

USSA Board of Directors Meeting

Monday, January 9, 2023

Meeting Minutes

Director Attendance: Greg Ahart (President), Brenda Reau (Vice President), Carol Heupel (Treasurer) Amanda Everts (Executive Secretary), Lloyd McCabe, Tom Burke, Diane Russell, Jeremy Geske, Dennis Sorensen, Bill Zwyers and Tom Begg. Non-Director Attendees: Nancy Burton (Junior Coordinator), Creed Harker (UJSSA Vice President) and Jim Van Dyke (South Dakota Suffolk Association).

President Ahart called the meeting to order at 7:33pm central.

Approval of the Agenda

Jeremy Geske moved to approve the agenda as presented. The motion was seconded by Dennis Sorensen. All were in favor, motion carried.

Secretary's Report

Secretary Everts reported office activity included membership renewal and registry work. Committee chairs were encouraged to schedule meetings as Zoom activity and committee activity increases in January and February. Jeremy Geske moved to accept the Secretary's report, the motion was seconded by Brenda Reau. All were in favor, motion carried.

Treasurer's Report

Carol Heupel reported that the investment account balance is about \$247,089 and there was \$2,518 in cash. The semi-annual investment account review will be the following week. Tom Begg moved to accept the Treasurer's report, the motion was seconded by Tom Burke. All were in favor, motion carried.

Ambassador Report

No new report

Junior Report

Nancy Burton reported that the junior photo contest is now open – other virtual contests in 2023 will include a video promotion contest and a virtual skill-a-thon. Plans for the National Junior Show/AAJS are underway and sponsorship outreach is ramping up.

Foundation Report

Brenda Reau reported the Foundation board is scheduled to meet next week.

Committee Reports

Budget – No report, but Carol Heupel is looking for a couple additional committee members. Jeremy Geske volunteered to serve on the budget committee.

Breed Improvement – No report.

Digital Suffolk

Diane Russell reported that the committee is scheduled to meet the following week.

Strategic Planning

Jeremy Geske reported he has reached out to committee chairs and shared the strategic planning tracking document.

Education

Dennis Sorensen reported that the education committee met and is working on the following topics: 1) historical impact of Canadian Suffolks, 2) maternal benefits of a Suffolk ewe, and 3) development of videos and reels for social media platforms.

Event

Tom Begg reported that there has been a lot of outreach and excitement about the Suffolk event as well as a lot of interest in the sale. There's a possibility that the Suffolk Hall of Fame dinner will be a part of this event. He reported that scheduling a date has become a challenge – June 8-10 is probably the best. There's been discussion about going to Springfield, Illinois or Iowa but there are still details

to work out. There will be a committee meeting the coming week. There was a brief discussion. Tom Burke made a motion to hold it to Springfield, Illinois June 8-10. The motion was seconded by Jeremy Geske. All were in favor.

Marketing & Outreach

Brenda Reau reported that the membership benefits document was created and included in the winter newsletter and asked for directors' feedback by January 16. There was discussion on how to utilize this piece in other ways.

Old Business

North American Suffolk Sheep Society

There was discussion on concerns with the new association looking to be a direct competitor of the USSA vs. a complimentary association. There was extensive conversation regarding the appropriateness of someone serving as a board member in two competing organizations. No action was taken.

January Membership Vote

Ballots were mailed and the postmark deadline to return is January 31. The ballots will be counted in February.

District 1 Director Vacancy

There is a vacancy in district 1 to be filled in February.

New Business

Amanda Everts reported that directory content should be submitted to her by the middle of February.

Jeremy Geske made motion to adjourn the meeting. The motion was seconded by Tom Begg. Meeting adjourned at 8:47pm.

Tom Burke submitted his resignation from the USSA board on January 10, 2023.

Minutes approved 2.8.23.