

**Georgia Simmental / Simbrah Association  
Annual Meeting Minutes**

January 31, 2016

**I. Call to order**

GSSA President Cole Elrod called to order the annual meeting of the Georgia Simmental Simbrah Association Officers and Board of Directors at 3:30 p.m. on January 31, 2016 in Athens, GA at the UGA Livestock Arena.

**II. Invocation**

GSSA President Cole Elrod offered the invocation to start the meeting.

**III. GSSA Officers and Board Members Present**

The following persons were present: Cole Elrod, GSSA President; Todd Alford, GSSA Vice-President; Donna Priest, GSSA Secretary – Treasurer; Board of Directors members: Jacob Holmes and Matthew Grogan. A call was also made during the meeting to Kurt Childers to verify improvements to the GSSA By-Laws. Absent Board members were Kevin Kent, Kevin Summerville, Rodney Hilley & Randy Daniels. Kent had recent hip replacement surgery and is still healing, Summerville was out of state at another meeting, Hilley had planned on attending all week and today just got busy and forgot and Daniels was judging cattle at the Fort Worth Stock Show.

**IV. Approval of minutes from last meeting**

GSSA Secretary-Treasurer Donna Priest read the minutes from the last meeting. The minutes were approved as read and accepted by all members present.

**V. Committee Reports:**

President Cole Elrod called on each Chairman of the Committees.

**VI. Sales Committee:**

Due to the absence of Chairman Dwight Cooper the Sales Committee Report was given by Vice President Todd Alford. Todd read the Sales Report to the group.

**2015 GA Generations of Value Sale>Sales Totals**

**Gross Sales: \$191,025.00**

**Lots Sold: 52**

**Average Per Lot: \$3,673.56**

Dates were then discussed for the 2016 Generations of Value Sale. Todd tried to call Dwight Cooper to see if he had any information on the dates but he was not available. He also tried to call Doug Parke to verify which date he had available to no avail. This will be tabled for further discussion in the near future.

## **VII. Events Committee Reports:**

Chrissy Driggers, Chairman of Events Committee recently resigned her position; therefore, Donna Priest reported.

**Annual Meeting:** Donna told the group that she had spoken with Jackie at the ILA Restaurant and all Friday's in August are available. She also noted the fourth Saturday would be August 27<sup>th</sup> and the 4<sup>th</sup> Saturday has been used in the past. It was discussed by the group that a different location could be looked at, but everyone agreed it is convenient to have the meeting the night before the sale and at a location close to the sale facility.

**Field Day:** Donna ask if anyone has contacted any of the officers or directors wanting to host the GSSA Annual Field Day. All of the different previous locations were discussed and the fact that prior to the creation of the GJSA Round-UP Show held at Futurity in July there was a junior show that was held during the Field Day. It was discussed that the rotation will have to start over again at some point and Cole Elrod did say although he isn't ready this close to his event to have it again he would like to definitely host again in the future. Todd mentioned the Yon Family Farms (Kevin & Lydia Yon) and the possibility of asking them if they would be interested in hosting our annual Field Day. They are long time members and Todd offered to contact them and just see what their thoughts are. All present agreed this would be an awesome location and all stated they would be attending. This was tabled to discuss after Todd contacts the Yon's.

## **VIII. State Jr. Show:**

Donna reported the dates for the GA Jr. National Livestock Show will be held February 17-21 with heifers being shown February 19, 2016 and steers will be shown on February 20, 2016. GSSA will once again have an ad in the Jr. Premium Catalog at a cost of \$300. The ad which will be used was offered to each officer and board member present and will be sent to those absent. Donna also ask the President and Vice-President if as the GJSA Advisor if she needs to travel to the show to deliver the premiums, t-shirts and the \$20 that each member receives. The VP Todd Alford spoke up and stated he thought they could handle everything associated with the GJSA at the show. Donna mentioned Whitley Dale, GJSA President and Tyler Ertzberger, Vice-President are very capable to perform the duties; however, due to the fact that cash to each member would be given there needs to be some adult supervision. It was also mentioned these members will also have their animals to care for and show. Todd and Cole both stated several of them will be there and should be able to handle the task.

**IX. Finance Report:**

Rodney Hilley is the Chairman of the Finance Committee but in his absence Jacob Holmes was ask to offer the condensed report which read:

Projected Income for 2015 was \$28,325.00. Actual Amount Collected in 2015 was \$31,505.20. Projected Expenses for 2015 was \$29,320.00 (Billy Moss report prior to handing duties over to Donna Priest in July 2015) when refigured was \$30,620.00 (addition error). The Actual Amount of Expenses as shown below from the Statement of Revenues and Expenditures Report.

<b>Total Expenses for 2015</b>	<b>\$29,230.21</b>
<b>GSSA Income Generated (Carried over to 2016)</b>	
<b>(Income minus Expenses)</b>	<b>\$ 2,274.99</b>
<b>2014 Ending Balance</b>	<b>\$18,200.00</b>
<b>Uncleared Checks #1199 &amp; 1201</b>	<b>\$ 3,113.32</b>
<b>Current Checkbook Balance as of 12/31/15</b>	<b>\$23,588.31</b>

The 2016 projected income amount is \$30,067.00 which is a slight increase over the 2015 amount of \$28,325.00 and the 2016 projected Expenses is the same as what it was for 2015 \$30,620.00.

**X. GSSA Scholarship Fund:**

The 2014 Scholarship Fund Balance was \$2,054.95 as of January 1, 2015 then add the \$250.00 amount which was deposited after the annual auction in August 2015 makes a balance of \$2,304.95. The item that was auctioned off was designated by the donor for all proceeds collected for said item to go to the Scholarship Fund.

***\*\*GSSA President Cole Elrod ask for a motion to approve the finance report and budget. Motions were made and all were in acceptance. Donna noted these reports will be sent to all Board Members not present and Mr. Rodney Hilley will be ask to review the reports as the Chairman of the Finance Committee.***

**XI. Membership**

Membership Chairman Todd Alford reported as of 1/31/16 we have 72 renewed members with 10 from out of state. It was noted in 2015 there were 36 more paid members. Donna made note that Mr. Billy Moss had contacted her just last week stating we had already gotten more to renew than he ever could by this date so we are off to a

great start for 2016. We feel we will definitely be able to get all members renewed by the time of the annual meeting and banquet.

***\*\*A challenge was offered by Vice-President Todd Alford to all officers and Directors to work hard and obtain 5 new members each. This would increase our membership by 50 new members if every officer and director participates. The challenge was accepted by everyone present. It is encouraged that all members absent accept this challenge as well.***

## **XII. Rules & By-Laws**

Kurt Childers is the Chairman of this committee and in his absence Donna told the officers and directors present several different things in the By-Laws that she had noted needed to be changed.

**Item #10 a. under Article III Membership** notes that new members' dues are \$10.00 for the first year and then \$35 each year thereafter. These amounts have not been what was collected from new members for several years. The Board discussed changing this to read any organization, non GSSA member, that purchases an ad in the directory will be offered a free membership for the upcoming year after the directory comes out for their purchase.

***\*\*So the new rule will read: Active Membership – GSSA membership fee is \$35 per year. Any business, farm or operation that is not a current member of GSSA that advertises in the GSSA Directory will be offered a free one year GSSA Membership. After the first year if elected to renew the fee will be \$35 per year each year thereafter.***

**Item #10 c. Junior Membership** – Corrected to read \$15 yearly are the GJSA dues and \$25 yearly dues for full membership to the GSSA.

**Item #2 Duties of the Directors** it is noted this reads The Board of Directors shall consist of the President\*, Vice-President, the immediate past President and originally (12) members whose term of office shall run for three (3) years\* with one-third of the board members terms ending each year. Effective with the 2000 – 2002 annual meetings this number was decreased to (9). It was discussed that we currently have President, Vice-President and (7) members. With Chrissy Driggers retiring her position we now really need (2) new board members.

**Item #1 under Article VII By-Laws Amendments Field Day** reads The Association to pay for cost that sponsors do not cover. Telephone call to Kurt Childers since he is the By-Laws Chairman we discussed how to reword this as the board feels this is promotion for the host family/operation and the association should not agree to pay any unpaid fees. Todd first suggested we possibly agree to pay a certain lump sum such as \$500.00. Cole

made note that when he and his family hosted Field Day he contacted a sponsor himself and secured finances for the meal. He states he did have some responsibility and out-of-pocket expenses but would never expect GSSA to pay this. Kurt Childers (on the phone with Donna and on speaker) suggested we reword this amendment to read: The GSSA Field Day host is responsible for all expenses; however, if the host family contacts any of the officers or directors for help. GSSA will help the family secure sponsors for their event. GSSA obtaining a sponsor for the Field Day event will only be done at the request of the host; otherwise, the host is responsible for all financial obligations. GSSA will advertise for the GSSA Field Day event and will assume all cost associated with the advertisement.

**Item #1 under Rule II Sale:** Donna ask if there is still a nomination fee of \$50 per lot for the annual Generations of Value Sale. Todd states this had not been upheld for numerous years and possibly should be amended.

***\*\*All changes to the GSSA By-Laws that have been discussed will be tabled and discussed with all board members as there must be ¾ affirmative vote from the Board of Directors to make changes to the By-Laws. Motion was passed to table the By-Laws until all Board members have had the opportunity to review these changes and submit their opinions.***

### **XIII. Nominating Committee:**

Randy Daniel is the Chairman of the Nominating Committee. Due to his absence Cole Elrod elected to speak to the Board. It was noted at the annual meeting Jacob Holmes was elected to fill a Director position due to the retirement of Derek Williams, who stated he felt he didn't have the time to give the board all that he should. Cole also noted after the annual meeting Chrissy Driggers sent a letter noting her resignation from the board. Cole then told the members present he is nominating Gibson Priest to fill this position and assume all of Chrissy's duties as the Events Committee Chairman. He state he spoke with Todd who is in agreement and then he contacted Donna (Gibson's mom) to see if he would even be interested in the position. Donna states Gibson would be proud to be elected as a Board member as this has always been his goal to represent the Breed he not only showed during his entire junior career but also raises and is herdsman for a Simmental operation. Cole also stated Donna knows this is business. Donna then addressed the members present and states she in no way wants the Board to make a decision based on her presence and she totally understands and will not be offended whatsoever if any one present objects to his appointment. Cole also noted he attended the Red Carpet Cattlemen's Association meeting in January that GSSA Sponsored and Gibson spoke representing GSSA. Cole stated he hadn't seen Gibson in a while but was very impressed on how he conducted the meeting and kept everyone's attention while promoting the breed. He says he feels he will be an asset to the board.

**\*\* Cole offered a motion to accept Gibson Priest as the new GSSA Board Member to replace Chrissy Driggers as the Event Committee. Jacob Holmes then 2<sup>nd</sup> the Motion and all agreed. Gibson will fill this position and will work at the President's election and then will be presented to the membership at the annual meeting in August.**

**\*\*\*Current GSSA Board Members terms were discussed and Donna read from the previous minutes Kurt Childers and Matthew Grogan rotated off last yr. (2015) at the annual meeting, but were renominated to serve three (3) year terms. Also serving three year terms from (2014) are Kevin Summerville, Kevin Kent and Randy Daniel who will rotate off in 2017. It is noted our current President, Cole Elrod\* will complete his 2<sup>nd</sup> year as GSSA President at our annual meeting in 2016. Placed on the table for discussion at a future meeting will be the nomination of a President elect for GSSA. Todd was encouraged to move up, but states he agreed to be VP but would not like to be President. Again, this will be discussed further at a future meeting.**

**\*Please note By Laws section which sounds like all terms are (3) three years?? This will be tabled and reviewed by the Nominating Committee.**

#### **XIV. Advertising & Promotion**

Todd Alford, Chairman of Advertising and Promotion reported: GSSA ran (7) ads in the Georgia Cattlemen's Magazine, (2) ads in the SimTalk Magazine and (1) in the Cattle Today paper. Donna says last year Billy paid for a Florida Cattlemen's magazine ad in January, but was not contacted to run an ad so is unsure if that will be done until fall. Todd states he is unsure if this was run in the fall or in January. Donna will contact FL Cattlemen's and obtain further information about the ad. Todd also noted other advertising such as the GA State Livestock Show Book a full page ad at the cost of \$300, Futurity sponsorship of \$500 and Beef Industry Scholarship Contest (BISC) fund of \$100. In addition to all this advertising it is noted the GSSA pays GJSA members for champions and Reserve Champions of Simmental, High % Simmental & Low % Simmentals. GSSA also has an ad on the back of the GJSA t-shirts each year for \$100. Total Advertising for 2015 was \$8750.69.

**\*\*Todd states he doesn't feel running one ad in Cattle Today is enough and all agreed motion was passed to stop this advertisement for 2016. A discussion about advertising in the December and January GCA Magazine was also on the table as these were both ads without GSSA events. This was tabled to be discussed at a future meeting.**

Donna brought up the fact that we need an item to use as a giveaway we are going to continue to sponsor cattlemen's meetings around the state. This item could be used as a door prize or a giveaway for answering questions, etc. at the meetings. Donna suggested hats with the GSSA logo. Todd states he has a connection for these and probably could get a good deal in them from Twisted Stitch. Todd ask for any other

suggestions for a giveaway. Jacob said perhaps a small flip cover notebook with the logo on front. He actually had a similar item using to take notes on. At that point, Cole mentioned an item such as a calving book with the logo on the front. Discussion was also made of using the hats at Convention and Expo to sell to recoup some of the expenditure. Discussion was that we could use the calving books or the notebooks as a promotional item to send to members. The calving books and notebooks would be a much cheaper item to mail. Todd chose Jacob and states they will team up and come up within 60 days a price and estimate of how many. This was tabled for further discussions at a later date once a quote is obtained.

***\*\*It was elected once Todd obtains a quote for the hats to take the \$750 from the ad we are omitting in Cattle Today and purchase 100 hats to use as a giveaway and promotional product that we can sell as well. Motion was carried and approved.***

#### **XV. Evaluation of GSSA Sponsored Events – Cattlemen’s Meetings**

We currently do not have a Chairman for this Committee but Donna ask Todd to speak about the Cattlemen’s Meeting we have had so far around the State. There have been three sponsored local Cattlemen’s Meeting so far with the anticipation of at least one more before the annual meeting in August. The sponsorships so far were for Wiregrass Cattlemen’s Association where Kurt Childers presented the meeting, The Wilkes County Cattlemen’s Association meeting where Todd was the presenter and the Red Carpet Cattlemen’s Association meeting where Gibson Priest was the presenter. We discussed that we will try and contact Phil Gentry and perhaps try to do another meeting in his area in Perry, GA. Donna states she will contact Mr. Phil Gentry to see if there would be an interest from the local cattlemen’s Association in his area.

***\*\*Motion was offered by Cole and there was a 2<sup>nd</sup> by Matthew that the Local Cattlemen’s Meetings sponsored by GSSA continue in the upcoming year. It is noted this is a great way to promote our association and breed to the commercial cattlemen.***

#### **XVI. GCA Convention & Georgia Beef Expo**

Donna told the officers and directors present that she will be happy to go to the Expo as Billy had done in the past and set up the booth and man it. Donna will contact ASA for promotional materials. The event dates are 3/31 – 4/2/16. All members present state they will all help man the booth but agree and motion was passed for Donna to attend with GSSA paying hotel and gas expenses associated with the trip as GSSA has done in the past. The board also chose this location to have another short meeting to finalize the sale and annual meeting dates. This will be held Thursday evening and the location will be announced once we are at the Expo. It was felt that most all of the Officers and Directors would be present and this would be a great time to finalize all that has been left tabled today.

## **XVII. ASA's Cost Share Status**

Donna states each year each state association receives an allotment of \$4000 in cost share funds for advertising and promotional events. She states as of 1/1/16 we had received \$2891.00 with a balance of \$1109.00 to date. She states we will have used all of our cost share funds by the end of February. It was also noted that this year our ASA Bonus check was in the amount of \$1406.40 with an ASA Check off Bonus of \$148.00. Donna states Mr. Billy ask about these amounts and states this is the highest the association has ever gotten. Mr. Billy turned in the information to the ASA prior to his retirement in July. These results speak highly of our association's quest to promote our breed.

## **XVIII. Conference Calls**

Todd and Cole mentioned we have not utilized this much over the past 6 months but all agree this is a good way to discuss small issues from time to time. This especially comes in handy during the spring when we are finalizing events associated with the Annual Sale, Meeting & Banquet. Last year we did have the need for a board vote when a new Board member was up for nomination. At that time President Cole Elrod ask Donna just to send out text messages followed by emails for a vote. This was done and worked well. All members were in agreement.

## **XIX. New Business**

a.) Discussion for Door Prize Items and Promotional products were tabled earlier in the meeting.

b.) Donna brought up a suggestion by Gibson Priest (not present) to do an interview type process with different breeders and videoing it to use as a promotion at events such as GA Beef Expo and Convention. Use of this would be by playing it on a laptop computer. Gibson also suggested we offer this video to different organizations such as GA Farm Monitor and SE Ag Net for further breed promotion. Todd spoke up and said he thought this was an excellent idea and feels it would be accepted well. He discussed that on the ASA website there is a video that we all should view. All members present thought this would be a great idea and Cole and Todd suggested interviewing commercial cattlemen such as Matthew Grogan, David & Steve Loughridge and David Craig as they all use SimGenetics to enhance their commercial herds. Cole states since this was Gibson's idea for him to work on getting a quote from someone on how much it would cost to produce this and put the video on disc for use. Donna spoke for Gibson and says he will be glad to do so. Cole said Gibson could definitely do the interviewing and then Todd said definitely he could but the issue will be getting someone to edit the video for it to work well. This will be tabled and left for quotes for the cost and then we will have further discussion about it.

## **XX. Old Business**

It was noted all old business was discussed during the meeting.



## **XXI. Adjournment**

GSSA President Cole Elrod adjourned the meeting at 6:12 p.m.

Minutes submitted by Donna Priest, GSSA Secretary-Treasurer

Minutes approved by: Cole Elrod, GSSA President  
Todd Alford, GSSA Vice-President

Date Approved: February 5, 2016

### **Addendum:**

***Todd contacted Doug Parke and Dwight Cooper and the Generations of Value sale will be held on August 27, 2016 at Partisover Ranch in Colbert, GA. The Annual Meeting and Banquet will be held Friday August 26, 2016 in ILA, GA at the ILA Restaurant.***