

CBCIA Board Meeting
February 21, 2008
FFA Center
Galt, CA

Board Members Present: Terry Jochim, Cathy Maas, Kris Gudel, Matt Macfarlane, John Toledo, Darrell Sweet, Jerry Maltby, Carole Silveira, Don Silacci, Cheryl LaFranchi. Past Presidents: Hank Stone, Abbie Nelson, Bill Borrer, Jerry Johnson (voting quorum)

Board Members Absent: Aaron Lazanoff, Thomas Freitas, Christine Boswell

Advisors: Dr. Jim Oltjen, Dr. Alison Van Eenennaam, Dan Sehnert

Advisors Absent: Joel Judge, Dr. Jon Beckett, Dr. Dan Drake, Dr. Randy Perry, Dr. Dave Daley, Dr. Cindy Daley, Dr. Patrick Doyle, Mike Hall

Guests: Tina Wilson, CCA/BQA Committee Chair; Stevie Ipsen, CCA Director of Public Relations and Outreach; Beau Miller, Dow AgroSciences

GENERAL:

MEETING CALLED TO ORDER: The Meeting was called to order at 10:05 a.m. by President Terry Jochim. Introductions by all attending were made.

INTRODUCTIONS: Introductions by all attendees.

CALL FOR AGENDA NEW BUSINESS: Dr. Van Eenennaam requested a new agenda item on USDA Grants.

MINUTES APPROVAL: The motion to approve the minutes as sent out was made. Motion: Cathy Maas, 2nd: Carole Silveira. Approved. (U).

FINANCIAL & MEMBERSHIP REPORT: Terry Jochim reported for Fiscal Year 2007 as of January 31, 2008 total assets at \$50,706.17 with \$100.00 in Accounts Receivable. The total asset breakdown is as follows:

Stockman's Bank Checking -	\$39,517.57
Stockman's Bank CD #8369 -	\$5,537.44
Stockman's Bank CD #8385 -	\$5,551.16
Accounts Receivable -	\$100.00
Net Income Reported from February 1, 2007 to January 31, 2008 -	\$9,400.33

The Board discussed changing the Associations Bank to an institution more convenient to the new Executive Director. Bank of America was suggested. The Executive Director will report to the Board with a recommendation.

Abbie Nelson inquired about the P & L – Other Income/Expense – Other Income. The \$1,290.00 was incorrectly placed in this Account. The funds were the result of the 2007 Annual Convention Silent Auction and should have been placed into the Income – Fundraising (Income) Account. The account will be corrected.

The Silent Auction was discussed and the Board agreed to hold only one Silent Auction at the Mid-Year Meeting. Carole Silveira will take over as the Silent Auction Committee chair. The request was for each Board of Director to provide a high-end quality item for the auction. Jerry Maltby will talk with Matt Byrne, CCA Executive Vice President, to acquire the green light to hold the CBCIA Silent Auction at the Mid-Year meeting.

Cathy Maas requested we look into a different source for our Certificate of Deposits (CDs). The new Executive Director will investigate other options and report back to the Board. The question of when the CDs matured was asked but no one really knew the months. Speculation was one CD was up for renewal in April and the other six months later.

Membership Report was not available. The Board discussed the requirement for CBCIA members to be CCA but the reverse does not apply. Don Silacci is on the CCA Membership Committee and will make every effort to encourage CCA to request CCA members to sign up for CBCIA membership during the CCA Officers Spring Tour. Our membership has been decreasing. Motion to approve financial and membership report: Matt Macfarlane, 2nd: Cheryl LaFranchi. Approved (U).

OLD BUSINESS:

50 YEAR COMMITTEE:

1. Chairs Hank Stone, Bill Borrer, Sarah Poff, and others are gathering historical information and working on Celebration book. The information will be sent to Holly Foster to compile and prepare a draft edition. The estimated cost for a final version is \$4,000.00. The Board discussed the lack of information required to produce a top quality production in time for the May 3rd event and be of value to return a reasonable profit.
2. Jerry Maltby commented on Bill Lefty's old Bull Test information from years ago, and it was decided to include some of the information. Bill Borrer stated Holly Foster has the package of material of his information. John Toledo stated info should be gathered from www.NewspaperArchive.com as a resource for all materials ever printed in newspapers. The cost is about \$30.00 for a onetime search. John thought CBCIA information might be available from the 60's at the website.
3. Finances on 50 Year. Cathy Maas inquired about the expenses. Terry Jochim said \$19,000.00 needed in income. \$6,000.00 will come in from registrations. Selling sponsorships needed approximately \$12,000.00. The Bar will be donated by Mardin and Kendra Wilber, Lane Ranches. Kelli Toledo will donate the Logo and decorations. Dusty Trail Ranch will donate drinks throughout the day. California State Fair will donate Wine according to Mike Bradley. Dow AgroSciences, Beau Miller will contribute towards the cost of lunch. John Crouch, CEO, American Angus Association will be the keynote speaker. The bus expense is \$1,576.00. \$1,500.00 is required for lunch at Yolo Land and Cattle Company. The Buckhorn cost is approximately \$3,743.00. \$4,000.00 cost of the book plus printing costs. \$600.00 for advertising. \$200.00 for program agenda's. In addition, we have the expense of Compensations. Anniversary books for sponsors. The Board discussed the type of book binding and the quality of the book. Discussion on needing to cover \$9,300.00 for event needed. Jerry Maltby stated to shoot for Annual Convention or BIF Convention for Anniversary book and sell a more profitable book.

4. Book availability in the "Fall" - a longer time frame for production is needed. Possibly do a slide show or a teaser for the book. Suggestions on student working on some kind of slide show or power point. A DVD production could be a senior project for a student. Carle Silveira will contact Cal Poly, Windy and Mike Hall regarding this idea.
5. Buses discussed again to address alternatives to the bus requirement. We also talked about using trailers for transporting people at the Yolo Land and Cattle Company ranch. Terry suggests it's important to have buses. Talk of Igenity sponsoring the buses or some other large company such as Bovigen. Jerry Maltby would talk with the Bovigen representative.
6. A presentation will be given to the American Angus Association for all their years of help. The plaque award will be given to John Crouch when he speaks that night. Discussion on the plaque or some similar item and how it's made, contracting the awards company we have worked with Awards by Kay, and that they have our logo. Jim Oltjen stated UC Davis has been a member for a very long time some 95 years. Jerry Maltby made motion to purchase a plaque or equivalent item, Carole Silveira 2nd, Discussion - Cathy Maas agreed to accomplish the task. Approved (U).
7. Hot Irons: Information for next issue discussed
8. Sponsorship levels discussed.
9. The Hall mark Hotel is the headquarters hotel and has a cutoff date of April 1st with the rate of \$89.00. There is also a Holiday Inn Express and a Comfort Inn.
10. 50 Year Celebration invitations will be made and mailed to all members.
11. As such, the Board directed the delay in production whereby we could compile enough information to produce a marketable book. Terry Jochim will contact Holly Foster to determine how many hours have been consumed and the cost for those hours. Also, inform Holly of the Boards new direction on the book. In addition, the Board would review the progress of the book at the Mid-Year meeting. If the Board sees progress, then a decision will be rendered to proceed for the book to be available by the Annual Convention and the BIF Convention in 2009. For book planning and cut off date, Jerry Maltby made motion to continue Book, Carole Silveira 2nd, discussion passed this motion.

(NOTE - 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:

1. Abbie Nelson updated on Sheraton saying they are so agreeable on booking us.
2. A Convention Theme is needed and discussion followed. Railroad Museum reserved, California State Fair donating wine for wine tasting that evening.
3. Discussion on opportunity for Save the Date was suggested by Carole Silveira to list the BIF Convention dates on the back cover of our Redbook. Terry Jochim will contact NCBA for an answer and work the requirement.
4. Jerry Maltby motioned the BIF Convention Committee proceed with organizing the convention and John Toledo 2nd. Approved (U).

(NOTE - BIF Convention 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: Megan Huber, CCA; Kelli Toledo, Cornerpost Publications; and Rena Lloyd, NCBA)

BYLAWS CHANGE:

1. An amendment to the bylaws was submitted the Board that included multiple changes due to establishing the Executive Director position. The amendments included the following –

- § Page 1 – Title – Office location changed to Grass Valley
- § Pages 2 & 3 – No changes
- § Page 4 – Delete “Proposed Changes” – Previous language not deleted
- § Page 5 – Article VII, Section 1 – Corrected a spelling error
- § Page 5 – Article VII, Section 1 – Added language that enhances the Board of Director’s power to appoint and remove Officers, Directors and the Executive Director, etc.
- § Page 6 – No change
- § Page 7 – Delete “Proposed Changes” – Previous language not deleted
- § Page 8 – Article VIX, Section 1 – Corrected a spelling error
- § Page 8 – Article VIX, Section 2 – Deleted reference to Executive Committee meeting minutes requirement
- § Page 8 – Article VIX, Section 3 – Added the Executive Director
- § Page 9 – Article X, Section 1 – Added the Executive Director under “Officer”, which follows the CCA outline
- § Page 9 – Article X, Section 2 – Added Executive Director language, restructured the paragraph for clarification, and provides necessary controls
- § Page 10 – Article X, Section 3 – Added language to better define the duties of the President
- § Page 10 – Article X, Section 5 – Added the duties of the Executive Director
- § Page 11 – Article XI and Article XI, Section 1 – New - Relocated the duties of the Advisors from Article X, Section 5 to a separate Article.
- § Page 11 – Article XII – New number because of creating the Duties of the Technical Advisors Article
- § Page 12 – Article XII – New number because of creating the Duties of the Technical Advisors Article

Jerry Johnson motioned to adopt the proposed amendments. John Toledo 2nd. Approved (U).

2. Term of Office Period – The following action was taken at the November 8, 2007 Board Meeting.

a. “Article VII, Section 4. At the October 7, 2007 Board Meeting Kris Gudel made the motion with a 2nd by 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. However, after further investigation with Mr. Larry McLevich, our CPA, Mr. McLevich advised us that we could change our fiscal year but recommended we not change the officer terms to coincide with the fiscal year. Mr. McLevich stated that a corporation needs continuity by the officer team after the fiscal year closes to insure all matters of the board are properly disposed. As such, the Board has elected to keep our fiscal year February 1 to January 31 and the term of office from April 1 to March 31.”

However, Cathy Maas reminded us that the Board failed to vote on the motion. The motion was “to keep our fiscal year February 1 to January 31 and the term of office from April 1 to March 31.” Motion made by Cathy Maas. Carole Silveira 2nd. Approved (U).

INSURANCE POLICY & COVERAGE FOR DIRECTORS AND OFFICERS: Terry Jochim reported that CBCIA now has a D & O/Employment Practices Liability Insurance (EPLI) Policy from Andreini and Company. The policy cost \$1,313.00 plus \$350.00 broker fee for a total of \$1,663.00.

PROGRESSIVE PRODUCER UPDATE: No report as Thomas Freitas was absent from the meeting.

SILENT AUCTION: Abbie Nelson announced that Carole Silveira has accepted to Chair the Silent Auction for the Scholarship Program. Terry Jochim reviewed our auction program. The Board discussed limiting the Silent Auction to the Midyear Meeting but provide higher quality items. Don Silacci will seek a stay at the Nugget, Sparks, NV. Matt Macfarlane and Rick Machado will seek a stay at the Legacy Hotel, Reno, NV. Our goal on an annual basis is \$3,500.00 which covers our yearly scholarship amount for both programs (i.e., the Annual Scholarship [\$2,500.00] and the BIF Scholarship Travel Award [\$1,000.00]). Jerry Maltby will seek the approval with CCA through Matt Byrne for exclusive rights to the Mid-Year Meeting and a select location such as the trade show area to display our auction items for optimum exposure.

EDUCATIONAL GRANT REQUESTS: No new requests at this time.

SCHOLARSHIP AWARD FOR 2007: Terry Jochim stressed that the CBCIA rules states that we shall award only ONE scholarship of \$2,500 per year besides the \$1,000.00 BIF Scholarship Travel Award.

STATUS 2007 CBCIA PRODUCER OF THE YEAR BEEF IMPROVEMENT FEDERATION AWARD NOMINATIONS: Jim Oltjen to contact Josh Davey on the Tom and Terry Bengard and Jerry Hemsted of Bengard Ranches for the Commercial category award. Cheryl LaFranchi to contact Stephanie Larsen on the Sonoma Mountain Herefords (Jim & Marcia Mickelson) for the Seedstock category award. The deadline to BIF is April 1, 2008.

MARKETING BROCHURE: Cathy Maas distributed the new brochure to the Board. Stevie Ipsen took a box to the CCA office for distribution. The printing cost \$499.00 for 2000 brochures. The Board recommended the widest distribution possible and encourages membership recruitment.

CBCIA WEB SITE: Terry Jochim gave the status on the CBCIA Website. The site is up and running. Carole asked who will be the designated person for answers from people on items from website. The CBCIA Website contact for website e-mail will be Terry Jochim.

NEW BUSINESS:

BQA & CBCIA:

1. Terry Jochim gave background on the purpose of merging the CCA BQA Standing Committee into CBCIA. The idea of a merge came from the CCA General Resolution Committee. On the upside, the proposed merger has the potential to improve time/meeting schedule efficiency at the Mid-Year Meeting and the Annual CCA/CCW Convention. On the downside, there are some inherent complications for both CBCIA and CCA, specifically, staff support and financial. These areas will require further review. The initial conclusion is for BQA and CBCIA to find and collaborate in areas of joint participation/recruitment of guest speakers and common subject matter at the Mid-Year Meeting and Annual Convention. Tina Wilson stated maybe the solution is a 2 year plan for topics, speakers, and resources.
2. Darrell Sweet commented that things get lost in shuffle regarding ideas for convention, maybe CBCIA can help with this. National Animal Identification System update as an example.
3. BQA requires recertification and Stevie Ipsen is now the CCA Staff person responsible for the workload.
4. Terry Jochim stated nothing will change with the way everything is run. This merger might also help with Grants. Abbie Nelson stated we had always aimed for this.
5. Abbie Nelson stated Terry Jochim and Tina Wilson need to meet before Mid-Year Meeting.
6. The BQA discussion led to ideas on how we can de-conflict meetings such as the CBCIA Board Meeting with the CRT breakfast at convention. Such as, taking the CBCIA business meeting out of convention so it does not conflict with all other meetings.
7. The CBCIA and BQA Committee needs to finalize the merger solution and report back to the CBCIA Board and CCA General Resolutions Committee, respectively.

BOARD VACANCY:

1. Terry Jochim ends term as President on April 1 as well as his term on the Board and transitions into the new Executive Director position. According to the Bylaws, “Article VII – Board of Directors, Section 4. Terms of Office. All Directors shall be elected for three (3) year terms, except in cases where a Director is elected to fill an unexpired term. Terms of office shall be staggered so that four (4) terms expire each year. *The retiring President will be retained on the Board of Directors for one (1) year if their term of office ends at the time a new President is elected.* The number of elected Directors will be automatically increased for one (1) year under these circumstances.”
2. However, Terry Jochim will transition to the new Executive Director position that is not a voting member on the Board. As such, the Board has a vacancy. Terry Jochim stated Kevin Borrer is interested and asked if there are any other nominations from the Board. Matt Macfarlane made motion to vote Kevin Borrer on the Board, Kris Gudel 2nd. APPROVED (U).

USDA GRANTS:

1. Discussion from Alison Van Eenennaam on a 4 – Year \$5,000,000.00 USDA Grant. There are three competing Grant applications of which two are bovine related. The Iowa State University team submitted a research proposal to “Implement Whole-genome Selection for the U. S. Livestock Industries”. CBCIA provided a letter of support for the project. This Whole Genome Enabled Animal Selection Project will focus on the application of genome discoveries and technology applied to whole-

genome animal selection for U. S. agriculturally important animal improvement. The overall objective will be to develop analysis software and a bioinformatics infrastructure for whole-genome animal selection, to implement these methodologies in a range of species, and to evaluate and validate the application of whole-genome selection. The outcome will deliver immediate opportunities for livestock managers and industry geneticists, across the major agriculturally-important species, to exploit whole-genome animal selection. It will be achieved through comprehensive bioinformatics project integrated with appropriate species-specific endeavors. Tools and information developed by industry partners, and through state and federally funded projects, will be used to leverage the support of the project.

2. Alison Van Eenennaam also indicated a second-round of Grant applications is for June 2008. The second round will offer the opportunity for CBCIA to acquire \$10,000.00 for support of BIF Convention Costs and would be available in September 2008. However, an integral part of the application is our budget for the 2009 BIF Convention. The committee will meet to update and refine the BIF Convention budget.
3. Jerry Maltby asked if Grant funds were available for Beef Quality Assurance (BQA). Jim Oltjen indicated most BQA funding comes through the Beef Check Off and was not aware of any Grant to acquire funds for BQA.

BULL TESTING AND FEED EFFICIENCY:

1. Discussion on Feed Efficiency Testing on Bulls and the potential value to a feeder in marketing feed efficient cattle. The belief is feed efficiency testing is an accepted practice but the cost is not cheap. The discussion continues on marbling and tenderness tests and their respective value. Cost to test all three traits is approximately \$65.00 per head and in the future may be \$30.00 to \$35.00 per head with the potential to be lower with volume.
2. Alison Van Eenennaam indicated there is too much variability and, thus, risk. Whole-genome selection is the future and the reason for the research mentioned above. Individual testing is in transition and capable, in the near term, of limiting risk and enhancing value to the producer as well as the beef industry.

SPRING 2009 NCBA PHOENIX: Jerry Maltby suggested that we find out if there is an Arizona BCIA and look into partnering to market the BIF Convention. Terry Jochim will research and report back to the Board.

ADJOURNMENT: Kris Gudel moved to adjourn. 2nd John Toledo. Adjourned at 1:22 p.m.

Respectfully Submitted,

Carole Silveira and Terry R. Jochim
Secretary and Secretary in training

Executive Session was not convened.

REMINDERS:

- Ø CBCIA Board Meeting June 26, 2008 at the Sacramento Hilton off of Arden Way.