

Montana Hereford Association  
Board of Directors  
Minutes  
June 10, 2006

The Board of Directors met at 1:45 p.m., Saturday, June 10, 2006. Present were, President Ken Jackson, Vice President Jay-De Eggen, Byron Bayers, Don Broesder, Stacie Buzanowski, Cory Dutton, Fred McMurry, and Secretary Lorrie Wacker.

Lorrie read the minutes of the previous meeting.

Byron reported on the directory for Della. We have taken in \$7936 and the cost was \$5584 so we have a profit of \$2352, with 3 ads still needing to be paid. Byron will let Lorrie know if the cost included the mailing cost.

Stacie brought a copy of the budget. Lorrie has included a copy of them in the minutes.

Deb Andras and Becky Sidwell, the newly elected Jr. Hereford advisors were guests at the meeting. Byron made a motion that the board approve the election of Deb Andras and Becky Sidwell as Jr. advisors. Don seconded. Motion carried.

They also asked about the Juniors having a column in the MHA newsletter to let everyone know what is going on with the Juniors. The board agreed that they could have a section in the newsletter. They just need to get the information to Lorrie. Lorrie will also add the Junior members to the MHA mailing list.

The financial report was looked over and it was noted that the bill for the Directory has not been taken out yet. The financial report is attached.

The board agreed that Ken should mail Spike and Judy Mikkelson the plaque they were awarded at the convention this last November.

Lorrie will also get a check from Treasurer Tom Spraggins and mail to Amber Thomas for her trip she recently took to Australia.

Byron reported on the Hereford tour. He would like Hereford America to co-sponsor the tour with the MHA. He suggested whatever profit the tour makes, Hereford America will give some back to the MHA. If there is a loss, it would not cost the MHA any more than \$1000, which is what the MHA has already agreed to put out for the tour. He would like to name it the Big Sky Hereford Tour. There will be 10 stops headquartered out of Great Falls. (Map is included.) The tour buses are really nice, with loud speakers, videos, bathrooms, etc. Byron would like to have a narrator talk about the country on each bus. Byron would also like to put together a tour directory and we will sell ads for the tour directory.

Dale Sands is working on 3 or 4 different motels. The dates for the tour are Monday and Tuesday, September 25 and 26. The cost for each tour stop is \$400.

Discussion was held on having a couple of different options for prices. One price could be for the hotel and bus where we make the reservations for them, another option could be just the tour price.

Fred made a motion to approve Byron's plan. Jay-De seconded. Motion carried.

Lorrie will send out a press release announcing the tour, the dates, the area and who to contact. Byron will give her some ideas of where to send the press release.

Byron asked Don to check with Holden's to have a tour stop there on the afternoon of September 25<sup>th</sup>. They will need to pay \$400 to have a stop.

Some of the advertising Byron will do will have all the breeders listed and some of the smaller ads will not list the

breeders.

Lorrie will mail out detailed information in the next MHA newsletter.

It was also suggested that guest exhibitors could be at the stops. We could maybe sell video spots of different MT ranches that are not able to be on the tour.

Discussion was held about pricing. Byron thought \$65 for bus per person. Jay-De suggested a couple or family rate. It was also discussed to have a daily charge and just a registration fee for people that insisted on driving and not riding the bus.

Cody Haber was not at the meeting to report on the convention.

Ken reported Ace Diemert was going to try and make it to our meeting. He is interested in maintaining the website at no charge, but he would like to put his logo on each website. He generally charges at \$250 start up charge and \$200 annual charge for individual breeders websites he sets up. He offered to donate the \$250 start up charge to the MHA. Jay-De suggested offering him something for his services. Byron suggested splitting the start up cost with him. The board would like to see other websites he has done. Fred made a motion for Ken to have a direct conversation with Ace and find out the details and the President, Ken and Vice President, Jay-De will make an executive decision. Ken can run it by everyone by e-mail if need be. Stacie seconded. Motion carried. The board agreed they would like to have it up and running soon.

Mike McNeill's boss nominated him for the Hereford Hall of Merit award.. He got a letter of support from the Kansas breeder that contacted us for a letter of support and we also sent a letter of support.

Ken gave the letter from William Hedstrom on the brucellosis issue to Lorrie today. Ken will call William and clarify what the issues are and what he wants the MHA to support.

Ken and Dale Gunderson are on the committee to market Hereford calves. They have been contacting feedlots in Nebraska and South Dakota would like us to team up with them. Byron stated he did not feel selling directly to Ridgefield was realistic. He feels we need to be selling to people selling to them.

Fred suggested using the MHA website to help people get their calves sold by letting people see what is out there to combine loads. He also stated that if people know what is expected, as far as health requirements, it will help them get their calves sold.

Jay-De questioned if there is enough premium in it for the MHA to make some money, since the MHA would be saving the buyer travel dollars and by the MHA doing the leg work of putting the loads together.

Cory will contact Willard Wolfe and Jay-De will visit with Mike O'Kragley and get his ideas on the whole and see what kind of market is out there and see if we can get a little something for grouping them.

Stacie reported the NILE sale is looking for consignments and would like all the board members to get Hereford breeders to consign to the sale. The expenses of the NILE sale are spread out among all the breeders.

Byron commented that as a parent to the Juniors, the MHA needs to keep watch for them and the Jr. advisors should be invited to our MHA meetings.

Discussion on convention speakers was held again. Stacie suggested if we invited ET companies, they might be willing to sponsor some or part of the meals. Byron is really interested in getting an ET panel of breeders. Jay-De suggested a speaker on animal ID.

Stacie showed the board a fund raising opportunity on years we don't print a directory. It is a map of Montana with all the Hereford breeders in the state located, along with their logo, and contact information. The board was interested in the map.

Fred suggested getting a supply of MHA directories to Denver this year. Lorrie will make sure we have some there.

Stacie suggested having Amber Thomas speak about her trip to Australia on the tour this September, since she is living in Great Falls.

The next meeting is scheduled during Montana Fair, August 13<sup>th</sup> ? Saturday evening. Lorrie will send postcards out prior to the meeting, letting you know exact date, time and location.

Stacie made a motion to adjourn the meeting. Jay-De seconded. Motion carried. Meeting was adjourned.

Respectfully submitted,

Lorrie Wacker  
Secretary

Ken Jackson  
President