

MEETING MINUTES

June 2018 USSA Board of Directors
Wednesday, June 28, 2018, Sedalia, MO

Board Members Present: President, Matt Beals, Vice President, Randy Hodges, Treasurer, Bill Royer, Secretary, Amanda Everts and the following directors: Ron Alves, Gayle Lucas (phone), Blair Summey, Tom Burke, Paul Skartvedt and Jeremy Geske.

Board Members Absent: Bill Gergen, Bret Henderson and Joe Emenheiser.

President Beals called the meeting to order at 8:22am.

Additions/Approval of the Agenda

Blair Summey moved to accept the meeting agenda as written. The motion was seconded by Jeremy Geske. All were in favor, motion carried.

Approval of Meeting Minutes

Jeremy Geske moved to approve the May conference call minutes as written. The motion was seconded by Paul Skartvedt. All were in favor, the motion carried.

Secretary's Report

Amanda Everts reported that since the May conference call the USSA Office has been busy processing registry work. Additionally, she has been helping finalize preparation for the Junior Show. She reported that the new USSA website is now live. The current checking account balance was \$15,316.

Blair Summey moved that the board accept the Secretary's report. The motion was seconded by Jeremy Geske. All were in favor, the motion passed.

Treasurer's Report

Bill Royer reported on the investment account and reminded the board that we moved to being a little more conservative with our investment firm and he feels confident in their abilities to manage our invested money.

Our income and expenses this year have been affected by several things this year including the cost of the new website (money has not been withdrawn from the investment account for this), the amnesty program has brought in additional revenue, and hiring of a part-time individual to help Amanda and serve as backup for someone to fill in if something happened to Amanda. Jeremy Geske moved to accept the Treasurer's report, the motion was seconded by Randy Hodges. All were in favor, motion passed.

UJSSA Report

Amanda Everts reported that the Junior Show is next week. There are 350 sheep and 97 exhibitors entered. There will be several new exhibitors again this year. The facilities might be a little tight on penning space. The juniors are still working on fundraising. New this year, the juniors are selling raffle tickets, prizes include: 1st place - Exiss popper or 2 Southwest tickets, 2nd place the remaining item of the popper or airline tickets and 3rd place - a Sydell Feeder. Raffle tickets will be sold through the junior show at NAILE. The winner will be drawn at the end of the Jr Suffolk show at NAILE.

Committee Reports

Registration Program

Chairman, Bill Royer presented the board with a presentation regarding the current USSA registration program and committee recommendations for the future. The committee suggested the board learn more about the possibilities of one registration program. A presentation via video conferencing about their software. Following the presentation the board had a lengthy discussion. Tom Burke moved that the committee continue to explore the registration program and find out if they would do a 5 year contract for \$20,000, 2) sign a non-compete clause stating the USSA would be the only sheep registry they sign a contract with for 5 years, 3) be available to make a presentation at our NAILE meeting. The motion was seconded by Randy Hodges. The motion was amended to include 4) the association would use up to \$15,000 per year out of investment account to cover the costs of the program. All were in favor, motion passed.

By-Laws

No report

Youth Promotion

No report

Marketing & Promotion

Amanda Everts briefly discussed the USSA advertising in other sheep breed magazines, showcasing the Suffolk ram as the go-to terminal cross sire. She also discussed the possibility of creating an online Suffolk store that sells promotional items that could be purchased and shipped directly from the supply vendor to the customer, limiting the amount of inventory the association has to have on-hand and pay for up-front. It's likely many promotional items will need to be re-ordered next fiscal year.

Budget

A copy of the proposed (unbalanced) budget was provided to all directors.

Amanda Everts discussed credit card acceptance fees; the fee schedule the association uses has been changed from a card type/rewards/per transaction fee to a flat fee plus per transaction fee. The association is incurring more fees as more members pay by credit card but members also are more selective and choose credit cards with better rewards; those rewards/cashback are charged back to the association.

Amanda Everts also discussed USSA Directory ads – for the ads that are auctioned off at the Annual Meeting the association benefits greatly on how those sell. The total sales for the auctioned ads have decreased over the years, it would be advantageous if we were to get mail bids on ads to bring to the annual meeting. Another item that fluctuates in the budget is the 1% commission from the National Sale – that dollar figure varies between locations.

There was a brief discussion regarding the Suffolk Breeders Directory and who receives a copy of that publication. Currently all USSA and UJSSA members receive a copy, therefore some households may receive 5 copies. Jeremy Geske made a motion that the USSA only send one USSA Breeders Directory to each household. The motion was seconded by Paul Skartvedt. All were in favor, motion carried.

Paul Skartvedt moved to approve the proposed budget. The motion was seconded by Jeremy Geske. All were in favor, motion passed.

Scholarship

No report

Hospitality

Breakfast was served at Ohio. Ron Alves handled the hospitality at Reno. For Sedalia, pizza will be served with the meeting open meeting and coffee and donuts will be available the day of the sale.

An invoice was received for Banners at the Ohio Sale. There was discussion on the Banners at the Ohio Sale –historically the USSA paid for these banners when it was the National Sale. The board agreed that the banners would not be covered this year as it was not the National Sale.

Suffolk Queen/Ambassador

Tom Burke reported there is a candidate for the Ambassador/Queen; it will be announced at the junior show.

Hall of Fame

Tom Burke reported that the committee will be having a meeting that night. Selection criteria will be discussed. He will report back at Thursday's meeting.

Online Sales

Jeremy Geske reported that overall the Association online sales went pretty well. The biggest challenge is getting consignors to submit quality photos. He did communicate with consignors if their submitted photos could be improved. The association will continue to have online sales. There was discussion on what sales the association should offer. The committee will investigate having an invitational futurity sale in the spring in addition to the other association sponsored online sales.

Old Business

Nugget All American

Ron Alves reported that there were 33 Suffolk breeding sheep at the Nugget sale this year, averaging just under \$900. Entries were down for purebreds. There were 3 Suffolk wether dams. The entire sale averaged \$2000/head, high selling animal was for \$92,000.

Bill Royer made motion to recess until Thursday. The motion was seconded by Paul Skartvedt.

On Thursday, June 29th President Beals call the continued meeting to order at 4:34pm.

Old Business

Suffolk GAP Program

Ron Alves reported on the Suffolk GAP Program and the presentation on the GAP Program from the morning's open meeting with the membership. There was concern about what the Percentage Program was versus the GAP Program. After a lengthy discussion, the board would like the program to go back to the committee.

National Sale Requirements

Blair Summey reported that all yearling rams were measured at the National Sale for scrotal circumference. He suggests they association continue to do that in future years.

New Business

Directory

Amanda Everts discussed deadlines, ads and content in the Suffolk Breeders Directory. The board was in favor of drafting a letter to Banner Publications with the USSA's suggestions. Amanda will share this letter with the board and discuss at a future meeting.

Cyber Insurance Policy

There was a brief discussion regarding the association carrying a cyber insurance policy. It was determined that it was too expensive at this time.

Follow-up from Wednesday's Meeting

Hall of Fame

Tom Burke reported that the Hall of Fame Committee had met and selected the following individuals to be inducted into the Suffolk Hall of Fame: Sam & Pat Wiford, Larry & Linda Pauly, Five Star 'J' Farms, Greg Deakin and Bob & Mary Wilson.

Bill Royer moved that the board accept the nominations from the committee. The motion was seconded by Blair Summey. All were in favor, motion passed.

There was discussion about the National Sale and the future location of the National Sale. Randy Hodges made a motion that in the future, the National Suffolk Sale always be held in conjunction with the Midwest Stud Ram Sale. The motion was seconded by Ron Alves. The motion was amended by Tom Burke, adding that the Big Ohio Sale would be the Eastern National Sale and Nugget All-American be the Western National Sale. The amendment was accepted by Ron Alves. All in favor, motion passed.

Bill Royer made the motion to adjourn. The motion was seconded by Blair Summey

Approved 10.2.18