

California Holstein Association
Board of Directors Meeting
May 21, 2015
All-West Select Sires office, Turlock

Officers Present: President Matthew Evangelo

Directors Present: Stephen Mast, , Tony DeMello,

Directors not Present: Vice President Anthony Souza, Carol Borba, Stephen Maddox, Jessica McIsaac, Mike Moretti, Anthony Souza, Sarah Zonneveld

Guests: Joel Hastings, Pat Maddox

President Matt Evangelo called the meeting to order at 11:15 am.

Stephen Mast moved to approve the Agenda as presented. Seconded by Tony, and approved unanimously.

Matt moved to approve the Minutes of the previous meeting as presented. Seconded by Stephen Mast and approved unanimously.

Treasurer's report:

Tony presented the statement from Stifel Nichols of investments. Total holdings of \$261,779.

This includes roughly \$13,000 in earnings that are held in a cash equivalent account that is liquid and accessible at anytime if needed.

Office Manager's Report & Junior Report

Office duties have been primarily State Show wrap-up. All exhibitor premiums have been paid out. Website is updated with results. Futurity entry forms/renewals will be due in July.

Large junior participation at the State Show and showmanship contest. Also very successful Silent Auction fundraiser and junior meeting at the show. There will be 12 kids representing CA in the various contests at National Convention. Cow Camp is coming up the third week of July at Fresno State. CJHA members are invited to take part in a CMAB video contest to win tickets to the Rose Bowl and ride on their float in the parade. More details on this contest coming soon.

National Report

Pat Maddox gave a summary of the last Holstein USA board meeting.

-per diem rates for Board members and executives were increased

- reviews from users about the Holstein USA mobile app show that it needs to be more user friendly

-for the Junior production awards given at National Convention, information will be pulled from the HUSA office, rather than from applications sent in, hopefully recognizing more

-the GAC will do a study on heelwarts and heritability, also a study on heat stress. They would like to change to a yearly base change rather than every 5 years.

- At the convention, delegates must vote on the following matters: the ability for the host state to change convention dates to a time other than June, change delegate numbers to 1 per 100 members rather than 1 per 150 members, also make delegate selection more flexible to allow for substitutions.

OLD BUSINESS

2015 State Show:

Not all bills are in form State Show- waiting for a statement from the Fairgrounds, need to pay Merced Club for clean up. Have not received income for milk sales to calf ranch. Estimate is close to \$40,000 income- including entry fees, donations, milk, rv spaces.

For next year's show, the following changes are suggested to look into:

- Do not provide straw, due to the amount wasted and leftover that the club is purchasing. Lower entry fee to \$25/30. Possibly have a group run a feed store at which to purchase straw.
- Get a quote from Merced
- Move show back to Friday/Saturday to get more youth, and bigger ringside.

NEW BUSINESS

2015 Annual Magazine

Joel Hastings shared the list of current ads sold, and spreadsheet of who has been contacted, and who HW is waiting to hear from. The group created a list of further prospects to contact. A possibility for next year's magazine is to contact the CA Jersey Club and run a 2 page spread of the results of the spring show, if they have 4-6? pages of ads. Kate is working with Julie Ashton to edit and finalize pages. All pages are also being sent to the Publication Committee for comments and input.

2015 Planning Conference

-Bill Hobby at MJC would like us to have the conference at their new pavilion in conjunction with their heifer sale.

-October 17th or 24th

-Van Exel's had offered to host, follow up with them

Golf Tournament

There will be no golf tournament this year, as no board member stepped forward to help plan.

Local Club Accounting

We will move forward with combining the accounting for the Central Valley Club. Kate will discuss further with the accountant to determine a charge for tax prep to be billed annually.

At Large South board position

Suggested names were Michelle Pedretti, Joseph Azevedo

Other

It was suggested that next summer we have a state picnic, "family reunion" style

Next Meeting

October at Planning conference