

# USSA Board of Directors Meeting

Monday, February 13, 2023

Meeting Minutes

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

President Ahart called the meeting to order at 7:31pm central.

## Approval of the Agenda

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

## Secretary's Report

Secretary Everts reported on registry work and discussed the directory. Directors were encouraged to share dates for zoom calls as zoom schedule remains active. Jeremy Geske moved to accept the Secretary's report, the motion was seconded by Carol Heupel. All were in favor, motion carried.

## Treasurer's Report

Carol Heupel reported that the investment account balance is up about \$4,500 since the last meeting and \$10,000 has been moved to a cash account which is earning approximately 4% interest. Lloyd McCabe moved to accept the Treasurer's report, the motion was seconded by Jeremy Geske. All were in favor, motion carried.

## Ambassador Report

No new report

## Junior Report

Nancy Burton reported that the junior board has set fundraising goals and will begin to seek Suffolk semen donations for the AAJS semen fundraiser auction. The junior board has discussed the junior show to be held in conjunction with The Event in Springfield, Illinois. The virtual photo contest is underway.

## Foundation Report

Brenda Reau reported the Foundation will be meeting very soon to discuss The Event and the Hall of Fame Dinner/Fundraiser.

## Committee Reports

Budget –Carol Heupel reported the committee will meet soon and would like to possibly add an additional committee member.

Breed Improvement – Lloyd McCabe reported that the breed improvement committee recently met and reviewed the language recently adopted by the Southdown association. The committee proposed that the USSA adopt the same language. No action was taken.

## Digital Suffolk

Diane Russell reported that the committee will meet within the next couple of weeks and will work on Event content and discuss the idea of creating a commercial ram record that members could purchase.

## Strategic Planning

Jeremy Geske reported that committees are actively working on tasks from the strategic planning meeting.

## Education

Dennis Sorensen reported that the education committee met and is working on the following topics: 1) commercial ram article, 2) maternal benefits of a Suffolk ewe, 3) narrative for Suffolk images, and 4) development of videos and reels for social media platforms. The committee will meet again later in February.

## Event

Tom Begg reported on the planning progress for The Event. He asked directors to reach out to sheep friends to encourage attendance and help with fundraising. Subcommittees will be created for the sale, show and operations in addition to the Educational committee's

involvement. The Foundation will be approached for support. There was a brief discussion and brainstorming on different pieces of the event.

#### Marketing & Outreach

Brenda Reau reported that the membership benefits document will be sent out to state/regional Suffolk associations for use in their publications. The committee will discuss the newsletter in the upcoming meeting; evaluating whether it should contain ads or not. The committee has discussed renaming the directory as it is a more encompassing document that just breeder's contact information.

#### Old Business

##### North American Suffolk Sheep Society

There was discussion that the bylaws and breed standards had been posted.

##### January Membership Vote

Ballots were counted and the outcome is for no change in presentation at the National Show, National Sale and USSA online sales. There was discussion on membership communication.

##### District 1 Director Vacancy

There has been one name submitted for the District 2 vacancy; the submission deadline is February 15.

Jim Van Dyke was asked to sign off the call so the District 1 vacancy could be discussed. There were members who submitted an interest in running; John Baglien (OR) and Jim Van Dyke (SD). There was a brief discussion. Dennis Sorensen moved that Jim Van Dyke fill the District 1 vacancy. The motion was seconded by Diane Russell. A roll call vote was taken; yes- McCabe, Heupel, Russell, Geske, Scott, Dennis, Brenda, Tom, and Bill, no – none. Motion carried.

#### New Business

##### Hall of Fame

There was discussion on the Hall of Fame and selection timeline. Greg Ahart appointed Dennis Sorensen to chair the selection committee and Diane Russell, Wayne Skartvedt and Randy Hodges as committee members. Dennis will schedule a committee meeting soon.

##### NAILE Judge

Tabled until the next meeting.

##### NASSS Registration Papers

Tabled until the next meeting.

##### Potential Bylaw Changes

Greg Ahart discussed that maybe the USSA should consider some bylaw changes to accommodate electronic voting and communication. No action as taken.

##### NSIIC Grant

Greg, Joe Emenheiser and Amanda will connect in the near future to discuss the possibility of the USSA submitting a proposal for an National Sheep Industry Improvement Center (NSIIC) Grant

Jeremy Geske made motion to adjourn the meeting. The motion was seconded by Bill Zwyers. Meeting adjourned at 9:11pm.

Minutes approved 3.6.23.