

Michigan Angus Association Board of Directors
Agenda – Annual Banquet
March 4, 2017

Monte Bordner, Grace Boehmer, Chris Pranger, Lisa Bohlen, Paige Tuggle, Dan Vaassen, Kevin Beckington, Bob Zellmer, Merle Boehmer, Dave Lutchka, Kent Nickolous, Ken Geuns, Nancy Thelen, Steve Thelen, Rebecca Vandenburg. Everyone was asked to join that was in the room.

Call to Order by Ken Geuns at 3:30pm

Approval of Agenda

Secretary's Report: Approval of January 28, 2017 minutes, Monte Bordner made a motion to approve the minutes, Dan Vaassen seconded the motion. All I.

Treasurer's Report: Lisa Bohlen gave the treasurers report. Checking \$27,334.23, CD \$ 5,997.70. Entry fees for the expo are in, and more are coming in. Expense side we had the MCA breeders page that we submitted. Added 3 members since the last meeting. 111 members, (2016-2017) Dan Vaassen made a motion to accept the treasurers report, Kevin Beckington seconded. All I.

President's Comments:

Committee Reports: (Not all committees listed)

Annual Banquet: Nancy Thelen and Monte Bordner. 10 Semen lots to auction off, Monte Bordner made a motion to a delegate proceeds as follows: quarter to the lead program, quarter to the American Angus Foundation, half to Michigan Angus Auxiliary. Monte Bordner made the motion, Dan Vaassen seconded the motion. All I.

Bull Test: Bob Zellmer. Ken Geuns said the crowd was extremely well attended. A lot of new faces and a big turn out. Sale is two weeks from today, starts at noon. 80 bulls. Quality to the end.

Beef Expo: Ken Geuns. Reserve and Grand awards will cost \$45. First time exhibitor \$30. Division Champion & Reserve Awards \$30.

Field Day: Lutchka Angus, Dave Lutchka, Saturday July 1st, and the day our Farm Market opens. Wants to get Dr. Moser for Maternal Plus, possibly someone from CAB. Judging contest for Cow Calf Pairs and Heifers. Casey Jentz will be there.

Junior Association: Brady Zellmer. Planning on perusing Eastern Regional Show Year 2020, or 2021 at the Michigan State University Pavilion, typically the month of June. Expect 500-550 head of cattle. \$30,000 if you provide meals. AAA pays the facility cost. Indiana hosted the National Show, Scott Foster said that revenue does come in after.

Nancy Thelen discussed the issue with the junior association thinking they are just a part of the American Junior Association vs. the Michigan Junior Association. It's an annual membership vs. lifelong membership. *Discussion on redesigning the membership form to include Junior Association, Auxillary Association, and Michigan Angus Association.* Rob Reid asks that if you sell steers or heifers to kids, track down a Junior Advisor and they will contact them to join the Junior Association.

Ladies Auxiliary: Kris Boehmer

Preview Show: Nancy Thelen

Fall Sale: Monte Bordner, nothing to report.

Old Business

20/20 Report Monte & Lisa, Reviewed the 20/20 vision the last board meeting. Monte was the facilitator, Lisa did the notes. Great conversation had by all. Social Media was the highlight of the conversation, along with younger member involvement and junior conversations. Looking for enthusiasm from the Juniors who have graduated to the 30yr old members. Lisa Bohlen talked about Social Media and Facebook. Talked about "Boosting" posts for sales and major events.

Web site re-design Rebecca VanDenBerg. 2 handouts that included clicks on our website Michiganangus.org. Gave detailed explanation of usage, social media influence, google analytic data. She suggested we sit down and make a strategy on what's important and how to drive traffic to the site. Content must be sent to webmaster, the to-do list must be followed.

Hereford.org

Beefusa.

Please visit these websites as they are quality sites that could mimic what we want the Michigan Angus Website to look like. "Search & Join" need to be highlighted and are most important.

Gave a proposal on Total Design and Set Up at \$1400, and Quarterly Hosting at \$395 per quarter, start date of April 15th. Motion to accept the proposal from Rebecca VanDenBurg Web Services, LLC. Dan Vaassen, Merle Boehmer seconded. All I. Lisa Bohlen, Grace Boehmer, Paige Tuggle will serve on the Social Media Committee.

Clarification is members can put events on the calendar free of charge as a member-valued benefit. Can pay for a banner for \$25.00 per month

New Business

Help for Angus Futurity Show & Sale

Allocation of funds from raffle and auction at Banquet

Directory dedication- Dr. Chrissman was nominated by Monte Bordner, Bob Zellmer seconded the motion. All I. Monte and Bob will do this together.

Rob Reid here on behalf of the Michigan State 5/3rd Bank St. Fair. Over 150,000 people there in 2016. Scholarship money was given away \$130,000 in scholarship money has been given away. Only 3 heifers in the junior show, and the open show. He asks we bring cattle, Angus is the smallest breed show there. Please share ideas on how to get more Angus cattle there. Asking for continued support.

MSU Block and Bridle Club support for Junior Show at Beef Expo \$75 for breed champion \$50 for Reserve. We do have \$250 in our budget for that.

MyShows Program- At the last meeting we did approve funding for MyShows stipulation for only Michigan Bred Females. We will bypass further discussion at this time until the next meeting.

Quick Announcements-Photos of Officers. Clean up is needed at the end.

Next Board Meeting ?? not set at this time.

Monte Bordner made a motion, Dan Vaassen seconded. All I.