

MINUTES
Ohio Shorthorn Breeders Association
Board of Directors Meeting
Held at the Ohio Cattlemen's Association Office
December 10, 2019
5:00 p.m.

Members Present: Jeff Winkle, Duane Miller, Kendall Shonkwiler, Beth Carper, Lee Miller, Tom Turner, Kyle Geho, Mike Carper, Sarah Denlinger, Jason Workman, Ryan Cairns, Dave Greenhorn, Jamie Wheeler, Jeff Barr

Light refreshments provided by the OSBA.

President Jeff Winkle called the meeting to order at 5:09 p.m.

President Jeff Winkle led the group in the Pledge of Allegiance.

Amended minutes from the October 27, 2019 OSBA Board meeting were shared in written form. Lee Miller made a motion to accept the minutes as written. Ryan Cairns seconded the motion . motion carried.

Beth Carper shared the treasurer's report in written form. Jeff Barr made a motion to accept the report as written. Mike Carper seconded the motion . motion carried.

COMMITTEE REPORTS

OJSA . No report

FARM SCIENCE REVIEW . presented by Tom Turner

- Tom provided a brief update on the Allied industry money collected and reiterated how critical our Allied industry partners are to the success of Farm Science Review and OSBA.

DIGITAL MEDIA . presented by Jamie Wheeler

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

- Jamie shared the following statics:
 - Page views are down somewhat and there are no indicators as to why
 - Social media is staying current . but all content ideas are welcome.
 - OSBA website is current
 - The Facebook sites reached out 12,000 views
 - Instagram is gaining traction
 -

FALL SHOWCASE SALE . presented by Mike Carper

- Mike provided a recap of the Fall Showcase Sale committee conference call which was held in November.
- Fall Showcase sale date for next year is September 27, 2020
- Sale Facility remains the same: Claylick Run Sale Facility in Newark, OH
- Discussion ensued about encouraging consignors to capture quality pictures to showcase the cattle in their best form.
- There was also limited discussion about scheduling / offering a picture day
- Hosting an Internet sale in conjunction with the live sale is still being discussed by board members. The consensus is positive that this would increase sales volume and reach a broader range of buyers.

ASA REPORT . presented by Tom Turner

- Tom concluded 6 years on the ASA board. He shared his highlights of the experience which was impactful to the industry.
- Lee Miller is newly elected to the ASA Board
- Dave Greenhorn shared information regarding the national meeting . which had the largest attendance in history.
- All board members were engaged by the high-level speakers
- The ASA Board now has the first elected female Vice-President: Nancy Grothwohl-Heter
- Lee shared his interest and that of the board to see the new branding and marketing campaign rolled out by the ASA. Part of the campaign is comprised of:

- 10 one-page ads promoting the Shorthorn breed in various capacities.
- In Lee's opinion . the ads are all on point

NEW BUSINESS

- The nominating committee discussed the open board positions and potential candidates.
- A list of candidates will be forthcoming and presented to the membership at the 2020 Annual Meeting & Banquet for vote.
- The OSBA board of directors voted on the recipient for the Lifetime Achievement Award.
 - The Lifetime Achievement Award will be presented at the 2020 Annual Meeting & Banquet.
 - Lee Miller suggested we put in writing the criteria used in selecting nominees and ultimately the recipient of this prestigious award.
 - Tom Turner suggested we suggested exploring giving more awards to recognize those contributions by OSBA breeders and membership.
- 2020 Ohio Beef Expo
 - Jeff Winkle suggested we explore opportunities for increasing the OSBA presence at the Ohio Beef Expo.
 - Options discussed are as follows:
 - Purchasing a booth in the tradeshow or Genetic Pathway
 - Developing a looping PPT that runs continuously throughout the sale / show
 - If we have a booth, scheduling will take place to staff the booth for membership renewals.
 - Jeff will explore pricing for footprints at the Ohio Beef Expo via the Ohio Cattlemen's Association
 - Jeff also will have more presence during the Ohio Shorthorn Sale at the Ohio Beef Expo.
 - Welcome all buyers
 - Jeff W. will explore pricing for footprints at the Ohio Beef Expo
 - Membership drive

- 2020 Annual Meeting & Banquet
 - Plans are underway for the Annual Meeting & Banquet
 - Suggested speakers: Matt Reese (Ag-Net), Paul at Weaver Leather
 - OCA Update
 - Committee Updates

- 2020 State Show
 - Open discussion by the board in partnering with the Hereford Association to alleviate venue costs.
 - Herefords are scheduled the week prior to the Shorthorn Jr. Nationals.
 - Franklin County is still an option on the table.
 - Kendall will reach out to the fair board regarding the details.

- - Hereford Association show is scheduled the week prior to the Shorthorn Jr. Nationals
 - Franklin County is still an option
 - Kendall will reach out to Derrick Vincent regarding option
 - Several ideas were discussed but ultimately, we will continue to explore dates and locations.

Duane Miller made a motion that we table the 2020 State Show discussion and explore dates and venues for 2021. Ryan Cairns seconded the motion . motion carried.

- Budget Report
 - The budget committee met prior to the OSBA Board of Directors meeting but did not make it all the way through the discussion prior to the OSBA board meeting. A meeting is being scheduled in January to finalize the budget at which time the budget will be shared via email for approval by the OSBA board. Upon approval, the budget will be shared at the 2020 Annual Meeting & Banquet.

- Membership Directory
 - We discussed refreshing the membership directory which would migrate to spiral bound. The cost at this time is prohibitive and

the board decided to update graphics but not the layout of the directory for 2020.

Lee Miller made a motion that we remain with the current layout of the membership directory. Tom Turner seconded the motion . motion carried.

- Jamie will explore a few minor upgrades which may make it easier to remove entry pages or renewal pages.
- Jeff Winkle asked the board for volunteers to call the membership regarding advertising.
- Kendall will draft the communication being sent to the membership regarding the Annual Meeting & Banquet, advertising and membership renewal.
- One note . the scholarship verbiage in the membership directory needs updated to reflect the following:
 - (1) \$1000 scholarship will be awarded

OLD BUSINESS

- Bylaws & Constitution
 - The board discussed the OSBA Bylaws & Constitution. All edits are being managed by Jeff Barr. Jeff will compile the edits and send to the board for review and discussion. Revised bylaws and constitution will be submitted to the membership at the 2020 Annual Meeting & Banquet.
 - The board discussed having representation at the OSBA board of directors meetings by a junior board member. There was good discussion around the table but no definitive answer. The item will be added for the next scheduled OSBA Board of Directors meeting.
- OSBA Booth Refresh
 - Kendall recommended waiting to discuss the OSBA booth refresh until first quarter. All board members agreed with this recommendation.

Ryan Cairns made a motion to adjourn the meeting. Jason Workman seconded the motion . motion carried.