

California Holstein Association
Board of Directors Meeting/ Planning Conference
January 25, 2018
MacArthur Place Hotel, Sonoma

Officers Present: President Anthony Souza, Vice President Hank Van Exel, Treasurer Carol Borba
Directors Present: all present
Guests: Lacey Paulo, Katharine Correia, Pat Maddox, Julie Ashton

Anthony Souza called the meeting to order at 10:00 am.

Hank Van Exel moved to approve the minutes as presented, 2nd by Adam Van Exel, and approved unanimously.

Treasurer's Report

Anthony presented the Treasurer's Report. He had a year summary report from Stifel-Nichols. Holdings saw 9% growth on the year, equating to \$21,000 profit. Portfolio total is \$251,619. Year-end financial statements from the accountant were also presented. Members discussed whether federal laws have changed or tightened on how non-profit donations are reported. Kate will follow up with accountant to make sure we are in compliance. Current Union Bank checking is just over \$20,000. Jessica McIsaac moved to approve the Treasurer's Report, 2nd by Stan Henderson and approved unanimously.

Office Manager's Report & Junior Report

Current senior membership of 232, junior membership of 150. Hank requested an updated list of unpaid members. Over 1400 facebook followers being reached on social media. An Instagram and or Snapchat account is a possible future way to reach junior and young adult members and prospects. Lacey will help. Futurity numbers for next spring are currently at 26 renewed 2 year olds out of 85 first entries. For the 2019 show, there are 110 first entries.

Large group of juniors are attending convention. Kate has been working closely with chairperson Stacey Gambonini to coordinate events at the separate locations this year. Junior president will give an address at the annual meeting. Jessica volunteered to assist Kate and Kirsten and the junior officers in expanding the activities offered for kids at the convention.

National Report

Pat reminded everyone it is his last year on the National Board, so a new director will be elected in Michigan. CA delegates are Stephen Mast, Steve Maddox, and Dino Migliazzo. Lacey & Katharine had just returned from the national sales conference at Brattleboro. Registrations and Basic ID were both up for the year.

2018 CA Holstein News Annual Magazine

Julie Ashton joined the meeting. She presented ad rate flyers. Breeder rates remain the same. Commercial ad rates are increased slightly. We have a double-buy option again with Cowsmo. Julie also shared an information sheet detailing how the double buy ads are billed and collected- and how proceeds are shared.

Junior Show Contest

Stan and Hank had reviewed all of the entries and selected winners. There were 29 entries, and 13 class winners and 11 reserves selected. Kate had plaques made for all winners and certificates for reserve. Winners will be announced at annual meeting and junior awards banquet. Kate explained that a wide variety of quality of pictures came in with entries. Stan suggested the possibility to have a young adult 'intern' assist with taking pictures at fairs.

2018 State Show

Kate presented information about the online entry program ShoWorks- with an initial cost of roughly \$1200 and small yearly renewal. Larry moved to purchase this program, 2nd by Jessica and approved unanimously. Kate will contact the jersey show chairpeople to get their entries online as well, perhaps they would help with cost. Anthony proposed a slight increase in entry fees to allow for fairgrounds clean out costs. Lengthy discussion was had about trash and sharps in bedding and how to address the problem. On the entry form this year it will clearly state "With signing this form, exhibitor will take responsibility for any trash in cattle stalling area and will attend mandatory Exhibitors' Meeting. In the future, consequences will be implemented of fines and/or suspension from the show." The possibility was expressed that we put into practice a check-out from the fairgrounds after the show to have the stalling area approved as clean. Larry Gerber, Hank Van Exel, Rodney Paulo, and Frank Fernandes will act as a Show Conduct Committee. Show judge Chad Ryan has been confirmed. A sale at State Show was tabled for now, given that Kasbergen's have a sale in February and the Cal Poly sale in early June.

2019 Convention

Hosted by South San Joaquin Club. There are looking into Tachi Palace in Lemoore.

Cal Poly Sale

Advisor Rich Silacci and students Caitlin Lopes and Matt Ruby addressed the group about the upcoming Cal Poly Classic Sale scheduled for the first weekend in June. The sale will consist of about 40 head and serve to promote the Cal Poly brand and recruitment efforts. They request assistance from the board and association in accounting and running the income and expenses through our accounts. Profit from the sale will go to the Dairy Judging team for travel, back to the dairy farm, and to the Dairy Club. Hank moved to support the sale, Stephen Mast 2nd and approved unanimously.

Closed Session

Motion to adjourn at 12:30 by Adam, 2nd by Rodney. All in favor.