

Montana Hereford Association
Board of Directors Meeting
January 20, 2008

President Della Ehlke called the Board of Directors meeting to order at 6:30 p.m. on Sunday, January 20, 2008 via conference call. Directors on the call were President Della Ehlke, Vice President Tom Sparks, Matt Beery, Jay-De Eggen and Jerry Geregthy. Secretary Lorrie Wacker was also on the call.

Jerry made a motion to accept the minutes of the December 15th meeting as they were sent out. Tom seconded. Motion carried.

Lorrie then gave the financial report (attached). A question was asked about what the promotional activities for a deposit of \$598.51 was for. (It looks like \$140 was from NILE Chair sponsors and \$458.51 was from the Hereford Auxiliary.)

UNFINISHED BUSINESS:

Della reported on the directory. A “dummy” layout was put together before the Stock Show in Denver. There are a few more pages than last year. Lorrie will send, to the breeders advertising in the directory that are not yet members, a bill for membership. Discussion was held about associates being members of the MHA. It was decided that associates do not have to be members of the MHA. Jerry suggested maybe next year include associate membership in the directory ad for association membership.

Della forwarded all the cover photos she received to Jill Hotchkiss to help weed out a few of them based on their resolution, etc. She is going to then pick her five favorites. Six different breeders sent in photos.

We are trying to obtain a bulk mailing permit. We tried to recreate a non-profit status but to get the original acclamation, it takes 60 days. The IRS is sending a different letter and we are hoping the post office will accept it for a bulk mailing permit.

To date there are 61 paid members on the membership list. Della reported the breeders map and information on the Bull Spectacular are also going to be in the directory. She has traded ads with the NILE and Hereford America. The directory should be out by the first week of February.

We will save \$400 by not mailing the directory in envelopes but if we get a bulk mailing permit we will put them in an envelope.

Discussion was held about the booth the MHA has. Jerry and Matt thought we should explore the possibilities to fix up the MHA booth and promote our own state. We will work on it this year.

Della reported the Winter Fair board has welcomed the Bull Spectacular event to be held during the Winter Fair. The committee will meet and keep the board abreast of what all they have decided.

Lorrie will write a thank you note to Genex for sponsoring the lunch at MHA Convention.

Jerry reported on visiting with Buzanowski's about running the NILE Hereford show and they want to continue running it. MHA will have to set up a working group to help them. Lorrie has requested a list of potential judges from AHA but hasn't gotten anything back from them. Jerry will contact the AHA in regards to premiums. Tom announced if Buzanowski's continue, we need to make sure we are aware of what is going on because it is an MHA sponsored event.

Jerry has a meeting with the NILE on March 17. Jerry and Della will get a host hotel to give to the NILE at the March meeting, along with premiums and a list of judges.

Tom reported he has visited with Rachel Endecott in regards to the CHB contest and she will visit with Matt later this month.

NEW BUSINESS:

Della reminded the committee chairs that they do have a budget and she would like them to spend appropriately.

Advertising/Marketing - Lorrie questioned if we were still considering making the maps into placemats. Matt said we need to figure out where to disperse them. Tom reported they cost a lot of money, but if we laminated them, they would last longer. It was decided we would work on the maps next year, since this year is a directory year.

Della put an ad in the Stockgrowers directory. Matt asked if AHA will match any ads. Della will find out if they will.

Convention - Matt reported Cory and he have not talked about the convention yet. The board was still in agreement of having the convention with Stockgrowers convention this December. Matt will get ahold of Cory and they will get it figured out.

Show Committee - in conjunction with the NILE - Della and Jerry will be on the committee.

Awards Committee - Jerry is chairman and Matt is also on the committee.

Matt made a motion to continue with the windbreaker jackets as awards for County Fair winners. Jerry seconded. Motion carried.

Jerry found in his notes that Lorrie is to be paid ½ her pay on July 1 and December 31.

Jerry made a motion to adjourn the meeting. The meeting was adjourned at 7:30 p.m. The next meeting will be the end of February or first part of March.

Respectfully Submitted,

Lorrie Wacker
Secretary

Della Ehlke
President

1/20/08