

California Holstein Association
Board of Directors Meeting
March 8, 2018
All-West Select Sires office, Turlock

Officers Present: President Anthony Souza, Vice President Hank Van Exel, Treasurer Carol Borba
Directors Present: Stan Henderson, Larry Gerber, Rodney Paulo, Stephen Mast, Graisson Schmidt, Adam Van Exel

Directors Not Present: Jessica McIsaac

Guests: Lacey Paulo, Pat Maddox

Anthony Souza called the meeting to order at 10:36 am.

Hank Van Exel moved to approve the agenda as presented, 2nd by Stephen Mast and approved unanimously. Rodney Paulo moved to approve the Minutes of the previous meeting as presented, 2nd by Larry Gerber and approved unanimously.

Treasurer's Report

Anthony gave a brief Treasurer's Report as there was not significant activity since the last meeting. Portfolio total at Stifel Nichols is \$252,552.56. Current Union Bank checking is just under \$3,000. Hank moved to approve the Treasurer's Report, 2nd by Carol Borba and approved unanimously.

Office Manager's Report & Junior Report

Current senior membership of 237, junior membership of 155. Close to 1500 facebook followers being reached on social media. Kate was at the western Classic Junior Show in Hanford with magazines, membership applications, and Cow Camp flyers. A display was up with pictures of the Junior Show Contest winners as well. Sponsorship packets were mailed to potential State Show donors the last week of February. The spring newsletter is in the works and will go to the printer mid-march, to be in mailboxes by the 25th. News and upcoming events from local clubs requested for the newsletter. Futurity entry renewals were just mailed for 26 animals. We have purchased the Showworks program, and setup and authorization is in progress.

National Report

*Pat shared information about the tv series on FRD tv "Holstein America" that will be highlighting breeders from around the country. There is a new classified ads section on the Holstein USA website- Holstein Marketplace. Two members are running for the board seat that Pat will be termed out of: Bill Genasci and Rodney Paulo.

*Graisson is co-chair of the Western Fall National Show. It will be held September 1 in Salem, OR.

*Lacey reminded members that Northern CA area classification is coming up in June. If there are dates and times that are scheduling conflicts, please notify the office ASAP.

OLD BUSINESS

2018 State Convention

The consensus was that the convention was enjoyed by all. The morning panel was great- very interactive with the audience with a variety of panelists. The luncheon speaker was also a big hit.

Western Classic Junior Show

Record number of junior exhibitors and animals. A card was signed by all to send to Lauren Evangelo and show coordinators thanking them for promoting the industry. The board would like Kate to get a mailing list of all registered Holstein exhibitors and cross-reference with our junior membership. Any non-members will be sent a letter of congrats and info on our activities. Larry moved that next year we donate \$1,000 to the show and have an informational letter and eartag in the check-in materials. 2nd by Stan and approved unanimously.

NEW BUSINESS

2018 State Show

- *Anthony stated that an official contract is coming from the fairgrounds- costs similar to last year.
- *Kate will send the list of potential sponsors that received the mailing to all board members. Members are asked to each identify some businesses to contact personally to get donations.
- *Kate will contact the Jersey show committee to set up processing their show entries online as well. They will be charged 1/3 of the program cost = \$400.
- *2019 State Show – dates of April 18/19, check with Turlock Fairgrounds for availability
- *Show schedule changes were discussed, as this was originally brought up at the state convention. Possibility to show all heifers Thursday and all cows Friday. Or show all Jerseys Thursday and move Holstein heifers to Thursday afternoon and only Holstein cows on Friday.
- *Proposed new schedule- 8:00 am Thursday- Jersey show all classes. Estimated finish time 12:00 Start Holstein Heifer Classes at 1:30, estimated finish time 5:00. Then start Showmanship at 5:30, finishing at roughly 7:30. Friday 9:00 show Holstein Cows, and finish around 1:00. Larry moved to follow this new schedule, 2nd by Adam, and approved unanimously.
- *Kate presented the online show coverage quote from Cowsmo- a total of \$1400. Hank moved to approve this, 2nd by Rodney and approved unanimously.

2018 Annual Magazine

We should be getting draft editorial pages of the convention from Julie Ashton. Jersey breeders will be invited to purchase ads, potentially to have a little jersey section.

2018 Planning Conference

Hank offered to host the meeting at their home in Lodi. He will look into the dates of either October 20 or October 27.

2019 Convention

Hosted by South San Joaquin Club. There are looking into Tachi Palace in Lemoore. Rodney shared the idea for an award at the convention- a Hall of Fame recognition for industry leaders, not specifically breeders. Hank also expressed the idea to dedicate the State Show to a person. The 2018 State Show will be dedicated to Ken Melvold. Hank and Adam will work on a presentation and cake for during the show. A Distinguished Leader award will be given to Joe Airoso at the 2019 State Convention.

Open Discussion

- *Stan mentioned that selections for the Cal Poly Classic Sale are underway. Students will be visiting breeders in the valley in March.
- *Graisson shared that there was a recent committee meeting for planning the Western Fall National and they are seeking donations. The board requested more specifics on sponsorship levels and usage before committing to a donation.

Next meeting: possibly May 10th 10:30 am in Turlock

Motion to adjourn at 1:20 by Stan, 2nd by Adam. All in favor.