

AJSA Spring Board Meeting
March 28-31 ~ Bozeman, MT
Full Minutes

◆ Old Business

- Judges Updates for 2019 National Classic (Are all contracts sent out)
 - Clause Addition to judges contract
 - *By agreeing to judge the AJSA National Classic, you are agreeing to maintain the integrity of a fair and unbiased evaluation of the cattle in the show. We ask that you refrain from spending time in the cattle barn, previewing cattle that are entered in the show, or unfairly working on or associating with cattle entered in any division of the show prior to fulfilling your judging responsibilities.*
- Public Speaking contest updates
 - Junior division will have prepared speaking contest
 - Regionals will all have the same topics, with different ones at Nationals
 - Keanna moved to pass changes to Public Speaking contest, Clay seconded. Motion carried. Rachel Dickson volunteered to write proposal on this issue for the A&E committee.
- Sales Talk and Public Speaking Scores Sheets
 - Presently, Sales Talk is out of 400 points and Public Speaking is out of 1000
 - Suggestion was made that contests are out of too many points and have too broad of categories for scoring
 - Judges need to be made aware of illegal items
 - Specific question for score sheets to help judges more evenly assess the contestants
 - Did the contestant efficiently use their time?
 - How professional was the contestant's delivery?
 - It was proposed that Public Speaking only be scored out of 500
 - Emily Ivey volunteered to help work on formatting new sheets
- Advisor proposal
 - Tabled from last year, still deemed important
 - We should have an unbiased adult advisor to serve as a buffer for conflicts and as a liaison to the industry
 - Clay moved, Teegan seconded, motion carried to rewrite proposal for the senior board

- List of advisors was generated; they would serve a 2 year term starting at the National Classic
 - Tom & Patricia White
 - Lori and Val Eberspacher

◆ New Business

- Budget Update
 - \$5,000 loan from senior board has been paid off
 - No further update from Darla
- Rules/Bylaws
 - Trustee Term by-laws
 - It was proposed that the trustee election year be increased to three years with a maximum of one term served
 - It was proposed that the number of trustees representing each region be reduced from four to three
 - It was discussed that this proposal could increase competitiveness and effort, Garrett spoke in favor of it, stating that the difficult transition would better take place now then in the future
 - Teegan discussed not fixing a system that was not broke, and that it might place a strain on older members not wanting to serve three years or deciding to run when they are too old
 - Garrett moved this issue be tabled to a future date, Clay seconded, motion carried.
- Code of Conduct
 - Updated code of conduct was signed by every board member in attendance
- Summit Update for 2020
 - This will now be done every other year, brainstorming began for location ideas
 - California, Florida, and the eastern region were proposed
 - Less lecture and classroom style education, more interactive so people want to come
- Regional Classic for 2020
 - Darla reminded everyone to be encouraging states in their regions to step up for hosting the 2020 regionals
 - Send them to Darla if they have questions on applications
- National Classic activity
 - AJSA hosted dance for national classic contestants
 - This would be for Wednesday the 24th

- Preferably at hotel, possible sponsorship opportunity to pay for location and DJ
- National Classic Contest chairs- Cattlemen Quiz, Genetic Quiz, Judging, Sales Talk, Public Speaking – contests were all assigned to a continuing trustee to write updates on after the National Classic
 - Keanna: livestock judging
 - Kara: sales talk
 - Grace: public speaking
 - Rachel: both quizzes

◆ Committee Meetings ~ led by committee VP's

- Minutes from committee meetings will be attached at the end, reports from VP's are also available in the minutes

◆ Additional New Business

- Judge Bios for National Classic
 - One trustee needs to get a judge's bio for each showmanship and cattle judge
 - Will assign once each judge has been approved
- Showring work
 - Stagger every $\frac{3}{4}$ head, tail all the way around the ring, stay staggered around the ring
 - Cover the entire ring
 - No cellphones when you're in the ring, stay staggered not clumped in one area of the ring
- Survival Guide
 - Articles have been decided for the survival guide to be passed out at the national classic and first timers' workshop
 - Articles are due April 15th with the following assignments
 - Kiersten: President's Welcome
 - Rachel: tips/tricks for a successful National Classic
 - Teegan: both quizzes
 - Cody: mentor/mentee program
 - Grace: service project (Kentucky Harvest)
- Expectations/Goals
 - Getting social media upped

- Public Speaking and Sales Talk to be more uniform and to have successful judges' workshops
- Continue making people feel wanted and respected at our events
- Keeping communication open, stay open with everyone and keep it flowing
- Relationship with senior board is going in the right direction, keep moving forward with them, consider them and invite them to the things
- Fundraising ideas
 - Split the deck at PTP shows
 - Online Sale
 - People's Choice
 - Future: sponsorship calls
- Social Media
 - Membership committee worked out social media plan for the summer
 - Representatives from this committee will be present at each regional classic to update AJSA social media with Regional activities
 - Jordan will assign social media responsibilities at the National Classic
 - Jordan will also assign FB candidate profiles during the month of July
- Pick Candidates to run for AJSA Board and contact them
 - Eastern Region
 - Tyler Diffey – Olivia
 - Jordan Stephens – Garrett
 - Luke Harker – Emily
 - Cade Ligget – Rachel
 - Cara Smith – Rachel
 - Western Region
 - Madison Rice – Keanna
 - South Central
 - Teegan Mackey*
 - Kydie Jo Smith - Cody
 - Bailey McAlister – Kara
 - Sarah Armitage – Cody
 - North Central
 - Clay Sundberg*
 - Emerson Tarr - Clay
 - Sami Long – Kiersten/Grace
 - Martha Moenning – Clay/Kara
- T-shirts/Polos (Show shirts for Nationals) *have a sponsor
 - Emily moved to vote on shirts, Kara seconded, heather grey polo show shirt vote carried

- All members in attendance wrote 25 New Member postcards from the months of September 2018-February 2019

Saturday, March 30th- continuation of full board agenda

◆ Committee Meeting Reports

- Membership & Communications report from Jordan
 - Membership committee will communicate with Kentucky Harvest regarding National Classic service project
 - There will be a state competition for number of cans collected, they will be collected at opening ceremonies and picked up that day
 - There will be a social media campaign promoting the trustee candidates in the weeks leading up to the National Classic
 - Social media schedules will be finalized for all summer events
- Finance report from Garrett
 - People's Choice
 - Showtimes Banner for the winner, more unique design
 - Kiersten has the logo for People's Choice
 - Committee chair whose primary goal is not helping with contests but selling tickets and working on fundraising
 - \$10 a ticket, 6/\$20
 - Pop-up banner for promotion
 - Primary source of fundraising so it's important
 - Split the pot for incentive to buy
 - Online Sale
 - May 2nd with DP
 - Item ideas, sponsor for dance and DJ, genetic lot, drone farm advertisement from Paige Wallace, photography session with Melissa, date with staff member, 10 lots
- Leadership report from Clay
 - Updating the question on the mentor/mentee packet
 - Changing how that works, turning in their page to get a sticker for their name badge, ice cream social for everyone who does that
 - Everyone will get the mentor/mentee shirt, mentee wristband
 - Social Media hype
 - Age limits on mentor/mentee (13-21 for mentor, 5-12 mentee)
 - More hype on the mentor of the year, interview
- Marketing report from Teegan
 - Going online for show shield
 - Figuring out quarterly shipping to do

◆ Continuation of full board meeting agenda

- Fall board meeting
 - It was discussed to have fall board meeting in conjunction with the American Royal to cut down on costs and increase participation
- Planning afternoon Facebook Live
 - Updates on the summer and activities happening in the AJSA
 - Took place at 1pm MST from the American Simmental Association headquarters
- Trustee Interview selection committee met to discuss potential judges for the Trustee Interview panel at the National Classic
 - *Kiersten, Jordan, Garrett, Emily and Darla met to discuss this, selected names were redacted from the minutes as trustee/members will be interviewed by this panel at the National Classic*

◆ Jordan moved that meeting be adjourned, Kara seconded, motion carried

◆ Meeting was adjourned at 2:35 pm MST

Membership Communication Committee
Spring Board Meeting Agenda
March 29-30th, 2019

Call to Order

Roll Call

- *Jordan (VP), Keanna, Kara, Bentley, Rachel, Olivia, Grace*
- ***Everyone was present except for Olivia and Bentley***

Old Business

- Goal review
 - *Create a “Meet your trustees” and the “meet the candidate” social media campaign*
 - *Using social media and Simmental events to promote excitement*
 - *Create more detailed social media work schedules across the entire board*
- Service Project promotion

New Business

- Facebook Live planning
 - **Introduce regionals and nationals, invite everyone to come**
 - **Discuss SPC and committee reports**
 - **Introduce Darla**
- First timer videos?
 - **Use same videos made last year, do weekly contest introductions by posting on FB again**
- Trustee candidate promotion
 - **Weeks leading up to National Classic**
 - **Do “Meet your South Central Region Trustee” day and promote all candidates, etc for each region**
- Social media plan for summer events
 - **One person in charge of each contest, will write up about it and also gather pictures/content/videos/etc for social media**

Adjourn and report back to full board

Finance Committee Meeting
March 29, 2019

People's Choice

- Showtimes Banner (Unique Design)
- Sell throughout week and emphasize at banquet.
- Have a chair whose primary goal is to sell tickets throughout the week.
- \$10/ticket, 6 for \$50.
- Pop-up banner.
- Split the pot 70/30

Online Sale

- May 2, 2019. DP Online Sales
- Item Ideas
 - 1) Sponsor for Dance/DJ: (\$500)- Kiersten
 - 2) 1 Genetic Lot
 - 3) Drone Farm Advertisement (Paige Wallace)
 - 4) Melissa Grimmel Photography Session- Rachel
 - 5) Custom Farm Sign? - Garrett
 - 6) Undetermined
 - 7) Logo Design/Advertisement (Michelle)- Cody
 - 8) Semen Credit (Select Sires)- Garrett
 - 9) Semen Credit (ST Genetics)- Teegan
 - 10) BUY NOW Pop Sockets, Hats