

**California Holstein Association**  
**Board of Directors Meeting**  
**January 28, 2016**  
**Modesto Doubletree Hotel**

Officers Present: President Matthew Evangelo, Vice President Anthony Souza  
Directors Present: Stephen Mast, Tony DeMello, Carol Borba, Stephen Maddox, Jessica McIsaac, Mike Moretti, Sarah Zonneveld  
Guests: Lacey Paulo, Katharine Correia, Pat Maddox

President Matt Evangelo called the meeting to order at 10:30 am.

Tony DeMello moved to approve the Agenda as presented. Seconded by Mike Moretti, and approved unanimously.

Mike Moretti moved to approve the Minutes of the previous meeting with the change to move his name to 'not present'. Seconded by Stephen Mast and approved unanimously.

**Treasurer's report:**

Tony presented the Profit & Loss statement for the year to date. Matt provided some information from Stifel Nichols about the investments. There will be an estimated \$10,000 of income for the coming year. The account advisor recommends to keep the same holdings. The year-end financial reports from accountant SBM was also presented.

Tony DeMello moved to approve the Treasurer's report. 2<sup>nd</sup> by Stephen Maddox and approved unanimously.

**Office Manager's Report & Junior Report**

Current membership numbers are 220 seniors and 126 juniors, for a total of just under \$20,000 dues income. Continuing to work with Holstein USA reps to target people registering cattle in CA that have National memberships, but not state memberships. Also working with Holstein USA to include new Complete herds as members. Communication via social media has been successful- with 994 CA Holstein Facebook friends, and emails promoting events and activities going out to members and industry friends.

The CJHA Planning Conference was held on November 7<sup>th</sup> to organize events coming up throughout the year. There is a large group of kids attending the convention for the various contests, and a silent auction will again be held to raise money to subsidize activities.

**National Report**

Pat Maddox announced the delegates elected for the 2016 National Convention are Matt Evangelo, Ryan Matheron, Bill Genasci and Hank Van Exel. There is a possibility we could have 5 delegates in 2017.

**OLD BUSINESS**

**2016 Annual Magazine**

A contract has been signed with HolsteinWorld to produce this year's magazine. Joel Hastings will have ad rate sheets and details at the Annual Meeting.

### **2016 State Show:**

The show will be held April 21-22 at the Turlock Fairgrounds. This year's entry fees will be reduced to \$25/head as no bedding will be provided. Contacts of where to locally purchase straw will be included on the entry form. The fairgrounds has proposed rental charges of \$2700, which is the same as last year. Judge will be Pierre Boulet. Sarah will send out fundraising letters in February. Mike Moretti moved to increase the sponsorship of the Grand Champion award to \$1,000, seconded by Stephen Mast and approved unanimously. Matt shared a proposal for the State Association to host a sale of roughly 30 head in conjunction with the show. Consignments would be housed with show strings throughout the week, and then moved together on Thursday night and auctioned. Matt and Stephen Mast will co-chair the sale.

### **2017 State Convention**

Will be hosted by the Fresno-Madera Club. Stephen Maddox and Pat Maddox explained it will most likely be held in Fresno. They would like an outline of room needs for the venue from Kate to help start planning.

### **Holstein USA Awards**

These are due in March. Kate will email all board members the applications for review. Jessica will contact Bill Genasci to get insight on the application process and submitting the awards, as he has prepared them in the past.

### **NEW BUSINESS**

#### **2018 State Convention**

To be hosted by the Redwood Empire Club

#### **Summer Event**

Family picnic/ BBQ type event idea was revisited. Modesto is a central location, to be held possibly at Durrer's Barn. Jessica and Sarah will work together to look at dates, and contact Ellen Durrer for availability.

#### **Office Manager Contract annual Review & Renewal**

Sarah moved to approve and renew with no changes, 2<sup>nd</sup> by Mike, approved unanimously.

#### **Next Meeting**

Sunday, March 6 at the Hanford Fairgrounds (during Western Classic Junior Show)

Carol Borba moved to adjourn the meeting at 12:15, 2<sup>nd</sup> by Tony DeMello, and approved unanimously