

2008 Montana Hereford Association Membership Meeting
December 11, 2008
Holiday Inn, Billings, MT

Called to order at 10:17 am

Directors Present: Della Ehlke, Matt Beery, Jerry Geregthy, Justin Wichman, Laurence Hess, Cory Dutton

Directors Absent: Tom Sparks, Ace Diemert, JayDe Eggan

MHA video was played as members and guest came into the meeting room. Della Ehlke, President, called the meeting to order. Announced guest Haley Ship. Introduced Lacey Ehlke and Carmen Wichman as the temporary secretaries. Carmen read the minutes from last year's convention in Bozeman. Minutes were approved as read

In Tom's absence, Della presented the Treasurer's report. The 2008 Financial Report was reviewed and the 2009 Proposed Budget was presented for consideration with vote to come later in the meeting. Carmichael Scholarship was mentioned; Krista Beery has more information if anyone is interested.

Justin reported for membership committee. Estimated \$5,000 for membership dues, actual was \$5,350. Notice about paying dues for 2009 will be sent out towards the end of January. Question as to ideas about promoting membership. Stacey Buzanowski brought up the website and how that might help promote the association and increase membership.

Awards committee report from Jerry NILE Awards all had sponsors so MHA should realize a "wash". County jackets went to Dakota Hayes, Kayla Lowry and Justin Wacker. \$520 was spent on awards this year.

Jerry also reported about Hereford DVD set up by Tom Sparks. The DVD will be shown in MHA booth also. Another more refined video will be showed for the Stockgrowers tomorrow. Current video is a combination of generic clips from breeders, meant to be a general promotion of MHA, not breeder specific. Future use of a video like this may be to have breeders pay for spots, would depend on the cost and how many places we could get it on display, etc. . Jerry also said that Tom had the idea instead of getting a new booth, just updating the video every year. Potential of specific advertising, not set up at the moment. This is an example of editing and combining clips. Promotional material was made available for breeders about good video techniques, etc. It was suggested that a gift certificate be given to John for his work in setting up the video. There was some discussion about the possibility of TV spots in the future? Asked by Stacey, and Krista talked about maybe running some of this video on the tv station she works for. Charges should be minimal.

Jack Ward, Director of Breed Improvement and the CFO of the AHA was introduced. He will speak this afternoon after the MHA business meeting and at the MSGA Beef Production Committee tomorrow.

Convention specifics were discussed. Lunch which will be poolside. Dr. Rachel Endecott will present the CHB carcass results during lunch. Dinner starts at 7, drinks at 6. Entertainment to follow dinner. Discussion about the convention and lack of attendance. Stacey said possibly having the meeting on Saturday, especially for the juniors. Convention committee, Matt Beery and Cory Dutton had nothing to add about Convention.

Directory committee is Ace, Tom, and Della. Mid March of 2008 sent out the directory. Since Hereford America printed the directory this past year, we used their mailing list. We don't physically see the mailing list but we tell them how many we would like to send and in what geographical areas. 4,500 copies printed, 4,000 were mailed directly and 500 copies distributed by directors. Extras will be at the booth in the tradeshow tomorrow and Saturday. We netted \$5,700 made on the directory. Discussion in general that trying to create our own mailing list would be too cumbersome, just try to stick with a plan using Hereford America or Hereford World as we have been doing.

Marketing and advertizing committee is Ace and Della. Printed ads were run in MSGA Directory, Prairie Star, Western Livestock. Radio ads were run on Northern Ag Network. Ace was not present to report on the website. Della reported that website was down for quite awhile, due to some problems encountered with the timing of the domain renewal and the secretary resignation.

Discussion about the promotion of Montana Hereford cattle, further promoting Hereford bulls on black cattle. Getting testimonies would be helpful, getting some good testimonies for all future videos. Evolved into discussion about the need for/possibility of holding Hereford influenced feeder calf sales in Montana.

Stacie Buzanowski, NILE superintendant reported on the Breeding Cattle meeting at NILE. NILE has taken over the MATE show, and is contemplating incorporating a pen show as part of it. NILE. Bronze Boot Awards might be something for MHA to think about for awards at NILE. They are about \$200.

Andy Kellom, Verified Beef, presented at 11:30. "Whats the Big Deal with Beef Verification?"

Adjourn for lunch. Dr. Endecott presented carcass information.

Laurence moved to accept the proposed budget. Seconded by Cory. Motion passed.

Krista Beery and the MJHA members present presented a slide show of photos from the 2008 year and thanked the MHA for their support.

Discussion about reducing the board from 9 to 7 or 5. Maybe add it to the bylaws for next year?

Director Election Results: Justin Wichman 3 year term from the East, Cory Dutton, 3 year term from West. Jerry Geregthy, JayDe Eggan and Laurence Hess 1 year at large terms.

Meeting Adjourned. Jack Ward's presentation. Approximate attendance less than 20 all day.