

9-23-2011 WBE GLBGA Board of Directors Meeting

Wisconsin State Fair Park West Allis, WI

Officers and Directors present, Richard Stremming, Doug Abney, Matt Ellerbrock, Charles Landeck, Terry Etheridge, Greg Hipple, Kathi Jurkowski.

Directors absent, John Hamm

Members present, Cathy Stremming, Karlyn Etheridge, Pat Hipple, Lisa Lovett

The meeting was called to order by President Terry Etheridge at 3:27 p.m... The treasurer's report was given by Karlyn Etheridge. Upon motion by Terry Willis, and a second by Matt Ellerbrock, the treasurer's report was approved. The minutes from the July Director's meeting held at Pecatonica Illinois had been previously distributed to directors. Upon a motion to approve the secretary's minutes by Richard Stremming, and a second by Doug Abney, the secretary's minutes were approved.

Terry Willis explained this year's WBE awards. On a related issue, President Etheridge initiated the issue of Mark Keller's desire to retire as Superintendent of breed at WBE. Two members have volunteered to serve in this capacity, Pat Hipple and Lisa Lovett. President Etheridge advised that Matt Ellerbrock also had volunteered. Discussion went into proximity of Matt Ellerbrock's residency and WBE regarding meeting attendance. Julie Willis, who helped Mark Keller this year, was also discussed. Kathi Jurkowski nominated with a Charles Landeck second, Matt Ellerbrock as breed superintendent, with Julie Willis assisting. Voice vote was called with only 2 dissenting votes, Richard Stremming and Greg Hipple. Motion carries.

Terry Willis updated directors on the WBE sale. He reports he sent out an e-mail blast to all members with the sale bill linked to it. He also updated directors on the forum and usage thereof. He advised he is having "spam" issues and has sought the advice of John at Icy Colors the web designer.

2012 calendar dates if known were briefly discussed. The Midwest Classic is to be held July 8, 2012 or the weekend after the 4th of July. WBE should be the last full week of September. Hoosier Beef in Indiana is the first weekend of December, and Farm Tech Days are July 17- 19, 2012.

2012 Field Day and annual meeting were discussed. Discussion ranged from the possibility of combining the event with the Midwest Classic show with a banquet and meeting, to member farms hosting the event. Kathi Jurkowski volunteered to contact members Al & Kathy Stern about their interest in hosting an event in 2012.

Matt Ellerbrock advised directors the sponsorship provided to his county fair was appreciated. He further told of his family's display of cattle at the Wisconsin State Fair and the interest he felt it generated.

Sponsorships, Greg Hipple reports no developments or activity at this time.

Advertising, Karlyn Etheridge advising directors she had spoken with Jim Massey of the "Country Today" newspaper who is supposed to be at WBE so there is a possibility of some coverage in that publication. Terry Willis then brought up doing another Directory / Semen supplier regional catalog. Kathi Jurkowski and Charles Landeck were appointed to a committee to explore this and report to directors at the winter meeting.

Member sponsorship: Members contributed sponsorship money to GLBGA. BGS also contributed towards GLBGA events. Expenditures were less than funds solicited. Discussion centered on use of the remaining funds. Greg Hipple brought up his opinion that since the money was donated with the understanding it would be spent for promotion and support of the events, it should be spent as such. Kathi Jurkowski indicated the need for a new more useful booth for members use in promoting cattle. Greg Hipple then moved, with a second from Matt Ellerbrock, up to \$1000.00 be spent of the sponsorship money to purchase a new tabletop booth, get it updated and ready to go and obtain a new banner for display. A voice vote was called which passed unanimously.

Matt Ellerbrock moved, with a second by Doug Abney, some sponsorship money that remains be used for GLBGA sponsorship of the junior show at NAILE and towards further support of youth shows in the region. A voice vote was called and passed unanimously.

Upon motion by Matt Ellerbrock, and a second by Charles Landeck, the meeting was adjourned at 4:40 p.m....

Respectfully submitted,

Greg Hipple, Secretary