

**California Holstein Association**  
**Board of Directors Meeting/ Planning Conference**  
**October 14, 2017**  
**Fresno State University**

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

Anthony Souza called the meeting to order at 9:20 am.

Carol Borba moved to approve the Agenda as presented, 2<sup>nd</sup> by Kirsten Areias, and approved unanimously. Larry pointed out that incorrect meeting date minutes were sent to the board. Therefore approval of Minutes is postponed to next meeting.

**Treasurer's Report**

Anthony presented the Treasurer's Report. Current assets are just over \$20,000 in Union Bank checking; and Stifel Nichols holdings of \$10,482.33 in liquid account, and \$233,869 in investment portfolio. SN investments are gaining a good amount of profit. The completed fiscal year Profit & Loss was reviewed, with no line items greatly off budget.

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

Membership renewal invoices went out to in mid-September. Anyone unpaid will get a second notice November 1<sup>st</sup>. Currently there are 160 renewed senior members. The Fall printed newsletter recently went to print in September.

Juniors will hold their planning conference at 11:00 this morning after the judging contest in the Pavilion.

**National Report**

Lacey reported that she has been working to get memberships current on herds that have let their state dues lapse, even though they are active registering.

**2018 CA Holstein News Annual Magazine**

Almost all ads have been paid for this year's magazine- just under \$5,000 outstanding. We will have a profit of \$11,400. A bid from Julie Ashton to produce next year's magazine was shared. Breeder ad rates to remain the same, slight increase in commercial rates, 2% proposed incentive to Julie for increased ad sales. All agreed that the 2017 magazine was high quality. Priority mailing to advertisers straight from the printer is included in the contract for next year. Hank presented the idea of creating a calendar as a fundraiser and fun project. Families or dairies could buy a month and run an ad or pictures.

**Membership Activities**

Hank gave the idea of hosting a dinner or social one evening at the Farm Show. Another idea was to host a breakfast on Sunday before the Western Classic Junior Show. Matt allowed as how that would be the best time during their show. We will look into it further.

**2018 State Show**

Friday April 20. Anthony had been contacted by the Tulare Farm Show, and they would like us to have the show there. Discussion on pros and cons of Tulare and Turlock Fairgrounds. It was decided to have a strict date and time for when the grounds are open for setup. Eliminating the separate R&W Show was discussed, due to low numbers. Consensus was to keep it, as it offers an extra marketing avenue for breeders. Kate will contact

Lauren Evangelo to get more information about the online entry system. Voting for show judge: Chad Ryan, Lynn Harbaugh, and Paul Trapp will be contacted in that order.

**Board restructure**

In order to restructure the board to include all at-large directors rather than directors from local clubs, the bylaws have to be changed. Kate will ask Carol Medeiros about the language that needs to be included or changed within the bylaws. Also, the board size will be reduced to seven. These changes must be approved at the annual meeting to take effect.

**CA Junior Holstein Show Contest**

Entries are due next week to include placings from Grand National. Kate will email entry forms and pictures to Hank and Stan for judging.

**Budget Approval**

Larry moved to approve the Budget as is for the new fiscal year 2017-2018. 2<sup>nd</sup> by Stephen and approved unanimously.

**Closed Session**