

OCTOBER 2019 MINUTES OF THE ARBA BOARD

Meeting of the ARBA Board

President Don Burgess called the conference call meeting of the board of the American Romney Breeders Association to order at 10:03 a.m. PDT on October 26, 2019. Roll was taken, and In attendance were Burgess, Anne McIntyre-Lahner, Scott Culver, Charlene Carlisle, Rick Trojanoski, Emma Morton Rogers, Allison Seyfert, Penny Swearingen, Carol Pasheilich, Betsy McPherson and JoAnn Mast, ARBA Secretary. Unable to participate was Nicole Murray.

The secretary report distributed via email was reviewed by JoAnn. An update to the financial reports was given, with the balance at the end of September reported as \$25,414.98 in checking and a balance of \$15,791,35 in the CD account. The current association cash flow chart shows a checking account balance of \$22,007.61. JoAnn will send reports from Associated Registries to Don for assistance in getting our bank balance and cash flow report better aligned.

A motion to approve the secretary/treasurer reports was provided by Anne, seconded by Scott and approved by the board.

JoAnn asked whether or not a portion of the money in the checking account might be moved to an interest earning account. The board discussed options, and a motion by Scott, to move \$15,000 to the most appropriate account, with an annual renewal in January/February, was seconded by Anne and approved by the board. JoAnn will check out the options and report back to the board.

The Ramblings content was reviewed and directors were reminded to submit an article highlighting events, programs, new members, sale and show results, and photographs from their districts. It was also stressed that many board members are well equipped to write articles which would be helpful to the membership. Submit articles and ad information now and through early November. Ramblings will be distributed in December, April/May and August/September. Dates will be determined by election dates and the need to promote ARBA supported events.

Articles to be written for the Banner Magazine's Breed Notes will be done by JoAnn, Charlene, Don, Betsy and the remainder of the board, as assigned at future meetings.

Old Business started with reports from Betsy and Emma relating to the 2020 Annual Meeting and Dinner. New York Sheep and Wool Festival in Rhinebeck, NY will be the site and October 16 will be the date of the dinner. Betsy has secured a block of 30 rooms at the Hampton Inn, Poughkeepsie, NY. Emma has started work on a dinner location, and will contact Foster's Coach House for availability. Charlene reported on the lower number of entries in the sheep show this year, and Allison will request a separate Romney show to assist in getting exhibitors involved. Don reminded the board that this is an annual meeting, and not a national show or sale. Anne commended Betsy and Emma on their efforts, as did additional board members.

With regards to the Branding efforts for Romney sheep, wool and meat, Anne reported on a grant application she, Chris Posbergh and Rick Trojanoski had worked on and submitted to NSIP, National Sheep Improvement Program. The \$30,000 request would be used to employ the expertise of Patrick Hanlan, New Zealand promotional consultant. To date, approximately \$6,000 of in-kind time has been applied to this project. Anne explained that if the grant application is approved, a promotional strategy

would be designed by the consultant, for use by the Association. Implementation and decisions for ARBA would be done at the committee, board and membership levels. Ideas would need to be collected and evaluated for how best to excite the membership and encourage new breeders to investigate Romneys as a breed of choice. Strategies used in the beef industry have been successful, and may serve as good examples of how to brand and expand. At this point, Patrick has agreed to assist with our branding needs, if the grant is funded. Several questions were raised about the process, and Don suggested that having a plan to implement will create an opportunity to stretch advertising dollars, determine how best to promote products and highlight the benefits of Romneys. Carol thanked Don and Anne for the explanations and the ability to better understand the concept of branding.

At this time, the advertising committee will work on getting the word out to the membership regarding input for branding. If grant funding occurs, the committee will move forward with developing ideas as outlined by the consultant. This could include logo design, promotional materials, displays, sales, advertisements, standard labels, etc.

New member packet contents were discussed, with JoAnn listing items currently included. One item not available is the general brochure that explains ARBA and the strengths of Romney sheep, meat and wool. Anne has converted the most recent copy to a pdf file and sent to Randy Thompson. No action has been taken, so at this time Carol will check with last print shop to see if a small number of brochures can be printed. These will be used until further news comes from the grant application.

Strategic Plan update was provided by Anne. Notes from the 2018 board meeting in Oregon have been captured and three goals have been stated: Outcomes Listed, Desired Results Identified and Measurement of Results/Successes. A sub-committee of Anne, Rick, Don and Chris Posbergh will continue to work on the strategic plan and assist the board in identifying goals for 2020. The 2018-19 goals focused on member services, and included: Increased social media, Improved website, Improved Ramblings, Addition of a chat group, and Creating a list of mentors to assist the membership.

Committee Assignments:

Advertising – Carol, Betsy
Policy/Procedures – Emma
Youth – Charlene
Education – Anne and Penny (co-chairs)
Website – Allison
AI/ET – Scott, Charlene
By-Laws – Scott, Anne
National Show Rotation – Charlene, Allison, Rick, Willis Plank

District Reports:

Emma – Just completed BigE, approximately 65 sheep entered. Check website for show results.
Next event is the New England Fiber Festival the first weekend in November.

Allison – Completed show at NYSWF in Rhinebeck. Supreme Champion Ewe honors went to Pitchfork Ranch, with a white ewe lamb that placed at top in the long wool division.

Penny – Thanks to all that attended, exhibited and helped at the Wisconsin SWF and ARBA events. District 3 has had strong participation by juniors at several county and state fairs in Ohio, Wisconsin, Indiana and Michigan. Juniors from these states also plan to head to NAILE in November. These exhibitors have been showing in junior, open and wool shows. Romney breeders in North Dakota are highlighting Romney sheep, assisting with fiber shows, offering classes and preparing to open a bed and breakfast on their farm in 2020.

Nicole – No report

Carol – Not a darn thing to report, but will attempt another article for Ramblings.

Betsy – Helene Dooley, new breeder in district, has entered the show ring and been successful. Registration transfers being delayed have been processed – finally a solution

Other Business centered on the request by Chris Posbergh to enter ARBA certificates of registry on the website, and to use ARBA records in research he is conducting. Discussion centered on adding pedigrees to the website, and clarification will be asked of Chris and concerns from the board provided to Don. Scott moved that Chris be given approval to use ARBA records for research, that findings be shared with ARBA, and that publishing his work will be an expectation. Second by Anne and approval by the board.

The next meeting of the board will be at 10:00 a.m. PST, Saturday, January 25, 2020. This will be a conference call meeting of the board.

A motion to adjourn at 12:05 p.m. PDT was made by Scott, seconded by Betsy and passed by the board.

Submitted by JoAnn Mast, ARBA Secretary.