

**United Suffolk Sheep Association
Conference Call
March 11, 2013, 7pm CST**

Roll Call: President, Rob Zelinsky, Vice-President, Bill MacCauley, Treasurer, Rex Quam, Secretary, Amanda Everts and the following directors: Keith Pumphrey, Donna Mays, Larry Pauly, Amanda Bergsieker, Paul Skartvedt, Lisa Webster, and Diane Russell were present. Virginia Gergen and Kim Ketcham were not in attendance.

Approval of Past Meeting Minutes

President Zelinsky called for any corrections or additions to the minutes of January 2013 conference call. There were no additions or corrections. Diane Russell made a motion approve the minutes of January 2013 conference call. The motion was seconded by Donna Mays. The motion passed.

Secretary's Report

Amanda Everts reported that physical address of the USSA Office has changed but the contact information remains the same for the association. The office is continuing to test the new registration program so that members can use it in the future and hopes that it can be ready for the membership in a month or so. Work has begun on the 2013 USSA Breeders Directory and there will be around 575 members listed, up from last year. The directory will be finalized in the next few weeks and will be printed in April. The current checking account balance was \$7471.75. Keith Pumphrey made motion to approve the Secretary's report. The motion was seconded by Diane Russell. The motion carried.

Treasurer's Report

Treasurer, Rex Quam reported that the USSA checking account balance and addressed concerns from a member regarding the advertising and promotional budget. The profit and loss statement shows that the advertising and promotion is over budget, however those figures include the cost of promotional items that have been sold and the revenue for those promotional items is more than the expense of the items. Larry Pauly made motion to approve the Treasurer's report. The motion was seconded by Amanda Bergsieker. The motion carried.

UJSSA Report

Amanda Bergsieker reported that the juniors will be having a conference call later in March and reported that planning for the junior show this summer is going well.

Committee Reports

Futurity

Chairman, Rex Quam, reported that the committee recommends that the USSA Futurity reverts back to district competitions. The winner of each district will win \$100 and the rest of the payout will be based on participation within the district. There will be an overall futurity winner which will be the participant with the most points across districts. The overall futurity winner will receive the trophy and a minimum of \$500. The committee also recommended that there be a yearling ewe futurity which will be a competition across districts. For the yearling ewe futurity it is the responsibility of the junior to nominate and pay \$25 to nominate their yearling ewe. To be eligible the yearling ewe must be purchased and cannot be purchased from a relative or employer. The yearling ewe did not have to be nominated as a ewe lamb. The payback for the yearling ewe futurity will be 100%. Keith Pumphrey made a motion to accept the committee's recommendations. The motion was seconded by Larry Pauly. The motion carried.

Ambassador

Chairwoman, Amanda Bergsieker reported that the committee had put together a set of guidelines for the Ambassador that will be published in the directory and on the website. From the pool of candidates who apply, the board will select who will be the USSA Ambassador.

Hall of Fame

Amanda Everts reported on Virginia Gergen's behalf that the committee decided that there should be two awards given. The Hall of Fame award will be given to a current or past Suffolk breeder who perhaps 40+ years in the business and has contributed a lot to the Suffolk business. The Lifetime Achievement Award will be given to a Suffolk Breeder who is still

living and still in the Suffolk business that has contributed to the Suffolk breed. This individual should be in the Suffolk business for at least 30+ years. It will be the responsibility of the directors in each district to come up with three candidates for each award for their district. The names should be brought to the May Retreat for the board to discuss and select.

Marketing/Promotion

Chairwoman, Lisa Webster, reported that the marketing and promotion committee are looking into some new marketing/advertising options but will wait to make a decision until after the board meets in May for the retreat. Based on the discussion of the May retreat the committee will determine how to proceed for the next fiscal year.

Old Business

May Board Retreat

President Zelinsky explained to the board that he thought the retreat weekend would begin Friday evening and end around noon on Sunday. During that weekend he wanted to get an itinerary put together that would possibly include a strategic planning session on Saturday and Sunday the board would discuss association business. Directors were encouraged to send ideas to each other in regards to the strategic planning session. President Zelinsky thought that the possibility of having a moderator for Saturday to lead a strategic planning session would be very beneficial to the session's outcomes. The strategic planning session would include the board coming up with a mission statement some short-term and long-term goals for the association as well as discussing issues facing the association. President Zelinsky recommended Denny Everson of Yankton, SD. Denny charges around \$750 per day plus travel expenses. Secretary Everts reported that she had contacted other individuals that would be options to lead the session and they charged up to \$12,000 for the weekend plus expenses. Diane Russell made a motion convene a meeting the evening of May 17 through May 19th, hiring a facilitator for one day, Saturday, to lead a strategic planning session. There will also be committee work addressed over the weekend. The motion was seconded by Keith Pumphrey. The motion carried.

New Business

Veterans of Foreign Wars Discount

Donna Mays reported that she had been approached by two members who were interested in the association providing discounts for Veterans of Foreign Wars. There was discussion on this top in terms of who would be eligible (individual or family memberships), what the discount would be and what would be required to be provided from the individual requesting the discount. The board determined that they would revisit this topic during their May retreat.

For the agenda items: Midwest Junior Preview Show, Other publications for advertising and lifetime memberships; there was minimal discussion as those items were topics added to the agenda by Virginia Gergen, who was not able to participate in the meeting at last minute. Those items would be revisited in May, if needed, when Virginia was available to address them.

Secretary Everts asked the board to think about what they wanted to do with the NAILE trophies that were replaced with the traveling plaques this past year. The trophies are quite large and a few are in very poor condition. Also, she wanted them to decide if those trophies needed to be taken to NAILE each year.

Secretary Everts stated that she had been contacted by a member in regards to placing ads in the Suffolk Newsletter. She reported that at this point she has not charged for anything that has been included in the newsletter but wondered the board's thoughts on charging for ads (other than classified) in the newsletter. After a short discussion, Bill MacCauley made a motion to charge (per issue/month) \$200 for a full page ad, \$100 for a half page ad and \$50 for a quarter page ad. The motion was seconded by Larry Pauly.

Motion was made by Larry Pauly to adjourn the meeting. The motion was seconded by Donna Mays. The meeting was adjourned.