

**California Holstein Association Planning Conference Board of Directors Meeting**

**October 26, 2019**

**Fresno State University**

**Officers Present:** President Hank Van Exel, Vice President Carol Borba

**Directors Present:** Adam Van Exel , Stan Henderson , Graisson Schmidt, Larry Gerber, Curtis VandenBerge, David VanderEyck, Stephen Mast

**Directors Not Present:** John Cunningham, Frank Gambonini

Hank Van Exel called the meeting to order at 9:38 am.

Stan Henderson moved to approve the agenda as presented, 2<sup>nd</sup> by Graisson Schmidt, and approved unanimously.

Graisson Schmidt moved to approve the minutes from the previous meeting as presented, 2<sup>nd</sup> by Adam Van Exel and approved unanimously.

**Treasurer's report**

Kate presented the year-to date Profit & Loss Statement detailing activities- which covered the full last fiscal year ending September 30. Current Union Bank checking account balance is \$11,001. Holdings at Stifel are \$9,192 in liquid, and \$236,266 in investments.

Anthony Souza moved to accept Treasurer's Report, 2<sup>nd</sup> by Stephen Mast and approved unanimously.

**Office Manager's report**

Futurity entry forms were publicized in the summer, and renewal forms sent to existing entries. 201 first entries were made, and 41 second entries.

Membership renewal invoices went out in early September. 180 seniors have already renewed, for income of \$16,188 on this year. Reminder invoices will go out mid- November to unpaid members.

"Invitations" and membership welcome information will be going out to Holstein owners who are registering cattle through Holstein USA, but are not CA members.

**Junior report**

Kylie Konyn and Mykel Mull reported from the CJHA. They gave a review of the National Convention participants, Cow Camp, State Fair, and World Dairy Expo. Thanked Senior Association for financial support. Junior Planning Conference is coming up November 9 in Modesto.

**National Report**

Lacey Paulo reminded members of the sire selections available through Holstein Marketplace. Local breeders- Fiscalini Dairy- will be featured on RFDtv Holstein series.

Different tag options will soon be available: blank RFID tags CAN be paired with one Holstein ID tag to register. The group offered some suggestions for Holstein USA- a better search engine is needed on the Holstein USA website to see female information. RFID scanner with classifier handhelds would be very helpful. Official records and information sharing was discussed. Currently all official DHIA records go to CDCB and are passed on to AI studs, there should be an option to keep records private (since dairyman pays for service) and not share, BUT still be "official" test records. Perhaps a checklist of which info can be released to what organizations- breed association, AI stud, no one.

## **Annual Magazine**

Kate shared a summary of the 2019 magazine; which included 44.5 pages editorial and 39.75 pages ads. Total ad sales were \$38,357.5 and expenses of \$28,639.92 for a net profit of \$9,867.58. \$6,495 outstanding.

A proposal from Cowsmopolitan to produce the magazine again in 2020 was presented. Ad rates would remain the same. Design rates decreased slightly. Income split on Double-Buy ads altered slightly in CHA favor. Estimated \$800 increase income. Ken Melvold moved to approve the proposal, Larry Gerber 2<sup>nd</sup>, and all in favor.

## **State Show**

Gilbert Teixeira has Turlock Fairgrounds reserved. Show dates will be Friday and Saturday April 24-25 in Turlock. In moving the days, fairgrounds will not be open until Monday. The group all agreed to pay extra to have the judge come in one day early to avoid possible travel delays.

Ken Melvold presented a letter from the Jersey Show Committee. They would like to have a separate show day and separate judge. The CA Jersey Spring Show will now be recognized as a National Show. Jerseys are willing to split the cost of fairgrounds. Will continue to take entries on their own, solicit their own sponsorships, and facilitate their own show. They would possibly like to have a sale on Thursday evening.

Various show schedules were discussed. It was voted and approved to go back to showing Red & Whites separately in both class and champions. Kate will contact RWDCA to be reinstated as "approved" show. State Show schedule was agreed on as follows:

Thursday night- Showmanship

Friday- am All Jerseys; afternoon- Holstein Heifers; evening- Peewee Showmanship

Saturday am- Holstein Cows

Judge nominations and voting resulted in these selections: 1<sup>st</sup> choice Joel Pheonix, followed by Lynn Harbaugh, tied Brent Walker & Sharyn Abbott. Kate will contact judge in this order.

## **2020 State Convention**

Stephen Mast reported from hosts Merced County Club. Convention will take place Friday and Saturday January 24-25 at Embassy Suites in San Luis Obispo. There will be a live sale on Friday night at the horse unit, Banquet on Saturday night. Larry Gerber will be chairperson of the "Future Conventions Committee".

Connie Kuber announced the Dairy Girl Network Connect Event being planned for Friday. Open to all dairy industry women. Will include educational seminars/workshops, lunch, wine tasting, transportation.

## **Western Fall National**

Graisson Schmidt reported that this year's WFN show did not reach number requirements for national show status. Show coordinators would like to potentially move the show to California, since many exhibitors were from CA, and the potential for higher fundraising. Various options of where and when to hold the show were debated. Possibly the end of August in Santa Rosa/Petaluma, or the first week of August in conjunction with Sonoma Fair, at Cow Palace, or with State Fair. There was most support from the group for a show in October. A Western Fall National Committee will get together, with Graisson as chairperson, and Rich Denier exploring new sponsorship opportunities.

### **Director Nominations**

Stephen Mast will be going off the board, as his second term is expiring. Hank will put together Nominating Committee.

### **Budget Review & Approval**

Joey moved to keep the budget the same for fiscal year 2019-2020. 2<sup>nd</sup> from Larry Gerber and approved unanimously.

### **Other Business**

\*Joey Airoso invited all to the Airoso Sale Wednesday during the Farm Show. Roughly 60 head selling, in addition to 200 springers.

\*Pat Maddox invited all to the Ruann Fiesta to be held March 14 selling 100 head. There will be a Holstein USA Judges Conference March 13<sup>th</sup> at Ruann also.

Adjourned to Closed Session at 1:10