

AJSA Full Board Meeting Teleconference Minutes

Wednesday September 30, 2015; 7:00 pm CT

call line: 866.625.9936 *passcode: 6890381*

Call to Order (*Morgan*)

Roll Call (*Jessica*) Present: Morgan Phillips, Jessica Smith, Kaylie Huizenga, Maddy Udell, Britney Beins, Maddy Beins, Jordan Cowger, Garrett Stanfield, Cameron Crawford, Kiersten Jass, Shea Mackey, Tanner Howey, Zach Wilson, Rebekah Callison, Jody Baragary, & Hannah Wine. Absent: Jericho

Old Business:

1. Committee Reports:

-Membership Communications (*Jessica*)

-Jessica updated the board on the last committee conference call.

-Goals were set for the 2015-2016 year. *Refer to committee call minutes to review said goals.*

-Jordan was selected as Philanthropy Chairman (not sure of proper terminology). Our community service project will be collecting pop tabs for the Ronald McDonald House. Jordan agreed to research hospitals in the Des Moines area, and she has already done so.

-Cameron was selected as Social Media Chairman. He has improved the social media sites so far by posting more relevant and interesting information.

-Jody was selected as Publications Editor. So far, for the November Hotwire, she has successfully edited and compiled all of the articles! (She is such a tremendous help to me!)

-Jessica commended the board members with new positions, as well as the members who contributed to the November Hotwire. The articles were top notch, and this may be the best Hotwire yet!

-Finance (*Maddy U.*)

-Maddy updated the board on their committee conference call.

-The committee discussed an online sale benefiting the AJSA to take place immediately following NAILE this fall. The idea is to advertise and show off all items at the North American. A goal was set for committee members to gather two to three items and non-committee members to gather one item. Maddy stated she would prefer to have the items by

November 1st so everything can be ready for the sale. Craft items or unique decorations would be awesome. A couple examples of things we have already are a set of custom ear tags donated by Linda Cook, and a custom drawing by Shelby Ison. We also discussed creating a calendar for the AJSA to sell ads in, but the magazine already does a calendar so we decided against that.

-Morgan added that since this would be after Thanksgiving, it could be called Cyber Monday.

-Kaylie mentioned her father welding something to donate. Rebekah's mom said she had an item for donation. Jessica mentioned she had several ideas for donation items.

-Marketing (*Britney*)

-has not met after Summit

-needs to work with Finance committee for Miss Polo, clothing line

-Maddy mentioned that everything is done, just needs to be approved by the ASA.

-Leadership (*Kaylie*)

-has not met after Summit

-needs to discuss leadership workshops and Summit location

2. Proposal updates

-Jody, Maddy, & Jessica

New Business:

1. Social Media update (*Cameron*)

-Activity is like a roller coaster. Working on more response from members.

-Morgan mentioned that the hashtags are going great!

-Jessica mentioned board members need to share AJSA page posts. It just reaches that much broader audience.

-Jody said everyone needs to take more selfies with their cows.

2. Publications Editor update (*Jody*)

-Take out contractions.

3. AJSA Contests & Rules Review

-Hannah: cattle show rules, contest rules, all have to be approved by Activities & Events Committee. It takes them about a month to meet and approve them, due to lag time. These have to be posted to the membership by January 1st. Already have one for increasing number of entries.

-Morgan: rule change: at regionals, change number to every age division only give one set.

-Hannah is bae and created a google doc for Contest and rule change ideas. Will review and vote on at next meeting.

4. National Classic judge nominations (Nov.)

-Morgan: Judge nomination sheet option to the membership.

-Hannah new website for AJSA and ASA in mid-October; will post on current website however.

-Morgan: numbers growing, Midwest.

-Garrett: what if proposal gets approved for two judges. Hannah: we'll know when reviewed by A&E in time for next meeting. Judges have to come from PTP list. If not, paperwork to get them nominated for that list. A&E committee, showmanship judges need to be within 250 miles radius of national facilities.

-Jessica: important decision; you are the memberships' voice. Encourage nomination forms to be filled out.

-Hannah: one of greatest privileges to select the judge; uphold decision of board and back it; Great opportunity to interact with members and discuss judges; three years previous; rule of thumb.

- Once judge nominations are voted on we will take oath of secrecy.

-Judge can be Simmental producer.

5. Other Business?

-set date for next meeting. Tuesday October 27, 2015 7:00 pm CT. Have judge nominations. Be ready for rules and contest change discussions.

-PROPOSALS DUE SUNDAY October 4th.

-Committee conferences calls need to be done before next full board meeting.

-Jessica moves to adjourn; Maddy U. seconded; motion carried.

-Meeting adjourned at 7:48 pm CT.