

Montana Hereford Association
Board of Directors
Minutes
March 10, 2007

President Dale Sand called the Board of Directors meeting to order at 5:16 p.m. on Saturday, March 10, 2007 at the Billings Hotel & Convention Center in Billings, MT. Directors present were President Dale Sand, Matt Beery, Ace Diemert, Jay-De Eggen, Tom Sparks and Secretary Lorrie Wacker. Jr. advisors Becky Sidwell and Deb Andras and Byron Templeton, Canadian Hereford Association President were also present.

GUESTS:

Byron Templeton, President of the Canadian Hereford Association, explained to the board what it takes to put on the Hereford Bull Spectacular, an event the Southern Alberta Hereford Club started about 10 years ago. He felt it is the best promotional event they do for their commercial customers. A copy of the notes and details are attached for those of you who were not at the meeting. He felt it took about a budget of around \$25,000. It was suggested to hold this event in conjunction with the Winter Fair in Lewistown.

Matt made a motion to accept the minutes of the January 27, 2007 meeting as they were mailed out. Ace seconded. Motion carried.

The newsletter was discussed. Lorrie would like to mail the next newsletter out in May. Dale suggested getting sponsors for the newsletter, for around \$150 per newsletter. The board decided to auction off sponsorship for the newsletter at the Annual Hereford Convention. With the sponsorship of a newsletter, they would get 1 page to have whatever advertising, story, etc, they would like. Discussion was also held about selling business card ads for the newsletter. We will also introduce the board members in the next newsletter.

Ace will contact Dr. Mike MacNeill about getting some research information to put in the newsletter.

Deb and Becky reported on upcoming Jr. events:

Mountain Magic - May 19

Jr. Beef Expo - June 14-16

Jr. Nationals - July 7-14

Montana is hosting a day at Jr. Nationals in Denver and are going to need help with man power. Becky reported the Juniors made \$3800 on the raffle for the four wheeler. They are planning on donating around \$5000 to the Jr. Nationals. The MHA Board will get an official response from the Juniors of what they are going to sponsor, and what they want for the MHA Board. Discussion was also held about Montana Jr. and Sr. Boards sponsoring a Ty England concert with the proceeds going to Jr. Nationals. Deb will take this suggestion to the Jr's and Jr. National Committee and we will proceed from there.

Becky reported the Juniors got a letter from the IRS saying they were not in compliance. Becky has contacted them, and everything is OK now.

Deb and Becky also said the Juniors would help the MHA Board with a new MHA booth display and the Bull Spectacular.

Matt reported with the tour held in the west last fall, he would like to see a field day held in the east this year. Becky Sidwell will consider hosting a field day at their place over Labor Day weekend.

The budget has not been reformatted yet. Dale and Ken will get this done.

Ace showed the board the Breeders map he has been working on. Another advertising opportunity is to pay for a business card ad, as a pop up when the cursor is on you site on the map. The goal is to get the map done by April 5th. We will try to have our next meeting via phone conference the end of April.

Ace will also redo the membership form, to better fit the information we need to get from our breeders. He will also get some research information from Dr. Mike MacNeill for the back side of the map. Dale will find out the cost to insert the map into the Hereford America newspaper.

Matt made a motion the advertising committee consist of Ace and Tom. Jay-De seconded. Motion carried. Ace commented he is willing to do in house advertising for us also.

Ace is also working on getting a chat room set up on the MHA website.

Dale reported he will be attending the NILE meeting in March, and they still have Thursday of the NILE as our day. He has also been talking to the AHA and Hereford World about getting reimbursed from last year's NILE sale advertising that did not take place.

Discussion was held about having the 2008 Bull Spectacular at the NILE in October, or January of Winter Fair. It was tabled.

Byron commented that the directions as an industry to take:

Breeders need to be better marketers; feeder sales need to be looked at; state or national recognition; and gate signs along the highway for MHA breeders.

The board still needs to keep thinking of what they want to do with the Young Breeder award.

Jay-De made a motion to adjourn the meeting. Ace seconded. Motion carried.

Respectfully Submitted,

Lorrie Wacker
Secretary

Dale Sand
President