

Missouri Hereford Association  
Board Meeting  
September 11, 2009 – 8:00 p.m.  
Cooper County Fairgrounds  
Boonville, Mo.

Item No. 1(Call to Order)

President Marty Lueck called the meeting to order with the roll call, Eddie Roth, Jimmie Butler, Gary Wood, Larry Day, Darrell Aufdenberg, Dave Harah, Brad Hurst and Secretary Matt Reynolds. Special guest attending were Bob Thompson, Frank Flaspohler and Cassie Bacon.

Item No. 2, (Adoption of the Agenda)

A motion was made by Larry Day to adopt the agenda as presented, second by Darrell Aufdenberg; motion passed 8-0

Item No. 3 (approve June 13, 2009 board meeting minutes)

A motion was made by Brad Hurst to approve the minutes as presented, second by Eddie Roth; motion passed 8-0

Item No. 4 (newsletter report)

Bob Thompson made the newsletter report for Editor Sue Hand. Bob reported there were 629 copies of the September issue mailed first class today, this is the largest issue ever with 32 pages plus the cover. The advertising is holding up really well and we are trying to provide more information for the readers. The state wide FFA mailing list came back with over 320 chapters. The Kansas City and St Louis chapters were pulled out to cut the list back to 184 to 200 chapters that would receive this first issue to be mailed bulk mail through Scotts printing in Rolla. Bob noted if the newsletter goes over 4 oz the postage goes up really fast. Some states auction off the rights to pages for the year such as the back cover, inside back and inside front. Bob requested this option for the board to discuss.

Item No. 5 (2010 web page proposals)

Frank Flaspohler representing Rocking F Web Designs made the first proposal. He stated when a pdf is sent it can not be changed. Frank stated the newsletter is being sent in 7-8 megs and it needs to be reduced. Updates would be no cost to the board. The web-site would need at least ten banner ads to support web-site and ads over ten would be an 80-20 split with 80% to the MHA and 20% to Rocking F. All updates need to come in at the same time. Frank stated that 2006 the domain .com was only purchased for one year, what may have happened was it could have been purchased by a side company when it

ran out. A request has been made that information needs to be sent in a more timely fashion.

Cassie Bacon with the Rural Route Creations introduced she self. She said she just graduated in May from OSU with two degrees in marketing. She stated she has never done an Association Web-site but is very excited if chosen to design a new web-site for the MHA. Her bid would be \$850.00 for the first year. She said she can have godaddy.com purchase the .com back for the MHA at a fee of \$40.00. We are now with .easy.

Larry Day spoke on behalf of Rhonda Johnson. Rhonda was not able to attend, she home schools her kids and builds web-site. She has a couple different options available and will be available to answer questions at her booth tomorrow at the field day.

President Marty Lueck said we have a lot of good information to review and feels the best decision could be made at a later date in an e-mail vote. Marty requested that Secretary Reynolds gather more information and forward it to the board members and conduct an on-line vote.

Item No. 6 (Discuss annual website/newsletter contracts)

A motion was made by Darrell Aufdenberg to have Secretary Reynolds draw up a one year contract for the newsletter editor and the web-site administrator a second was made by Jimmie Butler passed; 8-0

Item No. 7 (communications)

Thank you very much for sponsoring the steer show and the check for my Reserve champion 4-H steer, Jordann Gregory

Item No. 8 (MSF steak fry report)

Secretary Reynolds reported the steak fry grossed \$1339.00 and had expenses of \$1024.50 which shows a profit of \$314.50.

Item No. 9 (MSF steer show report)

Secretary Reynolds reported the Champion 4-H Missouri steer was shown by Blake Belzer, Reserve 4-H Jordann Gregory. The top Missouri steer in the FFA show was shown by Brianne Abramovitz and the reserve Missouri steer was Eric Goose. Brianne Abramovitz FFA steer was selected the overall champion and received the belt buckle. Again this year the Missouri Hereford Association awarded \$2250.00 to six steer exhibitors. These steers must have been bred, born, and raised in Missouri. The top 4-H, FFA and carcass steers will all received a \$500.00 premium check. We will bring the top Missouri bred, born and raised steers back to select the overall Missouri Champion which will receive the silver belt buckle sponsored by Doss Hereford Farm, Smithville, Mo.

The second place Missouri bred, born and raised steers will receive a check for \$250.00 in the 4-H, FFA and Carcass shows. A thank you needs to go to the many Hereford and Polled Hereford breeders from across the state for making these awards possible the 4-H Champion sponsors are Abrakadabra Cattle Company and Reynolds Herefords. The Reserve Champion 4-H Missouri steer sponsors were Belzer farms, Roth Hereford Farm, Phillips-Renner Farms, H&H Herefords. The Champion Missouri steer sponsors for the FFA show were Journagan Ranch, Aufdenberg Polled Herefords, Nation Polled Herefords, Butler Polled Herefords, Glengrove Farms. The Reserve Champion steer sponsors for the FFA steer was Bonebrake Hereford Farm, Civil Bend Herefords 5V Polled Herefords Tommy Biglieni. The Carcass show sponsors were Doss Hereford Farm, Toothacre Ranch, Reed Farms, Gregory Polled Herefords, Marty & Vicki Lueck, Gary Mistler, Erickson Farms Rocking F Polled Herefords, Tri-L Polled Herefords and Missouri Hereford Association. The Champion carcass steer was awarded to Victoria Warden of Cole Camp and the Reserve Champion Carcass steer was awarded to Ranay Sharpe of Shelbyville.

Item No. 10 (treasurer's report)

Secretary/ Treasurer Matt Reynolds reported a checking account balance of \$6453.80; \$2800.00 is nomination fees to the Opportunity sale which would give you a true balance of \$3653.80. There is still \$575.00 out on steer show donations which would make the checking account balance \$4228.80.

There was no report given on the Edwards Jones Scholarship Investment.

Item No. 11 (MJHA report)

Brad Hurst gave a short report on the Junior Association. The juniors met during the recent MSF and elected officers for the new year and made plans to serve lunch at the Opportunity Sale in December.

Item No. 12 (set 2009 MHA scholarship amount)

A motion was made by Darrell Aufdenberg to set the 2009 scholarship amount at \$750.00 a second was made by Eddie Roth and the motion passed; 8-0

Item No. 13 (2009 Opportunity Sale report)

Sales manager Matt Reynolds reported:

- A. Consignor count report = 28
- B. Consignment Summary = 2 spring pairs, 22 spring heifer calves, 15 spring bred heifers, 10 fall pairs, 6 fall yearling heifers, 5 bulls and 3 show steer prospects.
- C. Entry packets to be mailed September 15, 2009
- D. Entry deadline will be October 1, 2009
- E. Catalog picture deadline October 10, 2009

Item No 14 (2010 show support)

A motion was made by Larry Day to support the 2010 AGR Champion Missouri heifer at \$100.00, 2010 Block and Bridle Club Champion heifer \$100.00 and the 2010 MCA point show award support \$50.00 high point heifer. A second was made by Gary Wood and the motion passed; 8-0

Item No. 15 (appoint 2009 awards committee)

President Marty Lueck appointed Matt Reynolds, Jimmie Butler and Gary Wood to serve as the 2009 awards committee.

Item No. 16 (show bull and heifer committee)

President Marty Lueck appointed Ken Staten and Barb Reynolds to serve as the 2009 show bull and heifer of the year award committee.

Item No. 17 (appoint nominating committee)

President Marty Lueck appointed the retiring directors to serve as the 2009 nominating committee, Gary Wood, Ted Belzer and Brad Hurst

Item No. 18 (2010 MSF steer show support amounts)

A motion was made by Jimmie Butler to support the 2010 MSF steer show the same as we did in 2009 with the premiums only being paid to steers bred, born and raised in Missouri, the total sponsorship would again be \$2250.00 a second by Darrell Aufdenberg and motion passed ; 8-0

Item No. 19 (appoint a director at large for District 9)

President Marty Lueck announced that District 9 Director Darrell Aufdenberg has moved into District 6. A motion was made by Eddie Roth to appoint Darrell Aufdenberg as Director at large for District 9, a second was made by Gary Wood and motion passed ;8-0

Item No. 20 (2009 annual meeting date)

The 2009 annual meeting membership meeting will be held December 5, 2009 at 5:00 p.m. and the awards banquet to begin at 6:00 p.m., on the Missouri State fairgrounds in Sedalia.

Item No. 21 (next board meeting)

The next board meeting will be January 23, 2010 at the Animal Science Center on the University of Missouri campus in Columbia, Mo.

Item No. 22 (feeder calf sale)

President Marty Lueck announced the Hereford Influence feeder calf sale would be held December 3, 2009 at Joplin Regional Stockyards. Marty stated that Craig Huffines from the AHA plans to attend. Mark Harmon needs to be contacted to do promos in the JRS newsletter. The announcement has been in the newsletter and will be apart of the Opportunity Sale ads.

Item No. 23(secretary attending sales)

The board stated the association's secretary is not required to attend production sales across the state.

Item No. 24(any other concerns)

Association Vice President Jimmie Butler had talked with MSF beef cattle Superintendent David Dick with concern of Hereford show judges. David Dick requested the Association put together a breed judge list and present to his office. The list to be presented consist of the following-

Cliff Orley – Pennsylvania  
John Bicklehope – Illinois  
John Herbel – Kansas  
Clint Russ – Indiana  
Jason Hoffman – Nebraska  
Wes Hudson – Arkansas  
Cody Lowdermann – Illinois  
Walt McKellar – Mississippi  
Todd Hermann – Oklahoma  
Kevin Jensen – Kansas

Item No. 24 continued (any other concerns)

A motion was made by Larry day to allow the newsletter editor and the web page administrator to auction pages before the Opportunity Sale, a second by Jimmie Butler and the motion passed; 8-0

Item No. 25 (motion to adjourn)

A motion was made by Darrell Aufdenberg to adjourn and a second by Jimmie Butler motion passed 8-0

