



NAWSA BOARD MEETING

JANUARY 27, 2017

Attendees: Virginia, Cory, Lois, Nan, Jeri and D'Andrea

Absent: Joanie

Meeting called to order by Virginia. Welcome Nan and Jeri to the Board as our newly elected Board members.

1. Approval of Board meeting minutes of June 30, 2016. Virginia moved to enter the minutes and Jeri second the motion. Voted into the record, unanimous.
2. Re-elect officers to the board. We will be electing in the future around the first of the year every year. Virginia asked for nominees for Presidency. Virginia accepted the position again this year after a unanimous vote. Vice President; Jeri nominated for this position and Cory was ready to let go of the position. Vote was unanimous for Jeri Robinson. Secretary: D'Andrea agreed to stay with no other nominations, voted unanimously. Treasurer; Lois is ready to step down from this position but for one more year she will remain if voted in. She has someone who is interested in being the Treasurer after a year of training under Lois. The Treasurer position may or may not be a member of the Board. Lois was voted in again for one more year with someone possibly assisting her for training into this position. New Member Wendy Hanson will train with Lois for this position. Wendy lives in Oregon and breeds Wensleydales along with 34 other breeds of sheep. Wendy Hanson is also the current cosigner on the NAWSA bank account. Executive Board for 2017 elected.
3. Secretary's report: Communications is getting slightly better through email with Accuregister, mostly with Nicole. The 2017 Membership is on a spreadsheet on Box.com labeled 2017 Membership. There is also a second spreadsheet which shows all members ever in the registry. There is still a lot of information to be gone through. At this point the Secretary feels the information on Box is not adequate for history purposes. Virginia suggested that the secretary go back the original spreadsheet from Sherry Carlson to get the member number information and to work from that data for future references. D'Andrea agreed to go through all the information available and try to streamline it and make it less complicated and more easily accessible. Discussion was held as to timely communications between Accuregister and the Secretary and the Secretary and the Treasurer regarding forms and payments. D'Andrea has asked Accuregister that if they send member forms to the Secretary that they write on the form how that membership was paid. It was determined that the Secretary should communicate new information to all concerned about membership within a two week period from the time the Secretary receives the information. Updating spreadsheets, mailing checks to Lois and mailing forms and communicating with Jeri will all transpire within two weeks of receiving the information. Jeri said that an email to her would work for sending information to her. The website is being updated. The Secretary noted that to the best of her knowledge there are 36 active members and she felt that there should be 36 members listed on the member roster. Discussion was had about the membership grace period. So at this point there are nonactive and Active members listed on the website due to this grace period which goes to the end of February. It was decided the Website would be current once the grace period expired and the secretary has given all new and active member information to Jeri to bring the

Website current. Only Active members can register animals. Nan also mentioned she needs to know who the current membership is for Newsletter.

4. Nan gave the update on the Newsletter and the Board thanked her for the current Newsletter. Nan explained she is still working on what the layout of the Newsletter is and/or whether or not the newsletter should be included on the website. Nan wondered if the Newsletter would eventually be on the website. Virginia suggested having an informal Committee meeting to discuss changes or suggestions for the Newsletter. The group agreed they would meet Feb 3, 2017 for an informal meeting of the Committee for the Newsletter.
5. Advertising, logos, etc. The discussion continued regarding our logos. Virginia explained the old logo needed to be redone and it has been for immediate use. The bill for these services was \$100. The work continues to come together for what exactly will be used for Ads, etc. They have sent the Ads for Maryland Sheep and Wool and Sheep Magazine due to timely issues. Suggestions were made for Ads. The final decisions about what new ads will look like and what information will be included. Jeri and Virginia are working on this. Virginia asked the Board to be thinking of a limit for advertising funds. D'Andrea asked if we could have a larger presence with advertising etc at the Wisconsin Sheep and Wool Festival. After discussion it was determined that a half page ad would be doable. D'Andrea is going to collect more information for the Board. Discussion was had over what areas we want to advertise too. The Board felt more emphasis needs to be placed on the products of our breed, like the fiber and advertise in those arenas. It was also noted that our sheep are not publicly available for sheep people to see the breed. Our own members are not showing or exhibiting our breed but other nonmembers are and the question is raised do we have quality animals representing our breed. Virginia states we need a banner made up immediately as well as trifolds so that we have something in print so that our members have something to use and advertise with. Virginia suggested we have more committee meetings regarding the advertising.

NEW BUSINESS: Motion made by Virginia that Sherry Carlson be given an honorary permanent position on the Board. This position would not have voting rights. She would have the ability to attend all Board meetings and advise and provide input and advice. Lois second the motion and a unanimous vote was carried. Virginia states she would send a note to Sherry regarding this.

Virginia shared that she has created a Google cloud site for the association that will have folders for each board position to be able to store information regarding that position in a way that all Board members could access any and all information they might need. She will send emails giving more information on this.

It was discussed when and how the minutes should get posted on the website. This will be discussed more in the future.

Virginia wants to check all farm prefixes and make sure that all members have a farm prefix.

The discussion was had that we need to discuss in another meeting putting together a Welcome Packet. Certificates have been used in the past and we need to determine what we will do in the future. Virginia suggested that perhaps we have a committee on this subject. After discussion it was determined we have to finalize the logos, etc before we can get this Member Packet set in stone. Virginia set a goal that we should have this finalized by the end of February.

Virginia has contacted the Livestock Conservancy to have them recognize the Wensleydale as a rare breed and they have contacted the Wensleydale Association in the UK. Their group meets in April. Virginia had already contacted the UK group and is encouraging more communication and cooperation between the two groups for the betterment of our Association.

Virginia created a new Facebook page for North American Wensleydale but it does not have anything on it currently. There needs to be more discussion about this topic in the future. This is for the Association specifically.

Also, Virginia mentioned the Rupperts donating some extra funds to our Association. It was noted we should send a Thank you with the Tax number. D'Andrea was unaware of this donation. Lois said she would send D'Andrea the information so she could pen the Thank you note.

Membership questions. Elyse Parambo needs to be put on the member roster. There was an issue with registration and Anne Merriweather's paperwork. Virginia and Lois are looking into this further. There was to be a Ram lamb transfer and registration.

Nan had a complaint about Accuregister about incorrect information. She was concerned that they were not operating the way they were supposed to. Nan recommended that members be notified to double check their paperwork. Lois stated she has used them for 17 years and her luck has been very good. Discussion pursued and there were mixed feelings regarding Accuregisters accuracy and whether or not they are following our guidelines. Virginia is going to confirm with John Savage that they are doing what we expect them to do. Nan volunteered to go through the archival report that Virginia and Lois get from Accuregister. Virginia suggested that we review the registry annually. Virginia asked Lois to look into someplace that would digitize our hard copy documents so that all paperwork will be archived. The Board feels it is time to archive our paperwork. This topic will be discussed in future meetings.

Virginia and Cory are working on a current Ram list. Unfortunately the Board could not hear what Cory was stating. Cory was trying to say something about the Banner magazine and how they list all the different sheep breeds. Cory is stating that there is currently no information in the Banner magazine about Wensleydales. Virginia asked Cory to contact Banner Magazine regarding getting our breed back in.

Virginia suggested getting together with some other longwool breeds to put something together that was more expensive advertisement and spread the cost.

We need an agenda for the general membership meeting.

There was further discussion about advertising the Wensleydales. There is going to be a sheep wedding this summer in Vermont. Creative advertising was a hot topic.

Discussion was had regarding giving a free Associate membership to all transfers as a means to increase membership. Lois stated that on the Accuregister's statement the transfers are shown there. Discussion was held to try to reach out to former members and get them back in the Association. The loss of genetics from the sheep they still possibly own was a concern of Nans. The board agreed that reaching out to inactive members is important. It does not appear that the possibility of importing frozen semen from the UK was going to be an option even in 2017. Cory suggested that this is even more a reason to create our Ram Catalog. Discussion was had regarding collecting our Rams for the sake of preservation. It was suggested that this might be a good article for the Newsletter.

Virginia motioned to end the meeting. D'Andrea second and the meeting was adjourned. The Annual Membership meeting is to be held February 17, 2017.