

California Holstein Association
Board of Directors Meeting & Planning Conference
October 20, 2018
Van Exel Residence- Lodi, CA

Officers Present: President Anthony Souza, Vice President Hank Van Exel, Treasurer Carol Borba

Directors Present: Stan Henderson, Stephen Mast, Graisson Schmidt, Adam Van Exel, Larry Gerber

Directors Not Present: Rodney Paulo, Jessica Mclsaac

Anthony Souza called the meeting to order at 10:20 am.

Hank Van Exel moved to approve the agenda as presented, 2nd by Larry Gerber, and approved unanimously.

Stephen Mast moved to approve the minutes from the previous meeting as presented, 2nd by Carol and approved unanimously.

Treasurer's report

Anthony Souza shared the Profit & Loss statement for the full year just ended September 30. Total income of just under \$84,000, and total expenses of roughly \$97,000. This does not include interest income from investments. All line items are consistent with budget vs actual. Current checking account balance is \$24,277, and Paypal account \$2613. Stifel holdings include \$238,444 in investments and \$8,388 in liquid.

Office Manager's report

The Cal Poly Classic Sale was successfully clerked through the CHA accounts. All sold lots were collected on, and all consignors paid. Membership renewal invoices went out in mid-September to all senior and junior members of the last 2 years. Currently, \$12,675 for dues income. Unpaid members will receive another invoice first week of November. Additionally, over 100 membership 'invitation' were sent to people listed by Holstein USA as having registered animals in the past year that do not have a state membership.

Junior report

Kate and Kirsten Areias spoke about Cow Camp, which was held at Cal Poly in late July and attended by 68 members. Participants enjoyed a variety of activities at the dairy unit, and the CP staff were excellent hosts. Anthony suggested that the videos created by Cow Campers be played at the State Convention. Next summer's camp will be at Fresno State. 14 kids attended the National Holstein Convention and competed successfully in the Dairy Bowl, Dairy Jeopardy, Speech and DJM contests. They greatly appreciate the support from the senior association. Junior Show Contest entries are currently due. They will be judged and announced at the State Convention.

National Report

Stephen Mast was a delegate to the National Convention and explained 2 Resolutions brought forward. Delegates voted to have Holstein USA do more research on different brands of tags, to find a better quality and value. The resolution to use blank 840 tags for ID was not supported by the delegates from other states, and national board was neutral. Bill Genasci was elected as a Holstein USA board member. He stated that tags are on the agenda for their November meeting. Hank aired concerns on how breeders can get better access to top bulls. Why does USDA (and bull studs) get DHIA information for free when dairymen have to pay for it? Similar situation with Zoetis test results- dairymen pay for it and all the information goes to bull studs. Rich Denier agreed that there needs to be a strategy to control data.

Annual Magazine

Kate shared details from the 2018 magazine- 42.83 editorial pages, and 39.75 ad pages. A Profit of 10,473 will be made. Still \$1238 outstanding. Everyone had positive comments about the magazine quality and content. A proposal from Julie Ashton to produce the 2019 magazine was presented and approved. Ad rates will remain the same, fees structure to her will remain the same. Ken Melvold suggested offering an ad discount to Junior All-CA winners. It was also suggested to offer the Jersey Club a 2 page spread for all-CA winners at a reduced rate.

Membership activities

The possibility of doing a group tailgate at a Fresno State game was discussed.

Jr Show Contest- there were 30 entries last year, entries due today. A letter with annual magazine ad rates will be attached to the awards.

State Show

Chairperson Gilbert Teixeira initiated discussion about the show schedule. Options include showmanship on Wednesday night or Thursday morning or Thursday night. All Jerseys Thursday, all Holsteins Friday vs all heifers on day and all cows the next, or only Holstein cows on Friday. The board will have a conference call to decide final schedule in the near future. It was decided to NOT show the red & white animals separately in each age class. Red winners will be announced and awarded (similar to how juniors are recognized) and select separate champions. Judges were nominated and voted on with the following results- Mike Duckett 14, Lynn Harbaugh 4, Callum McKinven 1. Kate will contact potential judge in that order.

State Convention

Will be hosted by SSJHA with co-chairman Matt Evangelo giving details. Tachi Palace Resort & Casino will be headquarters. Sale will be Thursday evening 2/14 at VanderEyck Dairy- about 30 minutes away. Friday 2/15 will be Host Night. Saturday 2/16 there will be a Holstein USA update meeting, luncheon, annual meeting, and Senior Banquet.

Western Fall National

Graisson Schmidt was co-chair of the show and gave some statistics. There were 100 head exhibited from CA, OR, WA, UT, ID and AZ. Roughly 40 head from CA. They are committed to one more year in Oregon, then would consider moving to CA.

Executive Positions and Board Structure

Directors' terms and board structure were reviewed. Anthony Souza will have served 2 terms as President and be leaving board. Jessica McIsaac has served 2 full terms. Rodney Paulo and Adam Van Exel have served one term, and eligible for one more 3 year term. Nominating Committee will fill President and Vice President positions, and Directors (at large) to make the board 5-9 members per bylaws.

Approval of Budget for Fiscal Year 2018-2019

Stephen moved to approve the Budget as presented, 2nd by Ken Melvold and approved unanimously.

Other Business

-Stan asked attendees to fill out a questionnaire for the upcoming Dairy Sustainability Conference.

-Bill Genasci just completed orientation for the national board at the Holstein USA office. He encouraged members to voice opinions to him to take to Holstein USA.

Next meeting will be a conference call to determine the show schedule.

Meeting adjourned at 12:53 pm