

**California Holstein Association Board of Directors Meeting**

**May 7, 2019**

**All West Select Sires Office - Turlock**

**Officers Present:** President Hank Van Exel, Vice President Carol Borba

**Directors Present:** Stan Henderson (phone), Graisson Schmidt, Larry Gerber, Frank Gambonini, Curtis VandenBerge, John Cunningham

**Directors Not Present:** Adam Van Exel

**Guests:** Gilbert Teixeira

Hank Van Exel called the meeting to order at 11:14 am.

John Cunningham moved to approve the agenda as presented, 2<sup>nd</sup> by Larry Gerber, and approved unanimously.

Carol Borba moved to approve the minutes from the previous meeting as presented, 2<sup>nd</sup> by Stan Henderson and approved unanimously.

**Treasurer's report**

Kate presented the year-to date Profit & Loss Statement detailing activities. Current Union Bank checking account balance is \$10,300. Holdings at Stifel are roughly \$19,500 in liquid, and \$225,000 in investments. Larry Gerber moved to accept Treasurer's Report, 2<sup>nd</sup> by Stephen Mast and approved unanimously.

**Junior report**

Juniors had a successful Silent Auction at the State Show- realizing a profit of \$3400. The Silent Auction typically held at State Convention was moved to Western Classic Junior Show this year; it raised \$3200. These funds will help support 15 kids headed to National Convention. Also, the cost to attend Cow Camp will be subsidized. Kate is working with Dairy Science faculty at Fresno State to host the camp June 18-20. Registration forms are being distributed currently.

**Office Manager's report**

The [www.caholstein.com](http://www.caholstein.com) website is currently and has been hosted by GoDaddy for the past 6 years. Some expenses were incurred recently to update the hosting platform and upgrade security setting to remove malware.

**National Report**

Gilbert Teixeira shared concerns brought to him by multiple exhibitors at the State Show regarding the professionalism of Holstein USA reps during the show. The complaint was forwarded to Bill Genasci as a Holstein USA board member.

**State Show**

Kate shared a detailed estimated profit & loss statement for the show, showing a profit of \$9,000. The group was in consensus that next year's judge should be required to make travel arrangements to arrive a day early in order to avoid potential delays. Some jersey exhibitors would like to pursue the option of having a separate judge. If that would be approved, Holsteins would show one day, Jerseys one day- not alternating classes. Stan commented that it was difficult for the announcers to accurately and in a timely manner announce so different division winners (open, jr, r&W, r&w jr) within one class. Different show announcer was suggested

as Kate or Greg Silva. Graisson suggested that we go back to having R&W animals show separately, but require them to stay in for the open class.

Gilbert was pleased that the fairgrounds and stalls were fairly clean after exhibitors left. Clean up was still a long process. Complimentary breakfast for exhibitors was greatly appreciated. Also everyone liked having Pizza Plus on site with different lunch options. Two nights of sponsored dinners was a great addition.

2020 State Show: Easter falls on April 12, 2020. Positive feedback from the group to move the show to Friday/Saturday April 17/18. Some in favor of moving the show to May- the week prior to Richmond. Gilbert will check availability of Turlock Fairgrounds for those dates.

### **Annual Magazine**

Julie Ashton had sent a list of advertisers that have been contacted and reserved. The board reviewed and gave suggestions of potential advertisers.

### **NW News Magazine**

Editor Jerry Strandlund offered the CHA a free half page ad, or full page at \$275. Curtis moved to buy a full page, 2<sup>nd</sup> by John Cunningham and approved unanimously. Page will feature show champions and candids, and show summary.

### **2020 State Convention**

Merced Club has SLO Embassy Suites booked for January 23-25. Convention will follow the same schedule as 2019. Live Sale at Cal Poly on Thursday evening. Hank will be reaching out to members to put together a committee to help plan future conventions.

### **Planning Conference**

Fresno State is planning another Red Wave Sale. When they set a date (for October) we will plan in conjunction with that.

Meeting adjourned at 1:05 pm