

Winter ABBA Board of Director Meeting

January 20, 2020

Will Rogers Memorial Center

Fort Worth, TX

OFFICERS PRESENT: Loren Pratt, President
Craig Fontenot, Vice President
Joe Ward, Secretary/ Treasurer

STAFF: Joe W. Mask, PhD, Executive Vice President

DIRECTORS PRESENT:

Carl Lambert	Rick Butler
Terry Novak	Scott Satterfield
Michael Goudeau	Sara Anne Lindley
John Coleman Locke	Jerry Wood
Randall Tipp	Steven "Steamer" Swaner
Brandon Cutrer	Pasquale Swaner
Mark Forgason	Carolyn Falgout
Mike England	Craig Fontenot
Wes Schneider	Larry Barthle
Leo Casas	Larry Ford
O.W. Schneider	Michael Storey
Joe Ward	Ricky Hammonds
Glenn Ruschhaupt	Alberto Banuet
Patricia Collins	Loren Pratt

PAST PRESIDENTS PRESENT:

Richard Forgason	Bob Parish	J.D. Sartwelle, Jr.
Ed Cullers	Coleman Locke	
Mike Partin	Dr. Richard Hughes	

President Loren Pratt called the meeting to order at 1:00 pm CST. A prayer was recited by Mike England, followed by President Pratt Calling Roll. A quorum was established with 28 Elected Directors Present and a counted for.

Minutes of the previous August 1st meeting were presented. A motion was made by Coleman Locke to approve the minutes as presented, seconded by Mike England. Minutes Approved. Minutes of the meeting held November 19, 2019 were presented. A motion was made by Coleman Locke to approve the minutes as presented, seconded by Mike England. Minutes Approved.

Dr. Joe W Mask gave the report of the Executive Vice President. He gave an overview of how registrations and transfers are increasing and work in the office is being done at an appropriate pace. He appreciates the hard work being conducted by such a great office staff. Dr. Mask gave a comparison of our year end numbers of 2019 compared to that of 2018. Our numbers are as follows: Registrations down a small 823, Transfers up by 759, AI/ ET Certificates up by 202, and our F1 Certifications are also up by 190. It was noted that just as Rome was not built in a day, ABBA will not change in a day- however, we are moving in the right direction and the future looks promising. Dr. Mask reminded the group that his door and phone is always open to assist in any way that he can and is thankful for the opportunity to lead such a great association.

Joe Ward then handed over the report of the Secretary/ Treasurer to Dr. Joe W Mask to give an overview of the proposed budget for the 2020 fiscal year. He noted that it was indeed a very conservative budget, but with the association sitting well in terms of revenue it is definitely doable to stick to this budget and end in the black at the end of this fiscal year. You will notice that one of the main goals Dr. Mask has been to better organize and lay out line items, that way we know exactly where our money is and where it is going. There is also an increase in two budgetary items- legal fees and accountant. This is just to ensure that we, as an association, are prepared for anything that may occur. In conclusion, if we keep the revenue the same as 2019 and stick to the proposed budget- the association will be in good shape. Ed Cullers made a motion to approve the 2020 Budget as presented, seconded by Patricia Collins. Budget Approved. Dr. Mask then gave an overview of the Profit & Loss Sheet, pointing out that we do have a lot of income from rush fees- which he hopes to decrease due to getting caught up on work and getting papers out to our members in a timely manner. Dr. Mask then discussed other factors including legal fees, the current building lease, and ways that the association can be more efficient in terms of finances and record keeping. Overall, the association is doing well, we just have to make sure we stay that way. Joe Ward then gave some remarks in terms of finance's and Dr. Mask's assistance in turning the association around. He then gave an update on the Chilton Accounts and the status of getting Dr. Mask onto each of the accounts. Seeing no objections, President Loren Pratt moved to file the Report of the Secretary/ Treasurer.

Brooke Prather then gave the report of the Communications Committee. Print advertisement with Hancock advertising was a focal point of the meeting with a result of 5 new ads focusing on: Performance Data, the Importance of Brahman Genetics in the Commercial Market, and the New \$Bull and \$Queen Indexes. The continued use of old ads and which publications does the association get the most bang for our buck was also discussed. The current total for print advertisement is \$23,600 and the committee wishes to use the remainder to assist in hosting a new photoshoot to obtain more content for advertising and marketing. In old business, ordering merchandise was discussed in addition to a greater understanding as to what is to come in terms of the website rebuild of "brahman.org." Loren Pratt asked for the report of the Communications Committee to be filed, seconded by Mike England. Report Filed.

Randall Tipp then gave the report of the Show Committee. He presented the 2020-21 ABBA Approved Shows Judges List by listing off the shows and judges in which were assigned to each respective show. Randall Tipp made a motion to approve the 2020-21 Judges List as presented, seconded by Patricia Collins. Judges List Approved by majority vote. It was discussed and passed in committee that, "Only exhibitor's exhibiting cattle at the national and international shows be able to evaluate or hold on the judges list." Randall Tipp presented this to the Board of Directors in the form of a motion. After much discussion as to the point and details of this rule change, the Chairman withdrew his previous stated motion. Randall Tipp then presented that Only the Calf Division of cattle will be weighed and measured at the 2020 International Open Brahman Show- motion carried. A motion was then made to weigh all cattle at the Bluebonnet Kick-off Classic without any penalties from parameters to collect data of weights of cattle- motion carried. It was reported that the 2020 National Show will be held in conjunction with the State Fair of Louisiana in Shreveport, LA November 4-7, 2020 and the 2021 National Show will be held in Rosenberg, TX October 31- November 6, 2021. It was also reported that in 2021, the ABBA Color Classification Committee will begin Color Classifying at Fort Worth as well. Randall Tipp asked for the report to be filed, seeing no objections- report was filed.

John Coleman Locke then gave the report of the Research and Breed Improvement Committee. The 2020 ABBA Bull Development and Marketing Program was discussed- please note that the committee strongly recommends that ABBA Performance Stats continue to be Calculated by John Genho, no action was made. A motion was made by John Coleman Locke to stay will LGS registry and performance data was represented that was postponed in previous meeting. After much discussion and receiving new information, the chairman withdrew his previously stated motion- with no objection the motion was withdrawn. A motion was presented to remove the requirement that all cattle being exhibited at an ABBA Approved Show and the AJBA All American must have a birth weight on their papers, seconded by Michael Goudeau- motion passed by majority vote. An amendment was presented by Brandon Cutrer to implement the previously passed rule change effective immediately. The amendment was seconded and passed by majority vote. The final motion: to remove the Birth Weight requirement for cattle exhibiting at ABBA Approved Shows and the AJBA All American effective immediately was approved by

a vote from a show of hands and the motion was approved. John Coleman Lock then asked for the report of the Research and Breed Improvement Committee to be filed, seeing no objections the report was filed.

Dr. Craig Fontenot then gave the report of the Youth Activities Committee. He presented to the Board of Directors the Approved Ranked Judges that went through the AJBA Board of Directors for the 2020 AJBA All American National Junior Brahman Show. A motion was made to accept the proposed update of the AJBA All American Rules and Regulations, motion was seconded by Mike England. After much discussion, the motion passed by majority vote. A motion was then made to install a chain of command in this order for the AJBA President to follow is Executive-Vice President, Youth Committee Chairman, then Vice-Chair Youth Committee Chairman. Motion was seconded by Patricia Collins and passed by majority vote. Dr. Craig Fontenot then asked for the report of the Youth Activities Committee to be filed, seeing no objections the report was filed.

Terry Novak then gave the report of the Marketing Committee. Majority of the meeting was spent discussing the 2020 ABBA National F1 Sale to be held March 21, 2020 in Caldwell, TX. The sale is to be managed by Milton Charanza of Broken Triangle Marketing with the on-file memorandum agreement between him and the ABBA. They are now taking consignments and the committee encourages all members present to help spread the word of this opportunity. The 2020 ABBA National F1 Sale is to be dedicated to Dr. Charles Graham of Graham Land and Cattle for his continued support and dedication to the Brahman breed and Agriculture industry as a whole. Terry Novak then moved for the report to be adopted as read, seconded by Coleman Locke- report of the Marketing Committee adopted by majority vote.

Dr. Scott Satterfield followed by giving the report of the International Committee. A motion to create a line item on the financial statement to request the income and expenses of the international committee was made and approved by majority vote. A motion was made to have the Executive-Vice President to go through the approved judges list and identify if they are willing to travel international and willing to give presentations was made and seconded and was carried by majority vote. A motion to budget \$2500.00 from general funds to purchase 40 Grand Champion Banners for 10 International Shows was made, seconded, and approved by majority vote. A motion to have the ABBA sponsor a "Brahman Banquet" event at the Beef Cattle Short Course was made, seconded, and approved by majority vote. A motion to start an account for collection to aid in the relief for our friends in Australia was made and approved. Dr. Scott Satterfield then moved to adopt the International Committee Report as read, seconded- report adopted by majority vote.

Larry Ford then gave the report of the Member/ Membership Services committee. The presented list of new members will be personally contacted by committee members to assist them in any questions they have in regards to registrations/ transfers and association services. They also discussed opportunities for events to increase members participation and involvement. The Committee also discussed the possibility of combining the Communications and Membership Committees to be more effective for the ABBA Membership- which would be a by-law change. There were no questions, and Larry Ford then moved for the adoption of the report, Seconded by Larry Barthle. Seeing no objections, the report was adopted and approved.

President Loren Pratt then gave the report of the Executive Committee. Which included reports of the December 4th Conference Call Meeting which included no action items other than discussions of the ongoing election process. Then the Executive Committee meeting held January 19, 2020 in Fort Worth, TX. At this meeting, they moved to adopt the proposed budget as presented. There was much discussion on the voting process and verification of voters. There was a motion to have the member's name and ABBA Membership Number on the ballot ONLY, not the envelope- this motion passed unanimously through committee. There was also much discussion on the registry system and a motion was made to move from LGS to Digital Beef- this passed unanimously through committee. The Aged Cow Moratorium will be open May 1, 2020- October 1, 2020. There was much discussion on individual awards to be presented at the International Open Brahman Show. The Hall of Fame will be determined at a later date. The International Show Dedication will go to Wendall Schronk, ABBA Friend of the Year- Texana Feeders, ABBA International Friend of the Year- Miguel Bosch, ABBA Performance Breeder of the Year- Todd Schindler, ABBA F1 Sale Dedication- Graham Land and Cattle, Sponsor of the Year- Brushy Creek Custom Sires. Loren Pratt then moved to ratify the decisions of the Executive Committee, seconded by John Coleman Locke. Seeing no objections, the report was ratified.

There was no unfinished business presented.

In new discussion, it was brought up in regards to requirements for voting rights of an ABBA member. Some discussion was held but no action was taken.

President Pratt declared the meeting adjourn at 2:35 pm CST.