

**RED ANGUS ASSOCIATION OF AMERICA – Board of Directors Meeting  
June 5 – 7, 2017  
Holiday Inn and Suites – Denver, Colorado**

**Meeting Minutes – June 5, 2017**

**Board Members in Attendance:**

President Bob Morton, Vice President Kevin Miller, Treasurer Johnny Rogers, Secretary Steve Koester, Sam Lorenzen, Bruce Ketchum, Kyley DeVoe, Newley Hutchison, Raymond Prescott, John Langdon, Stuart Gilbert, Connie Mushrush and Chuck Feddes.

**Staff:**

Tom Brink, Larry Keenan, Gary Fike, Harold Bertz, Katie Ochsner, Angelia Brooks, Chessie Mitchell, Halla Pfeiff, Amanda Travis and Tracey Koester

**Guests:**

No guests were present.

**Meeting:**

President Morton called the meeting to order at 8:03 a.m. MDT.

John Langdon led the Board and staff in daily devotion and prayer.

President Morton asked for additions to the agenda. Stuart Gilbert asked for absentee voting to be added.

**Motion:** To approve the agenda.

**Motion by:** Steve Koester                    **Second by:** Johnny Rogers  
Motion passed.

The BOD read the vision, mission and core tenets round-robin style.

CEO Brink introduced Amanda Travis, member services specialist.

Secretary Steve Koester overviewed the minutes from previous BOD meetings to be approved as presented.

**Motion:** To approve the Feb. 28, 2017, BOD minutes as presented.

**Motion by:** Connie Mushrush            **Second by:** John Langdon  
Motion passed.

**Motion:** To approve the March 11, 2017, BOD minutes as presented.

**Motion by:** John Langdon                    **Second by:** Newley Hutchison

Motion passed.

**Motion:** To approve the May 9, 2017, BOD minutes as presented.

**Motion by:** Raymond Prescott      **Second by:** Kyley DeVoe

Motion passed.

**Motion:** To approve the May 30, 2017, BOD minutes as presented.

**Motion by:** Kevin Miller                      **Second by:** John Langdon

Motion passed.

### **Board Action Review:**

Bob Morton gave an update on the progress of the REDSPro Advisory Committee.

Indicating they are off to a good start.

### **Executive Committee Report**

Property in Commerce City, Colorado, and Denton, Texas. CEO Brink explained all of the logistical details associated with the move to Commerce City stating that the transition is well under way and is moving along at a solid pace.

Foreign-pedigree animals' EPDs, specifically Angus, are being monitored. The Board reviewed all options currently being used.

The Executive Committee is also monitoring Schedule GLA regarding Angus-certified programs. Commercial Marketing Director Gary Fike has written several letters. CEO Brink and marketing staff will develop a detailed approach to this situation.

### **Administrative Report**

CEO Tom Brink reviewed the past 12 months; excellent breed growth, expanding market acceptance, exceptional growth of FCCP tag program, research expanding the value of our tagging program, staff position is strong and cohesive.

REDSPro has made substantial progress on the backlog. Beta testers are reporting favorable results. Staff estimates the program is at 90 percent functionality and they are anticipating the release of REDSPro to the entire membership in August. Financially, RAAA is in a strong position.

Staff will publish a press release on the headquarter move as we get closer to the transition date.

CEO Brink and Treasurer Johnny Rogers reviewed the balance sheet.

RAAA will conduct the annual audit at the end of the fiscal year which coincides with the beginning of Janet Russell starting as the new RAAA bookkeeper/accountant.

## **Budget**

CEO Brink reviewed the line items of the 2017-2018 budget.

Specific details of each line item will be outlined in committee reports.

## **Member Services**

Angelia Brooks, registry manager, updated the Board on staff, registration and membership numbers.

Member Services is on track with the THR Calendar that was delayed due to REDSPro – inventories, no-progeny reports and heifer exposure reports.

## **REDSPro Committee Report**

Rodney Brown, Keith Olson, Jamie Pannell, Tom Ballard, Angelia Brooks and Kenda Ponder populate the committee. Bob Morton serves as chairman.

The purpose of the committee is to fine tune the viability of current code and to make recommendations on future updates.

## **Registration Committee**

Bruce Ketchum presented changes to the Breeder's Guide to clean up wording duplications between Rules and Regulations and Bylaws.

The Board discussed and revised wording.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section 1, a – c.

**Motion by:** Kevin Miller                      **Second by:** Sam Lorenzen  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section B.2.d.

**Motion by:** Connie Mushrush              **Second by:** Kevin Miller  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C, 1.a.i.

**Motion by:** John Langdon                      **Second by:** Johnny Rogers  
Motion passed (10 to 2).

**Motion:** Recommend sending Section C, 1.a.i. wording back to Constitution and Bylaws for their review so that they can develop similar verbiage in Bylaws.

**Motion by:** Bruce Ketchum      **Second by:** None  
Motion died for a lack of a second.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C, 2.c – d; 3.c – d.

**Motion by:** Johnny Rogers      **Second by:** Stuart Gilbert  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C.5.e.

**Motion by:** Newley Hutchison      **Second by:** Chuck Feddes  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C.6 and C.6.g – h.

**Motion by:** Newley Hutchison      **Second by:** Sam Lorenzen  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C.7.c.

**Motion by:** Connie Mushrush      **Second by:** Kevin Miller  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in Section C.7.e.i.

**Motion by:** Connie Mushrush      **Second by:** Newley Hutchison  
Motion passed.

**Motion:** Accept the revisions to the Breeder's Guide as presented on screen in the following sections:

- Section C.7.f.iv
- Section C.9
- Section C.10
- Section D.1
- Section D.4
- Section D.5
- Section D.6.a – b
- Section D.7.d–f
- Section D.8.e
- THR Calendar, July 1 and Dec. 1
- Section E – sent back to committee

Section F.1.c.v  
Section G  
Section H.3.c  
Section I.2  
Section J.2.a – b  
Section J.8.a

**Motion by:** Sam Lorenzen      **Second by:** Steve Koester  
Motion passed.

### **DNA Update**

Halla Pfeiff shared that DNA submissions are up, primarily due to the new sire rule. The flow of submissions is steady and less seasonal. OS testing has dropped but is included in the HD profile. BVD testing has increased because of the price reduction when packaged with profile testing.

Approximately 5,000 more tests than last year. The overall failure rate is 1.2%, under the goal of 2%. Average turnaround time is 16.94 business days.

RAAA offered Red Navigator testing at a discounted price of \$19 (rather than \$25). This year, 2,391 samples were submitted and Katie Ochsner called to follow-up with producers and answer questions, explaining their results. All producers said they would use the test again or would probably use again.

### **Technical Committee**

Larry Keenan presented the Technical Committee report. The committee has reviewed the traits BOLT has calculated thus far.

Technical Committee will review and make a recommendation on whether to move to BOLT or stay with CSU calculated EPDs this fall. CSU has secured a license to BOLT software.

### **Breed Improvement Committee**

Larry Keenan and chairman Steve Koester reviewed Breed Improvement Committee activity.

Koester reviewed committee calls. Keenan announced a new Carcass Progeny Test herd, Shane and Tish Ledford in Comanche, Oklahoma.

Montana State University is running a Montana-specific carcass progeny test with their 300-head herd, converting it to Red Angus. RAAA serves as a liaison between MSU and Montana RAAA members.

K-State conducted a feet project with 1,885 Red Angus and 1,094 Simmental cattle scored from data collected at 12 herds. 1,720 Red Angus were used in the evaluation (Simmental pending). Feet and leg traits appear to be mostly moderately heritable.

Keenan presented a new research project, "Reducing laminitis in Red Angus cattle through genetic risk for acidosis," by the University of Illinois, Dr. Josh McCann. Subacute Ruminant Acidosis (SARA) is caused by rapid consumption of fermented feed.

The committee explored allowing ultrasound weights to be used as yearling weights.

Keenan presented an EPD Proof brochure his team developed to provide education to members. He is also including more breed improvement articles in *ARA* and *eNews*.

CSU has compiled our udder data to a point where we need to decide if an udder epd will be beneficial for the RAAA.

**Motion:** Authorize the Breed Improvement Committee to utilize RAAA data to research the feasibility of developing an udder EPD(s).

**Motion by:** John Langdon                      **Second by:** Sam Lorenzen

Motion passed.

The BIC re-considered the release of MBV rankings and the committee voted unanimously to not publish MBV rankings.

**Motion:** To allow RAAA to use ultrasound weights as yearling weights in the absence of submitted yearling weights.

**Motion by:** Steve Koester                      **Second by:** Raymond Prescott

Motion passed.

The BOD discussed EPD and HerdBuilder Index discrepancies on foreign animals. A member wrote a letter to the BOD regarding these discrepancies and requesting action to remedy the EPD issues. The BOD discussed options to offer accurate EPDs on foreign-pedigreed animals. No formal action was taken.

### **Review of Strategic Plan**

Gary Fike overviewed the Strategic Plan and the progress in each area.

Strategy 1: He included new research data on FCCP-tagged Red Angus calf value over non-FCCP-tagged Red Angus calves, and other marketing benchmarks of Red Angus' progress in sales and tag sales. Fike indicated greater cooperation and communication are needed to increase the volume of harvest data from Tyson and Greater Omaha grids.

Strategy 2: Larry Keenan discussed the increase of members reporting voluntary data and the education efforts in his Breed Improvement Committee report.

Strategy 3: RAAA has organized town hall-style conference calls to stay in touch with members regarding Bylaw changes, headquarter move to Denver and sale season wrap-up.

Strategy 4: Articles about Red Angus in outside publications are on the increase as well as several cover and general editorial photos.

Strategy 5: REDSPro is at 90% functionality and goals are on track.

**Motion:** To enter Executive Session: 6:45 pm MT  
**Motion by:** Sam Lorenzen                    **Second by:** Steve Koester  
Motion passed.

**Motion:** To exit Executive Session: 7:30 pm MT  
**Motion by:** Steve Koester                    **Seconded by:** Sam Lorenzen  
Motion Passed.

### **Meeting Minutes – June 6, 2017**

#### **Board Members in Attendance:**

President Bob Morton, Vice President Kevin Miller, Treasurer Johnny Rogers, Secretary Steve Koester, Sam Lorenzen, Bruce Ketchum, Kyle DeVoe, Newley Hutchinson, Raymond Prescott, John Langdon, Stuart Gilbert, Connie Mushrush and Chuck Feddes.

#### **Staff:**

Tom Brink, Larry Keenan, Gary Fike, Harold Bertz, Katie Ochsner, Angelia Brooks, Chessie Mitchell, Halla Pfeiff, Amanda Travis and Tracey Koester

#### **Meeting:**

President Morton called the meeting to order at 8:22 a.m. MDT.

**Motion:** To enter Executive Session at 8:23 a.m. MDT.  
**Motion by:** Kevin Miller                    **Second by:** Johnny Rogers  
Motion passed.

**Motion:** To exit Executive Session at 10:38 a.m. MDT  
**Motion by:** Sam Lorenzen                    **Second by:** Kyle DeVoe  
Motion passed.

## **Constitution and Bylaws**

Chairman John Langdon reviewed proposed changes to the Constitution and Bylaws.

**Motion:** Accept the proposed revisions to the Constitution & Bylaws as presented on screen in the following sections:

Article IV – Purpose

Article VIII – Membership, Section 2 – Voting, E.1 – 6

Article IX (new)

Article X – Meetings, Section 2 – Regular Board Meetings

Article XI – Governance, Section 1 – Board of Directors, D

Article XI – Governance, Section 5 – Officers

Article XI – Governance, Section 5 – Officers, A.1 – 6

Article XII – Amendment of Bylaws

Article XIII – Indemnification

Article XIV – Data Ownership

**Motion by:** Kevin Miller

**Second by:** Johnny Rogers

Motion passed.

## **Marketing Committee**

Chairman Sam Lorenzen and Gary Fike reported on progress of the marketing efforts including tag sales, special feeder calf sales and activities of the Alliance Committee regarding National Beef and USPB.

Harold Bertz presented the national advertising report, including front covers featuring Red Angus cattle, CattleFax website rotators, advertising , ad placement and shared editorial.

Fike reported that marketing staff attended numerous sales and Katie Ochsner summarized the 2017 Bull Sale Season Recap town hall meeting information.

Fike commended Chessie Mitchell on her excellent work on tag program enrollment. Mitchell reported on the growth of FCCP and AA program enrollment and new customers. RAAA switched to Allflex tag company; REDSPro is working perfectly for program enrollment; the audit went well and the manual is updated; Ashtyn Shrewsbury is the Marketing intern.

## **Visit New Headquarters**

Directors and staff traveled to the Commerce City property to see the location and construction progress of the new RAAA headquarters.

## **Marketing Committee**



Fike resumed the marketing report after lunch and spoke about the success of commercial producer meetings.

The veterinary health survey is complete and the manuscript has been submitted to the *Professional Animal Scientist* for publication. Slides and press releases are planned for late summer distribution.

A set of Kansas steers, were DNA tested to compare against actual kill data. A similar test was conducted last year.

Fike reported Superior Livestock Auction sale data has been very beneficial. K-State has offered the RAAA an opportunity to examine the superior data more extensively.

### **Junior Activities Committee**

Raymond Prescott, chairman, introduced the committee and read a letter from JRA President Kacey Koester. Prescott also acknowledged the other members of the JRA Board.

Kim Heller, junior programs coordinator, addressed the Board on the JRA's strategic areas, financials, future promotion plans, Round-Up, National Show and National Convention. The JRA is proposing a couple changes to their constitution – Address change and term lengths. Heller announced scholarship winners, JRA Scholarship winners, Canadian Exchange Travel Scholarships and the Beef Industry Education Scholarship. Heller recapped the Young Stockman Program, Round-Up, National Show, National Convention and the LiveWiRED genetic project.

### **Show and Sale Committee**

Chairman Stuart Gilbert and Chessie Mitchell presented the Show and Sale committee report.

Mitchell outlined show changes (deleting Keystone and Arizona shows as regional shows). She updated the BOD on the national show. Because of the rotation, two national shows will fall in this fiscal year (Iowa State Fair and National Western Stock Show). They are working on securing judges.

### **Promotions Committee**

Chairman Kiley DeVoe introduced the committee and purpose. Chessie Mitchell reviewed the Affiliate Grant Program financials and projects. She highlighted the new, innovative proposed projects this year and new affiliates. Sixteen affiliates applied and four of them were new associations. Mitchell will communicate with affiliates on approved funding and reasons for denied projects. When affiliates send receipts for reimbursement, RAAA will request metrics on the success of their projects.

DeVoe addressed the financials for the website redesign. Promotions Committee will appoint a task specific team that will research the website redesign to define our website needs so the webmaster can bid the cost more specifically and it will take less time to design. Staff hopes to have the new site up and running in six to eight months.

Tracey Koester, editorial coordinator, reviewed financials for American Red Angus Magazine, editorial schedule and thoughts on improvements for Red Angus digital information.

### **Awards Committee**

Chairman DeVoe presented an overview of the Awards Committee and criteria for the individual awards. He requested suggestions for nominations of this year's award recipients.

### **Special Events**

The Marketing Team is in the early planning stages of producing meetings that will be based off the schematic of Brain Trust and previously held Young Guns events. The programs would encourage relationship building among all age groups and segments of the industry.

**Motion:** To enter Executive Session at 4:25 p.m. MDT.

**Motion by:** Steve Koester                      **Second by:** Sam Lorenzen  
Motion passed.

**Motion:** To exit Executive Session at 5:20 p.m. MDT.

**Motion by:** Kyley DeVoe                      **Second by:** Sam Lorenzen  
Motion passed.

## **Meeting Minutes – June 7, 2017**

### **Board Members in Attendance:**

President Bob Morton, Vice President Kevin Miller, Treasurer Johnny Rogers, Secretary Steve Koester, Sam Lorenzen, Bruce Ketchum, Kyley DeVoe, Newley Hutchinson, Raymond Prescott, John Langdon, Stuart Gilbert, Connie Mushrush and Chuck Feddes.

### **Staff:**

Tom Brink, Larry Keenan, Gary Fike, Harold Bertz, Katie Ochsner, Chessie Mitchell, Halla Pfeiff and Tracey Koester

### **Guests:**

No guests were in attendance.

**Meeting:**

President Morton called the meeting to order at 8:10 a.m. MDT.

Kyley DeVoe led the Board and staff in prayer.

**BrainTrust and Young Guns**

The Board resumed discussion on the timing and location of BrainTrust and Young Guns. The BOD will re-evaluate the changes after convention.

Target Audiences to consider – Commercial Red Angus producers, Red Angus seedstock suppliers, Commercial and Seedstock producers from other breeds, NWSS exhibitors. Staff will plan.

**Budget**

The Board resumed discussion of the budget.

**Motion:** To Add \$60,000 to the national advertising budget.

**Motion by:** Kyley DeVoe                      **Second by:** Sam Lorenzen

Motion passed.

**Motion:** Approve the proposed budget as amended.

**Motion by:** Newley Hutchison              **Second by:** Sam Lorenzen

Bruce Ketchum called for question.

Motion passed.

**Convention Report**

Kevin Miller reported the 2017 National Red Angus Convention at Colorado Springs is on track and in the final stages of planning. Thursday evening's dinner will be at the Pro Rodeo Cowboy Hall of Fame. The Marketing Team is finalizing the Commercial Cattlemen's Symposium.

Steve Koester reported the 2018 National Red Angus Convention is slated for Watertown, South Dakota. The venue has been secured and the committee is beginning the planning and sponsorship solicitation.

President Morton suggested securing location and dates for conventions two years prior to the event. Stuart Gilbert reported on the 2019 National Red Angus Convention options of Dubuque, Iowa, Des Moines, Iowa, or Sioux City, Iowa.

**New Business**

Stuart Gilbert discussed absentee voting options for the caucus director elections. Discussion included multiple metrics for this suggestion including: Bylaw change, prohibit nominations from the floor, decrease attendance at convention, caucus

meetings held all over the US, Policy voting must be at convention after discussion is held, one cow/one vote, area and town hall meetings to meet the candidates, prioritizing time and finances, loss of socializing and networking opportunities.

**Motion:** To enter Executive Session at 11:10 a.m. MDT.

**Motion by:** Sam Lorenzen . **Second by:** Connie Mushrush .

Motion passed.

**Motion:** To exit Executive Session at 11:30 a.m. MDT.

**Motion by:** Stuart Gilbert . **Second by:** Raymond Prescott .

Motion passed.

**Motion:** To adjourn the BOD meeting at 11:32 am MDT

**Motion by:** Connie Mushrush **Second by:** Johnny Rogers