

Missouri Hereford Association
January 24, 2009 Board Meeting
Room S119 UMC Animal Science Center
Columbia, Mo.

Item No. 1 (call to order)

President Marty Lueck called the meeting to order at 9:08 a.m.

Item No. 2 (roll call of directors)

Gary Wood, Dave Harah, Eddie Roth, Larry Day, Brad Hurst, Jimmie Butler, Marty Lueck and secretary Matt Reynolds

Item No. 3 (adoption of agenda)

A motion was made by Brad Hurst to adopt the agenda as presented a second by Eddie Roth; motion passed 7-0

Item No. 4 (approval of minutes)

A motion was made by Larry Day to approve items 4A and 4B as presented the 4A minutes from the September 5, 2008 board meeting in Springfield, Mo. and the 4B minutes from the December 6, 2008 election of officers in Sedalia, Mo. a second by Gary Wood; motion passed 7-0

Item No. 5 (treasurer's report)

Checking account balance Item 5A, Secretary/Treasurer Matt Reynolds reported that after all new directory ads are paid the checking account balance will be \$15521.65. The annual meeting MSF trophy auction grossed \$1350.00, steer show auction grossed \$851.50 with the overall MSF champion steer belt buckle bringing \$350.00. There is \$1950.00 worth of futurity money in the account to be paid out tin June. The 2009-2010 membership directory will gross \$11450.00. Edward Jones Scholarship Fund cash balance is \$125.51 and Item 5C 2009 membership report has 18 dues paid members for 2010. A motion was made by Larry Day to approve the treasurer's report as presented, a second was made by Jimmie Butler; motion passed 7-0

Item No. 6 (any one wishing to address the board)

None

Item No. 7 (communications)

Secretary Matt Reynolds read three thank you notes to the board the first was from the Gary Duvall family for inducting Verne Duvall into the MHA Hall of Fame. The second thank you was from Nick Erickson for the \$250.00 junior scholarship and the third from Joe Rickabaugh thanking the association for the friends of the association plaque he received during the 2008 Opportunity sale.

Item No. 8 (2008 Opportunity sale report)

A. Banquet

The banquet served 105 adults and 10 children at the cost of \$948.00 for the meals and \$250.00 for drinks which recorded a loss of \$124.00.

B. Consignors

There were 31 consignors and 8 of them were for the first time.

C. Cattle

There were 64 lots in the catalog with only 60 showing up for the sale. The 60 lots were represented by 68 total head.

D. Females

There were 51 female lots that grossed \$99,650.00 to average \$1954.00

E. Bulls

There were 5 bull lots that grossed \$8625.00 to average \$1725.00

F. Show Steers

There were 3 show steer prospects that grossed \$2475.00 to average \$825.00

G. Embryos

There was one embryo lot that grossed \$1200.00 to average \$1200.00

The total sale grossed \$111,950.00

H. Home page on the Web-site

Roth Hereford Farm purchased the home page on the web-site at \$500.00

I. Catalog

There were 2350 catalogs printed that cost \$3420.00 and 2048 were mailed out at \$1.17 each to cost \$2396.16

J. Advertising

The total advertising cost was \$4420.11

K. Total sale expense

The total sale expense was \$17234.91, we had four no show lots which forfeited there \$100.00 entry fee which was used towards the sale expense which makes the true sale expense \$16834.91.

L. Location

The sale was held at the Missouri State Fair grounds in Sedalia Missouri

M. Ringmen

Joe Rickabaugh, Jim Reed and Don Birk

N. Auctioneer

The auctioneer was Dale Stith

O. Clerks

The sale clerks were Linda Reed and Barb Reynolds

P. Buyers numbers

The sale was conducted with buyers numbers to help build the mailing list

Q. Presentation of Cattle

It was stated by many that the cattle were presented better than ever before.

R. Futurity

There were 39 show heifer age females sold and it was announced that the Champion would receive \$1000.00 at the futurity show. The Reserve Champion will receive \$500.00 and \$500.00 will be divided among the balance of the heifers shown.

S. Screener

Joe Rickabaugh with the AHA screened the cattle for the sale.

T. Managers Statement

Everything went real smooth from a good consignors meeting to the panel loadout. Next year I will request that all cattle come to the check in chute.

U. Board Comments

None

V. Any Other Concerns

None

Item No. 9 (State Sale 2009/Annual Meeting)

A. Annual Meeting/Banquet

The 2009 annual meeting will be at the Missouri State Fair grounds in Sedalia starting at 5:00 p.m. with the banquet to follow.

B. Opportunity Sale

The 2009 Opportunity Sale will be held on Sunday December 6th at 12 noon.

C. Sale Location

The sale location will stay the same at the Youth Building on the Missouri State Fair grounds in Sedalia, Mo.

D. How many lots

The sale will have around 70 lots with only 5 bull lots allowed.

E. Ringmen

The three ringmen will stay the same AHA- Joe Rickabaugh, Jim Reed and Don Birk

F. Auctioneer

Dale Stith will again be the auctioneer.

G. Clerks

Linda Reed and Barb Reynolds

H. Manager

Association Secretary Matt Reynolds will again be the sale manager

I. Screener

The board asked Secretary Reynolds to contact Joe Rickabaugh at the AHA to screen the cattle.

J. Advertising

A motion was made by Brad Hurst to set the advertising budget at \$4000.00, a second by Larry Day; motion passed 7-0

K. Catalog

The board asked Secretary Reynolds to get bids on a color catalog from Joe Rickabaugh and Linda Reed and present them at the next board meeting.

L. Entry Fee/ Nomination fees

There was a discussion on changing the wording in the nomination fee and changes will be made in Item 9N

M. Futurity

There were no changes made in the futurity

N. A motion was made by Jimmie Butler to make changes in rule 19, the new ruling will read as follows. All cattle selling will have tattoo's checked and sale lot tags put in by the sale manager at check in time, all cattle will be checked in through the head chute, a second by Larry Day; motion passed 7-0

A motion was made by Gary Wood to change rule 20 to read as follows. A \$100.00 per consignor nomination fee will be due at the nomination deadline date of May 1st to be applied to sale expenses and only refunded if cattle are not accepted as entry. The \$100.00 nomination fee will be forfeited if cattle selected are not entered. The word nomination means, I want to be apart of this sale. If the nomination fee is not paid by May1st the screener will not schedule a visit.

O. Any Other Concerns

None

Item No. 10 (MJHA report)

Brad Hurst reported there was not a lot going on this time of year with the juniors. The dates were announced for the NJHE to be held in Tulsa, Oklahoma July 4-11. Director Larry Day asked a question in regards to any upcoming regional show to be hosted in Missouri. Brad Hurst responded that it could be possible and Larry wanted everyone to know there is now a excellent facility in Chillicothe Missouri.

Item No. 11 (Newsletter)

The question was asked by President Marty Lueck if anyone had any concerns with the newsletter. After many positive comments the board asked Secretary Reynolds to contact Sue Hand and ask her what it would take to get the newsletter mailed to FFA chapters across the state and report back at the June board meeting.

Item No. 12 (Website)

The question was asked by President Marty Lueck if anyone had any concerns with the web-site. After many concerns the board drafted a list of 10 concerns or questions for Secretary Reynolds to contact Frankie Flaspohler with and report back at the next board meeting, the questions are as follows

1. Breeders have sent changes and no changes have been made. This includes picture updates and address corrections.
2. One breeder has information on his sale from two years ago and no updates have been made.
3. A breeder reported it took over one year to get a new breeders web page up and running.
4. Are breeders ads still \$125.00 per year?
5. What does it take to get the newsletter on the web-page we have been told it can be done and we had four outstanding newsletters in 2008 and none of them were on-line?
6. Breeders are telling board members you won't respond to there e-mails
7. Have you received updates from the Missouri Pollettes and Hereford Women groups this spring?
8. When can we expect the updates and changes to be made?
9. Has your business plan changed?
10. Do you feel the board should find another avenue?

Item No. 13 (2009 Field Day)

District 5 Director Larry Day gave a report on the 2009 field day. The planning for the field day is going well. The dates are September 11-12. There is not a solid decision whether it will be at the Copper County fair grounds, UMC Beef research farm or the Howard County fair grounds. Larry assured the board the full agenda would be printed in the next MHN issue.

Item No. 14 (2009-2010 membership directory)

Secretary Reynolds reported the new directory will be 48 pages plus the cover, 26 full color pages, 2 B&W full page ads, 7 ½ page B&W ads which totals 31 ½ pages in ads. The gross of the directory will be \$11,450.00. After the report a motion was made by Larry Day to order 2000 copies a second by Eddie Roth; motion passed 7-0

Item No. 15 (2009 Queen Support)

No Changes were made

Item No.16 (Secretary Office Equipment)

A motion was made by Jimmie Butler to compensate Secretary Reynolds for use of office equipment thought the year at \$450.00 for use of computer, internet services, color copier, phone and fax machine, a second by Larry Day motion passed 7-0

Item No. 17 (2009 Junior support)

A motion was made by Larry Day to support the MJHA the same as we did in 2009. The MSF steer show \$2250.00, the MCA first and second place heifer awards \$50.00, and the MCA Junior show \$400.00 a second by Jimmie Butler; motion passed 7-0

Item No. 18 (2009 Missouri State Fair)

- A. 4-H and FFA Show 8-15-09 at 8:00 a.m.
- B. Open Show 8-16-09 at 8:00 a.m.
- C. Annual Steak fry following show open show
- D. 4-H and FFA steer show 8-18-08 8:00 a.m.

Item No. 19 (Open discussion on feeder calf marketing sales)

President Marty Lueck reported on the first Hereford Influence Feeder Calf sale held at Joplin Regional Stockyards on December 4, 2008. The first sale was a little tough but the

cattle sold as well as the top black hided cattle, one full load went to CHB and the next sale will be June 18, 2009

Item No. 20 (Possible Director change)

President Marty Lueck reported Director Darrell Aufdenberg may be moving into a different District.

Item No. 21 (Appoint MSF Steer show Committee)

President Marty Lueck appointed Matt Reynolds, Brad Hurst and Gary Wood to be the 2009 MSF Steer Show committee.

Item No. 22 (Show Bull and Show Heifer of the Year committee report)

After some discussion no changes we made to the point system.

Item No. 23 (Any Other Concerns)

None

Item No. 24 (Motion to adjourn)

A motion to adjourn was made by Eddie Roth, a second by Dave Harah; motion passed 7-0