

MINUTES  
Ohio Shorthorn Breeders' Association  
Board of Director's Meeting  
Held at The Ohio Cattlemen's Association Office  
December 11, 2018  
5:00 p.m.

**Members in Attendance:** Lee Miller, Jeff Winkle, Kendall Shonkwiler, Beth Carper, Duane Miller, Tom Turner, Mike Carper, Sarah Denlinger, Jason Workman, Ryan Cairns, Dave Greenhorn, Katie Cull, Jamie Wheeler, Kyle Cronley, Renae Logsdon, Desirae Logsdon

**Members Not in Attendance:** Rick Workman, Dick Cronley, Jake Boyett

Dinner provided by the OSBA – Salad and Potato Bar

President Lee Miller called the meeting to order at 5:10 p.m.

President Lee Miller led the group in the Pledge of Allegiance

**Minutes from Previous Meeting** (October 11, 2018) prepared by Kendall Shonkwiler and shared with the membership in written form.

Jason Workman made a motion to accept the meeting minutes. Mike Carper seconded the motion – motion carried.

**Treasurer's Report - presented by Treasurer Beth Carper**

Jeff Winkle made a motion to accept the budget and report. Ryan Cairns seconded the motion – motion carried.

**COMMITTEE REPORTS**

**OJSA REPORT presented by Katie Cull**

- Kate shared the OJSA is still thinking about the location for the Jr. Preview Show. OJSA members are still in discussion regarding changing date of Preview Show or leaving it same date for every year.
- Tom asked if OJSA is accepting donations for the Ohio Beef Expo silent auction. OJSA is always accepting donations but they have not officially communicated a need for items.
- Lee mentioned additional funding will be needed for Jr. Nationals in 2020 since the location is in Texas. Lee also shared the senior board is committed to supporting the juniors and they can rely on us for support. The question was posed as to whether we

should increase membership dues to offset some of the expense with the Jr. Nationals, etc.

#### **FARM SCIENCE REVIEW – presented by Tom Turner**

- Tom mentioned he is waiting on information from FSR regarding lot rent. At this time there is no additional information.

#### **FUND RAISING / SPONSORSHIP – presented by Kyle Cronley**

- Kyle presented committee ideas regarding fund raising opportunities and sponsorships. It was agreed that timing is critical since advertising is due to Jamie Wheeler in early February 2019 to meet the Ohio Beef Expo distribution date in March 2019.
- Kyle and Sarah Denlinger committed to calling prospective members to share information regarding the sponsorship package. Kyle also suggested we utilize social media for spreading the word about the changes.
- Lee suggest we look at the sponsorship levels again to ensure we are charging the appropriate amount. Lee made a motion to accept the sponsorship levels - Open discussion ensued to amend the previous motion to change the sponsorship levels to the following 149, 349, 449, 749 after Duane Miller made a motion to accept the suggested sponsorship amounts. Jeff Winkle made a motion to amend the amounts. Jason Workman seconded the motion – motion carried.

#### **DIGITAL MEDIA – presented by Jamie King Wheeler**

- Digital media metrics are on the OSBA website under separate cover.
- Jamie shared Adobe is being phased out – the OSBA website administrator will migrate to the new platform and try to mitigate the costs of changing platforms.
- Jamie asked if there is anything we would like to change during this transition. – No comments or changes mentioned.

#### **OHIO STATE FAIR – presented by Renae Logdson**

- At the 2019 Ohio State Fair - Shorthorns will be second session with the Chi, Angus, Maine and AOB
- Entries were up by \$160.00. The additional funds were pro-rated and reflected in payouts.
- The tentative judges submitted and confirmed for the 2019 Ohio State Fair are Andrew Foster from Michigan, and Garrett Lampe.
- Over the last three years Shorthorns averaged 80 head – we are gaining traction on the Simmentals and Angus.

- Renae submitted the class splits for the junior female age groups; which will follow suit similar to the Open Show.
- The addition of a crossbred class in the junior show is being considered. Virgil Strickler has not approved this request yet, but it is still pending.

### **2019 SUMMER PICNIC – presented by Mike Carper**

- Mike is officially passing the gavel to Renae Logsdon as Foster Farms is hosting the 2019 Summer Picnic. An update will be provided at the Annual Meeting regarding details

### **2019 FALL SHOWCASE SALE – presented by Mike Carper**

- No new progress to report at the time of the meeting. The Sale Committee will convene to discuss the sale after the first of the year.

### **2019 ANNUAL BANQUET – presented by Jeff Winkle**

- Jeff Winkle confirmed the date and location of the 2019 Annual OSBA Banquet. Open discussion ensued regarding potential speakers. Beth agreed to take on the responsibility of contracting the speaker once a final decision has been made.
- Trudi Tilton is working on the video loop for playback at the Annual Banquet. A social media post will be published on the OSBA Facebook page as well as the OSBA website asking for pictures and memorable moments from the past year.
- There was open discussion about meal pricing for the Annual Banquet resulting in Tom Turner making a motion to change the meal price to \$18.00. Sarah Denlinger seconded the motion – motion carried.
- Tom Turner suggested we begin looking at dates and locations for the Annual Banquet being held in 2020 to alleviate conflicts with the OCA Banquet, Denver and the BEST program schedules.
- General discussion ensued regarding an information packet being mailed prior to the banquet. Items for inclusion in the mailer are as follows:
  - Invitation to the banquet with price for attendance
  - Membership renewal
  - Advertising in the Membership Directory
  - New Ambassador program

### **MEMBERSHIP DIRECTORY – presented by Lee Miller**

- Lee shared the new advertising spec sheet provided by Jamie Wheeler. Lee suggested we develop a committee to sell advertising and attract new members to the OSBA. We have an aggressive target of selling 30+ ad. Beth suggested Kyle lead the committee initiative. Sarah Denlinger offered to assist Kyle.

### **ANNUAL BUDGET – presented by Beth Carper**

- Mike Carper asked the OSBA board to consider supporting the Young Cattlemen's Conference and Beef 509; both programs are sponsored by the OCA and would be a beneficial learning experience for young breeders or upcoming breeders.
- The cost to attend is as follows:
  - Beef 509 - \$150 per person. Event date: February 2019
  - Young Cattlemen's Conference - \$150 per person or \$250 per couple. Event date: August 2019
- Tom Turner suggested we subsidize two individuals per event to begin with and then evaluate the interest level of the OSBA membership.
- Mike Carper followed up Tom's suggestion by making a motion to monetarily support ½ of two individuals' registration for Beef 509 and ½ of two individual's registrations for Young Cattlemen's Conference. Ryan Cairns seconded the motion – motion carried.
- In consideration of the approved support of Beef 509 and Young Cattlemen's Conference, Mike Carper made a motion that we approve the amended budget. Duane Miller seconded the motion – motion carried.
- Another amendment made to the budget was the digital media budget. Duane Miller made a motion to accept the increase in digital media budget. Ryan Cairns seconded the motion – motion carried.

### **ASA CO-OP ADVERTISING – presented by Lee Miller**

- As we begin thinking about advertising for 2019, Lee reminded the board of the American Shorthorn Association co-op program. ASA will compensate up to \$650.00 on advertising costs. Ads should be breed specific but cannot be breeder specific. Advertising discussion ensued regarding utilizing this co-op feature for the Fall Showcase or Ohio Beef Expo.
- Kendall agreed to check with the American Shorthorn Association regarding approved templates and pricing.
- Additional advertising discussion occurred with Duane Miller suggesting we commit to (4) ads in the Ohio Cattlemen's magazine. It was agreed the Juniors are better served by coordinating the ads in Shorthorn Country and the Ohio Cattlemen's Association.

### **EASTERN OHIO REPRESENTATIVE – presented by Lee Miller**

- Lee shared with the OSBA board of directors that Rick Workman has decided to step down as the Eastern Ohio Shorthorn Representative. Lee will reach out to the Eastern Ohio Shorthorn Association regarding a replacement.

## **NEW BUSINESS – All**

- An audit of the 2018 OSBA financials has been confirmed on January 13, 2019 at 2:00 p.m. The audit committee consists of Beth Carper, Jeff Winkle, Duane Miller and Renae Logsdon. An audit of the OJSA financials will be conducted in conjunction with the OSBA board. Results of the audits / review will be shared at the 2019 OSBA Annual Banquet being held February 23, 2019.

AMENDED MEETING DATE: The audit will now be conducted prior to the Annual Banquet.

***Duane Miller made a motion to adjourn the meeting at 8:10 p.m. Ryan Cairns seconded the motion – motion carried.***