

**Michigan Angus Association Board of Directors Meeting/Work Day
January 31st, 2015 10:00am MSU Turf Grass Center,
East Lansing, Michigan**

Present: Merle Boehmer, Lisa Bohlen, Grace Boehmer, Evan Boehmer, Bob Zellmer, Chris Pranger, Monte Bordner, Chuck Preston, Ken Geuns, Dan Vaassen, Kevin Beckington, Ed Dawson, Jimmy Redmond.

-Guests: Kendra Merriman, Ben Diekevers.

Absent: Kirk Sterzick, Steve Fitzner, Scott Foster.

Call to Order by President Merle Boehmer at 10:10 am.

Monte Bordner made a motion to approve the Agenda, Secretary's report and approval of October 16th, 2014 meeting minutes, Dan Vaassen seconded the motion. All I.

Lisa Bohlen gave the Treasurers Report. Checking Account \$24,985.15 CD \$5,975.55 Total Assets \$30,960.70 Michigan Cattleman's ad for \$2400.00 has been paid. Received 2 entries through PayPal for MI Beef Expo. Unclaimed property has been submitted through Eaton Federal Savings Bank, waiting to hear back from them as they need info from all previous Lowell address Treasurers. Dan Vaassen made a motion to accept the treasurers report. Ken Geuns seconded the motion. All I.

American Angus Association Report-No Report

Committee and Other Reports (most committees are listed, report only if new information)

Annual Banquet and Annual Meeting- March 8th, Gene Davis and Sons Banquet Facility. Annual meeting will begin at 10am, followed by board of directors meeting. Purposing the same price for meals \$15 for Steak, \$15 for Fish, \$9 Hamburger, same rates for juniors as last year. Raffle to buy tickets for gifts on various tables. Bob Zellmer asks we have a committee that reaches out and gets donations. Dan Vaassen made a motion to have directors bring gifts for raffles, Chuck Preston seconded. All I. Monte Bordner made a motion for a cash bar at the Banquet, Evan Boehmer seconded the motion. All I. Dan Vaassen made a motion to keep food prices the same as last year, Jimmy Redmond seconded the motion. All I. Kendra Merriman stated that all juniors are being asked to bring silent auction item to the banquet. Chris Pranger will contact ABS or Select Sires to donate relevant semen. Evan Boehmer volunteered to reach out to GGS for a flush for fundraising option for auction.

Auxiliary-No Report

Bull Test- Monte Bordner reported that bulls are gaining great. Open House is March 7th, Sale on March 27th.

Beef Expo- Ken Geuns reported that entries are due tomorrow, Feb. 1st. Heavy on Bulls at the present time, need consignments of Heifers, Cows, and Breds. 30 Head total have been consigned. Last year the Expo had 24 head total, 32 were consigned for the catalog. Semen and Embryos are accepted. Casey Jentz will be there on show day, however has other engagements in the region for sale day. Auxiliary will do refreshments.

Commercial Opportunities- Bob Zellmer reported that the black books and Christmas cards were well received, and the association should continue to do this.

Directory- Directory bids and accepting ad prices. *LAST DIRECTORY* full page ads cost \$200, half-page ads \$130, 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 7 prime ad locations auctioned off at the banquet. *NEW DIRECTORY* All ads will be full color, \$225 for Full Page, \$150 for Half Page. Chuck Preston made a motion to accept Rebecca Vandenberg's bid at \$2,027.00, and accept the new prices for ad space. Ken Geuns seconded the motion to accept the bid. All I.

Fall Sale- *Work Day Discussion Item** Suggestion made to join the Michigan Simmental Association, will discuss at the next MI Angus Board Meeting.

Field Day- Evan and Grace Boehmer of Single Tree Farms volunteered to host the field day August 15th. Monte made a motion to raise the field day allowance for families hosting to \$750 for the meal. Bob Zellmer seconded. All I.

Junior Members- *Work Day Discussion Item** Ongoing involvement. Kendra Merriman presented the idea of the board offering a scholarship (\$1000) opportunity for youth interested in going to LEAD Conference.

Newsletter- Articles due Feb. 1st articles assigned.

Preview Show- No report

Communications/Website- Updates on Website

Centennial Committee- We appreciate all the efforts on behalf of this committee.

20:20 Vision- *Work Day Discussion Item** Need to add Social Media to the list of available communication resources, and utilize Facebook more. Discussion on Marketing; Vaccination Program Education is something the association could add to the website to offer another benefit to members. Protocol for the bull test is set, we should adopt those standards and have documents to offer at Expo and Banquet.

Greater Membership Value and Services- *Work Day Discussion Item** Evan and Grace Boehmer had the idea of having annual field trips to enhance the relationship between Angus Board/Members and Juniors. Idea was to travel to 2-3 farms on a set date and showcase the farm/calving facility/working systems/crop rotation/cattle to juniors to see the different ways farms are being managed. Adult board members and MAA members would volunteer to host their farm for a field trip. Adult Association members could also attend field trips along with juniors. This would enhance the relationship between the different generations and build a stronger bond in the Association and a deeper awareness of family farms and showcase their angus herds.

Any Other Committee- By-Laws- committee needs to examine terms for board members

Old Business

New Business

- MCA Summer Round Up June 26-27 in Jackson
- Nominating Committee for Board of Directors Positions

Next Board Meeting-Annual meeting March 8th, 10 am.

Submitted by Grace Boehmer, MAA Secretary

Work Day Discussion Item

- Review 20/20 Vision
- Future of the Fall Sale
- Finances
- Greater Membership Value and Services
- Junior Association