

**Minutes**  
**October 12, 2017 Quarterly Board of Directors Meeting**  
**Ohio Shorthorn Breeders' Association**  
**Held at the Ohio Cattlemen's Association Office**  
**5:00 P.M.**

**Members in attendance:**

Michael Bihl, Beth Carper, Mike Carper, Sarah Denlinger, Dave Greenhorn, Jamie King Wheeler, Duane Miller, Lee Miller, Josh Schrock, Hunter Tilton\*, Trudi Tilton, Tom Turner, Jeff Winkle, Jason Workman, and Rick Workman

*\*denotes OJSA member*

Pizza, salad, and dessert provided by OSBA and Beth Carper.

President Lee Miller called meeting to order at 5:17 P.M.

Lee Miller led the group in the Pledge of Allegiance.

**Minutes from Previous Meeting (7-13-17)** – presented by Trudi Tilton

- Mike Carper moved to accept with no corrections. Josh Schrock seconded. Motion passed

**Treasurer's Report** – presented by Michael Bihl

- Current bank balance is \$56,415.14 (high because Fall Sale checks haven't been sent yet)
- Current bank balance of OJSA is \$8,910.52
- All directory ad invoices have been mailed. Need to resend via mail/email those still outstanding.
- Confirmed that complimentary memberships for Expo Sale buyers go through 2017 and Fall Sale Buyers go through 2018.
- Michael Bihl moved to accept. Mike Carper seconded. Motion passed.

**OJSA Report** - no report

**Committee Reports**

Ohio State Fair - open discussion

- Lassies' Tea during Open Show on Saturday was well received and appreciated.
- Thanks to Duane Miller and Jeff Winkle for the ice cream sandwiches on Saturday.
- Thanks to Jason Workman for setting up the display/booth in the Concourse.
- There needs to be a solution to the display and banner stands blowing over.
  - Beth Carper offered to develop weighted bags/tubes to lay over bases to stabilize them.

Farm Science Review - presented by Tom Turner

- Turner Shorthorns & Paint Valley brought the display cattle.
- This was 1st year for a cow/calf.
- As always, Sullivans donated 2 fans and OSBA bought 1 fan at cost to use as daily giveaways.
- No one used the Sale Credit.
- Great help with teardown - Thanks!
- Cost is approximately \$5,000.

- Allied Industry Members & Ambassadors brought in around \$10,000.
  - Allied Industry Members are promised: exposure at FSR, Fall Sale, Directory, & website.
- Big thank you to Tom & Susie Turner for their continued efforts.

Fall Sale - presented by Beth Carper

- Distributed sale [summary sheet](#)
  - 59 total lots, 36 live lots, \$85,392 sale gross
- Overall good sale, but always looking for ways to improve
- Notes from committee's conference call
  - Announce farm name along with bidder number during sale at purchase
  - Perhaps have vet available at unload????
  - Limit 1 lot of semen per consignor????
  - Combined with EOSA Sale ????
  - Ask members for input
- OSBA responses and input
  - Like to hear farm names announced
  - Put an age limit on cattle to improve quality of animals????
  - Consider another auctioneer????
  - Sell ad in sale catalog to off-set costs

Unofficial Sale Report from EOSA Sale at Dover (Oct 8,2017) - shared by Rick Workman

- 23 purebred heifers - average \$1,785
- 7 purebred steers - average \$1,185
- 4 purebred bulls - average \$1,500
- 9 plus heifers - average \$914
- 7 plus steers - average \$610
- \$67,300 sale gross

Digital Media - presented by Jamie King Wheeler

- website traffic - doubled & tripled in September
- Facebook also increased traffic in September
- Added Instagram account in August - currently 85 followers
- 1st email blast sent out 10-12-17 - Maple Brook's sale
- Suggestion for Banquet is to share members services available - particularly digital
- Banner Ads option is currently up and available
  - Pricing as follows:

	Member Price	Non-Member Price
Banner Ad - 1 month	\$150	\$200
Banner Ad & Email Blast	\$175	\$225
Banner Ad, Email Blast,& Facebook Ad	\$225	\$275
Email Blast	\$50	\$75

- Consensus is prices too high. Sarah Denlinger & Jeff Winkle will re-visit pricing, get new prices to Lee Miller. Lee will share with Board for vote.
- Photographer Update - Brianna Gwartz have taken photos at Carper's and Duane Miller's
  - Have been added to Dropbox for Jamie's use
  - Hoping to take winter pictures

## Old Business

- Summer Picnic
  - Went great!
  - About 130 attended
  - Tom Turner requested that Trudi Tilton write and submit a press release for Shorthorn Country about the event.
- State Fair
  - Annual planning/wrap up meeting will be held in December.
  - Because of numbers in classes, Dave Greenhorn moved that Purebred Shorthorn Female open classes at the Ohio State Fair be changed as follows: Class 20, *Early Spring Yearling Females calved March 1 through April 30 of previous year*, and Class 23, *Junior Yearling Females calved January 1 through February 28/29 of previous year* be divided into four classes - one class: Jan. 1-31, another class: Feb 1-28/29, a third class: Mar 1-31, and a fourth class: Apr1-30. Jason Workman seconded. Motion passed.
  - Tom Turner moved to eliminate the following Purebred and Plus Shorthorn Female and Bull open classes at the Ohio State Fair:
    - Class 1, *Late Spring Heifer Calves, calved after May 1 of current year*;
    - Class 4, *Early Spring Heifer Calves, calved April 1 through April 30 of current year*;
    - Class 34, *Late Spring Bull Calves, calved after May 1 of current year*;
    - Class 67, *Late Spring Heifer Calves, calved after May 1 of current year*; and
    - Class 98, *Late Spring Bull Calves, calved after May 1 of current year*.
 Also, change the following classes: Class 5, *Early Spring Heifer Calves calved March 1 through March 31 of current year* to read *Early Spring Heifer Calves calved after March 1 of current year*;
  - Class 37, *Early Spring Bull Calves, calved between March 1 and April 30 of current year* to read *Early Spring Bull Calves calved after March 1 of current year*;
  - Class 70, *Early Spring Heifer Calves, calved March 1 through April 30 of current year* to read *Early Spring Heifer Calves, calved after March 1 of current year*; and
  - Class 101, *Early Spring Bull Calves, calved between March 1 and April 30 of current year* to read *Early Spring Bull Calves, calved after March 1 of current year*. Duane Miller seconded. Motion passed.
  - Jeff Winkle inquired as to why the Super Regional Show is held in Indiana and not at the Ohio State Fair. Tom Turner directed Jeff to check with Emily at ASA.
- Fundraising Committee
  - Lee Miller revisited the idea of creating such a committee to centralize the fundraising in an effort to avoid over asking the same supporters.
  - It was agreed it's a good and needed idea but there is a lot to consider.
  - No action was taken.
- Future of the State Show
  - Without defined financial support from Franklin County Fair Board and very limited exposure to cattle-minded people, the group is willing to investigate other locations for the show.
  - Don't eliminate show.
  - Don't combine with Jr. Preview
  - Jeff Winkle will contact Adams County Fair Board to discuss options, availability, and interest for moving show there.

## New Business

- Banquet 2018
  - Michael Bihl moved to hold it again at Der Dutchman in Plain City. Tom Turner seconded. Motion passed.
  - Jeff Winkle will contact Der Dutchman to schedule.
  - The group agreed the event needs to be more reviewing the year, highlighting achievements, and giving door prizes, and not so much meeting.
  - Banquet will start at 11:00 AM
  - Trudi Tilton moved that the meal be \$15 per adult and free for OJSA members. Josh Schrock seconded. Motion passed.
- Directory 2018
  - Dave Greenhorn moved to have Jamie King Wheeler layout the directory again this year. Jason Workman seconded. Motion passed.
  - Duane Miller and Josh Schrock are willing to help sell ads again this year.
  - Tom Turner moved to offer a discount on full page directory ads to Allied Industry Members only at the cost of \$250 per ad. Jeff Winkle seconded. Motion passed.
  - Directories will be ready and delivered by Post to the Ohio Beef Expo 2018.
- Organizational Resources - presented by Lee Miller
  - It was agreed that we need to take advantage of the built-in feature within the website to centrally house all contact information, i.e. members, juniors, sale consignors, sale buyers, Allied Industry members, Ambassadors, etc.
    - Anyone with such lists, get information to Jamie.
    - Anyone needing such information contact Jamie.
  - It was mentioned that we need to consider methods to receive payment for various services through the website. It was also mentioned that there needs to be a method to indicate what service is being paid.
    - No action was taken.
- Show Administrator - presented Lee Miller
  - Lee shared that he'd been approached at Hilliard by someone with concerns about some inconsistencies with OSBA sponsored show rules.
  - The consensus of the group was that the rules are in place for all shows and available for viewing.
  - It was suggested that Jamie includes links on webpage to such rules so exhibitors are better informed.
- Nominations for 2018 Elections
  - Nominating Committee will be Sarah Denlinger, Jason Workman, and Mike Carper.
    - This committee will develop a list of interested candidates for directors to be presented at January meeting.
  - Directors whose terms are ending are: Steve Gerfen, Dave Greenhorn, & Josh Schrock
  - Trudi Tilton submitted her written letter of resignation from the secretary position effective at the conclusion of the 2018 Banquet. She cited her feelings of disconnect from the current executive team as to why she was resigning
  - Michael Bihl gave his verbal resignation from his treasurer position effective at the conclusion of the 2018 Banquet. Michael shared that his personal health and other commitments are keeping him from fulfilling his duties to the degree that he'd like to complete them.

The next meeting will be held Tuesday, January 23, 2018 at 5:00 P.M. in the meeting room of the Ohio Cattlemen's Association.

Jason Workman moved to adjourn the meeting. Josh Schrock seconded. Motion passed. Meeting adjourned at 8:46 P.M.