

CBCIA Board Meeting
October 4, 2009
Apple Farm Restaurant
San Luis Obispo, CA

Board Members and Past Presidents Present: John Toledo, Thomas Freitas, Kevin Borrer, Dr. Jon Beckett proxy for Karen Sweet (Confirmation E-mail dated 1Oct09), Rita McPhee, Hank Stone, Ione Conlan, and Terry Jochim.

Board Members Absent: Steven Schohr, Cheryl LaFranchi, Jerry Johnson, Kris Gudel, Carole Silveira, Jerry Maltby, Abbie Nelson, Dr. Jack Cowley, Don Silacci, and Bill Borrer.

Advisors: No Advisors attended Board meeting.

Advisors Absent: Dr. Jim Oltjen, Dr. Randy Perry, Aaron Lazanoff, Mike Hall, Dr. Dave Daley, Dr. Dan Drake, Dr. Alison Van Eenennaam, Dan Sehnert, Joel Judge, and Dr. Patrick Doyle.

Guests: Linda Borrer, Henry Grossi, and Brenda Broadway.

A Quorum was present to start the meeting.

GENERAL:

MEETING CALLED TO ORDER: The Meeting was called to order at 7:12 a.m. by President John Toledo.

INTRODUCTIONS: Introductions by all attendees.

CALL FOR NEW AGENDA ITEMS: Terry Jochim requested "PremierWest CD Mature" and "New CBCIA Banner" be added to the agenda under "New Business".

MINUTES APPROVAL: **The motion to approve the minutes as distributed was made.** Motion: Thomas Freitas, 2nd: Kevin Borrer. Approved. (U).

FINANCIAL REPORT: Terry Jochim reported the following Financials which are provided as an attachment. Reports provided are as follows:

- February 1, 2009 – September 16, 2009 CBCIA Balance Sheet
- February 1, 2009 – September 16, 2009 CBCIA Fiscal Year-to-Date Profit and (Loss)
- February 1, 2009 – September 30, 2009 CBCIA Balance Sheet
- February 1, 2009 – September 30, 2009 CBCIA Fiscal Year-to-Date Profit and (Loss)

The motion to approve the Financial Report was made. Motion: Kevin Borrer, 2nd: Thomas Freitas. Approved. (U).

MEMBERSHIP REPORT: Terry Jochim reported our Membership stood at 319 as of August 31, 2009. Need to compare CCA membership trend to CBCIA membership trend. Motion: Hank Stone, 2nd: Kevin Borrer. Approved. (U).

OLD BUSINESS:

2009 CBCIA PRODUCER OF THE YEAR AWARD NOMINATIONS: John Toledo opened the discussion on nominations for the 2009 CBCIA Awards. The award application forms need to be completed between the October 4, 2009 Board meeting but prior to the presentation of the awards at the November 12, 2009 Luncheon. As such, the due date for the application forms to Terry Jochim is November 2, 2009. The nominees are:

<u>Seedstock Award</u>	<u>Nominated By</u>
Rancho Casino – Dave Medeiros	Mike Hall
Circle Ranch – Tim Curran	Kris Gudel
Broken Box Ranch – Jerry Maltby	Abbie Nelson

<u>Commercial Award</u>	
Martin Livestock – Duane Martin	Abbie Nelson
San Benito Cattle Company – Mitt French	Randy Perry
Panorama Meats – Darrell Wood	Ione Conlan

<u>Horizon Award</u>	
Ellington Peek	Jerry Maltby & Abbie Nelson

A secret ballot was taken by the Board members with the following results:

<u>Seedstock Award</u>	<u>Votes Received:</u>
Rancho Casino – Dave Medeiros	2
Circle Ranch – Tim Curran	3
Broken Box Ranch – Jerry Maltby	2

<u>Commercial Award</u>	
Martin Livestock – Duane Martin	4
San Benito Cattle Company – Mitt French	2
Panorama Meats – Darrell Wood	1

<u>Horizon Award</u>	
Ellington Peek	Unanimous

The Winners are:

Seedstock Award Winner
Circle Ranch – Tim Curran

Commercial Award Winner
Martin Livestock – Duane Martin

Horizon Award
Ellington Peek

BIF Awards were discussed and a recommendation will be made at the November 12, 2009 Board meeting on which winner will be forwarded to BIF. Hank Stone noted that Scott Stone is on the BIF Awards Committee.

CBCIA TOURS 2010 and BEYOND: Dry run Tour Meeting changed from October 20th to October 19th. Thomas Freitas to send out a change notice to Tour Committee members. Not all details finalized. Terry Jochim gave overview of the Tour route and finalized stops. Registration limitation is driven by the size (axle length) of bus to 96 registrations and secondarily by the available hotel space. The Chalet View Lodge in Graeagle will be our hotel for two nights. We will not have to change hotels. Estimated tour costs at this time are \$2,200.00 short of breakeven without sponsor support. In addition, the estimate presumes all of the lunch and dinner meals are absorbed by the visiting location or local sponsor. A plated breakfast is included in the hotel room rate. Sponsors will be required and a Recognition Level will need to be constructed. The Tour dates are June 18th through June 20th, 2009 and begin at the UCD Feedlot as has been the case in previous tours.

2009 BIF CONFERENCE PROFIT DISPERSAL: At the June Board meeting the Board agreed to place our Scholarship and Grant funds in a restricted Bank account. Terry Jochim brought an

idea to the Board of establishing a Scholarship account with the California Cattlewomen's (CCW) Association Heritage Foundation in lieu of a separate restricted account for a couple of advantageous reasons. First the CCW Heritage Foundation account is a 501 (c) 3 organization which allows any donors of funds to the CBCIA Scholarship account to write-off the donation as a Non-profit contribution rather than limiting the donor to a business expense write-off. Secondly, we maintain the original objective of establishing a restricted account for these funds. The disadvantage is we are required by law to place five (5) years worth of funds in the account as well as maintain a five (5) year balance in the account. A motion was made to set-up and place five (5) years worth of CBCIA Scholarship funds in a CCW Heritage Foundation account in the amount of \$12,500.00. If the Board feels comfortable with the mechanism over the next year or so, the Board will consider adding to the account to possibly include the BIF Traveling Award Scholarship that is co-sponsored by the Allied Industry Council and our Educational Grant funds. Motion – Establish and transfer five years worth of CBCIA Scholarship funds into a CCW Heritage Foundation account. Motion: Thomas Freitas, 2nd: Ione Conlan. Approved. (U). Action - Terry Jochim to prepare a letter for the President's signature outlining the purpose, process, and distribution method of CBCIA Scholarship funds to the CCW Treasurer along with a check in the amount of \$12,500.00.

JUNE 2009 SILENT AUCTION RESULTS: Thomas Freitas reported that the Silent Auction produced a gross of \$3,030.00. However, \$200.00 remains outstanding but will be received in the next week or so. Our goal is \$3,500.00 and as such the shortfall will be funded out the General Fund. Thomas thanked everyone who provided a donation to the Silent Auction.

REDBOOK ORDER: Terry Jochim reported that 350 Redbooks were ordered and should arrive at anytime. In addition, Jerry Maltby continues to work on proposed updates to the Redbook. A stuffing party will probably be arranged at Abbie Nelson's the later part of next month.

PROGRESSIVE PRODUCER ARTICLE UPDATE: Thomas Freitas provided an update on Progressive Producer Articles. Mike Hall will be preparing a Progressive Producer article as a result of the CalPoly Field Day. Randy Perry will write an article for the December edition. The Carcass of Merit edition will follow. Thomas Freitas has been responsible for the executing the Progressive Producer articles for the last four (4) years and is looking for a replacement given the fact he moves into the President's position next year. The Board would appreciate hearing from anyone interested in becoming the CBCIA Progressive Producer Chair.

CARCASS OF MERIT PROGRAM & ULTRASOUND CARCASS WEIGHTS: Terry Jochim reported that after the approval of adopting Ultrasound Technology proposal, a consolidated Guidelines package was written and placed on the CBCIA website. In addition, Jim Oltjen and Dan Drake distributed the Guidelines to all known Fair managers. The Board discussed the Program in General. Concerns were expressed over the implementation of the Program and whether or not the Board should dictate to standardize the Program rather than disseminate Guidelines only. Also expressed was the Industry guidelines are less restrictive than the County Fair guidelines in terms of feeding restrictions – practice what we preach so to speak. The Board agreed that a committee should be formed to investigate further and to table further discussion until the November 12th Board meeting.

CBCIA SCHOLARSHIP PROGRAM FUNDS: Previously discussed. However, the 2009 CBCIA Scholarship Award recipient was Krista Coopriker, University of California, Davis.

EDUCATIONAL GRANT REQUESTS: No Education Grant requests were submitted.

CBCIA MARKETING BROCHURE: Terry Jochim informed the Board that our Marketing brochure will be in need of updating with next years changes in Officers. The brochure does have value to the Association. The discussion centered around contents to add BIF Conference success, maybe eliminating or reducing the font size and retaining our Producer of the Year list, update the pictures, eliminate redundant or unnecessary information, and update with the new Officer's and Directors names. Based on current Brochure usage by CCA in the membership mailings indicates

we will need to increase our order quantity to approximately 5,000 from the 1,000 previous order.

NEW BUSINESS:

PREMIERWEST CD MATURES: Our PremierWest Certificate of Deposit (CD) matures on October 11, 2009. PremierWest only reports the accumulated interest on an annual basis unless we have a checking account then we could request a monthly report. However, the last reported amount was \$5,537.44. The CD APY at PremierWest is 0.95. Bank of America offers a 12 month CD at 1.20 APY and a 24 month CD at 2.10 APY. The Board was asked if anyone had another option. Motion to move our CD from PremierWest to Bank of America into a 24 month term at a 2.10 APY. Motion: Kevin Borrer, 2nd: Thomas Freitas. Approved. (U).

NEW CBCIA BANNER: Terry Jochim informed the Board that the CBCIA Banner ended up lost after the BIF Conference. Motion to purchase a new banner. Motion: Thomas Freitas, 2nd: Ione Conlan. Approved. (U).

CCA BQA FUNDING REQUEST: John Toledo will call Stevie Ipsen and acquire more details for further discussion at the November 12, 2009 Board meeting.

FOOTHILL ABORTION FUNDING REQUEST: Jerry Maltby had recommended at the June 2009 Board meeting for the Board to consider financially supporting the Foothill Abortion Research by donating funds to the Vaccine Development Program. In addition, Jerry suggested that Seedstock producers consider donating the proceeds or a portion of the proceeds from the sale of one of their bulls to the Program. The Board suggested tabling this item to the November 12, 2009 Board meeting.

CATTLEMEN'S COLLEGE NOVEMBER 2009 CONVENTION: Terry Jochim reported the time slot offered by CCA was on Friday, November 13, 2009 from 2:30 PM to 5:00 PM. After several phone calls with Officers, Board members, and Advisors the decision was to decline hosting a Cattlemen's College event at the 2009 CCA Annual Convention.

NOVEMBER 2009 BOARD MEETING: November 12, 2009, Thursday, 7:00 a.m. to 8:30 p.m. at John Ascuaga's Nugget, Sparks, NV. In addition, the Board felt that the One and one-half hours allotted for the CBCIA Board meeting was insufficient to meet our Board meeting requirements. Typically, our Board meetings consume two (2) hours to conduct business. John Toledo will call Chaley Paulson to find a more appropriate solution.

"BEEF'S AT STAKE" PROGRAM: Dr. Jon Beckett indicated he had been approached by a previous participant in the CBCIA "Beef's At Stake" Program that was started ten (10) years ago. In light of the emphasis on Quality Assurance, Jon opened discussion on the possibility of returning the "Beef's At Stake" Program but, this time, include the Dairy industry. Jon proposed a two (2) session Program – one at University of California, Davis for Beef and one session at California State University, Fresno for Dairy. Quality assurance is an issue and the timing is optimum for support. Ione Conlan suggested CBCIA possibly market and sell a Quality Assurance sign for the Ranch as part of the Program. The discussion was tabled for the November 12, 2009 Board meeting.

ADJOURNMENT: Kevin Borrer moved to adjourn. 2nd Ione Conlan. Adjourned at 8:47 a.m.

Respectfully Submitted,

Terry R. Jochim
Executive Director

EXECUTIVE SESSION: Executive Session was not held.