

California Holstein Association
Board of Directors Meeting
March 14, 2017
All-West Select Sires office- Turlock

Officers Present: President Anthony Souza, Vice President Hank Van Exel, Treasurer Carol Borba
Directors Present: Stephen Mast, Larry Gerber, Jessica McIsaac, Stan Henderson
Directors Not Present: Rodney Paulo, Mike Moretti, Adam Van Exel, Stephen Maddox
Guests: Lacey Paulo

Anthony Souza called the meeting to order at 11:10 am.

Hank van Exel moved to approve the Agenda as presented, 2nd by Stephen Mast, and approved unanimously.
Jessica McIsaac moved to approve the Minutes as presented, 2nd by Carol Borba, and approved unanimously.

Treasurer's Report

Anthony and Kate presented the Treasurer's Report. Current assets are \$4,816 in Union Bank checking; and Stifel Nichols holdings of \$26,156 in liquid account, and \$229,740 in investment portfolio. SN account has gained just under \$6,000 this year. The year-to-date Profit & Loss was reviewed, noting a few large bills to pay- \$5828 to liability insurance and \$4445 to accountant for tax prep.

Office Manager's Report & Junior Report

Currently there are 225 renewed senior members and 152 renewed juniors. The Spring printed newsletter is going to print asap. This includes all State Show info & entry- draft was reviewed by those in attendance. Show entry forms will go online by March 20, due April 10.

Juniors had great turnout at the convention for activities, and a successful silent auction. Teams will be picked soon to attend the National Convention. The next junior meeting will be at the State Show.

National Report

Lacey reported that she will be attending the sales conference in Brattleboro in early May. There was discussion about the poor eartag durability & wearability that she will pass along. The following delegates will represent CA at this year's national convention- Hank van Exel, Joey Airoso, Matt Evangelo and Dennis Areias (AZ)

OLD BUSINESS

2017 State Show

The fairgrounds will be open on Friday and Saturday for people to set up. Anthony will be making a stall chart. SSJHA will collect milk from exhibitors to sell to a local calf ranch. Exhibitors' dinner is not confirmed. Kate will check with YFC if they are ok with co-sponsoring the dinner. Anthony will check with the following leads for dinner sponsorship- Western Milling, A&M Livestock, Laird.

Copies of the show program will be printed as usual- but hopefully also made available online.

- Show coverage

Cowsmo will be taking pictures and post in real-time on their website with placings.

Julie Ashton will be at the show taking pictures and selling ads.

All-West Select Sires (Karen K & Mackenzie G) have confirmed taking all of the headshots for their 'sponsorship'.

Stephen Mast will contact Cathy Sanders on behalf of the jersey club to see if they will contribute towards the cost of jersey show coverage.

There is a new Jersey Association field rep- possibly he could assist with showmanship.

California Classic Sale

Stephen, Anthony & Rodney are working on the sale. Roughly 25 head. Paula Bovre will be doing the catalog-target to be online April 1st. Sale will follow the same format as last year- 10% commission with a \$500 max. Dave Macedo will be the auctioneer. We will need clerks for the sale. Schedule will be dinner at 5:30 and sale at 6:30.

2017 CA Holstein News Annual Magazine

Publications committee will include Lacey, Stephen Mast, Jessica, Anthony. We should have draft pages of convention coverage from Julie soon. All board members are urged to contribute names & contact info for possible advertisers, as well as follow up with local club pages.

2018 State Convention

Will be held in Sonoma at the MacArthur Place. We will have the entire hotel, but rooms are pricey ~\$300 per night. It may be most feasible to have a day the week before and do the junior interviews and preliminary contests. The group all agreed that during the senior banquet the junior presentations need to be cut back. Some sort of entertainment (ie hypnotist/ventriloquist/comedian) needs to be brought back. Hank will get some further details from chairperson Mike Mulas. Kate will work with junior chairpeople.

NEW BUSINESS

Summer Event & Planning Conference

Consensus was that it would be nice to have a summer family bbq. Possibly at Durrer's Barn? Hank also offered their residence. Jessica will follow up with Chris Durrer first.

It was also agreed that it would be best to combine the junior and senior planning conferences to get better attendance and information between the kids and adults. Possibly at Van Exel's again.

Junior "CA Supremes" Contest

This will be announced in the newsletter. Stan and Hank will work on finalizing entry form. Should include requirements of: non-professional picture of animal & exhibitor, placings. All entries will be due Oct. 15, to be judged at Planning Conference. Winners will be announced at Convention. Kate will create a draft entry form and email to all board for review.

Board attendance

Anthony reminded members of the bylaws outlining board member meeting attendance requirements. Bylaw rules will be enforced in the future. Anthony will facilitate replacing the Fresno-Madera representative. The bylaws need to be changed to "Board comprised of members" instead of "Board comprised of members that are representatives from x.y.z clubs"

Next Meeting will be end of May

Larry moved to adjourn the meeting to at 2:50, 2nd by Hank and approved unanimously.