecca work with the advertiser on how often the ad would need to be updated.
2. It was approved to add a check box to the membership form for operations that offer Angus Freezer Beef and then include this directory on the website as a source of Locally Grown Angus Beef in Michigan.
3. Google Analytics was made effective with the launch of the new design on May 20th. It was decided that these monthly reports should be emailed to the board members.

An item for future discussion is if we link individual farms from our website (other than from the member list), should we charge for doing that?

20:20 Vision – A workday on the 20:20 Vision will be scheduled at the September board meeting.

Old Business:

Membership Application and Electronic Billing/PayPal – Chuck Preston moved to have an electronic membership application and to use PayPal for the payment for this and other billings. Motion seconded by John MacMaster and passed. The standard rate for PayPal is \$1.03 for a \$25 payment (ie dues) and \$2.48 for a \$75 payment (ie sale nomination, MCA ad).

Secretary and Treasurer Responsibilities – The many responsibilities assigned to the secretary have been assigned to various officers and board members. Nancy Thelen will continue to do the minutes, meeting notices, contact new national members, newsletter notices, notices to membership, and mailing of the newsletter – either by Nancy or the local printer. Lisa Bohlen will handle the memberships, welcome new members, and new member correspondence. Julie French will serve as newsletter editor and Merle Boehmer will work with Julie to be sure all articles are submitted. The suggestion was made that at some point we may want to look at sponsors for the newsletter and they could be listed on the back page. The database will be managed by Lisa and Nancy, and the MCA ads by Nancy with Julie assisting as needed.

Audit Report – Still working on the audit.

Appointment of Committee Chairs – President Bordner appointed the following as committee chairs: Bull Test – Monte Bordner; Fall Sale – Merle Boehmer; Expo – Merle Boehmer; Commercial Opportunities – Bob Zellmer; Preview Show – Julie French; Member Recruitment – Clifford Simmons; Annual Banquet – John MacMaster; Educational Articles – Dave Hawkins; Field Day – Jim and Melissa Reichenbach; Communications/Website – Lisa Bohlen and Merle Boehmer; Newsletter – Julie French and Nancy Thelen; Advertising – Lisa Bohlen; and Policies & Procedures – Chuck Preston.

MCA Summer Round-Up - Monte will order the AAA booth and Merle and Julie will staff it.

List of Expo and Fall Sale Buyers – Nancy Thelen is updating the list and will send it to Julie French for potential mailing of a letter to these buyers.

New Business:

Board Minutes – will be password protected on the web site until they are approved and then they will be available to be viewed by anyone. The board should utilize executive sessions when they are appropriate.

Association Logo - Julie French reported that she had limited feedback regarding developing an association logo. She will be working with Rachael Vaassen to bring back an idea to the September meeting. Contact Julie if you have any ideas.

Next Board Meeting & Adjournment – The next board meeting will be held on September 14. Ken Geuns will help to locate a room. There being no other business to come before the Board the meeting was adjourned.

Respectfully submitted,
Nancy Thelen, Secretary