

**United Suffolk Sheep Association  
March USSA Board Conference Call  
March 6, 2018**

**Board Member Present:** President, Matt Beals, Treasurer, Bill Royer, Secretary, Amanda Everts and the following directors: Ron Alves, Gayle Lucas, Blair Summey, Bill Gergen, Paul Skartvedt, Jeremy Geske, Bret Henderson, Randy Hodges and Joe Emenheiser.  
**Absent:** Tom Burke.

President Beals called the meeting to order.

**Additions/Approval of the Agenda**

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

**Approval of Meeting Minutes**

Ron Alves made motion to approve the January board meeting minutes. The motion was seconded by Bill Royer. All were in favor, the motion carried.

**Secretary's Report**

Secretary Everts reported that registrations and transfers are up compared to last fiscal year to date. There was a good response from the membership to the amnesty program; 800-1000 amnesty registrations projected. Paid memberships are similar to 2017. Blair Summey made motion to accept the Secretary's report. The motion was seconded by Jeremy Geske. All were in favor, motion carried.

**Treasurer's Report**

Treasurer Royer reported that he and Amanda Everts had a meeting in February with the association's investment advisor. The 2017 calendar year provided the association's investment account with 14.8% return. The investment fund has moved to be a little more conservative in 2018 compared to last year due to the change in the market but still in line with what the board approved a little over a year ago. Randy Hodges made a motion to accept the Treasurer's report. The motion was seconded by Jeremy Geske. All in favor, motion carried.

**UJSSA Report**

Amanda Everts reported that the juniors are working on some new fundraisers including a major donations (popper and airline tickets from Tom Burke) for a raffle.

**Committee Reports**

**By-Laws** – No report.

**Youth Promotion** – No report.

**Marketing/Promotion** – Chairman, Bret Henderson reported that the new logo has been finalized. New lambing books have been ordered with the new logo. Work continues on the new website. A preview of the website was shown to directors participating on the call by web conferencing. There was discussion of having a photo contest with a cash award to try to get a better response from breeders to help build our photo library. Amanda will draft photo contest rules and send to directors for approval via email. It was decided that the 2018 directory cover will showcase the new logo.

**Budget** – Chairman, Bill Royer, reported registrations and transfers are up – amnesty program has brought in additional income. Our spending is in-line with our approved budget for the fiscal year.

**Scholarship** – No report.

**Hospitality** – Randy Hodges reported that we will have a breakfast at Sedalia. Hospitality plans for the Reno sale are still to be determined. Blair and Ron will work with the California Suffolk and Hampshire Assn to see what we can provide.

**Ambassador** – No report.

**Hall of Fame** – Randy Hodges reported that Tom Burke sent a letter the committee that he would like to schedule a committee meeting to finalize Hall of Fame selection criteria and discuss 2018 Hall of Fame recommendations.

**Online Sales**- Chairman, Jeremy Geske, provided the USSA Board with the following recommendations for the USSA Online Sales:

- We will provide a "tips for consignors" page to assist breeders in making the sale more successful (see doc)
- Committee chair will follow-up with consignors who submit poor quality photos to encourage better quality
- Remove the "must consign a ewe in order to consign a ram" requirement (but reiterate that ewes tend to sell much better than rams on on-line sales)
- Increase the maximum entries per consignor to 3 (but not more than 1 ram)
- Remove the cap on total entries

Bill Royer made the motion to accept the committee's recommendation. The motion was seconded by Randy Hodges. All in favor, motion approved.

### Strategic Planning Updates

**Breed Improvement** – The webinar, "How can NSIP add \$\$\$ to my Suffolk flock?", had 45 viewers on Zoom and 8 on Facebook. The webinar is archived and posted to the USSA website. Amanda Everts reported that there was good questions during the webinar from the audience and has had positive feedback from those who participated.

**Promotion** - No report.

**Maintain a Financial Viable Association** – Bill Royer reported that since the last meeting the committee has meet with one of the potential registration program providers. The committee plans to have a presentation ready for the board to review at the June meeting.

**Youth Development** – No report.

**Communication Plan** – Plan to get an update together to send out in April.

### Old Business

No old business discussed.

### New Business

**Nugget All American** –Ron Alves reported that the hospitality plans are still undecided for Reno – discussion will take place with the California Suffolk and Hampshire Sheep Breeders Association and he will report back to the board. Ron will put together a catalog for Suffolks- it will be posted and hard copies will be mailed by request. The catalog should be available about 10 days after the entry deadline. There was a brief discussion on how to promote the sale and encourage entries- there was discussion of sending out a letter of invitation.

**Suffolk GAP** – Ron Alves provided the board with a drafted document of the Suffolk GAP – a program that allows purebred, unregistered flocks to re-enter the registry. Specific requirements were included in the document. It was noted that there is already interest from some Suffolk breeders in this potential program. Randy Hodges moved that a committee be formed to investigate the Suffolk GAP further. The motion was seconded by Jeremy Geske. A vote was taken: yes- Alves, Geske, Royer, Henderson, Hodges, Emenheiser; no- Summey; abstain – Lucas. The motion passed. President Beals appointed Ron Alves, Randy Hodges, Bill Royer and Paul Skartvedt to that committee. Jeremy Geske suggested that the committee discuss why the percentage program will or will not work these flocks.

**Webinar Series** – Amanda Everts proposed to the board that the association develops a webinar series. The March webinar had good viewer participation. Maybe we should extend our reach into other areas, offering our members and potential members educational opportunities. Randy Hodges made a motion that we develop a webinar series. The motion was seconded by Bret Henderson. All were in favor, motion passed. There was a brief discussion about who could participate in the webinars and if there would be a cost – all agreed that we allow anyone to participate and it would be free.

**June Board Meeting** – President Beals proposed to the board that the board meet for a more extended period of time at the Midwest Sale, possibly Wednesday in addition to a Thursday meeting. No action was taken, this will be discussed at the next meeting.

**NAILE Suffolk Show/Suffolk Events Schedule** – There was discussion on if changes should be made Suffolk events at NAILE, including possibly moving the sale to the week. Bill Royer made a motion to keep the NAILE Suffolk sale on Saturday. The motion was seconded by Bret Henderson. All were in favor, motion passed.

Amanda spoke with NAILE and Suffolks will not be on Wednesday again this year and that has just been an oversight – we will most likely be on Monday. There will be a rotation put in place for years to come.

Amanda Everts reported that the major topics to be discussed at the March NAILE Sheep Advisory meeting were show rotation, penning and early release. She asked the board if they would like to her to attend the meeting in person or via conference call. Bill Gergen made motion that Amanda attend via conference call. Bill Royer seconded the motion. All were in favor; motion passed.

**NAILE Junior Show Judge Recommendations** – Amanda Everts asked if the board had NAILE junior show judge recommendations. It was determined that Amanda will send out an email and ask for junior show judge recommendations and, if needed, the list will be narrowed down by a vote via email.

**National Sale Requirements-** Blair Summey recommended to the board that at the 2018 National Suffolk Sale, Yearling Rams required to be weighed and scrotal circumference measured. There was a lengthy discussion regarding weights of yearling rams and if that was a relevant selection tool. Randy Hodges made a motion that yearling rams will be weighed and scrotal circumference measured. The motion was seconded by Blair Summey. A vote was taken; yes- Summey, Royer, Hodges, and Henderson; no – Alves, Lucas, Geske, Emenheiser and Beals. Motion failed. Jeremy Geske made a motion that yearling ram scrotal circumference will be measured. The motion was seconded by Joe Emenheiser. A vote was taken; yes – Alves, Lucas, Geske, Henderson, Hodges, Emenheiser; no – Summey and Royer. The motion passed. It was noted that this year there will be no minimum requirement. Information will be provided to the Midwest Stud Ram Sale Management to be included with sale information to consignors.

**Association Fees/Comparison** – Tabled to next meeting.

Ron Alves made motion to adjourn the meeting. The motion was seconded by Randy Hodges. The meeting was adjourned at 8:44pm

Approved 5/2/18