**MINUTES**

**Ohio Shorthorn Breeders’ Association**

**Board of Director’s Meeting**

**Held at the Ohio Cattlemen’s Association Office**

**April 12, 2018**

**5:00 p.m.**

**Members in Attendance:** Beth Carper, Mike Carper, Ryan Cairns, Dick Cronley, Dave Greenhorn, Lee Miller, Tom Turner, Kendall Shonkwiler, Jamie King Wheeler, Jeff Winkle, Jason Workman, Rick Workman

**Members Not in Attendance:** Jake, Boyert, Sarah Denlinger, Duane Miller, Katie Cull, Scott Winkle

Dinner provided by the OSBA – pasta, meatballs and salad.

President Lee Miller called the meeting to order at 5:10 p.m.

Lee Miller led the group in the Pledge of Allegiance.

**Minutes from Previous Meeting** (February 24, 2018) prepared by Trudi Tilton and shared with the membership in written form.

* Mike Carper moved to accept the minutes with no corrections. Dave Greenhorn seconded. Motion passed.

**Treasurer’s Report** – presented by Treasurer Beth Carper

* New software was purchased for use in managing the OSBA budget.
* Beth explained the categories and what could be expected as we continue to gain financial information as the year progresses.
* The OSBA CD matured. The matured CD balance needs to be rolled into another CD but the bank has suggested two names on the account as protection for the OSBA.
* General discussion ensued regarding who that person should be. Tom Turner moved to add Secretary Kendall Shonkwiler to the CD. Jeff Winkle seconded. Motion passed.
* Membership would like to see a running budget at each meeting.
* Jeff Winkle asked about the status of the OSBA tax exempt status. Michael is completing the paperwork – Deadline is May 15, 2018.
* Dick Cronley moved to accept the Treasurer’s report. Jason Workman seconded. Motion passed.

**OJSA Report** – prepared by Katie Cull & Scott Winkle, presented by Jason Workman

* The OJSA board passed their bylaws.
* The silent auction grossed $2800 at the Ohio Beef Expo
* There has been a huge upswing in ticket sales for the double blowers being raffled off at the Junior Preview Show.
* The Junior Preview Show is being held June 9 – 10, 2018 at the Madison County Fairgrounds
  + All board members and officers are invited to dinner and activities on Saturday evening
  + Showmanship – Saturday
  + Show – Sunday
* Jamie will load the entry form to the OSBA website when the revised entry form is available.

**COMMITTEE REPORTS:**

**Fall Sale** – presented by Mike Carper

* Sale Date: September 23, 2018 – 2:00 p.m.
* Sale Committee met via conference call after the 2017 sale to discuss results of the sale. Also for consideration was the continuation with the current auctioneer – Gene Steiner
* The 2018 sale packet will be mailed to past consignors July 4, 2018. Please pass new or potential consignor information to a Sale Committee member prior to July 4, 2018.
* All Sale Committee members are planning to place follow-up calls to potential consignors after the sale packet is mailed.

***Fall Sale Committee: Mike Carper, Beth Carper, Jeff Winkle, Jason Workman, Quinton Keeran, Kendall Shonkwiler***

**Membership Directory** – no report presented

***Directory Committee: Lee Miller, Duane Miller, Josh Schrock***

Open Discussion by Rick Workman

* Out of 108 members only 22 members advertise in the membership directory.
* As a board we need to increase our efforts in outreach regarding advertising and attracting new members.

**Farm Science Review** – presented by Tom Turner

* Tom asked Beth to proceed with paying the lot rental / registration for the Shorthorn Booth at the Farm Science Review. Before we can initiate payment – we have to have a proof of insurance certificate. Michael Bihl has contacted the insurance company regarding the POI.
* Deadline for payment submission: June 2018
* Open discussion regarding attracting additional exhibitors or people wishing to have cattle on display.
* One deterrent may be the time commitment (Monday – Thursday).
* Rick Workman mentioned it may be worthwhile to discuss with those members hosting Fall sales – it could be a great opportunity having the cattle out and on display prior to Sale time.
* If you do not display cattle at FSR, help is needed in hosting the tent and sharing information about the Shorthorn breed with those attending FSR.
* If you’d like to volunteer or have cattle on display, please contact Tom Turner.

***Farm Science Review Committee: Tom Turner, Susie Turner, Rick Workman***

**Digital Media** – presented by Jamie King Wheeler

* Traffic to the OSBA website: March 2018 is significantly better than March 2017
* February 2018 traffic is down over last year
* Page views are good
* Top search: Ohio Shorthorn. Org / Facebook
* Top search: individual shorthorn breeders farm names
* Top page: Home page / membership / Ambassadors
* The OSBA Facebook page has 2346 followers
* People reached in last month: 7011 (without paid advertising) this is the highest it has been with the exception of the Fall Sale.
* Instagram 162 followers vs 103 in January 2018

**State Show** – presented by Dick Cronley

* Date of Show: July 14, 2018
* Being held at Franklin County Fairgrounds
* The judges have been contracted: Evan Matlock – Open Show / Brandon Bradshier – Junior Show
* Currently two show sponsors are confirmed.
* Kendall offered to contact Trudi regarding ribbons / banners for use this year.
* The revised entry form will be shared with Jamie King Wheeler for posting on the OSBA website.
* Additional sponsorships may be made through the Breeder Sponsorship form also being posted on the OSBA website.
* Jeff Winkle moved that the OSBA sponsor the State Show. Tom Turner seconded the motion. Dick Cronley seconded the motion. Motion passed.

***State Show Committee: Dick Cronley***

**Open Discussion** - presented by Rick Workman

* Rick suggested that more emphasis should be placed on group classes at the State Show and the Ohio State Fair.
  + Specifically, groups of females and bulls
* Adding the group classes back provides valuable promotion for farms and breeders and the Shorthorn breed.
  + If classes are added back to the suggested shows – all show results with pictures should be posted on our social media outlets.
* As part of this discussion, Tom and Dave will discuss adding group classes at the National level with the appropriate organizations.

**Ohio State Fair** – presented by Dick Cronley

* Shorthorns are confirmed in the second wave.
* We need to make sure we take photos of winners and the scholarship recipients for posting on social media outlets.

***Ohio State Fair Committee: Dick Cronley, Renae Logsdon***

2018 Ohio Beef Expo – report prepared by Cindy Cagwin and presented by Lee Miller

OHIO BEEF EXPO

SALE SUMMARY

7 Purebred Bulls.....................$35,400.........$5,057

4 Plus Bulls............................. 5,500......... 1,375

1 Bred Female........................ 2,200......... 2,200

21 Purebred Open Heifers....... 55,250......... 2,631

13 Plus Open Heifers............... 24,700......... 1,900

46 Breeding Lots....................$123,050.........$2,675

2 Embryo Packages............... 2,350......... 1,175

9 Semen Packages................ 3,250......... 361

SALE GROSS........................$128,650

Saturday, March 17, 2018

Ohio Beef Expo

Columbus, Ohio

Auctioneer: Kevin Wendt

Sale Management: Cagwin Cattle Services, LLC

* Open discussion ensued about potential variables which may have impacted the sale averages.
  + Quality of consignments
  + Too many bulls
  + Too many live lots
* Does the board feel there is need for change in how we manage the sale and / or attract consignors. Based on discussion, no need for changes at this time.

**2018 Summer Picnic** – presented by Mike Carper

* Dates of the Shorthorn Summer Picnic – August 26, 2018
* Location:

Rob & Sherry Stout

Legends Lane Reproductive

1345 Legends Lane

Alexandria, OH 43001

* Beth and Mike have offered to assist with facilitation of the event. Anyone wishing to volunteer with this effort are encouraged to contact Mike or Beth.
* A communication announcing the date will be added to the OSBA website.

**OSBA Annual Banquet** – presented by Jeff Winkle

* Good feedback was received from those attending that this was “one of the best banquets ever.”
* Dale Minyo was a great addition to the speaker line-up and his message was timely and on target.
* A huge thank you to Trudi Tilton for her efforts and hard work in creating the PPT loop. Rick Workman suggested the idea of playing the loop at upcoming events and shorthorn shows throughout the 2018 season.

**Fundraising** – presented by Tom Turner

* Fundraising and sponsorships continue to be a hot topic. Open discussion ensued about how we can structure a tiered approach which would attract more membership, additional advertising while supporting the planned activities of the OSBA and OJSA. While many great ideas were put on the table for discussion, it was determined the issue is bigger than being solved in one evening.
* A committee was formed consisting of Tom Turner-Chair, Beth Carper, Kendall Shonkwiler and Jason Workman
  + The committee will meet and come to the July 2018 board member prepared with an outline and structured plan for the Board’s review.

***COMMITTEE MEMBERS: Tom Turner – Chair, Kendall Shonkwiler, Beth Carper, Jason Workman***

Open discussion presented by Rick Workman

* Rick asked the Board to consider promoting OSBA at the Ohio Beef Expo by placing the Shorthorn booth on Genetic Pathway. To advertise on Genetic Pathway – a display footprint for the booth would cost approximately $500. Dave Greenhorn thinks there is a benefit to advertising at the Ohio Beef Expo and we should consider revisiting this item at the next board meeting.

**New Business**:

* Open discussion was facilitated about recognition of our Jr. National exhibitors from 2017 and how we could encourage them in preparation for the 2018 Jr. Nationals.
* Dave Greenhorn moved that OSBA purchase a full-page ad in Shorthorn Country after the 2018 Jr. Nationals in recognition of their participation and achievements. Ryan Cairns seconded. Motion passed.
  + Jeff Winkle agreed to contact Cindy Cagwin regarding taking photos of the Ohio exhibitors during the 2018 Jr. Nationals.

**General Discussion**

* An advertising line item needs to be added to the budget.
* Beth requested a line item be added to the budget for office supplies. Jeff Winkle moved the OSBA add a line item to the OSBA budget in the amount of $100 for offices supplies/ Dick Cronley seconded the motion. Motion passed.
* All donations to OSBA not specified for a particular cause will be deposited to the General Fund. A review at the conclusion of 2018 will be in order to determine if the funds should be re-distributed to those items needing funding.
* Beth asked for the board’s approval to renew Quicken software on an annual basis at $32.00 per year. Jeff Winkle moved that the OSBA purchase the annual renewal. Jason Workman seconded the motion. Motion passed.
* Beth asked the board to consider adding payment option to the OSBA website which would facilitate the acceptance of miscellaneous payments such as entries, membership dues, donations, etc. Jason Workman moved that the OSBA board add Paypal to the OSBA website. Ryan Cairns seconded the motion. Motion passed. Beth will take the lead on ensuring this is added to the OSBA website.
* Beth asked the board to consider creating a new Paypal account that is assigned to: [treasurer@shorthorn.org](mailto:treasurer@shorthorn.org). The anticipated cost is less than $150. Jeff Winkle moved that approval be given to the Treasurer to open a new Paypal account with the understanding the cost will not exceed $150.00. Mike Carper seconded the motion. Motion passed.
* President Lee Miller presented a request he received from the West Virginia Fall Jackpot Show asking for sponsorships of their Shorthorn classes. Jeff Winkle moved that the OSBA sponsor a $25.00 banner for the Champion Shorthorn Female. Mike Carper seconded the motion. Motion passed.
  + Kendall will send note to the WV jackpot committee notifying them of the OSBA support
  + Beth will send completed sponsorship form with donation.
  + Kendall will notify Katie of OJSA of the show and sponsorship opportunity / participation
* Lee shared a copy of the OSBA Mission Statement with all attending board members. Call to action: use the mission statement as the guideline for how we promote our breed, serve our community and develop our youth.
* Rick Workman asked that we begin thinking about nominations for Builder of the Breed. The award is presented in December. More research needs to be done regarding the due date for nomination submissions and what paperwork is associated with the nomination.
* Beth asked that we think about adding a paragraph in the Membership Directory under the Shorthorn history specific to the Ohio Association.
* In follow-up to Rick’s discussion item regarding Trudi Tilton becoming the Communications director, Lee will reach out to Trudi regarding the proposed role.
* Lee’s closing comments to the board centered around participation. We, as a board, need to continue the efforts of the OSBA outside of the quarterly meetings. We need to be stewards of inspiring others to volunteer and to take action.
* All board members were encouraged to take membership directories for placement at sale barns and areas appropriate to our industry.

Mike Carper moved to adjourn the meeting. Jason Workman seconded the motion. Motion passed. Meeting adjourned at 8:09 p.m.

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