

MINUTES
Ohio Shorthorn Breeders' Association
Board of Director's Meeting
Held at the Ohio Cattlemen's Association Office
October 27, 2019
2:00 p.m.

Members Present: Jeff Winkle, Duane Miller, Kendall Shonkwiler, Lee Miller, Tom Turner, Kyle Geho, Jason Workman, Jeff Barr, Dave Greenhorn, Jamie Wheeler

Light refreshments provided by the OSBA

President Jeff Winkle called the meeting to order at 2:06 p.m.

President Jeff Winkle led the group in the Pledge of Allegiance

Minutes from the July 14, 2019 OSBA Board meeting were shared in written form. Jeff Barr made a motion to accept the minutes as written. Dave Greenhorn seconded the motion . motion passed.

Jeff Winkle asked for an amendment to the July meeting minutes. Please note the request of a 2019 highlight letter for publication and distribution to the OSBA members.

TREASURER'S REPORT . shared by Jeff Winkle

The treasurer's report was shared with the assembled members. Jeff Barr made a motion to accept the report. Lee Miller seconded the motion . motion passed.

- Prior to Committee Reports one item for discussion was the publication and printing of the OSBA meeting minutes. To become more sustainable, future meeting minutes will be shared via the OSBA website and hard copies will not be provided during the scheduled OSBA board of directors meetings.
- The OSBA Board discussed moving the 2020 October OSBA Board of Directors meeting to the morning of the Fall Showcase Sale to capitalize on board member attendance at the Fall Sale.
- One Note for 2020 . Publish the sale credit and fan winner names on the OSBA social media channels.

COMMITTEE REPORTS

OJSA – no report

FARM SCIENCE REVIEW – presented by Tom Turner

- There was good traffic this year in part to the great weather.
- Simmental and Limousine representation had not presence or displays at this year's FSR
- OSBA gave away three turbo fans and \$1200 in Fall Showcase Sale credits
- We need to continue to explore opportunities for increasing participation by OSBA members.
- Display cattle and volunteers are needed as we prepared for 2020.
- Kyle Geho suggested we promote the Farm Science Review at the Annual Meeting
- Lee Miller mentioned a continued effort in evaluating how we exhibit . loose cattle for commercial breeders and show calves.
- Jeff Barr commented that we might gain greater diversity in the cattle if we evaluate when they need to be in place and the length of time
- ALLIED Industry advertising raised \$12,000
- Broken down as follows:
 - Lot rental \$1250
 - Tent - \$870
 - Tables - \$130
 - Lighting - \$100
 - Skirting - \$96.00
 - Mulch - \$500
 - Printing / signs \$559.00
 - Artwork - \$450
 - Office supplies / labor - \$404.15
 - Exhibit materials - \$30.00
 - Flowers - \$71.00
 - Sale credit - \$900.00
 - Total expenses - \$5,360.65
 - In the black: \$7,439.35
 - Secured 17 full page ads for the 2020 directory
 - \$1500.00 . scheduled for payment in 2020
- Lee mentioned the Allied Industry contributions are vital to our organization and the success of the Farm Science Review

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DIGITAL MEDIA – presented by Jamie Wheeler

- * Jamie shared the OSBA social media statistics which are published separately on the OSBA website.

* There was general discussion about privacy issues and the information we share regarding the officers and board of directors on the OSBA website.

Lee Miller made a motion that all email addresses of the OSBA officers and directors be removed from the OSBA website. Jason Workman seconded the motion . motion passed.

OHIO STATE FAIR – presented by Jeff Winkle

- Shorthorns were the largest breed entries
- Voting will take place at the next OSF meeting regarding making the OSF a Super Regional
- Dave Greenhorn mentioned several breeders / exhibitors requested Shorthorns be moved back to the first session of the OSF
- Jeff Winkle will discuss moving sessions with Renae Logsdon
- Tom Turner asked if Kyle / Renae could inquire about how the judges are selected and rotated.

SUMMER PICNIC – presented by Duane Miller

- The 2019 OSBA Summer Picnic was hosted by Foster Farms.
- There was a large turnout with approximately 70 member families in attendance
- Stan Smith presented about hay quality and forage testing
- Jim Jepson presented an OCA board update
- There were many cattle on display . it was a beautiful day for viewing cattle.
- NOTE FOR FUTURE EVENTS: Bring a small PA system
- Tentative host for the 2020 OSBA Summer Picnic . Jason Workman

FALL SHOWCASE SALE – presented by Jeff Winkle

- It was a good sale overall
- All the cattle showed up well
- The overall sale crowd and attendance is the same . not many new faces.
- One option for attracting a larger client base is through the exploration of Internet sales
 - Jeff Winkle discussed with Gene Steiner and Gene is equipped to manage an Internet Sale at an additional cost.
- EPDs will be included in the sale catalog next year on all live lots and semen lots
- Semen lots will be sold individually . not first choice.
- Small verbiage update: genetic defects should be changed to genetic conditions.
- Jason Workman mentioned breeders have shared with him conflicts with the sale date and the location.
- Lee mentioned an added incentive to all buyers . one year's paid membership to the OSBA to be paid at the expense of the seller.

- Further exploration and discussion are needed on this item . as dedicated support would be needed to enroll new members, etc.

ACTION ITEM: Sale Committee needs to discuss alternate dates for the sale and sale facility options.

ASA REPORT – presented by Dave Greenhorn and Tom Turner

- Tom Turner and Dave Greenhorn attended the ASA Board of Directors Meeting.
- Tom reported Dr. Beavers joined the faculty at TN
- The ASA board discussed the success / opportunities of the 2019 Jr. Nationals held in Lebanon, TN
 - Some discussion ensued regarding the 2020 Jr. Nationals slated for Abilene, TX
- The percentage rule for shorthorn plus steers will remain in effect for 2020 at which time it will be reviewed by both the ASA junior and senior boards.

The ASA Annual Meeting & Banquet is scheduled in Kansas City, Nov 22-23, 2019.

The ASA Annual Meeting & Banquet is scheduled in Louisville in 2020 in the hopes of attracting higher attendance numbers.

NEW BUSINESS – all

- The annual meeting is confirmed February 22, 2020 at Der Dutchman in Plain City, OH.
 - It was discussed rotating the location each year to provide opportunities for more demographic attendance by members.
- Jeff Winkle asked the nomination committee to begin thinking about nominees for upcoming board election to be held at the Annual Meeting & Banquet

OHIO BEEF EXPO – presented by Jeff Winkle

- Jeff Winkle has been added to the 2020 Ohio Beef Expo planning committee.
- Discussion was generated regarding the OSBA gaining a greater presence at the Ohio Beef expo through renting space in the trade show or Genetic Pathway.
- There was generate discussion about providing an avenue / outlet for our breeders to market their Shorthorn cattle. As such it was recommended, we allow consignors in the Ohio Beef Expo to sell one bull without consigning a female. If consigning more than one bull . the ratio is 1:1 (one female for each bull)
- All consigned bulls will have to pass a breeding soundness exam

Jason Workman made a motion that the Ohio Beef Expo Shorthorn sale will accept single consignments of bulls without females, more than one bull consigned by a

single breeder will need to have the 1:1 ration of female consignments. Duane Miller seconded the motion . motion passed.

Lee Miller made a motion that all bulls consigned to the 2020 Ohio Beef Expo have a vet certified bull soundness exam. Tom Turner seconded the motion . motion passed.

ANNUAL MEETING & BANQUET . presented by Kendall Shonkwiler

- 2020 Annual Meeting & Banquet is confirmed on February 22, 2020
- Der Dutchman
- Plain City, Ohio

STATE SHOW . presented by Kyle Geho

- Kyle Geho has been working with several entities and breed organizations to secure a venue for the 2020 OSBA State Show.
- No definite details but Kyle will continue to work on this initiative and provide an update at the December OSBA Board of Directors meeting.

OLD BUSINESS

Bylaws & Constitution . presented by Jeff Winkle

Before next meeting all board members should share their suggested changes / edits to the OSBA Bylaws & Constitution

Kendall will compile the changes and submit to the Bylaws committee spearheaded by Jeff Barr.

All changes or edits should be sent to Kendall by Monday, November 11, 2019

- The revisions will be incorporated in the existing Bylaws & Constitution and reviewed at the December board meeting.
- Jeff Winkle and Jason Workman suggested we explore migrating our current membership directory to a spiral bound directory so pages can be easily removed and submitted to the appropriate individual for renewing memberships, etc.
- Booth refresh . Kendall is continuing this effort with Beth Carper and Jamie Wheeler. We have a good start on the graphic and will present additional ideas at the December board meeting.
- Kendall will work with Beth and Jamie regarding development of a welcome packet for new members.

Lee Miller made a motion to adjourn the meeting. Jason Workman seconded the motion . motion passed. Meeting adjourned at 4:38 p.m.

Next meeting scheduled on Tuesday, December 10, 2019 at 5:00 p.m.

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