

California Holstein Association
Board of Directors Meeting
August 16, 2016
All-West Select Sires office, Turlock

Officers Present: President Matthew Evangelo, Treasurer Carol Borba

Directors Present: Stephen Mast, Adam Van Exel, Larry Gerber, Stephen Maddox,

Directors Not Present: Vice President Anthony Souza, Sarah Zonneveld, Rodney Paulo, Jessica McIsaac, Mike Moretti

Guests: Lacey Paulo, Pat Maddox

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

Larry Gerber moved to approve the Agenda as presented, 2nd by Stephen Mast, and approved unanimously.

Adam Van Exel moved to approve the Minutes as presented, 2nd by Carol Borba, and approved unanimously.

Treasurer's Report

Kate Teixeira presented the Treasurer's Report. The year-to-date Profit & Loss was in reviewed, with all line items at or near yearly budget amount. Current assets are \$9,416 in Union Bank checking; and Stifel Nichols holdings of \$20,342 in liquid account, and \$229,954.83 in investment portfolio. Larry Gerber moved to approve the Treasurer's Report, 2nd by Carol Borba and approved unanimously.

Junior Report

Kate Teixeira presented a report on the juniors' National Convention Results- 12 youth travelled represented CA in the various competitions, with both the Junior and Senior Dairy Bowl Teams being named National Champions, and a first place win in the Jeopardy contest. Cow Camp was held the last weekend of July at Cal Poly. 60 kids participated and enjoyed great educational activities. The Junior Planning Conference will be held November 5th at John's Incredible Pizza in Modesto.

Office Manager's Report

Futurity entry renewal forms were sent out, and first entries being accepted for the next year. Fall newsletter will go to print in mid-September. All board members are encouraged to submit club news and upcoming events to include to promote to membership. Annual membership invoices will go out the end of September.

National Report

- Lacey Paulo outlined a new marketing strategy in the works, and asked for input. The "CA Bundle Package" will target dairies currently doing a high volume of genomic testing, but not registering animals. The package as proposed will include basic ID for calves under 3 months, registration & sire ID, genomic testing at a discount, and enrollment in the Enlight program if dairymen agree to register the top 20% of herd. For \$1200/year this will also include Holstein Complete, consulting fees for 6 visits from Lacey and CA Holstein Association dues of \$50. Stephen Mast moved to allow \$50 CA Holstein Association membership fee to be included in the "bundle" proposal to get new members started, 2nd by Stephen Maddox and approved unanimously. If this package proposal goes into effect, Kate and Lacey will work together to get new members signed up and payment to the CHA, and track as they register more animals- thus increasing membership dues in future years.

- Pat Maddox reminded members that Delegate Nomination forms for the National Convention are due back to Holstein USA soon (September 30). At the 2016 convention CA delegates were Matt Evangelo, Dennis Areias and Steve Maddox. New Holstein USA board members include Pete Dueppenguissner, Steve Keene, and Ben Newberry. Holstein USA is starting a new program to flag herds that register a lot of calves and ET calves on suspicious dates- ie no calves in August, all early September. The CDCB will meet the first week of October, and the next Holstein USA board meeting is in November.

OLD BUSINESS

2016 State Show

Detailed P&L was reviewed showing a total Show income of 29,955.25 and total expenses of 10,417 for a net profit of 19,538.

California Classic Sale

Detailed P&L was reviewed showing a total Sale income of 58,970 and total expenses of \$54,152.07 for a net profit of \$4,817.93

2016 CA Holstein News Annual Magazine

Joel Hastings had provided a report on the publication, showing 30.67 pages of ads sold giving an income of \$6134 back to the association.

CA State Fair

Adam brought up the need for coverage of the State Fair Holstein Show on social media. This should include pictures, videos, and placings reported in real time. Kate will create an outline of show coverage/job description and budget for expenses for either Kate and or an assistant.

NEW BUSINESS

Planning Conference

Hank & Carolyn Van Exel have agreed to host the meeting again on October 29th. We will check if people are paid members prior to any voting.

2017 State Show

Dates proposed are April 20/21, as the Wisconsin Spring Show is the following weekend 27/28. Clean-out of barns after the show will be hired out to someone. There was discussion about moving the Futurity back to Friday, but majority felt keeping it on Thursday evening made a more special event. Thursday evening schedule proposed as 5:00 Futurity, 5:30 Dinner, 6:30 Sale. Probably have a sale with roughly the same number of lots. Matt will contact both Merced and Turlock Fairgrounds for date availability, rental costs and cleanup costs.

-Fundraising & Sponsorships: as Sarah will be termed out on the board, now all board members will be listed on the donation solicitation letter. These will be sent out in mid February. Larry volunteered to assist.

2017 State Convention

Fresno-Madera Club is hosting January 26-28 at the downtown Fresno Doubletree Hotel. Kate will send the host club a list of past event sponsors, as well as information to set up banking with the CHA tax id # after the new fiscal year.

Next Board Meeting will be after lunch at the Planning Conference.

Stephen Maddox Jr moved to adjourn the meeting at 1:00, 2nd by Stephen Mast and approved unanimously.
No Closed Session