

ARPA Board of Directors Meeting

Telephone Conference Call

Minutes of February 16, 2017

The meeting was called to order on Tuesday, February 16, 2017 at 7:05 pm CST by President Dan Schmiesing.

Roll call was done. Those in attendance were Jeff Wilkins, Jim Jackson, Daniel Schmiesing, Robert Carson, Brian Fairchild, Kyle Young, James Campbell, Linda Hampton, and Kaye Gilbert. Guests were John Rager Finance. J.L. Morrison was absent due to phone issues.

Jeff Wilkins made a motion to approve the agenda as presented. A second was given by James Campbell. Dan Schmiesing asked to add World Tour report to the agenda. Jeff Wilkins made a motion to include the World Tour Report on the agenda. A second was given by James Campbell. Motion passed. Original motion passed.

Minutes from the December, 2016 meeting were presented. Each member received a copy via email.

Jim Jackson made a motion to accept the minutes as presented. A second was given by Jeff Wilkins. Motion passed.

The Executive Committee verbally reported they would be working with the Banquet Committee on awards for the 2017 National Meeting and Banquet.

The Finance Committee reported individual budget requests were asked of each committee. Discussion was held on the increase of insurance premiums.

The Show Committee presented the new NAILE premium book rules for the 2017 NAILE. **Jim Jackson made a motion to accept the rules as presented by the Show Committee. A second was given by Brian Fairchild. Motion passed.**

The Sale Committee presented a proposed budget for the 2017 National Sale. Jeff discussed the budget and advertising. Brian Fairchild discussed the TAEP program. If there is an animal that qualifies, the logo may be put next to that animal in the sale catalog. John Rager discussed guarantee of commission of 10%. **James Campbell made a motion the Sales Commission be a minimum of 10% but not more than 15%. A second was given by Bob Carson. Motion passed. Jeff Wilkins made the motion to accept the full Sale Committee report including the budget. A second was given by Jim Jackson. Motion passed.**

The Banquet & Educational Seminar Committee presented their report and budget. Discussion was held regarding the shortfall in the budget. The committee had opted to go with the banquet room at the hotel for the convenience of the membership when getting ready for the banquet. There is a possibility of sponsorship for the banquet. **James Campbell made a motion to accept the full Banquet Committee report including the budget. A second was given by Jeff Wilkins. Motion passed.**

The Junior Committee presented a report. **Jim Jackson made a motion to accept the report as presented by the Junior Committee. A second was given by Jeff Wilkins. Motion passed.**

The Performance Committee presented a report. Bob reported on 2 programs he is working on. One is a Feedlot and the other is a Pasture to Plate program. **Bob Carson made a motion to accept the report as presented by the Performance Committee. A second was given by Jim Jackson. Motion passed.**

The Corporate Sponsorship Committee presented a report. Jeff and Kaye gave a report on gaining sponsorships for the sale and the journal. **Brian Fairchild made a motion to accept the report as presented by the Corporate Sponsorship Committee. A second was given by Linda Hampton. Motion passed.**

The Publications Committee presented a report. Kaye requested the ability to print more brochures and gave a quote on the printing brochures. **Jeff Wilkins made a motion to print 1000 brochures. Motion died for lack of**

a second. Jim Jackson made a motion in favor of 2500 brochures. A second was given by Jeff Wilkins. Motion passed. Jeff Wilkins made a motion to accept the Publications Committee report as presented. A second was given by Kyle Young. Motion passed.

The Publications Committee also presented a proposal to change the ad rates in the journal. Also discussed was the prime spots in the journal. **James Campbell made a motion to accept the proposed ad rate changes. A second was given by Jeff Wilkins. Motion passed.**

The Rules Committee presented a proposal to change two rules. **Jim Jackson made a motion to accept the Rules Committee proposal to delete Rule 8, 12. A second was given by Jeff Wilkins. Motion passed. Jim Jackson made a motion to accept the Rule Committees proposal to add Rule 11 as presented. A second was given by Brian Fairchild. Motion passed.**

The World Tour Committee presented a report on the status of the World Tour. **Jeff Wilkins made a motion to accept the World Tour Committee report as presented. A second was given by Brian Fairchild. Motion passed.**

Kaye then gave a status update on the ABRI system. A proposal had been given by ABRI to convert to a new system. **Jim Jackson made a motion to go ahead with the conversion with the condition any customization and costs would be reported to the board prior to being done. A second was given by Linda Hampton. Motion passed.**

Dan reported he received a request from a Canadian breeder to become involved in CHR. He is currently working on the proposal to bring them on.

Kaye then gave a report on the Non-Profit status. The attorney has completed all the reports and figured the fine. Kaye has issued a check for \$850 to the IRS for the fine and signed all the forms for request for reinstatement. The attorney advised it may be as long as 6 months before we hear from the IRS on the reinstatement.

Jeff Wilkins made a motion to adjourn. A second was given by Brian Fairchild. Motion passed.

Respectfully submitted,

Kaye Gilbert
Executive Secretary-Treasurer

Show Report

107TH NATIONAL RED POLL SHOW
Superintendent - Rebecca Ebersole, Troy, OH
Assistant Superintendent - Brent Raines, Troy, OH
Judge - TBA
ENTRY FEE - \$80.00 Per Head

Entry fee is \$80.00 per animal. \$30.00 is paid directly to North American International Livestock Exposition and must accompany the entry form. An additional \$50.00 per animal must be sent to the ARPA, 11523 Violet Avenue, Stockport, IA 52651 along with a copy of the entry form prior to arrival. All entries must be received on or before entry deadline and are nonrefundable. ARPA's share of the entry fees will be used for their half of the premium money and other show expenses.

\$10,000.00 IN PREMIUMS	
North American International Livestock Exposition.....	\$5,000.00
American Red Poll Association.....	\$5,000.00
Total.....	\$10,000.00

ALL EXHIBITORS WILL BE REQUIRED TO WEAR SHOW HARNESES WHILE EXHIBITING THEIR ANIMALS.

PARTICIPATION STATEMENT

The AMERICAN RED POLL ASSOCIATION, 11523 Violet Avenue, Stockport, IA 52651, will provide 50% of the premiums and the NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION will provide 50% of the premiums. Premiums will be paid directly by the North American International Livestock Exposition.

Cattle entered in the NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION must be purebred Red Polls duly registered in the Herd Book of the AMERICAN RED POLL ASSOCIATION. Red Poll cattle of 15/16ths or higher blood concentration level that have obtained Appendix Registry through the AMERICAN RED POLL ASSOCIATION will be permitted to exhibit in this show.

Any animal not having a legible tattoo is ineligible to compete and will be barred from showing. All bulls over 12 months of age must be shown with a nose lead.

Entries are accepted with the understanding that the NATIONAL SHOW COMMITTEE reserves the right to excuse any animal which arrives at the show and is not considered to be representative of the Red Poll Breed. All decisions shall be final.

Each exhibitor and/or owner of Red Poll cattle entered in the Red Poll Show is required to ensure that each animal will be exhibited in its natural conformation and structure and without alteration or modification, with the exception of acceptable fitting, grooming, treatment of hooves. The NATIONAL SHOW COMMITTEE reserves the right to disqualify any individual animal for any type of unacceptable alteration or grooming practice.

Exhibitors must have the original registration certificate on each animal available for inspection at the show. All animals exhibited must be recorded in the name of the exhibitor by entry deadline.

The assignment of all stall spaces will be arranged by the Show Committee or their authorized representative. Exhibitors will allow DNA Parentage Testing upon request of the Show Committee. DNA Parentage Testing is required for the Grand Champion Bull, Reserve Grand Champion Bull, Grand Champion Female, and Reserve Grand Champion Female. The cost of all of the above will be paid for by the AMERICAN RED POLL ASSOCIATION

PREMIUMS

LAST PLACE IN EACH INDIVIDUAL CLASS WILL RECEIVE \$50.00 PREMIUM AND NOT MORE THAN TWO PREMIUMS IN INDIVIDUAL CLASSES PER EXHIBITOR. The remainder of the premium money will be awarded on a graduated basis among the other animals in the classes after the show has been completed.

The Association or North American International Livestock Exposition does NOT pay a percentage of premiums in Championship Classes or Group Classes. No exhibitor shall be permitted to win more than one prize in group classes.

SHOW CLASSIFICATIONS

Final determination for individual bulls and heifers will be made at the show, after all animals are checked in upon arrival. Red Poll entries will not be entered in designated show classes at time of entry. These classes will be divided into as nearly equal numbers as possible, depending on natural age breaks of the final numbers of animals to be exhibited. The classes will be divided by the National Show Committee or their authorized representative.

All animals exhibited must be weighed prior to the show.

Classes will begin with the youngest to the oldest classes of females, then the youngest to the oldest classes of Bulls, with each class made up of no more than 12 head.

Section 0219

CLASS 1 - FEMALE CLASSES

Heifer Classes will consist of animals born on or after September 1, 2015.

Age restriction does not apply to cow/calf classes.

CALF CHAMPION

RESERVE CALF CHAMPION

SENIOR CALF CHAMPION

RESERVE SENIOR CALF CHAMPION

INTERMEDIATE CHAMPION

RESERVE INTERMEDIATE

CHAMPION JUNIOR CHAMPION

RESERVE JUNIOR CHAMPION

SENIOR CHAMPION

RESERVE SENIOR

CHAMPION COW/CALF CHAMPION

RESERVE COW/CALF CHAMPION

GRAND CHAMPION FEMALE

RESERVE GRAND CHAMPION FEMALE

CLASS 2 - BULL CLASSES

Bull Classes will consist of animals born on or after January 1, 2015

CALF CHAMPION
RESERVE CALF CHAMPION
INTERMEDIATE CHAMPION
RESERVE INTERMEDIATE
CHAMPION JUNIOR CHAMPION
RESERVE JUNIOR CHAMPION
SENIOR CHAMPION
RESERVE SENIOR CHAMPION
GRAND CHAMPION BULL
RESERVE GRAND CHAMPION BULL

GROUP CLASSES

All entries in group classes must have been shown in individual classes. Family bred and raised animals entered by Juniors in Junior Classes, and subsequently entered in Open Classes, may be treated as a family entry in Group Classes only. Prior approval by the NATIONAL SHOW COMMITTEE is required.

Pair of Females

Two females of any age. Animals must be owned by exhibitor.

Best Two Head

Any two animals, regardless of sex or age. Animals must be owned by exhibitor.

Junior Get-of-Sire

Three head by the same sire with both sexes represented. All three head must come from the junior division or younger and must have competed in a single class. Entries need not be owned by exhibitor.

Senior Get-of-Sire

Four head by the same sire with both sexes represented. All four head must have competed in a single class. Entries need not be owned by exhibitor.

PREMIER BREEDER AWARD & BANNER

Cattle bred by one breeder are eligible for this award, regardless of exhibitor or owner at the time of show. The breeder receiving the most points after animals are exhibited in individual classes shall be the winner. Points are awarded as follows: 3 points for first, 2 points for second, 1 point for third. The John McKee Memorial Traveling Trophy will be awarded to the premier breeder. Trophy donated by the McKee Family.

PREMIER EXHIBITOR AWARD & BANNER

Exhibitor is defined as one farm or ranch name in which the animals were entered under. Junior members, regardless of relationship, exhibiting with the farm or ranch may also be included under the farm or ranch name for the purpose of Premier Exhibitor scoring with approval of the Show Committee. The exhibitor receiving the most points after animals are exhibited in individual classes shall be the winner. Points are awarded as follows: 3 points for first, 2 points for second, 1 point for third.

National Sale Report

Projected INCOME

40 lots averaging \$1850	\$74,000 in sales	ARPA Income	\$7,400
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Projected EXPENSES

Auctioneer	\$740
Pedigree Man	\$100
Ring Men	\$100
Vet	\$300
Facility	\$1000
Ads	\$3900
Helper Meals	\$50
Catalog	\$750
Flyers	\$100
½ Hotel Room	\$100
½ Travel	\$250
TOTAL Expenses	\$7390

Auctioneer has been booked.

Facility is booked.

Room block at the Springfield Inn Marriot has been booked.

Working on the Pedigree Man and the Ring Men.

Income and auctioneer will depend on lots entered, types of lots entered and average. Total sales last year were \$92,670 for 50 lots

National Banquet Budget & Report

JL Morrison and Kaye Gilbert

Projected INCOME

100 Meals	\$20.00	\$2000
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Projected EXPENSES

100 Meals @\$16.50	Food	\$1650
	Room	\$600
	Decorations	\$100

TOTAL Expenses	\$2350
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Banquet room at the Springfield Inn has been reserved and paid for.

The Keg has been reserved to do the meal. Had to give him a \$400 deposit.

We will have to 9-25 to let him know reservations.

JL working with the locals to arrange a speaker and possibility of things for the a Lady's Day Out.

Junior Advisor Report

Board Meeting

February 16, 2017

The Junior Preview Show Committee met Saturday, February 4 for our first planning session. This information is in working progress and not ready for publication. Present were: Becky Ebersole, Beth Jones, Dan Schmiesing and Teresa Jackson.

Schedule: Becky and Beth are working on the schedule for the Preview Show Weekend. Dan was helpful in filling us in on how the World Tour fits into the events.

- Becky and Beth are planning fun activities and a pizza lunch.
- Teresa will hold the National Junior Meeting for all juniors and junior members.
- The Ambassador Contest will be held during the preview show.
- The tour group will arrive around 2:00 p.m. on Saturday and will leave for the airport by noon Sunday.
- We will have a light breakfast at the fairgrounds Sunday a.m. prior to the show. Guests will be able to eat at the hotel.

Fairground and Facility:

- The fairgrounds has been paid in full. Camping will be available at \$30.00 a night with electricity. There is no water hookup but water is available.
- Bedding will be provided in the barns.
- Ties outs will be available, but no bedding provided. You may bring your own straw.
- Cattle may begin arriving on Friday.
- Juniors should be identified with their cattle.

Saturday Evening Cookout: The Raines family will be hosting a cookout and all juniors are invited to attend. There will be no expenses for the evening meal.

Junior Fund Raising: As presented to the board previously, the juniors will be selling T-shirts and other items for their fund raising activity this year. The junior members will receive their show shirts.

Awards: The Junior Association will provide the awards for champions, reserve champions, herdsman, and class ribbons. The juniors will be looking for donors to contribute to help with costs. Brent and Teresa will work on banners. Other items for the juniors may be given as they wish.

Hotel Headquarters: The headquarters will be at the Comfort Inn. This is the same hotel as those from the World Tour will be staying. This is located at I75/41 just one exit from the fairgrounds. Alternate hotels for overflow will be at the Holiday Express and Fairfield Inn.

Judge: The judge has been contacted. He requires a contract. Dan suggested that Kay would be able to help with this.

Silent Auction: There will be a silent auction at the Saturday night cookout. Teresa will head this up.

Contests: Besides the contests the Juniors already have outlined in the handbook, we will look into involving more members to participate in some way that weekend. We also want to better define some of those contests. Example would be the photo contest. An 8x10 frame will be required (frames will be available at the site) so that they may be displayed for the weekend. A category for a collage will be added.

As we have done for several years, the juniors, who do not have cattle to show, will be encouraged to participate in Showmanship. There are families who would be more than willing to loan a calf for this event.

Showmanship: Becky and Beth will look into having the showmanship contest on Saturday afternoon. No fitting. This would be a way to involve the juniors and those on the tour to interact.

Expenses, bill, etc: All will go through the Junior Association Checking Account and through Kay.

INFORMATION: Teresa will see that all juniors, as past practice, will receive a packet of information, entry forms, contest information, etc.

Respectfully submitted

Teresa Jackson, Junior Advisor

PERFORMANCE REPORT

Bob Carson

Working on a possible retained ownership steer feed out.

Still needing Red Poll steers for a pasture to plate operation that is wanting to try Red Polls

MEMBERSHIP REPORT

Linda Hampton

No Report

GRASS FEEDING COMMITTEE REPORT

Jeff Wilkins, James Campbell

No Report

CORPORATE SPONSORSHIP REPORT

Jeff Wilkins, Kaye Gilbert

Jeff is working on some corporate sponsorships for the National Sale. These may lead to additional ads in the Journal.

Kaye is working on corporate ads for the journal. These could range from a small business card size ad to a full size page.

PUBLICATIONS REPORT

James Campbell and Kaye Gilbert

We are looking at additional publications and promotions to help increase awareness to ARPA.

We would like to update and reprint the brochure. This would be an item to be available for inquiries of information at the office as well as handouts at other events. These items would also be available for sending to breeders that may be having field days or participating in local events to help spread the word on Red Polls

Budget/options:

500 - \$210
1000 - \$300
2500 - \$400

We are also looking at different ideas to help promote the breed with things such as the vinyl pop ups, co-op advertising, etc.

We have also increased the "meat" of the journal with additional articles of use to the membership. By doing so, we feel we will have added worth to the journal which will then entice new advertisers.

We would like to propose an increase in the advertising fees. Due to the Corporate Sponsorship committee seeking additional partnerships, we also thought it would be good to have a non-member rate schedule for advertisers. This would be another benefit of being a member. See attached.

Current Journal Charges

Ad Size	Black & White	Color
Full Page*	\$195.00	\$270.00
2/3 Page*	\$140.00	\$190.00
1/2 Page*	\$120.00	\$160.00
1/3 Page*	\$85.00	\$110.00
1/4 Page*	\$67.50	\$85.00
5"	\$45.00	\$55.00
4"	\$40.00	\$50.00
3"	\$37.50	\$47.50
2"	\$27.50	\$37.50
1"	\$16.25	\$26.25

Proposed Charges Beginning with the Spring Issue

Membership Ad Rates

Ad Size	Black & White	Color	Prime Spot
Full Page	\$220.00	\$295.00	\$325.00
2/3 Page	\$165.00	\$215.00	\$250.00
1/2 Page	\$145.00	\$185.00	\$200.00
1/3 Page	\$115.00	\$135.00	\$150.00
1/4 Page	\$80.00	\$100.00	\$120.00
5"	\$65.00	\$75.00	-
4"	\$55.00	\$65.00	-
3"	\$45.00	\$55.00	-
2"	\$35.00	\$45.00	-
1"	\$25.00	\$35.00	-

Prime Spots are key locations within the journal that will result in more exposure for the ad. Prime Spots are back cover, inside back cover, opposite inside back cover, inside front cover, opposite inside front cover.

Propose anyone in those spots currently are grandfathered in for the time of 1 year and only to be charged the color fee for the respective size they have. In other words, if you have a half page ad on the inside front cover, you will pay \$185.00. In 1 year, you will raise to \$200.00. In the event the ad is moved or cancelled for even one issue, the individual loses the grandfathered clause as well as the spot. Once the spot is reserved and used, it is the individuals spot until the office is notified otherwise.

I would also like to propose a new rate schedule for non-members. Members should get a discounted rate to advertise for the membership dollars. Non-Members would be pharmaceutical companies, material companies, supply companies, etc.

NON-MEMBER AD RATES

Ad Size	Mechancial	Black & White	Color	Prime Spot
Full Page	8.5" x 11"	\$250.00	\$325.00	\$350.00
2/3 Page	Horizontal 7.75" x 7.3" Vertical 4.75" x 10.5"	\$180.00	\$225.00	\$275.00
1/2 Page	Horizontal 5.5" x 7.75" Vertical 4.25" x 10.5"	\$150.00	\$190.00	\$225.00
1/3 Page	Horizontal 7.75" x 3.5" Vertical 2.5" x 10.5" Square 4.75" x 4.875"	\$125.00	\$150.00	\$175.00
1/4 Page	Horizontal 4.25" x 5.5" Vertical 5.5" x 4.25"	\$100.00	\$130.00	\$150.00
5"	Horizontal 5" x 2.5" Vertical 2.5" x 5"	\$90.00	\$110.00	-
4"	Horizontal 4" x 2.5" Vertical 2.5" x 4"	\$70.00	\$90.00	-
3"	Horizontal 3" x 2.5" Vertical 2.5" x 3"	\$60.00	\$80.00	-
2"	2.5" x 2"	\$45.00	\$65.00	-
1"	2.5" x 1"	\$35.00	\$50.00	-

RULES REPORT

Jim Jackson, James Campbell, Brian Fairchild

Here are two rule changes that will be discussed and voted on at the Feb 15 board meeting.

Rule 8. IDENTIFICATION. I.2.

Remove the following: 2. The office carries Stone's Standard and Stone's Revolving Head tattoo pliers, extra sets of number digits, letter digits, and ink. See your price sheet for fees.

The Rule 8 section is being revised since the office does not carry any tattoo equipment. Here is the current Rule 8 for review:

Currently Reads

I. Obtaining Equipment and Supplies

1. Tattoo equipment and supplies are available from the several mail order live-stock supply companies, from some farm and drug stores which have livestock veterinary supply sections, some veterinary clinics, and from the office.

2. The office carries Stone's Standard and Stone's Revolving Head tattoo pliers, extra sets of number digits, letter digits, and ink. See your price sheet for fees.

Rule 11. Executive Secretary definition.

Add the following: RULE 11: Executive Secretary definition (11-2017)

A. For official purposes, the term "Executive Secretary" shall mean the same as the term "Secretary-Treasurer", as used in the Bylaws.

Rule 11 is a new rule proposed by Teresa and agreed upon by the committee.

World Tour

Dan Schmiesing

Working on the details to be complete.

Budget

ARPA to provide \$3000 as was voted on June 2015

Indiana Red Poll Association gave \$500 which has already been distributed to expenses already incurred.