



*Virtual*  
**Annual Meeting**

Monday, November 27, 2023

# President's Report

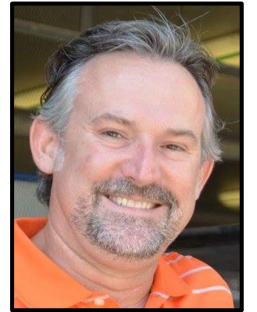
## Where we are, and where are we going

### Welcome, and thank you for being part of the breed

- We are blessed with the passion and commitment that we see from our board members and the membership

### Many things to celebrate

- The Event
- The Source
- The Rambler
- More new memberships over the last twelve months than we've seen since 2013
- Grant from the NSIIC



Greg Ahart  
USSA President



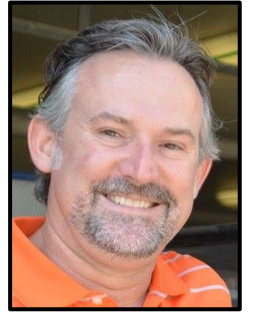
# President's Report

## Where we are, and where are we going

### We need to continue to move forward with

- Demonstrating the value of membership and registrations
- The Event, year two
- The Source has set the bar high
- Committee work, and the membership opportunities to be part of that
  - Marketing & Outreach
  - Education
  - Breed Improvement

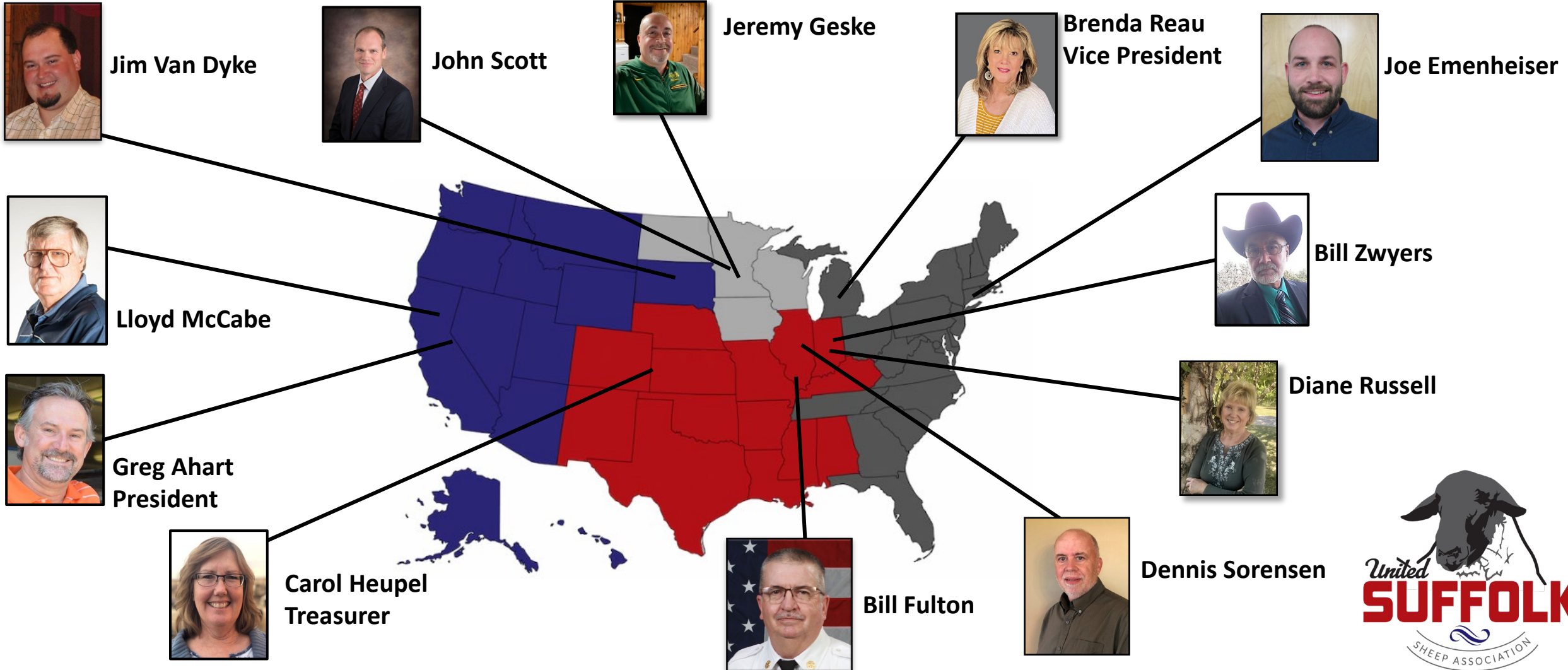
### As my term ends, and what's next



Greg Ahart  
USSA President



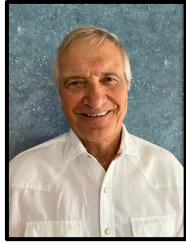
# 2022/2023 USSA Directors



# 2023/2024 USSA Directors



Jack Blattner



Michael Jensen



John Scott



Brenda Reau



Joe Emenheiser  
Vice President



Lloyd McCabe



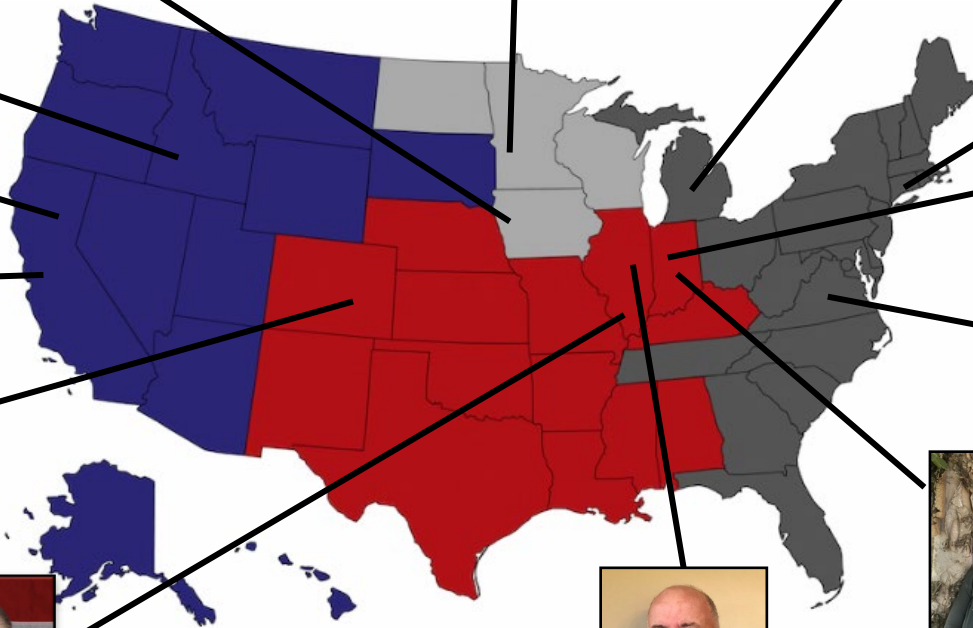
Greg Ahart  
President



Carol Heupel  
Treasurer



Bill Fulton



Bill Zwyers



Chris Auville



Diane Russell



Dennis  
Sorensen



# Secretary's Report

- **Registrations**
  - **4704** – down approximately 200
- **Transfers**
  - **1673** – down approximately 90
- **Members**
  - **Senior**
    - **424** – down approximately 30
    - 2x more new memberships as in past years
  - **Junior**
    - **259** – up approximately 25



Amanda Everts





# Registrations by State

Alabama	0	Louisiana	1	Ohio	191
Alaska	0	Maine	0	Oklahoma	63
Arizona	2	Maryland	10	Oregon	71
Arkansas	0	Massachusetts	20	Pennsylvania	553
California	183	Michigan	126	Rhode Island	0
Colorado	40	Minnesota	327	South Carolina	0
Connecticut	1	Mississippi	0	South Dakota	367
Delaware	9	Missouri	135	Tennessee	19
Florida	3	Montana	62	Texas	51
Georgia	0	Nebraska	117	Utah	155
Hawaii	0	Nevada	0	Vermont	0
Idaho	184	New Hampshire	26	Virginia	251
Illinois	245	New Jersey	27	Washington	129
Indiana	305	New Mexico	0	West Virginia	18
Iowa	296	New York	89	Wisconsin	403
Kansas	128	North Carolina	19	Wyoming	15
Kentucky	3	North Dakota	51		
				Canada	9



Amanda Everts



# Registrations by Member

<u>Member</u>	<u>State</u>	<u>Registrations</u>
William & Elizabeth MacCauley, MacCauley Suffolks	Pennsylvania	305
Jim Van Dyke, Van Dyke Suffolks	South Dakota	120
Rob & Christy Zelinsky, Bar-Zel Suffolks	South Dakota	102
Radell & Sarah Schrock, Season's Bounty Farm	Virginia	95
Matt & Amy Beals, Dry Sandy Sheep Co.	Kansas	94
Marlin Subra	Wisconsin	78
Ron Alves	California	76
Jarvis Sheep Co.	Utah	75
University of Idaho	Idaho	74
Dittbrenner Farm	Wisconsin	61
Tom Slack	Indiana	61
Kurt Palik & Shelly Blatny, Glory Days Farm	Nebraska	54
Dale & Judy Dobberpuhl, Mint Gold Ranch	Wisconsin	52
Paul & Diane Russell, Russell Sheep Co.	Indiana	46
Culham & Stevens	Michigan	45
Travis Schacherer	Minnesota	44
Steve Ulrich	Illinois	43
Buchanan Ridge Suffolks, Ron Huebsch	Wisconsin	41
Jan & Janice Busboom, Banner Butte Sheep	Washington	38
A & J Shiflett	Virginia	38



Amanda Everts





# Treasurer's Report

- As noted in the Presidents and Secretary's reports there were many areas of growth in the support of the Suffolk breed.
- **Investment Fund**
  - 2012 balance: \$171,053
  - Ending balance 9/30/2022 - \$234,813
  - Ending balance 9/30/2023 - \$219,000
  - Balance as of 11/24/2023 - \$228,035



Carol Heupel



# Treasurer's Report

- We have used investment funds to invest in our breed:
  - Suffolk Source
  - The Rambler
  - Digital Suffolk
  - The Suffolk Event
- Treasurer works closely with the Executive Committee, Amanda, and the Budget Committee
- Meet with our financial advisor at Legacy Financial 2-3 times per year
  - Worked with our investment team in allocating our equities and bond funds and with the rise in the stock market we have kept the loss in value to a minimum this year.



Carol Heupel



# UJSSA Report

- Online Contests:
  - Photo Contest
  - Video Promotional Contest
  - Virtual Skill-A-Thon
- 2023 National Jr Suffolk Show – Madison, Wisconsin
  - Held in conjunction with the All-American Junior Show
- 2024 National Junior Suffolk Show – East Lansing, Michigan
  - Held in conjunction with the All-American Junior Show – July 4-7



Creed Harker  
UJSSA President



# 2023/2024 UJSSA Directors



**Kayleen Kulas**  
Minnesota

**Creed Harker**  
President  
Iowa



**Emily Long**  
Indiana



**Zach Bollinger**  
Pennsylvania



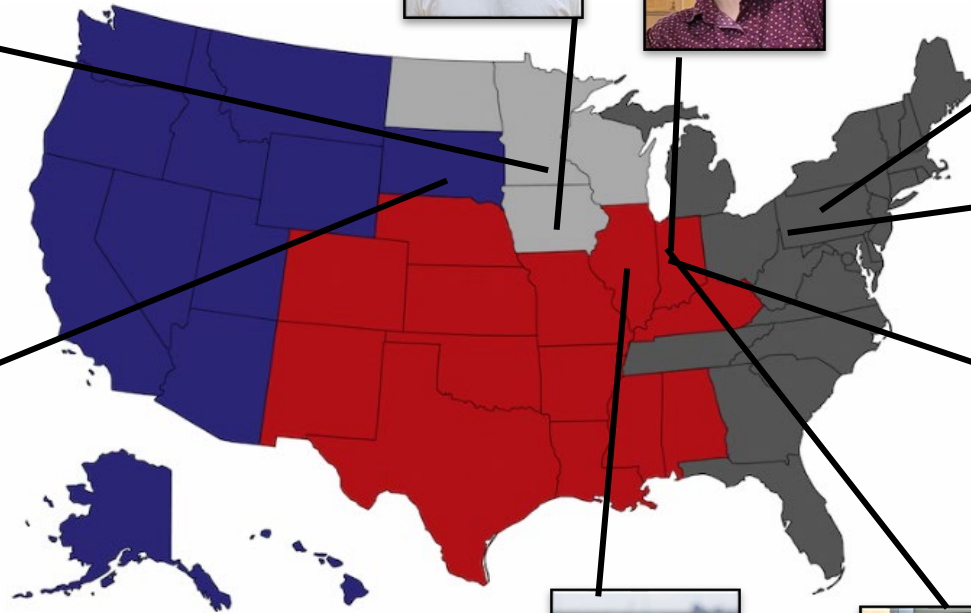
**Allee Hoover**  
Secretary  
Pennsylvania



**Nancy Burton**  
Junior Coordinator  
Argyle, WI



**Raesa Zelinsky**  
Treasurer  
South Dakota



**MacKenzie Hornbostel**  
Illinois



**Katie Ford**  
Vice-President  
Indiana

**Claire Ford**  
Indiana



# Foundation Report

## \$5,000 Sponsor

*Mark Your*  
**CALENDARS**

# The EVENT

**SUFFOLKS • SOCIALIZING • SEMINARS • SALE • JR SHOW**  
*June 9-11* **SPRINGFIELD, ILLINOIS**

**FRIDAY, JUNE 9**  
EDUCATIONAL SESSIONS - YOUTH TRACK OFFERED  
WELCOME DINNER, SALE SHEEP PREVIEW, YOUTH CORN HOLE TOURNAMENT AND ICE CREAM

**SATURDAY, JUNE 10**  
HANDS-ON EDUCATIONAL SESSIONS - YOUTH TRACK OFFERED  
SUFFOLK SALE (AFTERNOON)  
HALL OF FAME BANQUET W/KIDS ACTIVITIES & PIZZA PARTY

**SUNDAY, JUNE 11**  
JUNIOR SHOW

*Suffolk Weekend 2023*

**MEMBER REGISTRATION FEE**  
\$50/ADULT - \$30/CHILD (12 & UNDER)  
EACH REGISTRATION INCLUDES 2 DINNERS  
DISCOUNTED FAMILY REGISTRATION  
HALL OF FAME DINNER TICKETS CAN BE PURCHASED SEPARATELY  
NO REGISTRATION REQUIRED FOR SALE ATTENDANCE OR JUNIOR SHOW

UP-TO-DATE INFORMATION  
**WWW.SUFFOLKS.ORG**  
SHEEP TRANSPORTATION  
AVAILABLE FROM COAST TO COAST!

*United*  
**SUFFOLK**  
SHEEP ASSOCIATION



Brenda Reau  
President





# Foundation Report



**2023**

## \$SCHOLARSHIP WINNERS

**Suffolk Scholarship - \$1000**

CALEB ANTRAM, SOMERSET, PA  
RAESA ZELINSKY, BROOKINGS, SD

**Royer Farm Scholarship - \$2000**

KYLIE KETCHAM, ALHAMBRA, IL



**New Date! February 1st**

*Deadline*

To learn more about scholarships available or how to contribute to the United Suffolk Sheep Foundation visit [www.suffolks.org](http://www.suffolks.org)



## MacCauley Foundation Scholarship

**\$10,000**

Zachary Schoelerman - Everly, Iowa

**\$7,500**

Raesa Zelinsky - Brookings, South Dakota

**\$5,000**

Emily Blattner - Kuna, Idaho

**\$2,500**

Jordyn Leininger - Pierceton, Indiana  
Sidney McAllister - West Manchester, Ohio

**2024  
Deadline**  
FEBRUARY 1, 2024



Brenda Reau  
President

## 2024 Scholarship Application Deadline – February 1





# Foundation Report

## Program Retired 2023

**WINNERS ANNOUNCED!**

*Suffolk Ewe Lamb Giveaway*

**OVERALL - LILLY ROE, IA**

**KATIE THARP, IN  
CONNOR LORE, OH**



## New Program 2023

**2023**

**SUFFOLK EWE GRANT RECIPIENTS**

Riley Ostlie, MN

Olivia Olson, MN

Nolan Adams, IL

Brittany Palmore, TN



Brenda Reau  
President



# Foundation Report



## Eligibility:

- Place 1<sup>st</sup>-3<sup>rd</sup> in AAJS leadership/education contests
- Exhibitor declares Suffolks as their breed
- Entry promotes Suffolks

**\$425 awarded at the 2023 National Junior Show/AAJS**



Brenda Reau  
President



# Foundation Report



- Semen & Embryos donated by 10 breeders
- Raised over \$11,000



Brenda Reau  
President



# Foundation Report

## Ways to Contribute:

- Online – [www.suffolks.org](http://www.suffolks.org) – Foundation
- Mailed check to Suffolk Office
- Include the foundation in your estate plan
- Memorial Contribution
- Semen Auction



Brenda Reau  
President



# Committee Reports





# Strategic Planning Committee

- Much of the time-consuming work had already been done in 2020 and 2021
  - Polled the membership (via the Needs Assessment)
  - Received board input (SWOT analysis)
- Organization continues to face ongoing declination of registrations and transfers
- Showed limited signs of recouping greater industry relevance
- 2023 committees were created to accomplish strategic planning outcomes



Jeremy Geske  
Committee Chair





# Junior Committee

- Participate in Junior Board calls to ensure good communication between the USSA and the UJSSA
- Approved updated UJSSA Bylaws
- Began the process of updating the Junior Coordinator position description



Jeremy Geske  
Committee Chair



# Budget Committee

- Eliminated the \$3 postage and handling last year
- Reviewed and updated the fee structure for re-registering an animal from another organization.
  - Long overdue, had not been reassessed for 15+ years
- Digital Suffolk allows for members to do last-minute paperwork
  - Many members are taking advantage of this benefit
  - Rush fees decreased significantly
- Hall of Fame dinner now organized by the Foundation



Carol Heupel  
Committee Chair



# Budget Committee

- Re-evaluated fee structure
  - Provided recommendations to the board
  - The board moved to implement the following fee structure changes:
    - Eliminate convenience fees
    - Reduce transfer fees
    - Increase membership fees
    - Increase lamb registration fees
      - Registration fees have not increased in close to 15 years or more
- Other breeds charge equal to or more than we do and offer less in services



Carol Heupel  
Committee Chair

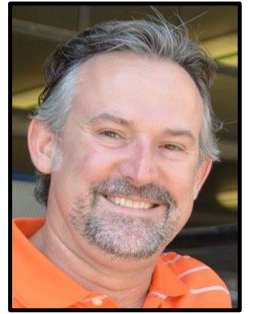


# By-Laws Committee

## Allowance for Electronic Correspondence and Voting

Article V. Directors. Section 4. Candidates for a director's position shall be delivered to the USSA office a letter or correspondence via email stating intent to seek election as a director in the organization by August 1 of that year. An official ballot containing the names and resumes of district candidates shall be mailed or emailed (based on membership preference specified when annual dues are paid) to all members of the association by September 1 of that year. To vote in the election of Directors, a member must either return the ballot to a location at the board of directors' discretion by October 1 of that year or vote electronically by the third-party electronic voting process the association is utilizing at that time (based on membership preference specified when annual dues are paid). Director applicants receiving the most votes in his/her district shall be deemed elected. In the event of a tie, the present directors will pick the winner or one of the tie candidates may choose to refrain from election. The secretary of the USSA will inform all voting members of the election results.

Passed – 56 approve, 2 disapprove



Greg Ahart

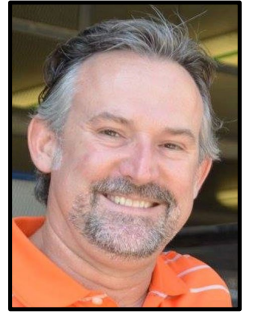


# By-Laws Committee

## Special Meeting Notice Requirements

Article V. Directors. Section 10. Special Meetings. A special meeting of the Board may be called at any time by the President, or any three or more of the Directors by giving **five** days' notice of such meeting to each member of the Board of Directors, either personally or by mail, stating the time, place and purpose of any such meeting.

**Passed – 49 approve, 7 disapprove**



Greg Ahart



# Hall of Fame Committee

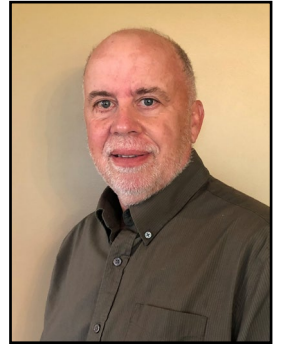
A nomination form has been developed and posted at [www.suffolks.org](http://www.suffolks.org).



Martin & Chris Auville  
Virginia



Stan & Sharon Heitz  
Illinois



Dennis Sorensen  
Committee Chair





# Marketing & Outreach Committee

- Member Benefit Flyer
- Assisted in newsletter development
- Assisted in Suffolk Source development
- Assisted with articles for ASI News, The Shepherd
- New Member Survey



Brenda Reau  
Committee Chair



# Suffolk Event



## The Suffolk Event Held June 9-11 Springfield, Illinois

- Educational Programs
- Suffolk Sale
- Hall of Fame Banquet
- Junior Show

Attendees from 15 states



Brenda Reau  
Committee Chair



**Mark your calendars for the 2024 Event - June 7-9, 2024!**

# Breed Improvement Committee

- Committee Members: John Scott, Bill Zwyers, Brenda Reau, Bill Fulton, Jack Blattner, Joe Emenheiser, Jim VanDyke & Lloyd McCabe (Chair)
- The Breed Improvement Committee purpose is to research areas that can help improve the Suffolk breed. These areas include genotype and phenotype selection, structural correctness, breed improvement, nutritional needs, health care, breeding practices, and ram & ewe management.
- The Committee has reviewed:
  - Relevant research
  - Breed improvement characteristics
  - Developing guidance for the 2024 Suffolk Source manual
  - 2023 Ram & Ewe Sales



Lloyd McCabe  
Committee Chair



# Education Committee

Items can be found in the Resource Library of the 2023 Suffolk Source

- Head and Mouth Soundness
- Evaluation of Structural Correctness
- Evaluating Teeth to Determine Age
- Evaluating a Body Condition Score
- Evaluation of the Suffolk Ewe and Ram
- Maternal Qualities
- The Ideal Range Ram
- Historical Archive of the Suffolk

## Committee Chairs



Bill Zwyers



Dennis Sorensen





# Digital Suffolk Committee

## 2023: First full year of Digital Suffolk!

### Member Assistance:

- Offered six member Zoom-in meeting for presentation and questions
- Led educational sessions and offered 1-on-1 assistance at the Event
- Facebook Digital Suffolk Group available for comments, questions, suggestions
- Amanda available for member assistance

### Digital Suffolk Evolves:

- Rapid member engagement attained
- Interface with NSIP completed
- Expanded flock management and marketing tools offered



Diane Russell  
Committee Chair



# New Business

## 2024 Committees

- Bylaws – John Scott, Chair
  - Explore redistricting, number of directors, and the possibility of at-large directors
- Education – Dennis Sorensen, Chair
  - Continue to create content for the Suffolk Source, newsletter, and Suffolk Event
- Breed Improvement – Joe Emenheiser, Chair
  - Work collectively across industry sectors on methods of defining, evaluating, and improving Suffolk sheep, relative to the USSA mission and vision.
- Suffolk Event – Brenda Reau, Chair
  - Plan for Suffolks in Springfield & National Suffolk Sale – June 7-9
- Marketing & Outreach – Greg Ahart, Chair
  - Work on member outreach materials & generate content for The Rambler





# New Business

## 2024 Committees

- Budget/Business Development – Carol Heupel, Chair
  - Investigate opportunities to provide registry services for other breeds
- Junior – Diane Russell, Chair
  - Update the Junior Coordinator Position
- National Sheep Industry Improvement Center Grant
  - “Novel approach to linkage of Genomic and Phenotypic data for the U.S. Sheep Industry”



# New Business

- 2024 Suffolk Source Directory - partnering with Clearwater Creative
  - Advertising information will be posted on the website by December 1
  - Discounted Advertising Rates

	Full Page	Half Page	Quarter Page
Directory Ad Price	700	450	350
Website Banner Ad (1yr)	350	350	350
Email Blast	100	100	100
USSA Facebook Page Post	100	N/A	N/A
<b>Total Cost</b>	<b>\$1250</b>	<b>\$900</b>	<b>\$800</b>
<b>Advertising Package Price</b>	<b>\$1000</b>	<b>\$750</b>	<b>\$650</b>
<b>Bundle Savings</b>	<b>\$250</b>	<b>\$150</b>	<b>\$150</b>



# Thank you Suffolk Breeders!



**Jack Blattner**  
208-859-0111  
Blattner.jw@gmail.com



**Michael Jensen**  
712-420-2181  
michaelj@wiatel.net



**John Scott**  
612-963-4629  
John.scott@phblawoffice.com



**Brenda Reau**  
734-755-8285  
reau@msu.edu



**Joe Emenheiser**  
**Vice President**  
717-246-2416  
joe.emenheiser@gmail.com



**Lloyd McCabe**  
707-592-6725  
lmbarmacfarms@gmail.com



**Greg Ahart, President**  
916-716-0089  
greg.ahart@superiorfarms.com



**Carol Heupel, Treasurer**  
970-768-1291  
heupelfarms@gmail.com



**Bill Fulton**  
618-367-2364  
fulton9504@gmail.com



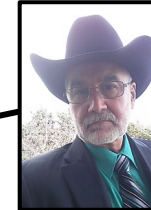
**Dennis Sorensen**  
815-450-8722  
dsorensen354@gmail.com



**Diane Russell**  
765-749-0287  
russellsheepcollc@gmail.com



**Chris Auville**  
540-820-4927  
cjauville@gmail.com



**Bill Zwyers**  
765-490-4260  
wez1950@aol.com

