

The June 25, 2015 Board meeting of the United Suffolk Sheep Association was called to order at 9:03am by president, Diane Russell. Board members in attendance included Larry Pauly, Bill MacCauley, Amanda Dobson, Bret Henderson, Paul Skartvedt and Bill Royer. Executive Secretary, Amanda Everts was on speaker phone. The meeting was attended by 9 members and 3 interested parties.

President Russell called the meeting to order, and made brief comments, welcoming the board members and audience, thanking them for their attendance. Betsy McCauley was invited to join the table and to take meeting notes.

Amanda E. reported that the office has been busy with registrations (about 4400 done to date this year). Turn-around time on submissions is currently about 10 days, but members should expect delays, as they were warned prior to Amanda's maternity time. Our checking account balance is \$17,045, and our investment account balance is \$199,479.

Diane Russell reminded the attendees that Amanda Everts is working shortened hours due to the birth of her daughter and members need to account for this in their paperwork. All members received sufficient notice.

Treasurer Bill Royer confirmed the account balances noted by Amanda Everts and no additions were made to the report.

No members of the UJSSA were present; however, Amanda reported the show will be held next week in West Springfield, MA. There are 67 exhibitors entered with a total of 175 head. Exhibitors from North and South Dakota will be the furthest western participants. Chris MacCauley has the Sponsor Sheets and can help if anyone is interested in sponsoring a class at the Junior Show. The breakfast at the Big Ohio Sale in Eaton, OH was not as successful a fundraiser as hoped.

Committee Reports

By-Laws: nothing new to report.

Futurity: Bret Henderson reported there has been good participation in sale sheep being nominated for futurity. He hopes are that many exhibitors will submit points for participation in the futurity.

Marketing/Promotion: The committee has been active with directory cover design and creating informative ads for selected publications. Diane distributed a mock-up of the ASI magazine ad. Advertisements in some magazines/papers will be dropped as they have not proven to be as beneficial. Discussion followed about moving forward with the comprehensive plan approved in the July 2014 meeting that included website redesign, web-skin design for registry work, promotional materials design, and branding/logo design. By moving all aspects of media to Edje – the association could see a cost savings and take advantage of a coordinated design 'look'. Diane Russell proposed that the cost of marketing could be reduced from \$450 per quarter to \$180 per quarter if all the marketing package (web skin, updates, web support) were handled by Edge rather than Novel design. An additional \$1470 would be required for a set-up fee. Paul Skartvedt moved that the entire web marketing be combined and handled by EDGE. Larry Pauly seconded the motion, all were in favor and the motion carried.

Budget: Bill Royer presented the 2015-2016 budget proposal, noting that our increase in transfer fees allows us to project that revenues should exceed expenses. Bill Royer moved that we accept the proposed budget. Motion was seconded by Bill MacCauley. Motion passed unanimously.

Hospitality: Amanda Dobson has made arrangements for a Subway lunch to be served at noon Friday, prior to the Suffolk Sale. Nothing new to report on NAILE banquet.

Hall of Fame: Discussions to be tabled until closed session of the Board.

Scholarship: No report.

Ambassador: Amanda Dobson reported there is one applicant for the positions. They will be conducting a phone interview this evening.

NAILE market lamb program: Paul Skartvedt reported there will be additional promotional information included in the book for NAILE.

Performance: The committee has submitted a resolution to be considered by the Board of Directors. L The board discussed the following points; -clarity on understanding the resolution, and –the value of the resolution as it applies to the priorities of the 2013 strategic goals. Bill MacCauley proposed the resolution statement be simplified:

“In an effort to recognize and promote the Suffolk breed; We the board of the USSA recognize the importance of production data analysis through the NSIP and for those Suffolk breeders whose focus and purpose is to provide the best in terminal sire genetics to the commercial industry, we recommend its use.”

Diane proposed the reworded resolution statement be accepted by the board. All were in favor.

It was suggested by Blair Summey, member from California, that the NSIP program should be promoted in the west and people should be educated in what the benefits of the NSIP program are. Diane stated this could be coordinated through Matt Beals, the Suffolk representative.

Old business

Fall retreat: Diane Russell stated that a fall retreat was not feasible as there were too many conflicts among the board members to be able to schedule a full weekend retreat. She suggested a half or full day could be accomplished at NAILE if members were in agreement.

New Business

NAILE: the official schedule for Louisville events has not yet been posted. If the Suffolk show is on Monday, as we anticipate, the Annual meeting/banquet will most likely be on Saturday or Sunday evening. Time and dates for all our Louisville meetings and events will be set as soon as we get verification of the schedule.

Lamb Giveaway: In 2014 there was only one applicant last year and he has gotten his lamb. Diane asked if there is a need to continue the program, it was difficult to find a breeder in the area if the winner was from the west coast. Bill MacCauley stated it is a great way to promote the breed to non-Suffolk breeders. He will head up the program and will donate a lamb. Paul Skartvedt and Larry Pauly will also donate lambs if the winner is from the Midwest or West.

Giving our priorities feet and wings: The handout entitles “putting feet & wings on our priorities” was given out. (see attached document). Several suggestions were listed that have been received by Pres. Russell over the past several months. This list of ideas are to be given consideration by board members, and addressed at a later meeting to determine their merit.

Dan Willoughby spoke about an online sale – Super Suffolk Sale Weekend. He charges 10% commission but has given back 3% to the associations. Some associations also have charged a fee. For example, he has made the Southdown association \$4,500 in futurity nominations alone. The key to success is PROMOTION. The best timing for a sale is 2-3 weeks prior to a big sale for travel arrangements. It was suggested 2 sales be set up to support the east and west coasts. Dan stated that web casting could also be arranged at on site events. The board reacted very favorably to this presentation and will give it further consideration.

Genetic Recovery Program – Diane stated she had several breeders very disappointed that the board backed tracked on the percentage program. Diane suggested there should be a way to reinstate a flock that is not current in their registrations as 5 generations is a very long time to wait.

Including boxes on registration papers to indicate performance or NSIP records are available – Diane suggested this modification so that buyers would be aware of the data that was available. The association would not be required to keep the data, it would be between the buyer and seller

Mandate that all sale sheep have no more than ½ inch of wool – Bill Royer pointed out that Iowa had a similar ruling with ¾ inch of wool and have since repealed it as it was very difficult to enforce and caused too much controversy.

Allow membership votes on major decisions... and members' votes be counted by the number of Suffolks registered by member in the past year

Certify judges that are qualified to judge major shows – other breeds are doing it and have training sessions and certification programs.

Diane pointed out the old "Suffolk Success Story" and the Suffolk Feature in the Shepherd Magazine had focused on the production end of the industry. The whole industry is much more focused on meat and production and the board should not dismiss this trend.

Diane Russell proposed that Board members who were not already attending an event should be reimbursed for their travel expenses. This would encourage more individuals to participate on the board and would not exclude individuals who do not regularly attend shows and sales.

Comments from the members:

Blaine Summey, member from California, suggested that the board meetings should be advertised in advance and that the agendas be published on the website so that the membership would be aware of the discussions, etc. and could attend or contact their district representatives if they felt the need. He felt that the reason the % registration was so controversial was that it seemed the board was changing things in secret.

Meeting was adjourned by Diane Russell at 10:10am.

At this time the public board meeting was adjourned and the board reconvened in executive session to consider inductees for the Hall of Fame. There was unanimous agreement to induct the eight nominees presented by the Hall of Fame committee: B.B. Burroughs, Dr. Ben Huff, Pierce McKinney, John Eagle, Sherwood Jackson, Bob & Mark Chapman, Donna Mays, and George Hunter.

Approved 9.10.15