

January 14, 2010

7:00 AM MST

DoubleTree Hotel, Denver, Colorado

Roseanne Segarra, Ron Bolze, Art Brownlee, Randy Breshears, Russell Freeman, Robert Zinnikas, Mark Fullenwider, Steve Whitmire, Tommy Clark, Ron McBee, Stephanie Nelson, Ray Snider, Tommy Bean & Jeff Diles. Jo Dexter, Lisa Bard & Teri McBee joins in progress.

President Freeman opened the meeting.

Ron McBee made the motion to remove Steve Holt. Roseanne Segarra seconded. Motion carried.

Ron McBee moved to nominate Jeff Diles. Steve Whitmire moved to nominate Rob Bodine. Art Brownlee moved to nominate Jon Immink. Mark Fullenwider moved nominations cease. Randy Breshears seconded.

Tommy Clark asked the question about doing we want to fill the position now, or check with the nominees prior to seating them on the board. Tommy Clark so moved to table the vote, Steve Whitmire seconded. Motion carried with 3 nays.

Tommy Clark moved to nominate Roseanne Segarra for President. Art Brownlee seconded. Nominations closed. Roseanne Segarra is elected President.

Tommy Clark moved to nominate Art Brownlee for President Elect. Steve Whitmire seconded. Nominations closed. Art Brownlee is elected President Elect.

Mark Fullenwider moved to nominate Steve Whitmire for Vice President. Steve declined. Russell Freeman nominated Robert Williams. Art Brownlee seconded. Nominations closed. Robert Williams is elected Vice President.

Steve Whitmire moved to nominate Mark Fullenwider for Treasurer. Randy Breshears seconds. Nominations closed. Mark Fullenwider is elected Treasurer.

Ray Snider nominated Randy Breshears for Secretary. Randy declines. Art nominates Tommy Clark. Mark Fullenwider seconds. Tommy Clark is elected Secretary.

\*\*At 7:15pm Tommy Clark starts recording the minutes as the new secretary.

Discussions where held regarding monthly meetings. The next regular meeting will be held on February 16<sup>th</sup> at 7:30 CST.

Tommy Clark asked for updated contact info for all Board Members.

Election for an Executive Committee as follows: nominated were Art Brownlee, Ron McBee, Tommy Clark, and Steve Whitmire, (Whitmire withdrew). A vote was taken by secret ballot, which resulted in Art Brownlee, and Tommy Clark being included on the Executive Committee with existing members including the President, Vice President, Executive Vice President and Treasurer with the President as Chair as outlined in the By-Laws.

Ron Bolze initiated a discussion regarding a full service policy. Concerns about alienating small breeders through price of admission and concerns were expressed by Bob Zinnikas, Rob McBee and Jeff Diles about promoting anyone person's cattle. Ron McBee stated that the association couldn't manage Bull Sales.

This subject was interrupted to allow Blue Print Marketing to present their report.

Lisa Bard and Joe Dexter of Blue Print projected a 10% decline in Braunvieh World Advertising this year, however Joe Dexter stated that this might only be 5% based on her discussions with breeders. They outlined gathering info from the web site for contact and web marketing, Lisa stated her consciousness in keeping the magazine profitable and fiscal responsibility i.e. no more than 60 days balance due and asked for more latitude to expand, they discussed possibilities of a news letter (e-news letter) a commercial publication and stated that mailing lists can be purchased. Blue Print proposed to partner with BAA on Commercial Publication that would be owned by Blue Print with full responsibility of receivables and payables on all production with BAA input.

Ron McBee made a motion to table the full service program until February meeting. Ray Snider seconded the motion and the motion passed.

Discussion of ticket sales "Bull Bucks" at San Antonio, Fort Worth and the Grow Safe and Midland Booths in Denver were held.

Ron McBee asked about loan and interest, and \$30.00 wire transfer fees to which Mark Fullenwider responded that it was approximately \$42.00 per month interest and currently receivables are \$46,000.00 and payables at \$55,000.00.

Russell Freeman made a motion to adjourn the meeting and Steve Whitmire seconded the motion.

Tommy Clark,

BAA Secretary