

CBCIA Board Meeting
October 7, 2007
Apple Farm Restaurant
San Luis Obispo, CA

Board Members Present: Terry Jochim, Cathy Maas, Kris Gudel, Matt Macfarlane, John Toledo, Aaron Lazanoff, Thomas Freitas. Past Presidents: Hank Stone, Abbie Nelson (voting quorum)

Board Members Absent: Carole Silveira, Darrell Sweet, Cheryl LaFranchi, Don Silacci, and Jerry Maltby

Advisors: Jim Oltjen, Randy Perry, Jon Beckett

Guests: Brenda Broadway, John and Sharon Harvey, Megan Huber, Eric Flood, Kelli Toledo, Acuario Romera, Simon Woodward, Farshid Hague

MEETING CALLED TO ORDER: The Meeting was called to order at 7:10 am by President Terry Jochim. Introductions by all attending were made.

MINUTES APPROVAL: The **motion to approve the minutes as sent out was made.** Motion: John Toledo, 2nd: Matt Macfarlane. Approved. (U).

FINANCIAL & MEMBERSHIP REPORT: Terry Jochim reported total assets at \$55,240.28. Net to date on the 2007 tour is \$8,934 with some bills still to be paid. Membership stands at 436 members, down significantly from last year. **Motion to approve financial and membership report:** Cathy Maas, 2nd: Kris Gudel. Approved (U).

50 YEAR COMMITTEE: Hank Stone reported on plans to date. The date for the day-long event is May 3, 2008. There will be a fee for the event, not as yet determined. At 9am the group will gather at UC Davis and take buses to Yolo Land and Cattle Company for a tour of the ranch. Yolo Land and Cattle Company is in the running for the NCBA Environmental Stewardship award this year. Lunch will be at Yolo Land and Cattle Company with a return by bus to the campus. Events on campus will include a panel discussion of our history. A brochure or booklet will be published celebrating our 50 years of history. Sarah Barnum Poff will be the coordinator of the event. She has volunteered her time. Holly Foster will do some gathering of history plus production of the brochure/booklet. Kris Gudel is sponsorship chair. Wendy Hall has offered to provide pictures of past events. There was discussion about the cost of hiring Holly Foster who had quoted \$70/hour. **A motion was made to allocate funds responsibly for the fifty- year celebration.** Motion: Matt Macfarlane; 2nd: Thomas Freitas. Passed (U). Hank Stone also announced that the committee had decided to award the American Angus Association a plaque recognizing their contribution to beef cattle improvement over the last 50 years. The American Angus Association Executive Vice President, John R. Crouch will be presented with the award. There will be a meeting regarding the event on Oct. 15 at UC Davis. (Committee members: Dan Sehnert, Hank Stone, Bill Borrer, Sarah Poff, Holly Foster, Jerry Johnson, Kris Gudel, Abbie Nelson, Terry Jochim and Jim Oltjen).

BIF CONVENTION: Abbie Nelson and Terry Jochim reported on latest developments: BIF would prefer a mid-June or July convention date. CBCIA thinks late April or early May is better because of our weather, tour possibilities and hotel room costs (\$50 more/attendee with the June/July time slots). Alternative dates of June 10-14 and June 24-28 were discussed. Abbie mentioned that Hillary Burton, with the Sacramento Convention Bureau has been very helpful and is a good person to work with. Twig Marston stresses the program rather than tours and weather conditions. He councils that the convention needs to be after school let out for optimum attendance by academic types. Terry Jochim will be presenting our bid at the upcoming BIF Board meeting on November 6, 2007 in Kansas City. CBCIA should have a clear idea whether we will be hosting the 2009 event after this meeting.

(Committee Members: Chairmen/Coordinators: Terry Jochim & Alison VanEennaam; General Program Chairman: Jim Oltjen; Convention Center/hotels: Abbie Nelson; Tour Chairs: Cheryl LaFranchi; Sponsor Chairs: Kris Gudel & John Toledo; PR Chairs: Katie Otto, CCA, Kelli Toledo, CornerPost Publications and Rena Lloyd, NCBA)

PROGRESSIVE PRODUCER UPDATE: Thomas Freitas thanked Kelli Toledo and Matt Macfarlane and CCA for their help with the column in *CCA Magazine*. The upcoming column focuses on riparian areas as seen on CBCIA's 2005 tour. Other possible topics were discussed such as the ranch to rail program, 50 Year CBCIA program, and feed efficiency at Lucy Snider's. Growth enhancement technologies were suggested by Jon Beckett). Thomas noted that all 4 colleges had contributed an article to the magazine this year and were eligible for the \$500 CBCIA grant. It was noted that CBCIA awards these funds ONLY to the college directly. If some other group is to receive the money, the college involved will have to pay them, not CBCIA.

SILENT AUCTION: Terry Jochim reviewed our auction at the Midyear Meeting that netted \$2,108.75. Our goal on an annual basis is \$2,500.00 which covers our yearly scholarship amount. There was discussion about having a silent auction at both the midyear and annual CCA conventions. There are other groups (LMRF, POSSEE, YCC and Cattlewomen) also having silent auctions at the annual event. Matt Byrne has questioned whether CBCIA should be involved with a silent action at the annual event because of the other groups also trying to raise funds. Terry Jochim will continue discussions with Matt Byrne on this subject.

SCHOLARSHIP AWARD FOR 2007: Matt Macfarlane reviewed the scholarship interviews at CCA this year had 24 applicants with a total of some \$14,000 in scholarships. Terry Jochim questioned as to how many awards had been made with our \$2,500, having heard that two awards were made. Matt thought only one award was made. Terry Jochim stressed that CBCIA rules states that we shall award only ONE scholarship of \$2,500 per year.

BIF SCHOLARSHIP TRAVEL AWARD: Terry Jochim requested that the various college advisors start considering whom they might want to nominate for the award in 2007. The advisors will confer and get back to Terry Jochim with recommendations.

RANCH TO RAIL PROGRAM: John Toledo questioned whether CBCIA should pursue the program that Lucy Snider is currently carrying out at her Nevada feed lot. Jim Oltjen mentioned that current trends seems to be focusing on feed

efficiency in bulls and the ranch to rail program has a slightly different focus and outcome and therefore, really does not fit with a feed efficiency program.

2007 CONVENTION SPEAKER: CBCIA will be co-sponsoring “Beef Cattle Sire Selection” presented by the National Beef Cattle Evaluation Consortium. The event will take place at the annual CCA Convention on Wednesday, Nov. 7, 2007 from 9am-noon and 1pm-4pm. Speakers include John Pollak, Darrh Bullock, Dorian Garrick, Alison Van Eenennaam, Richard Linhart and Bob Weaber. The room will hold 120 people. All Board Members were encouraged to sign up for the event.

PRODUCER OF THE YEAR: This year we have Tom and Terry Bengard and Jerry Hemsted of Bengard Ranches nominated for the Commercial award and Sonoma Mountain Herefords (Jim & Marcia Mickelson) nominated for the Seedstock award. On a motion by John Toledo; 2nd Kris Gudel, **Bengard Ranches and Sonoma Mountain Hereford Ranch will receive the POY Awards for 2007.** Passed (U). There were no nominations for the Horizon Award for 2007.

MARKETING BROCHURE: Cathy Maas presented a rough draft of the CBCIA brochure. There was discussion as to how often we should be printing brochures in view of the change of officers and board members. **A motion was made to publish the brochure every other year.** Motion: Hank Stone, 2nd: Kris Gudel. (Later discussion on the brochure: see John Harvey, CCA Membership Chairman).

FEED EFFICIENCY SYMPOSIUM – Progress Report: Jim Oltjen reported that to have such a symposium we would need to have a big crowd which is difficult with not enough producers in California. Discussion followed as to an optimum time to have such a symposium that would maximize the attendees. Midyear CCA convention was suggested as was The BIF Convention. There is urgency to offer the program as interest is currently high. The consensus is to make the program available by the fall of 2008. John Harvey suggested tying the symposium to the Quality Assurance Program presentations. Jim Oltjen and Patrick Doyle will make a proposal when we know whether the BIF convention will be in California in 2009.

BYLAWS CHANGE: Terry Jochim discussed officer terms. In the past few years they have been 2 year terms ending December 31st, with the new officers starting January 1st. However, because of some research on Terry part, he found that in former years officer terms were 2 years with start on April 1 thru March 31. At the 6/28/07 meeting the motion was made and passed to change back to the April 1 thru March 31st terms. However today, after discussion, Kris Gudel made the motion: (2nd Hank Stone). **To make both the fiscal year and the officer terms the same. Both the fiscal year and officer terms would be January 1 thru Dec. 31st. This change would become effective January 1, 2009 or earlier if possible depending on whether we could get IRS/California Franchise Tax Board requirements completed.**

INSURANCE POLICY & COVERAGE FOR DIRECTORS AND OFFICERS: Terry Jochim discussed the history and expansion of coverage needed if CBCIA hosts the BIF convention (an extra \$1,000 is projected by Andreini and Co.). In addition, there is question as to whether Director’s and Officer’s are covered under the current CCA policy. Earlier, Terry had been assured we do have coverage. Now Doug Winnett, in checking

with his underwriter's, maintains we do not. Terry Jochim will do further research on this matter and report to the Board.

JOHN HARVEY, CCA MEMBERSHIP CHAIR: John Harvey challenged CBCIA to come up with a more focused message for convincing CCA members to join CBCIA. He says, "He is not able to convey what it is, we do." His question to us is, "why should I join CBCIA?" "He mentioned that the Redbook we give to each member annually would be one such incentive. He also mentioned that county President's and CCA have a conference call on Tuesday mornings at 6:30am. Anyone in our group is welcome to join in. (call John for phone number) Thomas Freitas volunteered to represent CBCIA.

POSSIBLE CBCIA VENTURE: Jon Beckett suggested that possibly CBCIA could take on the task of keeping a database of feedlot and returned carcass information which could generate ratio's against a benchmark of CBCIA producer's. This would be a unique service. Discussion followed.

ADJOURNMENT: Kris Gudel moved to adjourn. 2nd John Toledo. Adjourned at 9:05am.

Respectfully Submitted,

Cathy Maas
Filling in again as Secretary

Executive Session followed.

REMINDERS:

- CCA Annual Convention, Tuesday November 6-9, 2007, John Ascuaga's, Sparks, NV.
- Beef Cattle Sire Selection, National Beef Cattle Evaluation Consortium, CCA Convention, Wednesday Nov. 7, 9-noon; 1-4pm. All CBCIA Board Members should attend if possible.
- CBCIA Board Meeting, Thursday November 8, 2007, 7-8:30am (continental breakfast included)