

**Michigan Angus Association Board of Directors Meeting
January 30, 2013 at the MSU Judging Pavilion
East Lansing, Michigan**

Present: Monte Bordner, Merle Boehmer, Lisa Bohlen, Chuck Preston, Ken Geuns, Clifford Simmons, Ed Dawson, Kevin Beckington, Cody Sankey, Scott Foster, Steve Thelen, Dave Lutchka and Nancy Thelen.

Vice President Merle Boehmer called the meeting to order at 7:05 p.m. Chuck Preston moved to approve the agenda as printed, motion seconded and passed.

Minutes: Ed Dawson moved to approve the minutes from the November 7, 2012 meeting. Motion seconded and passed.

Treasurer's Report and Budget: Lisa Bohlen reviewed the treasurer's report and reported the checking account balance is \$18,906.21 and the CD balance is \$5,957.67 for a total of \$24,863.88. She has started to work on the budget. Please let her know if you have any ideas. Chuck Preston moved to accept the treasurer's report. Motion seconded and passed.

American Angus Association Report: Scott Foster shared that the next AAA board meeting will be in mid-February. Other items of interest included the announcement that as of February 1 Japan is moving its beef age requirements from under 21 months to under 30 months and this will open up for the doors for more U.S. beef and CAB exports. The Pfizer 50K test has been recalibrated as of January 1st and Igenity is also coming up with changes. The Association's dollar indexes are updated on a three year rolling average and have changed due to higher calf cost, higher energy costs and values contributing to red meat values. The Angus bull sales have been very strong with the fall sales averaging 23% higher than in 2011. Scott also answered several questions from the board members.

Committee and Other Reports (Monte arrived and chaired the meeting)

Annual Banquet and Annual Meeting – Dave Lutchka reported that the Gene Davis and Sons conference center was reserved for our annual meeting and banquet on March 10, 2013. We will have the same menu as in past years. Dave has contacted Jamie Clover Adams and asked her to give a brief update on the Michigan Department of Agriculture and Rural Development. Jamie is a past MJAA member.

Auxiliary – Kris Boehmer sent an update on the Auxiliary. Our 2013 Miss Michigan Angus will be crowned at the banquet and scholarships from graduating seniors are due April 1st.

Bull Test – Monte Bordner reported the open house for the Bull Test will be held on March 2nd and will include a lunch and educational program on value-added programs. The sale is on March 16th. The consignors have put two ads in the Angus Business Bulletin, and there may be some extra dollars left from the ads for additional advertising.

Beef Expo – Ken Geuns announced that we had 12 bulls, 17 females, 2 embryos and 2 cow/calf pairs from 14 consignors. The Angus show will be on Friday, April 5 at 11:30 a.m. and the sale on Saturday, April 6 at 10 a.m. in the auditorium. The same ad will run in the Angus Journal and in the Michigan Cattleman magazine. Will also advertise in the Farmers Advance. The Expo will be advertising in the Michigan Farm News, may check out Farm World or the Farmers Exchange. Often just use classified ads rather than a display ad. The association ad in the Farmers Advance breeders directory has started again. Ken will be sending out a letter around March 1st to the consignors with all details. If anyone is bringing Junior cattle and wants to keep their Expo stall they should let Ken know as the breed representatives will be the liaisons with the Block and Bridle Club. Brad Winegardner from Ohio will be the judge. All catalog information needs to be to Carla by February 5th. Ken has requested to have the ear tags to bring along to the annual meeting on March 10th. The Beef Expo committee had a discussion in December regarding adding a commercial female show and sale to the Expo and voted not to have one. They also voted to not have health requirements for TB that are more stringent than the state requirements, so TB testing will not be required except for cattle coming out of the designated zones. If any cattle sell to a

buyer from a state that requires a negative TB test, the consignor will need to take the animal home and have it tested. BVD testing is required for Angus consignments. Dr. Grooms will be doing Breeding Soundness Exams on Thursday, April 4th. Ken must have the registration certificate in order to catalog a lot. Ken will complete the transfers and the original registration paper must be brought to Expo. Ken shared that he would like to have a statement in the front of the catalog explaining that the EPD's were accurate as of x date. He would prefer that consignors write up their own footnotes. Ken checked on having the Country House Catering prepare the food for the reception/social at Expo and it would cost \$600 to \$700 which was too much. Ken asked for someone to be in charge of the social on Friday, April 5th. There were no volunteers. Lisa Bohlen has the information on how much food was purchased in 2012 and will make that available to whoever does the social. We need a volunteer to coordinate this if it is going to happen. Monte mentioned that he had contacted the AAA to reserve the Angus booth for the bull test sale and for Expo and they offered to sell MAA the booth for approximately \$22. The association now owns an Angus display exhibit.

Commercial Opportunities – Monte reported for Bob Zellmer. Bob had checked into having calving books printed and the cost was too high. He was able to get 100 books donated by the AAA and those and a holiday card were sent to past bull buyers and Expo buyers for a cost of approximately \$140. Sara Snyder is writing an article for the Angus Business Bulletin on the success of the Angus Source program at West Branch, and is also tying it into the 20:20 vision plan and Michigan's requirement of electronic identification tags for cattle.

Directory – Nancy Thelen moved to have Rebecca VanDenBerg be editor of the 2013-14 Michigan Angus Association Directory, and that full page ads cost \$200, half-page ads \$130, that all advertisers have their ad run on the website for 1-2 months and that one advertiser be selected for a feature article on the website. The motion was seconded and passed. The 7 prime ad locations will again be auctioned off at the banquet. Nancy will contact Bill Sheridan and ask him to serve as auctioneer at the banquet.

Fall Sale – It was announced that Bill Sheridan will not be available on the first Saturday in October in 2013. Clifford Simmons shared that Cotton & Associates are not able to manage our 2013 sale. Tom Burke has contacted Clifford and he is interested in managing it. Dave Lutchka moved to use Burke as the sale manager for 2013. Motion seconded and discussion followed. It was mentioned that we would need to be clear on what services any sale manager would provide, and it may be difficult to keep the commission at 15%. Motion was defeated. Ken Geuns moved to refer the sale management issue back to the sale committee and have a report at the next meeting. Motion seconded and passed.

Field Day – John MacMaster was not able to attend the meeting, but he and his family will host the 2013 field day on July 20th. There are many things to do in the Harrisville area and we may want to encourage participants to come early or stay an extra day in the area.

Junior Members – Kendra Merriman was not able to attend but sent a report. The juniors will be offering a lifetime membership in the Michigan Junior Angus Association to any youth that purchases an Angus female in the Futurity/Beef Expo. The juniors will also be having mystery boxes at the annual meeting and Jeremy Kosal has replaced Dan Vaassen as one of their advisors.

Newsletter – Nancy Thelen announced the next newsletter will go out in early February. Articles and information are due January 31st.

Nominating – Monte appointed Scott Foster, Dave Hawkins and himself to the nominating committee, as the delegates who represented Michigan at the AAA annual meeting. The following terms are expiring: Jon Taylor (2nd term); Steve Thelen (2nd term); Steve Fitzner (1st term) and Kirk Sterzick (1st term). Due to moving out of state, Cody Sankey submitted his resignation from the board effective at the annual meeting on March 10th. He had one year left on his term. The board thanked Cody for his involvement and leadership over the past 4 years.

Preview Show and Awards – Dates are June 7-9, 2013.

Communications/Website – Rebecca VanDenBerg had sent through google analytics report. She will also be converting the website to Wordpress, which will allow others to post articles directly to the site and it also has a mobile app. In addition she will be converting the site to a responsive design, which means the content layout changes based on screen width, which will enhance the viewer experience when using tablets and smart phones. She is hoping to have the conversion done by the banquet.

20:20 Vision – The approval of the updated vision will occur in the future. Need to check on the progress that has been made.

Old Business:

- Association Logo – Discussion tabled. May want to consider a contest. Monte will ask Kelli Fulkerson if she would like to work on some additional logos.
- AAA Annual Meeting – Scott Foster thanked MAA for their support in helping him to be re-elected to the AAA board of directors. There was good participation in the annual meeting. Cathy Watkins from Indiana is the new treasurer. With the election of Dr. Howell from Indiana the Midwest area now has three breeders representing them on the board.

New Business:

- 2013 Committee Assignments – committee sign-up sheets will be available at the annual meeting.
- The board confirmed that they would be interested in talking with the Nebraska Angus Association regarding helping with the 2016 National Jr. Angus Show if Nebraska is selected as the site.
- The Michigan State Fair, a private entity, LLC will take place in Novi over Labor Day weekend. The state fair at the Michigan International Speedway is still being talked about , but it will be more like a Project RED plus carnival rides and concerts.
- The Michigan Cattleman’s Summer Round-up will be held in the Grand Rapids area on June 28 and 29.

Next Board Meeting & Adjournment – The next board meeting will be held on Sunday, March 10th immediately following the annual meeting in Jackson. With no further business the meeting was adjourned at 9:00 p.m.

Respectfully submitted,

Nancy Thelen, Secretary