

USSA Board of Directors Meeting

Monday, May 8, 2023

Meeting Minutes

Director Attendance: Greg Ahart (President), Brenda Reau (Vice President), Carol Heupel (Treasurer) Amanda Everts (Executive Secretary), Lloyd McCabe, Jim Van Dyke, Bill Fulton, Diane Russell, Jeremy Geske, John Scott, Dennis Sorensen, Bill Zwyers and Joe Emenheiser. Non-Director Attendees: Wesley Linke (UJSSA President).

President Ahart called the meeting to order at 7:37pm central.

Approval of the Agenda

Greg Ahart added NAILE Junior Show Judge as an item under new business and suggested that that District 4 Directory Vacancy be moved up in the agenda ahead of the Secretary's report. Jeremy Geske made motion to accept the agenda as amended. The motion was seconded by Lloyd McCabe. All were in favor, motion carried.

President Ahart asked Joe Emenheiser to introduce himself and then asked that Joe Emenheiser be moved in to the waiting room. The board discussed Joe Emenheiser as a candidate to fill the director vacancy. Bill Zwyers made a motion that Joe Emenheiser fill the district 4 vacancy until the fall election. The motion was seconded by Lloyd McCabe. A roll call vote was taken: Yes – McCabe, Van Dyke, Heupel, Fulton, Geske, Scott, Reau, Sorensen and Zwyers, No – none. Motion carried.

Secretary's Report

Secretary Everts reported that since the last meeting she attended the National Pedigreed Livestock Council's Annual meeting, has been organizing the USSA and Foundation online sales, and registry work. She discussed the need to withdraw funds due to cash flow as 30-40% of all the association's expense come due around this time. She reported that the accounts receivable was significantly higher than normal but on the income side, registrations and transfers are up significantly fiscal year to date. The Suffolk Source was a breakeven project for the year, no additional revenue was generated as in years past.

Greg Ahart noted that electronic voting was topic on the NPLC agenda – Amanda reported that many of the other breed associations have moved to electronic voting (solely) and allow a year two to transition. No action was taken but will likely be discussed by a committee in the future.

Jeremy Geske moved to accept the Secretary's report, the motion was seconded by Bill Fulton. All were in favor, motion carried.

Treasurer's Report

Carol Heupel reported that the investment account balance is about \$246,267. A withdrawal of \$10,000 was initiated the end of the previous week to help with cash flow as Amanda discussed. Carol reported on discussions with the financial advisor and the outlook that the market may go down. Dennis Sorensen moved to accept the Treasurer's report, the motion was seconded by Jim Van Dyke. All were in favor, motion carried.

Ambassador Report / Junior Report

Junior President, Welsey Linke reported that he's continued to focus on outreach on The Suffolk Event. The junior board has been asked to help with some of the youth components at that event. There was discussion on fundraising and that plans are underway for the National Junior Suffolk Show the end of June.

Foundation Report

Brenda Reau reported the Foundation's semen sale, the largest single fundraiser of the year was May 1 a little over \$11,000 was raised. An ewe has been donated by Ron Alves to the Suffolk Foundation – she will be the first sheep to sell at The Suffolk Event Sale.

Committee Reports

Budget – No report.

Breed Improvement – No report.

Digital Suffolk

Diane Russell reported the first Digital Suffolk zoom night was held in April and will continue to be offered on the third Thursday of the month.

Strategic Planning

No report. Jeremy has been working with The Event committee to help finalize details.

Education

No report.

Event

Brenda Reau discussed sponsorships for the event and the current total is \$9250. There are 55 head entered for the sale. She asked that the board help with promotion through social media and discussed attendance and registration.

Marketing & Outreach

Brenda Reau reported that the committee was happy with the rebranding of the Suffolk directory and felt that it was a good marketing piece. The committee is working to finalize a member helpline that will be announced at The Suffolk Event.

Hall of Fame

Dennis Sorensen provided the drafted Hall of Fame nomination form. There was a brief discussion. Jeremy Geske moved to adopt the form as presented, the motion was seconded by Lloyd McCabe. All were in favor, motion carried.

Old Business

North American Suffolk Sheep Society

Greg Ahart reported that a meeting will be scheduled with NASSS soon to discuss NAILE.

NSIIC Grant

There was a brief discussion on an NSIIC grant – the application deadline is September 15.

New Business

Photos/Website/Social Media Website

Amanda confirmed with the board that she was not to attend the Midwest Sale as determined with last year's budget approval – there was no change to this decision. There was a brief discussion on posting photos of class winners to the USSA Facebook (USSA or NASSS) the board was in favor of no change on how this has been done in the past. The USSA will hire someone to take photos or repost photos from the Ohio Showcase, Reno and the Midwest Sale. Jim Van Dyke moved to make no changes to this procedure; the motion was seconded by Dennis Sorensen. All were in favor, motion carried.

NAILE Junior Show Judge

Amanda discussed that the Suffolk share a ring with the Dorpers and the two breeds are to work together to decide on a judge. The Dorpers have brought Marvin Ensor's name forward. There was a brief discussion, The board was in favor of Marvin judging this year's NAILE junior Suffolk show.

Lloyd McCabe made motion to adjourn the meeting. The motion was seconded by Jeremy Geske. Meeting adjourned at 9:17pm.

Minutes approved 6.5.23.