

**Braunvieh Association of America**  
**Board of Directors Meeting**  
**September 21, 2010 7:30 p.m. – CST**  
Via Conference Call

In attendance:

Board Members:

Randy Breshears	Ron McBee
Art Brownlee	Roseanne Segarra
Tommy Clark	Ray Snider
Mark Fullenwider	Steve Whitmire
Joe Mask	Robert Williams

Also in attendance: Ed Cahoj, Tommy Bean.

The meeting was called to order by Roseanne Segarra at 8:35 p.m CST.

Joe Mask moved to accept August minutes as presented and Mark Fullenwider seconded motion carried. (Discussion regarding August 8 meeting followed.)

Treasurers report and Budget presented by Art Brownlee. Randy Breshears moved to accept seconded by Mark Fullenwider. Motion carried.

Lisa Bard joined the call to report that the magazine “When Profit Matters” is ready to launch the 1<sup>st</sup> edition next week. She also reported that the registry work has taken longer because volume has exceeded their estimate by double (8+ hours). They can train someone. Up to date on online and 100+ backlog work orders in queue from prior to August that need addressed. Will get more details and report back.

Steve Whitmire asked if parceled out, how many hours would it take after back log.

Lisa Bard reported that 30 percent of work is problem solving or backlog.

Ron McBee asked about the total money in backlog work orders.

Lisa Baird responded that +/- \$2,500 with the average about \$100.

Roseanne asked about the statue of limitations on old charges/issues and should we let it go?

Lisa Bard said there were less than she would have thought.

Office Restructuring – Robert Williams reported that by the October 19<sup>th</sup> meeting they would have proposals and more to report.

National Sale - Lisa Baird is finalizing the nomination form. Nomination video will be required. Everything is on track with Fort Worth. Roseanne Segarra questioned if members should inquire with Jason Bates.

Ed Cahoj reported he had talked to Monte Curly regarding Genetic Challenge and Heifer test. Roseanne Segarra reported additional fees would be added and this year they would require money up front, which was not the case in past year. She asked Ed to research some other locations and report back.

North American Show has had little positive response for having show. Some for trade show, only one was willing to man booth. Joe Mask and the Show Committee was willing to contact NAILE regarding show and make a decision about whether or not to have it.

Braunvieh Car – GMAC has accepted terms but have not received documentation.

Roseanne Segarra questioned if the October meeting could be at Kansas City on October 22. Not enough board members could attend so we will continue with our meeting via tele-conference on Oct 19.

Roseanne Segarra presented some breeder questions

- 3 generations of pedigrees required for Certified Beef Builder?? Have not yet found this in rules but in some cases GPS is calculating it this way – she will continue to research.
- about member wanting to reinstate membership and cattle—board authorized her to handle those on a case by case basis at her discretion.
- Braunvieh influence feeder calf sales – board had interest in hearing more about this.

Robert Williams would like to present Press Release on Genetic Challenge. Cost \$125 by Blue Print. Tommy Clark moved to proceed and Mark Fullenwider seconded. Motion passed. Posters will print soon.

Roseanne Segarra reported that booth space has been secured at the NCBA for the BAA in with Grow Safe.

Joe Mask reported on show protocol. He will present options. He asked about discount or incentive membership options for show participants to increase participation and suggested that be presented to show committee / board.

Steve Whitmire asked that we consider a person for full time Braunvieh Restructure.

Meeting Adjourned.

Tommy Clark  
Secretary