

TEXAS LONGHORN BREEDERS ASSOCIATION OF AMERICA

Board of Directors Meeting
March 8, 2021, 7:00 p.m. CST
via teleconference

Roll Call

<u>Division A</u>	<u>Division B</u>	<u>Division C</u>
✓ Mark Hubbell	✓ Keith DuBose	
✓ Tom Smith	✓ Ross Ohlendorf	
x Deb Lesyk	✓ David Wars	✓ Justin Georges
✓ Todd Spaid	✓ Kevin Rooker	
✓ Johnny Hicks	✓ Russell Fairchild	✓ David Edwards
✓ Matt Durkin	x Sandi Nordhausen	✓ Kenny Richardson
x Reid Tolar	✓ Stephen Head	✓ Mike Lucas
✓ Dora Thompson	✓ Mike McLeod	

AI Certification Hardship Requests – SR Matt’s Respect

SR Matt’s Respect (BIM95326) - The board received an AI certification hardship request for SR Matt’s Respect from Rich Fregian of Sunset Ranch. The dam has been confirmed via DNA, but the sire was slaughtered in 2018. After discussion, a motion was made by Kenny Richardson and seconded by Dora Thompson to approve the AI certification for SR Matt’s Respect. The motion passed.

After the motion passed, Mike Lucas suggested adding a notation in HORNS stating that the bull is “Not Parent Verified” so that members are aware that the AI certification was by hardship exception.

HL Higher Ground (BTI96820) – The Hudson/Torkildsen/Hunt partnership requested a hardship AI certification for HL Higher Ground. The dam is no longer living. Mark Hubbell made a motion, seconded by David Wars, to approve the AI certification for HL Higher Ground, conditional upon the DNA verification of the sire. The motion passed.

Committee Liaisons

Prior to the restructuring of the board of directors, the Vice-Presidents served as liaisons to specific committees. With the re-alignment, these links are no longer part of the executive committee structure. For 2021, Russell Fairchild is serving as the liaison for the Horn Show Case Committee and Stephen Head is serving as the liaison for the World Show Committee. The Beef Committee and the Miniature Texas Longhorn Committee both need liaisons. No action was taken on assigning the liaisons to these two committees.

Marketing Committee Proposal

Mark Hubbell presented a proposal to hire Jason Hartline as Marketing Director for TLBAA. Jason joined the teleconference meeting to describe the work he is currently doing for TLBAA, along with his goals and plans for increasing the exposure of TLBAA. Jason stated that based on the amount of internet traffic being created for TLBAA, the Google grant that was previously awarded for \$120,000 per year was recently increased

to \$240,000 per year.

Jason would like to be the Marketing Director for TLBAA, working as a contractor and not a TLBAA employee. He is already contracted for \$24,000 per year. In this new role, his desired pay would increase \$26,000 per year, to a total of \$50,000 per year. Jason would work full time in this position.

Jason spent some time discussing the way targeted ads work with internet searches. Dora commented that she had not seen any of these ads, to which Jason stated that the ads are targeted to new individuals, not current breeders. As people search for things on the internet that could indicate an interest in Texas Longhorns, they receive ads and get directed to TLBAA web site pages. Dora requested copies of some of the ads in order to better understand Jason's work.

Russell Fairchild recommended that a contract be drafted for review.

Keith DuBose requested Jason to clarify his proposal for further review by the board of directors.

After Jason left the call, Ross Ohlendorf stated that he has concerns about Jason's access to TLBAA data and how he could use that data for personal gain.

After much discussion, a motion was made by Mike Lucas, and seconded by David Wars, that the proposal to hire Jason be tabled. The motion passed.

Horn Showcase

A date and location for the 2021 Horn Showcase has not been determined. There was discussion about the pros and cons of several locations, including Lawton, OK, Fort Worth, TX, and Hamilton, TX. After much discussion, David Wars made a motion to work with The Will Rogers Memorial Center in Fort Worth in an effort to secure the facility for November 11-14, 2021. If that could not be worked out, the back-up plan would be to return to Lawton, OK, September 30 through October 2, 2021. The motion was seconded by Dora Thompson. The motion passed.

Registration Prefix & Suffix Proposal

Kevin Rooker presented a proposal that would require members to submit an application for TLBAA approval to use a specific prefix or suffix in the registered names of their animals. There were some questions about the details of this proposal, and the meeting was running very long, so a motion was made to table this topic. The motion was made by Dora Thompson, seconded by Johnny Hicks, and approved by the board members.

Meeting Adjournment

Mike Lucas motioned, and Russell Fairchild, that the meeting be adjourned. The motion passed and the meeting was adjourned.