

California Holstein Association
Board of Directors Meeting & Planning Conference
October 31, 2015
Van Exel Barn, Lodi

Officers Present: President Matthew Evangelo, Vice President Anthony Souza
Directors Present: Stephen Mast, Tony DeMello, Carol Borba, Stephen Maddox, Jessica McIsaac, Anthony Souza, Sarah Zonneveld
Directors Not Present: Mike Moretti

President Matt Evangelo called the meeting to order at 9:20 am.

Joey Airosso moved to approve the Agenda as presented. Seconded by Stephen Mast, and approved unanimously.

Treasurer's report:

Matt presented the Profit & Loss statement for the full fiscal year ended September 30th. He also reviewed the statement from Stifel Nichols of investments. Total holdings of \$235,000. This includes roughly \$6,000 in earnings that are held in a cash equivalent account that is liquid and accessible at anytime. \$10,000 of income was transferred to the Union Bank checking in August.

John Kisst moved to approve the Treasurer's report. 2nd by Joey Airosso and approved unanimously.

Office Manager's Report & Junior Report

Current membership numbers are 158 seniors and 52 juniors, for a total of \$13,423 dues income so far. Members who have not renewed by November 15 will get a second invoice reminder. Futurity entries were due in July. For the 2016 Futurity, 85 entries have renewed (from 137). For the 2017, there are 93 initial entries.

Kirsten gave a report about the junior club. National Convention attendees were successful in the contests, Cow Camp was held at Fresno State and enjoyed by over 40 members, and the Junior Planning Conference is scheduled for November 7 in Modesto.

National Report

Katharine Correia shared that year to date registrations with Holstein USA are up 3%, Complete is up 8% to 300,000 animals in 1844 herds. Classification is down 9%, SETS down 5% There is a new northern CA rep- Lacey Paulo- who will be visiting herds starting November 1st.

Kate gave some reports on behalf of Pat Maddox, who was unable to attend.

- CA will be getting more delegates to the National Convention. 3 in 2016, and possibly 2 more from NV or AZ. 4 in 2017, plus the possibility of the 2 from NV and AZ.
- The next Holstein USA board meeting will be in Fresno, CA November 17-18. They will be visiting herds and ATA, and there is the possibility to have a dinner/meeting open to interested membership.

Hank expressed the concern that CA members need to voice their opinions more to HolsteinUSA because CA puts a lot of money into their programs, and is not represented adequately.

There was discussion about counting members, and how it differs between our state membership list and the national membership.

The Holstein USA winter forum at the State Convention will be video'ed and posted online for all membership. CA members are encouraged to attend and voice opinions and get information from leadership.

Kate presented a list of prefixes that will be retired by Holstein USA, and can be reused by different members unless a fee is paid to reserve it indefinitely.

OLD BUSINESS

2015 Annual Magazine

Joel Hastings shared a report on the magazine. The club had income from ads of \$9504 and expenses of \$3680, for a profit of 5823.42 He also has a draft proposal to produce the 2016 magazine. It was agreed by the group that advertisers need to get a rush copy of the magazine.

Membership report

Primary member activities include the State Convention, State Show, and in the past a Golf Tournament and Baseball outing. Hank proposed the idea of the CA Holstein Association assisting with project calf sales at county fairs. Or assisting with a sale the evening prior to the Western Classic Junior Show and having a small sale and social there. Karen Martin explained the Central Valley Jersey Club has a calf sale the 1st weekend of April in Turlock that has been very successful. Other suggestions for membership activities included- extending the state convention an extra day, and having a Saturday family-style BBQ in the summer.

2015 State Show:

Income for the show was \$43,326 and expenses were \$22,118 for a net profit of \$22,208. There were a total of 168 Holsteins, 37 Red & Whites and 75 Jerseys shown. Sarah explained her process to solicit sponsorships, which starts with businesses getting letters in February.

NEW BUSINESS

2016 State Show

Show dates will be Thursday/Friday April 21/22. Matt has contacted both the Merced and Turlock Fairgrounds as possible locations for the 2016 Show. Turlock gave a quote similar to last years. Merced has the new barn finished, but were unclear on charges to rent the space. Quote of \$9600 to use old barns & clean-up. It was the consensus of the group to stay with the Turlock Fairgrounds. There was discussion about straw usage and having it supplied to exhibitors. Gilbert Teixeira moved to lower the show entry fee to \$25 and not supply straw. 2nd by Larry Gerber and approved unanimously.

- There is interest in having a show during World Ag Expo of 2017- not replacing the State Show. The board will work with members to inquire about logistics. Robert, Joey, Anthony, Jessica, Hank, and Carl volunteered to be on a committee to research details.
- Ken Melvold asked if there was going to be a club sale in conjunction with the State Show. None were known of. The jersey club is possibly interested. They will submit a proposal to the board for approval at the January meeting .
- Discussion about show judge selection and nominations and voting. Hank moved to keep the judge selection as part of the Planning Conference. 2nd by Gilbert.

- Judge nominees for State Show were listed, hand voting for top 3 selections. Voting by anonymous ballot took place to rank 1st choice Pierre Boulet, 2nd choice Matt Nunes, 3rd choice Roger Turner. Kate will contact potential judge.
- Any animals purchased in the Genasci Sale April 13 can be entered with no late fee.

AJ Quist Young Breeder Award

It was suggested that the A.J. Quist Memorial Young Breeder of the Year Award recipient be selected by a committee of peers, similar to how the Senior Breeder is selected. Matt has contacted Jim Quist about this possible change, and he was approving. Joey moved to make the A.J. Quist Memorial Young Breeder of the Year Award a selection by a committee consisting of the past 10 winners, chaired by the previous year's winner. 2nd by Robert Teixeira, and approved unanimously. Kate will coordinate contacting these committee members and start the nomination & selection process.

State Convention

- The nominating committee for this year is chaired by Ryan Matheron. The following board positions need to be filled: Central Valley, Stanislaus, At-Large South.
- Stanislaus County Holstein Breeders Club will host the convention at the Modesto Doubletree on January 28-30. Robert & Kate Teixeira are chairpersons. There will be a live sale at the hotel on Thursday evening. Activities will include family-friendly events to encourage participation.

Other

Joey prompted the question of how to get more breeder ads in the annual magazine. Consensus was that the annual should be promoted as a 'yearbook', more than just a standard print ad. Joel suggested putting breeder advertisers on a map in the magazine. He can make a banner of a draft map to have at the State Show.

Next Meeting

Morning of January 28 at the State Holstein Convention in Modesto

Closed Session