

**United Suffolk Sheep Association
Board of Directors Conference Call
March 18, 2015
9pm eastern**

Board Member Present: President, Diane Russell, Vice-President Rob Zelinsky, Treasurer, Bill Royer, Secretary, Amanda Everts and the following directors: Keith Pumphrey, Larry Pauly, Kip Kuntz, Rob Zelinsky, Virginia Gergen, Paul Skartvedt, Dale Dobberpuhl, Bill MacCauley and Bret Henderson. Board Members Absent: Amanda Dobson. State/Regional Association Presidents Present: Kathy Krafka Harkema.

Meeting was called to order at 9:04pm eastern. President Russell welcomed everyone to the USSA board of director's conference call and called for the Secretary's report.

Secretary's Report & Treasurer's Report

Amanda Everts reported that she has been working on updates for the 2015 Breeder's Directory with the Banner. The directory is scheduled to be sent to the printer the end of March or the beginning of April. To-date there are approximately 510 members who have paid their dues and will be listed in the directory. Paid memberships are down compared to last year's directory which was printed a month later than this year. Registry work is fairly quiet; compared to last year registrations, transfers and memberships are down. Amanda reported that the current checking account balance is \$11,124 and the investment fund balance is \$197,366. Diane noted that the board is being as frugal as they can be with the funds that they have. The investment fund was discussed, the last withdraw from the investment account was in 2012. Bill Royer will report at the next meeting in more detail as to how the funds are invested.

UJSSA Report

Amanda Everts reported that plans for the 2015 junior show in West Springfield, Massachusetts are well under way. The juniors are exploring options for the 2016 show and will discuss the 2016 show location at their next meeting. They will be having a fundraiser at the Ohio Sale this year; details are to be determined. The junior's current checking account balance is \$31,800.

Committee Reports

By-Laws

No report.

Futurity

Bret Henderson reported that the he does not have any changes he would like to see made for the futurity; participation is always something to be encouraged. Rob Zelinsky was added to this committee.

Marketing/Promotion

The committee has discussed an idea for this year's directory cover which represents all the Suffolks and members in the association. There was discussion on what publications to advertise in. There was also discussion on if the association runs any digital ads or spends any marketing money on search boosters. Amanda Everts will check into prices to report at the next meeting. The committee as also discussed what type of advertisement should be taken out in the Midwest Stud Ram Sale Catalog and if an ad should be purchased through DV Auctions to be shown during the Midwest Sale (online streaming). It was suggested that the association runs a quarter page black and white ad in this year's Midwest Sale catalog.

Budget

Treasurer, Bill Royer, reported that the association's fiscal year begin in October and ends in September. A budget will be drafted for the next fiscal year and be available for the board to review at the Sedalia meeting.

Scholarship

Amanda Everts reported that there are no changes to the scholarships, however, an individual needs to be added to the committee from the board. Paul Skartvedt volunteered to serve on the scholarship committee.

Hospitality

The board discussed hospitality at the upcoming sales. For the Ohio Sale the association will provide donuts, coffee and juice one of the mornings. Keith will be in charge of the hospitality area at Reno. For the Midwest Sale, the association will plan to provide a sub lunch again this year and the board meeting will probably be Thursday morning. Amanda Everts will probably not be in attendance to these events as she is due to have a baby the end of May. Amanda will line-up transportation to get the booth from event to event.

Ambassador

Amanda Everts reported on Amanda Dobson's behalf that there are few changes she would like to see made to the ambassador application:

1. A phone interview will be held with the candidates before the junior show rather than the interviews being held at the junior show.
2. The candidates will be interviewed by the UJSSA coordinators, USSA Ambassador Committee Chair and two USSA Directors.
3. The following statement will be added: The ambassador is expected to conduct themselves in a professional and respectful manner, including content posted on social media.

Rob Zelinsky made a motion to accept the changes to the ambassador application. The motion was seconded by Virginia Gergen. A vote was taken: Yes: Kuntz, Pumphrey, Pauly, Gergen, Zelinsky, Skartvedt, Royer, Dobberpuhl, MacCauley and Henderson. No: none. The motion passed.

NAILE Market Lamb

No report.

Hall of Fame

No report from the committee. Amanda Everts reported that she has advertised that any suggestions for the Hall of Fame need to be shared with the office by May 1st.

Performance

Dale Dobberpuhl reported that the members of this committee are Larry Pauly (co-chair), Matt Beals, Al Culham, Joe Emenheiser, Bill Shultz and Rob Zelinsky.

Dale Dobberpuhl stated that the committee has had discussions on what we can do to help the performance aspects of the breed. The committee also discussed the NSIP sale and that there needs to be ways to help with transportation for the buyers who are not able to attend the sale. Dale discussed the bar graph that could possibly be used in future ads – the graph is from Dave Notter and it shows Suffolk rams compared to other breeds (and composite) and rams apart of NSIP. Larry reported that they will be scanning rams again at the California Ram Sale. There was a brief discussion on advertising and creating a marketing pdf for the association and directors to share with local publications/bulletins. It was discussed that there was money specifically budgeted for the performance committee.

Old Business

Percentage Registry

Diane suggested that the motion that passed last July have evolved since last summer and asked for a motion to resend that motion. Bill Royer made a motion to rescind the 75% motion passed during the July of 2015 meeting. The motion was seconded by Virginia Gergen. Roll Call Vote: Yes- Kuntz, Pumphrey, Pauly, Gergen, Skartvedt, Dobberpuhl, Royer and Henderson. No – MacCauley and Zelinsky.

There was a lengthy discussion regarding the board members response from the membership on the proposed percentage recommendation - percentage stays the same but at 75% they would be printed on a white certificate and allowed to participate in shows and sales. The following is a summary of discussion points:

Not in favor of the proposal:

- There is a program already in place for a breed-up program (94%)
- Concern about the pureness of the breed
- Less Suffolks to be registered

In favor of the proposal:

- Allows for honesty in pedigrees
- Allows for breed improvement
- Can allow for tracking of a genetic mutation
- Even though 75% is what was proposed; members do not have to purchase percentage sheep
- Allows for Suffolks to be registered who come from pure flocks that papers have not been kept up over time or generations
- Most of the members who make the largest number of registrations per year favor the proposal

Bill MacCauley made a motion to allow 75% to receive a white paper and would be able to participate in shows and sales as a Suffolk provided they meet breed standard. The motion was seconded by Rob Zelinsky. A lengthy discussion followed. Roll Call Vote: Yes – Zelinsky, Dobberpuhl and MacCauley. No – Kuntz, Pumphrey, Pauly, Gergen, Skartvedt, Royer and Henderson. The motion failed.

Genetic recovery program and task force may be discussed at a future meeting.

National Sheep Association

Diane Russell updated the board that Rob, Amanda Everts and she had a conference call in January discussing the NSA and registry work – several things were supposed to come from the NSA for USSA to proceed to register sheep with them and there has been nothing received. There has been no update since that call.

New Business

Meeting Minutes in the Banner

There was a brief discussion if the meeting minutes should be published in the Banner; the minutes will continue to be included in the Banner. Diane encouraged directors to review and approve those minutes as soon as they can so that the approved minutes can be published in a timely fashion.

Conference Call Meeting Time

There was a brief discussion on what time the conference calls should begin; it was decided that 9pm eastern works for the directors. There will be another conference call held before Sedalia.

Registration website skin/design

Tabled to the next meeting.

ASI Convention/Industry Partners

Tabled to the next meeting.

National Show

Amanda Everts asked for clarification if the National Show was always NAILE or if the National Show rotated with the National Show and Sale. It was decided that the National Show is always the NAILE Suffolk Show and the National Sale rotated each year between Ohio, Sedalia and Reno. Clarification was noted that the 2015 National Suffolk Sale will be held during the Midwest Stud Ram Sale in Sedalia, not Eaton as printed in the Big Ohio Sale materials.

Diane thanked the directors for their service to the association. The meeting was adjourned at 10:48pm eastern.