

AMERICAN ANGUS ASSOCIATION®
HIGHLIGHTS OF THE MEETING OF THE BOARD OF DIRECTORS
JUNE 3-5, 2015

The following is a review of topics discussed and actions taken during the meeting of the Board of Directors held June 3-5, 2015, in Wooster, Ohio.

ACTIVITIES COMMITTEE

- The back covers of the 2016 National Western Stock Show (NWSS) show programs on the hill and in the yards will be sold separately on www.angusauctions.com.
- The Committee recommended to the National Junior Angus Association (NJAA) a proposal to lower the minimum age to 8, effective January 1, 2016.
- The following individuals will be inducted into the 2015 Angus Heritage Foundation: Dr. C.K. Allen, Montana; Keith Stevenson, Montana; Dr. Curtis Long, Missouri; and David Danciger, to be inducted posthumously.

BREED IMPROVEMENT COMMITTEE

- The Committee approved proposed guidelines for granting requests for Performance Pedigree files.
- The Committee approved a proposal to publish genetic trend tables for dollar value indexes (\$Values) when the semi-annual evaluation is released in July.
- Staff presented information on relationships between calving ease expected progeny difference (EPD) and observed incidence of calving difficulty. Future educational efforts will be directed in this area.

INDUSTRY RELATIONS COMMITTEE

- The Committee approved the advertising budget and ad placement schedule for the Association's fiscal year 2016 national advertising campaign.
- A special Maternal Subcommittee was appointed to explore improving commercial-focused relations along with developing a potential infrastructure to facilitate data collection and identify information needs and communications on maternal values and services. The subcommittee is comprised of David Dal Porto (chair), Leo McDonnell, Scott Foster, Phil Howell, Dan Moser and Ginette Kurtz.
- The Committee conducted a visioning session to explore industry relations for feedlot and carcass data collection. Committee member James Henderson and staff will further research the topic and report back to the Board.

MEMBER AND AFFILIATE SERVICES COMMITTEE

- The Committee approved proposed Bylaws amendments that will be brought to the 2015 Annual Convention of Delegates on November 5, 2015.
 - A proposed amendment to Article II (Membership), Section 2.9 would bring the Junior Membership and Regular Membership definitions up to date with regard to the payment of annual dues and the determination of "active" or "inactive".
 - Proposed amendments to Article III (Convention of Delegates), Section 3.5 – 3.7 would allow the nomination period to be flexible and move in relation to the Board's year-to-year determination of the date of the Annual Convention of Delegates.

ANGUS FOUNDATION

- Guest speaker Chris Cassady from the University of Illinois provided an update on the multi-year beef cow biological efficiency research project funded by the Angus Foundation. Information gleaned from this research will help Angus breeders and commercial producers better understand the differences in feed efficiency in females.
- The Angus Foundation 2015 Undergraduate and Graduate Student Scholarship Selection Committee evaluated 86 undergraduate student and seven graduate student applications. Announcements of the scholarship awards totaling \$215,750 will be made at the 2015 National Junior Angus Show (NJAS) in Tulsa, Oklahoma, in July.
- Unrestricted gift revenue of \$23,326 from the 2015 Annual Fund mail solicitation “*Lighting the Way*” was allocated toward scholarships, NJAS Endowment Fund, producer education and beef cattle research.
- A Fee Policy for Gifts was approved, effective October 1, 2015, providing for 1% administrative and 1% management fees applicable to various types of charitable gifts to the Angus Foundation. Revenue will be used to gradually reduce the annual costs incurred by the American Angus Association to operate its 501(c)(3) not-for-profit affiliate.
- A proposal was approved to proceed with the creation of a Resource Development Committee to assist directors and staff in fundraising efforts. This facet of the *Angus Foundation 2020* long-range strategic plan is anticipated to be implemented over the next several months.
- Strategies were discussed for increasing the visibility and communication of research project results and related information so that producers can utilize that information and apply it to their own beef cattle herds and farm/ranch operations.

ANGUS GENETICS INC. (AGI)

- The Board approved proceeding with low-density genomic tests, with AGI staff to determine which animals are to be upgraded to high-density testing.

ANGUS PRODUCTIONS INC. (API)

- Staff provided an update on the performance of Angus Media properties, including the print, television and radio efforts of the organization.
- Plans were introduced for enhanced API salebook access and user features.
- A mockup was debuted for the new website, Angus.media, which is scheduled for completion later this year. The website will offer more cohesive and user-friendly access to Angus news, information and marketing opportunities.

BOARD OF DIRECTORS

- A consolidated financial report was presented. Total assets were \$55,547,000, consisting of current assets of \$9,982,800, investments of \$40,407,000, property and equipment of \$4,892,000 and non-current assets of \$264,500. Current liabilities were \$4,467,000, consisting of accounts payable, notes payable, accrued liabilities and deferred income. Long-term liabilities of \$1,653,000 consisted of notes payable, accrued awards, accrued health insurance benefits and deferred compensation. Net income for the period ending April 30, 2015 was \$10,172,000.

- The Board approved the actions taken by all Committees.
- Reno, Nevada, was approved as the site for the 2019 National Angus Convention and Trade Show.
- Association members Ron Hinrichsen, Kansas, and Brian Brockman, Missouri, were appointed to serve as Election Observers for the 2015 election of delegates.
- The Board of Directors announced that Bryce Schumann is no longer the organization's Chief Executive Officer and appointed Richard Wilson as Interim Chief Executive Officer. A search for a new CEO has been initiated. ([Board announcement](#))

NEXT REGULAR BOARD MEETING

- September 9-11, 2015, St. Joseph, Missouri