

MINUTES
Ohio Shorthorn Breeders' Association
Board of Director's Meeting
Held at the Ohio Cattlemen's Association Office
April 7, 2019
2:00 p.m.

Members Present: Jeff Winkle, Duane Miller, Kendall Shonkwiler, Beth Carper, Tom Turner, Mike Carper, Sarah Denlinger, Jason Workman, Jeff Barr, Katie Cull, Scott Winkle, Jamie Wheeler

Light refreshments provided by the OSBA

President Jeff Winkle called the meeting to order at 2:04 p.m.

President Jeff Winkle led the group in the Pledge of Allegiance

Jeff opened the meeting by discussing the success of the online bull sale hosted by Paint Valley Farms and Byland Polled Shorthorns. It was visionary of both Shorthorn breeders and a testament to the interest and successes of the Shorthorn breed. Paint Valley Farms and Byland Polled Shorthorns sold 48 bulls to 13 states for an average of \$3744; with lot #28 selling at \$12,750.

Jeff Winkle and Jason Workman both participated in the Michigan Beef Expo - with Jeff having the high selling Shorthorn bull and Jason selling two heifers.

Minutes from the December meeting were shared in written form and approved at the OSBA Annual Meeting. Annual Meeting minutes will be shared in written form at the next scheduled meeting of the OSBA Board of Directors.

Treasurer's Report - presented by Beth Carper

Jeff Barr made a motion to approve the Treasurer's report. Mike Carper seconded the motion - motion carried.

There was open discussion about working through the new sponsorship program which was presented to the membership in January 2019 - we are shifting to a calendar year renewal.

COMMITTEE REPORTS

OJSA Report - presented by Katie Cull & Scott Winkle

- The OJSA generated \$3000 from the Silent Auction held at the Ohio Beef Expo
- Double Blower raffle tickets are still available - with the blowers being awarded to the winning ticket at the Jr. Preview Show.
- The Jr. Preview Show will be held at the Holmes County Fairgrounds in Millersburg, OH
 - May 18 - 19, 2019
 - Entries are Due May 1, 2019
 - Entries will also be accepted at the fairgrounds show weekend
 - Tentative Schedule:
 - Check-in - Saturday, May 18, 2019
10:00a - 12:00p
Saturday is a big deal and board presence would be welcomed
 - Saturday: Lock Box Quiz with Beef industry-based questions.
 - OJSA Interviews
 - Scholarship Interviews
 - Fitting Content
 - Jr. National Meeting - Prep “What to Expect”
 - Cornhole Tournament
 - VanVorhis’ will sponsor dinner on Saturday evening.
 - Sunday, May 19, 2019
 - Show starts at 9:00 a.m.
 - Showmanship
 - Steers
 - Bulls
 - Heifers
- Volunteers are needed for setting up, ring help and calling classes

- Shorthorn Jr. Nationals are June 17 - 22, 2019 in Lebanon, TN
 - Entries are Due May 1, 2019 / Late entries accepted through May 15, 2019
 - Cattle can be in tie-outs beginning June 16, 2019
 - Check-in June 18, 2019
 - Theme is Strumming Up A Shorthorn Tune!
 - Branded t-shirts
 - Trudi Tilton will be spear heading the State Basket this year - please feel free to connect with Trudi regarding donating items
 - Trudi Tilton is also leading the State Cook-off - ideas are in the works.

- Any questions regarding Jr. Nationals - please direct them to Katie or Scott

Jeff Winkle shared Ohio will have an Australian exchange student for three weeks. Her name is Claudia Spitzer and she will spend one week at each of the following farms culminating in exhibiting at the Shorthorn Jr. Nationals:

- Great Lakes Sire Services
- Paint Valley Farms
- Cedar Lane Farms

Farm Science Review - presented by Tom Turner

- Dates: September 17 - 19, 2019
- No new information or updates - the process is moving forward.
- Anyone interested in volunteering to set-up, work the OSBA booth or bring cattle to exhibit should contact Tom or Susie Turner.
- Tom would like each board member to commit to one day of attending / assisting in the OSBA booth

Fundraising - presented by Tom Turner

- Tom asked that we all patronize and support our Allied Industry partners.

- A discussion ensued about the responsibilities of being an OSBA board member and it being everyone's responsibilities to attract new members to the OSBA organization.

Digital Media - presented by Jamie Wheeler

- Jamie needs more input regarding social media posts.
- As a board we need to do a better job of providing content and updates for social media
 - Mostly sharing ASA posts
 - It is up to the board to assist with content

Ohio State Fair - presented by Jeff Winkle

- The OJSA will host a social at the Ohio State Fair - more details will be forthcoming
- Cedar Lane Farm and STS Cattle Co will sponsor meal tickets this year during Ohio State Fair to be used the days of the Shorthorn show.

Summer Picnic - presented by Kendall Shonkwiler

- Date: August 17, 2019
- Hosted by Foster Farms in conjunction with the Fairfield County Extension Office
- Details are being finalized regarding keynote presentations and the menu
- Duane Miller will work closely with Foster Farms to ensure a successful event

OLD BUSINESS

- Due to feedback from the membership, reinstating the State Show Shorthorn Show is being considered for 2020
- Possible locations being considered are: Morrow County Fairgrounds in Mt. Gilead, OH and Wyandotte County Fairgrounds
- General discussion by all members converged around auctioning off premium pages in the Membership Directory for 2020. Winning bidder gets choice of page location.

Mike Carper made a motion that we auction off premium pages in the Membership Directory at the Fall Showcase Sale. Jason Workman seconded the motion - motion carried.

Jeff Winkle shared the results of the Ohio Beef Expo Shorthorn Sale

- Tom Turner requested we ask the auctioneer to announce buyer names during the sale instead of numbers.
- It was discussed that we change the bull / heifer consignment rule. The discussion was tabled until the next meeting of the OSBA board of directors

Duane Miller made a motion that we announce all names at the Ohio Beef Expo Shorthorn Sale. Jason Workman seconded the motion - motion carried.

- There was open discussion by all OSBA board members about the Ohio Beef Expo Sale management.

Duane Miller made the motion that we stay with CCF as the OBE sale manager. Jason Workman seconded the motion - motion carried.

NEW BUSINESS

Committees (new / needed) - presented by Jeff Winkle

- Additional committees are needed; specifically, with membership. We are gaining traction, but we could do a better job of promotion the benefits of being a member of our organization.
 - Need to work on membership throughout the year; not only during annual renewal period
- **Membership Committee**
 - Duane Miller - Committee Chair
 - Kyle Geho
 - It was suggested we should post a list of the committees and ask anyone interested in volunteering to serve on a committee to reach out the chairman of the committee or an OSBA board representative.

- Duane will come up with a membership strategy and present to the board at the July 2019 meeting.
- **Beef Expo Committee**
 - Jeff Winkle - Committee Chair
 - Keith Moore
 - Jason Workman
 - Karen Bihl
 - Kendall Shonkwiler
- It was suggested the committee should put thought into making the Ohio Beef Expo our showcase event by renting a booth on Genetic Pathway
 - Discussions are underway with AgPro regarding a raffle idea supporting the 2020 Jr. Nationals.
 -
- Tickets for the item would be sold at:
 - Preview Show
 - Jr. Nationals
 - Ohio State Fair
 - Farm Science Review
 - Ohio Beef Expo - 2020 - give away at Expo!
 - Do not need to be present to win!
- Kendall will work with Jason Workman and Jeff Winkle to develop an advertising package to be presented to AgPro.

Jeff Barr made a motion to continue discussion with AgPro regarding the proposed deal. Mike Carper seconded the motion - motion carried.

Nomination Committee

- Dave Greenhorn - Committee Chair
- Kyle Geho
- Jeff Barr

Fall Showcase Sale Committee

- Mike Carper - Committee Chair
- Dave Greenhorn

- Jason Workman
- Quinton Keeran
- Kendall Shonkwiler

Bylaws / Constitution - presented by Jeff Winkle

- Jeff asked that we spend the balance of 2019 reviewing the constitution and bylaws. Please plan to submit your edits in writing to Jeff Winkle or Kendall Shonkwiler.
- A revised constitution and bylaws will be presented to the membership at large during the 2020 Annual Meeting & Banquet for vote.
- Kendall will send electronic copies of the Bylaws and Constitution to all board members for review and mark-up.

EOSA Rep - presented by Jeff Winkle

- Jeff had a discussion with Bill Bates at the Ohio Beef Expo regarding the vacated position of EOSA rep. Bill suggested Jeff speak with Eastern Ohio Association president Brent Workman regarding naming another representative.
 - Jeff will have an update at the July 14, 2019 OSBA Board of Directors meeting

Tax Exempt Status - presented by Duane Miller

- Duane is working through the process of filing for our tax-exempt status.
- More details / update to follow at the next meeting.

Recognition of Lifetime Achievement Winner - presented by Kendall Shonkwiler

- The Lifetime Achievement Award will be presented to Jane Brautigam at the Jr. Preview Show
 - Back-up plan is to present to Jane at the Ohio State Fair if she does not attend the Preview Show

2019 Scholarship Program - presented by Kendall Shonkwiler

- Scholarship entry forms are now online via the OSBA website
- Scholarship interviews will be scheduled at the Jr. Preview Show
- Beth suggested we generate a social media blast to alert prospective scholarship applicants
 - Applications should be returned to Michael Bihl
 - Jeff Barr was elected to the interview panel for the scholarship award
- Beth will reach out to Michael to obtain an update on the status of applications, etc.
- We should communicate to Michael and make a note for the 2020 Membership Directory - we will migrate from (2) \$500 scholarships to (1) \$1000 scholarship in 2020.
- Scholarships will be presented at the Ohio State Fair.

OSBA Booth Refresh - presented by Kendall Shonkwiler

- Kendall led the discussion regarding changing the artwork / graphics on the OSBA booth.
- Beth suggested a puzzle piece theme outlining the pieces that comprise the OSBA
- Kendall asked Jamie for her support in creating the artwork

Mike Carper made a motion to change the graphics of the shorthorn booth not to exceed the estimate of \$395.00. Duane Miller second the motion - motion carried.

2020 Annual Meeting & Banquet - presented by Kendall Shonkwiler

- Both Plain City / Bellville Der Dutchman locations are on hold February 22, 2020

The board discussed alternating locations vs. increased membership attendance.

- All Occasions in Waldo was suggested as an optional location.

- KENDALL will check availability and pricing and report back to the board regarding a final decision.

Beth Carper made a motion that Kendall Shonkwiler plan the 2020 Annual Meeting & Banquet. Mike Carper seconded the motion - motion carried.

Jeff Barr made the motion to adjourn the meeting. Motion was seconded by Jeff Winkle - motion carried.

Next OSBA Board of Director's meeting scheduled July 14, 2019 at the Ohio Cattlemen's Association offices.

OSBA Banking Summary - 2019 Year to Date	
Starting Balance: January 1, 2019	\$5,469.89
Current Balance: April 7, 2019	\$8,059.06

INCOME	
Donations	
Donations:Donation to OSBA	\$65.00
Donations:Donation to Scholarship	\$142.00
TOTAL Donations	\$207.00
Membership Dues	
Membership Dues:Allied Industry Dues	\$1,319.20
Membership Dues:Ambassador Dues	\$2,825.24
Membership Dues:Dues	\$1,210.73
TOTAL Membership Dues	\$5,355.17
Ohio Shorthorn website	\$698.00
OJSA membership dues	\$198.55
OSBA Annual Meeting Reservations	\$1,190.00
OSBA Membership Directory Ad Sales	\$5,949.00
Shorthorn Lassies	\$90.00
TOTAL INCOME	\$13,687.72

EXPENSES	
Awards	\$1,600.00
Digital Media	
Digital Media:digital media manager	\$1,470.00
Digital Media:web service	\$392.00
TOTAL Digital Media	\$1,862.00
Dues	\$225.00
Marketing & Advertising	\$25.00
Membership	
Membership:Board Meetings	\$169.56
Membership:Printing	\$352.53
TOTAL Membership	\$522.09
Office Expenses (Business):Postage	\$11.00
TOTAL Office Expenses (Business)	\$11.00
Ohio Beef Expo	
Ohio Beef Expo:Exhibit fee	\$100.00
Ohio Beef Expo:Luncheon	\$783.32
TOTAL Ohio Beef Expo	\$883.32
OSBA Annual Meeting	
OSBA Annual Meeting:Key Note Speaker	\$31.51
OSBA Annual Meeting:Meals	\$1,943.13
TOTAL OSBA Annual Meeting	\$1,974.64
OSBA Membership Directory	
OSBA Membership Directory:Design	\$1,562.50
OSBA Membership Directory:Printing	\$3,283.00
TOTAL OSBA Membership Directory	\$4,845.50
TOTAL EXPENSES	\$11,948.55

Income/Expense by Category
9/1/18 through 4/7/19

4/7/19

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Category	9/1/18- 4/7/19
INCOME	
Accounting	15.00
Donations	207.00
Membership Dues	11,765.69
Ohio Shorthorn Fall Showcase Sale	54,105.60
Ohio Shorthorn website	848.00
OJSA membership dues	246.80
OSBA Annual Meeting Reservations	1,190.00
OSBA Membership Directory Ad Sales	7,134.20
Shorthorn Lassies	90.00
State Shorthorn Show Sponsors & Entri...	75.00
TOTAL INCOME	75,677.29
EXPENSES	
Awards	2,400.00
Digital Media	4,117.50
Dues	225.00
Farm Science Review	3,335.14
Fees & Charges	26.99
Marketing & Advertising	1,055.00
Membership	818.61
Misc.	39.99
Office Expenses (Business)	58.96
Ohio Beef Expo	883.32
Ohio Shorthorn Fall Sale	54,201.63
OJSA membership reimbursement	48.25
OSBA Annual Meeting	1,974.64
OSBA Membership Directory	4,845.50
TOTAL EXPENSES	74,030.53
OVERALL TOTAL	1,646.76

Shorthorn		
Sale Manager: Cagwin Cattle Services, 217.452.3051, cagwincattle@casscomm.com		
Auctioneer: Kevin Wendt		
Total Number of Live Lots (cow/calf pair = 1 lot):		25
Total Number of Consignors:		21
Total Number of Buyers:		30
Total Number of States Cattle Sold Into:		8
List States:	OH,NY,WV,IA,IN,MI,NC	
Total Number of Cattle Sold on the Internet:		0
Volume Buyer (name, town, state):	Patrick Waldock, 10608 Co Rd 12, Bloomville, OH 44818	
Total Sale Gross:		\$83,145.00
Genetic Lots Gross:		\$10,745.00
Live Lots Gross:		\$72,400.00
Sale Average on Live Lots (should be live lots gross divided by # of live lots):		\$2,896.00
Bulls		
Total # of Bulls Sold:		6
Gross Sales:		\$16,300.00
Bull Average:		\$2,716.67
High Selling Bull (lot #, name):	Lot #3, Byland Premier 8SC24	
High Selling Bull Value:		\$6,750.00
Consignor (name, town, state):	Byland Shorthorns, 500 Township Rd 2802, Loudonville, OH 44654	
Buyer (name, town, state):	James Angus, 7301 S Ionia Rd, Bellvue,MI 49021	
Females		
Total # of Females Sold:		19
Gross Sales:		\$56,100.00
Female Average:		\$2,952.63
High Selling Female (lot #, name):	Lot #7, UTCC Molly	
High Selling Female Value:		\$5,900.00
Consignor (name, town, state):	Uptop Cattle Co, Lauren Czerwinski,49393 England Dr,East Palestine, OH 44413	
Buyer (name, town, state):	Ronald Kelly,2226 Little Sandy Rd, Bruceton Mills, WV 26525	

Total # of Cow/Calf Pairs Sold:	0	
Gross Sales:	0	
Cow/Calf Average:	0	
Genetic Lots		
Total # of Embryos Sold:	11	
Gross Sales:	\$3,875.00	
Embryo Average:	\$352.28	
Total # of Semen Straws Sold:	97	19 lots
Gross Sales:	\$6,870.00	
Semen Average:	\$70.82	
Total # of Pregnancies Sold:	0	
Gross Sales:	0	
Pregnancy Average:	0	

Shorthorn

Breed Rep: Keith Moore, 937.763.2132

	Name	City	State		
Judge	Adam Hall	Hillsboro	Ohio		
	Lot Number	Name	Exhibitor Name	Exhibitor Town	Exhibitor State
Champion Shorthorn Bull	3	Byland Premier 8SC24	Byland Shorthorns	Loudonville	Ohio
Reserve Champion Shorthorn Bull	4	Byland Eclipse 8U66	Byland Shorthorns	Loudonville	Ohio
Champion ShorthornPlus Bull	5	Rainy Day Cupid	Rainy Day Shorthorns & Hidden Hollow Farm	Jerusalem	Ohio
Reserve Champion ShorthornPlus Bull	6	HH Royal Prince	Hidden Hollow Farm	Jerusalem	Ohio
Champion Shorthorn Female	7	UTCC Molly	Uptop Cattle Company	East Palestine	Ohio
Reserve Champion Shorthorn Female	15	Layla's Ginger Rose 1191ET	C&S Hetrick Show Cattle	Fremont	Ohio
Champion ShorthornPlus Female	24	SFF LILLY 825F B	Smith Family Farms	Pendleton	Indiana
Reserve Champion ShorthornPlus Female	20	Minges Miss Molly	Minges Show Cattle	Okeana	Ohio
Champion Cow/Calf Pair	N/A				
Reserve Champion Cow/Calf Pair	N/A				

April 7, 2019 Meeting

Website

Visits

December 2017 – 3,060 visitors, 3,006 unique
Jan 2018 – 3,014 visitors, 2,254 unique
February 2018 – 2,731 visitors, 2,549 unique
March 2018 – 3,419 visitors, 3,268 unique
April 2018 – 3,274 visitors, 4,347 unique
May 2018 – 4,058 visitors, 3,779 unique
June 2018 – 3,537 visitors, 3,252 unique
July 2018 – 3,457 visitors, 3,178 unique
August 2018 – 3,976 visitors, 3,686 unique
September 2018 – 7,034 visitors, 6,244 unique
October 2018 – 5,567 visitors, 5,281 unique
November 2018 – 4,434 visitors, 4,283 unique
December 2018 – 4,329 visitors, 4,211 unique
January 2019 – 5,641 visitors, 5,437 unique
February 2019 – 3,146 visitors, 2,739 unique
March 2019 – 3,147 visitors, 2,715 unique
April 2019 – 739 visitors, 470 unique as of 4/5/19

Page Views

December – 3,580
Jan 2018 – 4,307
Feb – 5,517
March – 4,332
April – 4,347
May – 5,036
June – 4,656
July – 4,574
August – 5,405
September – 9,945
October – 7,005
November – 5,006
December – 5,173
January 2019 – 6,766
February – 4,186
March – 4,855
April - 900

Top Sources

Direct
Referral – Top Referral = Facebook
Search Engine

Top Searches

- American Shorthorn Association
- Ohio Beef Expo

- Individual Shorthorn breeders Farm Names
- ohio shorthorn association

Top Pages on Site

- Home Page
- Our Members
- Youth
- Results
- Ambassadors

Top Entry on Site

- Home Page
- Fall Showcase Sale
- Members
- OSBA Directory - 2019

Facebook

Page likes = 2,554
Last meeting = 2,461
People reached in last month = 10,707
Last meeting = 5,330

Instagram

Started account in August 2017
308 Followers in February
333 followers currently