

**Braunvieh Association of America
Board of Directors Meeting
June 30, 2010 7:30 central**

In attendance:

Board Members

Robert Williams	Steve Whitmire
Art Brownlee	Randy Breshears
Tommy Clark	Ron McBee
Roseanne Segarra	Joe Mask
Ron Bolze	

Others: Kent Whitney, Frank Skym, Ed Cahoj, Larry Lane, Jeff Diles,
Robert Segarra, Edsel Keith, and Stephanie Nelson (via telephone)

Special presentation at 6:00 pm with speaker Marty Ropp, from Allied Genetic Resources, giving talk on co-operative marketing efforts and building marketing alliances of smaller breeders. Meeting adjourned at 7:10 pm.

Roseanne Segarra called the regular meeting to order 9:02 pm.

Ron Bolze gave the Opening Prayer.

Art Brownlee called attention to and thanked Ron Bolze for arranging for Marty Ropp to address the board.

The previous meeting minutes were provided by Tommy Clark – Joe Mask moved to accept, seconded by Robert Williams, motion carries.

Treasurer's Report presented by Ron Bolze. Discussion followed regarding accounts receivable. Stephanie Nelson reported some money has come in since report was generated and GPS payment is due 7/1/2010 for \$2,083.

Robert Williams moved to accept the report, seconded by Joe Mask, motion carries.

Motion made to pay \$5,000 on line of credit. Randy Breshears moves to accept, seconded by Art Brownlee, motion carried.

Robert asks about delinquent account and suggested making calls.

Ron Bolze presented a proposal to have Brubaker proceed with exploring feasibility to create a standalone membership handbook and give revenue above cost to BAA. Robert Williams moved to accept, Art Brownlee seconds, motion carried.

Steve Whitmire showed results from inquiry about Midland. Approximately ½ of consignors would participate, regardless of BAA involvement. Consensus was to send bulls on 2nd delivery date and to have bulls a little older and bigger before they go.

Tommy moved to drop the name “National Braunvieh Bull Test”. Robert seconds, motion carried.

Genetic Challenge report by Ron Bolze about steers being tested and harvested. Remaining steers will be on display on the BIF tour tomorrow. Carcass data on 1st harvest was handed out to board and will be available to tour participants.

Ron Bolze presented the 2 page Braunvieh Verified promotional item prepared by Blue Print Marketing that will be displayed in Braunvieh World and 2000 over runs will be available for circulation. BAA cost shared with Sampson and will be mass emailed.

1) Committee Reports

- a. Executive Committee – Roseanne Segarra – Ron Bolze request for taking a part time position with Nebraska Grazing Lands Coalition. Was accepted.
- b. Performance Committee – Ron Bolze reports that we met with Pfizer and Merial/Igenity about exploring possibility of developing DNA marker assisted selection through Genomic Research. Steve suggested checking with Geneseek. Moved to table by Robert and seconded by Steve.
- c. Promotion Committee – Robert Segarra reported on having a live display at NCBA in Denver the first week of February (\$1,300 paid for by Rocky Mtn Braunvieh Solutions) suggested an additional \$1,300 spot beside theirs to provide promotional materials. Joe Mask moves for BAA to pay for second spot, seconded by Tommy Clark, motion carried. Tommy moved to allow Robert Williams investigate prototypes and report back at next board meeting on how to spend \$3,000 on proposed promotional items. Randy seconded.
- d. National Sale Committee – Tommy reported that details will be worked out and reported back at next meeting.
- e. Junior Report – Stephanie reported 61 head and 13 new participants. Excellent show, and next year still in works.
- f. Breeder’s Guidelines Committee – Joe Mask will report at next meeting.

Next meeting will be on 7/20/2010 at 7:30 pm.

Joe Mask moved to adjourn, Art Brownlee seconded. Meeting adjourned.