

North Dakota Red Angus Association

Business meeting at 12:30 CST

January 13, 2018 at Bismarck ND

Directors present were Jodi Schriefer, Bryan Huber, Scott Kueffler, Ron Clemetson, Doug McGee, Sam Twedt, Karissa Daws, Emmy Huber, and guest Jolyn Wasem.

Meeting was called to order by President Jodi Schriefer.

Karissa Daws made a motion to approve the secretary report, seconded by Scott Kueffler, secretary report approved.

Doug McGee made a motion to approve the financial report, seconded by Ron Clementson, financial report approved.

Jolyn Wasem from the advertising committee, next spoke about different advertising avenues. Advertising on social media was discussed along with keeping the ND Red Angus Website updated with current information. Karissa Daws talked about having a booth and representation at various cattle shows throughout the state.

Old Business:

Next topic was the ND Red Select 2017 sale. A call was made to Jeff Thomas to help clarify some questions about the expense breakdown of the sale. It was decided that a courtesy email to consignors reminding them to transfer their animals to the new owners would be beneficial. Emmy Huber stated she would send out this email. It was also discussed that a courtesy call to new consignors before and after the sale would be good to see if they had any questions or concerns.

2018 committee assignments were decided as follows:

ND Red Select sale: Jodi Schriefer and Scott Kueffler

ND Junior Association: Karissa Daws

State/Regional/National: Doug McGee

Membership/Website: Emmy Huber

Financial/Bylaws: Bryan Huber

Fundraising: Sam Twedt

FCCP/Pro cow sale: Ron Clemetson

New Business:

Jodi Schriefer presented the information that she has received from Todd Leland about the Radio Ads. After discussion Karissa Daws made a motion to spend up to \$9,000.00 on radio ads for 2018. Ron Clemetson seconded the motion. Motion carried. Jodi Schriefer stated that she would get in contact with the radio stations and plan is to advertise the months of February and March as done in previous years.

2018 advertising was discussed and thoughts for the upcoming 2018 National Convention in Watertown. Keeping the ND Website updated and possibly getting more information on the site was discussed. Jolyn Wasem stated she would be willing to help with advertising ideas as able and could also assist in updating the website as needed. Bryan Huber made a motion to pay Jolyn Wasem \$25.00/hour for time put into ND Red Angus advertising. Karissa Daws seconded the motion. Motion carried. Jolyn Wasem agreed to keep track of her time spent working on projects and submit in to be paid.

Advertising ideas for the 2018 National Convention included: Printing more of the upcoming 2018-2019 directories to have available at convention and updating banner and booth materials. Karissa Daws agreed to work on updating and pricing out banners and booth materials.

Scott Kueffler made a motion to draw for a \$500.00 sale credit for the 2018 ND Red Select Sale each day of the 2018 National Convention for a total of \$1500.00 sale credit over the 3-day event. Karissa Daws seconded the motion. Motion carried.

Jodi Schriefer presented the information that she received from the National office with the different options for our association to spend up to \$10,000.00 as voted on at the annual meeting. Karissa Daws made a motion to choose Option 1 – Dinner at the Goss Opera House which would include tours of opera house,

potentially live band and dinner for \$9,500.00. Doug McGee seconded the motion. Motion carried.

With this Elite sponsorship ND Red Angus would get a trade show booth, advertising in the ARA magazine and convention program, the option to sponsor a gift in the registration bag and 4 Full convention registrations.

State sale management was next on the agenda. Doug McGee made a motion to hire Jeff Thomas as sale manager for the 2018 ND Red Select Sale. Scott Kueffler seconded the motion. Motion carried.

Sam Twedt stated he would begin speaking with the ranches on the waiting list that have requested their willingness to donate the raffle heifer for 2018.

Jodi Schriefer stated that she had been in contact with Troy Presser about having a Bull Feed Test project, which was suggested at the annual meeting. This topic will be tabled until more information is received on how this test could be implemented.

Bryan Huber stated that James Kuhn had contacted him wondering if the ND Red Angus board helps in sponsoring individuals interested in attending educational learning opportunities. It was discussed and decided that if an individual has an opportunity to attend an event as such that the board would need to receive a proposal of what the event entails and how much assistance in attending is requested, and the board would then vote on the request.

Discussion was next held on the amount of money given out for the Futurity classes at the ND State Sale. Sam Twedt made a motion that First Place will receive \$600.00, Second Place will receive \$500.00 and other participants in the class will receive \$50.00 for the 2019 Futurity class at the ND State Fair. Karissa Daws seconded the motion. Motion carried.

Scott Kueffler made a motion to adjourn the meeting, Doug McGee seconded the motion. Meeting adjourned.

Respectfully submitted,

Emmy Huber, Sec/Treas. NDRAA