

DRAFT

American Milking Devon Cattle Association

Minutes of the Annual Membership Meeting

Tunbridge VT, May 11, 2019

The meeting was called to order by President John Hall at 10:00 AM.

Minutes: Andrew Van Ord provided the minutes of the 2018 meeting. A MOTION (Victoria Ames/Bruce Farr) to accept the minutes passed unanimously.

Reports

President: John Hall reported on the association activities over the last year. The Milking Devon show at the 2018 State Fair of Virginia is thought to be the largest since 1939. Eleven exhibitors showed thirty-one head of AMD cattle. Directors Ray Clark and Dexter Randall led a Sothern Region Clinic at Colonial Williamsburg covering how to fit, show, and classify AMD cattle. The 2018 fall gathering was held at the State Fair of Virginia. Two directors and the registrar met with the membership and discussed the Livestock Conservancy grant, regional groups, semen bank, and other issues of interest.

Treasurer: John Hall presented a written report showing a starting balance of \$15206.20 and itemized 2018 income totaling \$7385.40. John's report also included a line-by-line itemization of the years various expenses totaling \$9525.76 a 2018 ending balance in checking of \$13065.85 with an additional \$16,304.81 in CDs. A MOTION (Bruce Farr/Victoria Ames) to accept the Treasurer's report was passed unanimously.

Genetics: No report given.

Registration: Bonnie Hall provided a written report indicating that in 2018, 211 females and 82 males were registered. 177 were under one year of age and 116 were over one year of age. 171 animals were transferred and 4 lost certificates were issued. Bonnie's report also showed that 50 straws of semen were sold.

Membership: Bonnie Hall reported that there were 116 members in 2018 including 3 life-time, 8 junior, and 11 associate members.

Communications: Andrew Van Ord reported that official Face Book page currently has 365 followers. The Across the Fence video has been shared 90 times with over 11000 views. The 2017 card grading videos and part 1 of the 2018 classification video have recently been posted. Andrew shared a copy of 32 page children's book titled "Huck's Way Home" for members to view. The book is about the Billing Farm's new yoke of American Milking Devon working steers and authored by Kristina Rodanas. Andrew voiced a member's concern over a statement in the association's brochure. The membership reviewed the brochure and did not feel that any changes needed to be made. Andrew read a letter from member

Steve Hart for the membership's consideration. Andrew thanked Lawrence Gilley for his work with the website and Tom Slater's service as editor of the newsletter.

Website: Lawrence Gilley provided a written report that showed that the milkingdevons.org website received a total of 9,342 visits in 2018. 82% of visitors had not previously visited the website. The website consistently shows up at or near the top of search engine results.

Newsletter: Tom Slater asked for members to submit any photos or articles to be included in the newsletter.

Old Business

Livestock Conservancy Grant: Dr. Sponenberg explained that the herd book analysis is nearly complete. Forty bulls have been selected for possible collection. The list is based on how many offspring the bulls have and genetic variation. He commented that the final selection will require "educated eyes on the ground" and could include "top bulls" not included on the list. The goal is to select a group of bulls that balance top quality that will advance the breed and bulls that ensure genetic variation. He cautioned that some lines could be "rare for a reason", some lines will fail to reproduce due to a lack of variation, and that if lines have too much diversity then everyone becomes related to everyone else. Up to ten bulls may be collected. Jeannette Beranger reported that 65 cows are signed up to participate in the milk studies. The marketing portion of the grant will follow now that data is starting to come in.

Semen Bank: John Hall reported that the semen bank currently includes two straws of Valentino, fifty-one straws of Herk, nineteen straws of Floyd and fifty-five straws of Axel.

Regional Groups: The Southern regional group has held a few conference calls with mixed attendance. A few members have shown interest in a Central regional group but nothing has been organized yet. No interest in organizing the other regions has been communicated to the directors. Lack of willing leadership appears to be an obstacle at this time.

State Fair of VA: John Hall commended Richard Larson for last year's show. The directors hope to have a program that focuses on youth members on Friday of the fair.

Fall Gathering: John Hall reiterated that the last two fall gatherings have been held in Virginia and that the directors are looking for volunteers for future locations.

New Business

Developing pool of qualified judges: John suggested future events to educate members about judging cattle. One reason is to have a pool of qualified judges available for future shows.

Conference call topics: Two membership wide conference calls have been held. The first call was only attended by one member but the second was better attended. The directors are looking for suggestions of topics that are of interest to the membership if we are to hold future calls.

Herd book: John reported that the data for the next edition of the herd book has been exported.

Registration policy proposal: A number of questionable applications for registration have been submitted. Dealing with these situations takes considerable time from the directors meetings and has been a source of ongoing frustration. John Hall reported that the directors are interested in establishing a policy spelling out how these situations will be dealt with and is seeking the memberships input. One suggestion presented was to establish it as a “procedure” to be followed rather than a policy. It was also suggested that a notice be made in the newsletter soliciting feedback from the membership. None of the members present objected to the proposal.

Permanent identification: Adopting the use of 840 ear tags as permanent identification was discussed. The reasoning presented was that tattoo kits are an added expense, tattoos can be hard to read and some states require the use of 840 tags for shipment. It was argued that ear tags are not permanent as they can be removed or torn out. 840 tags are not required in many other states. It was noted that members can use other forms of ID in conjunction with tattoos and the registrar will note it on registration certificate. No proposed changes were made.

AMDCA apparel: Tom Slater suggested that the association should produce promotional apparel again and that Sue Randall had volunteered to head up the project. The idea was well received and it was suggested to have members pre order and then order a limited inventory to keep on hand. It was also suggested to use a print on demand service so we didn’t need to invest in keeping as much inventory on hand. Tom reported that Lawrence Gilly had offered to turn over his Café Press account to the AMDCA. Andrew VanOrd suggested that the association should do some work on branding first so that a logo and slogan could be used consistently on the apparel as well as Facebook, the website and any other media. Jeannette Beranger mentioned that the Livestock Conservancy grant may be able to assist with branding. A MOTION (Bonnie Hall/Andrew VanOrd) to approve Tom to explore the ideas and spend up to \$1000 for an initial order as necessary passed.

Fire safe: John Hall reported that the current safes are nearly full and more room is necessary to protect the association’s documents. A MOTION (Ray Clark/Tom Slater) to approve up to \$3000 for the purchase of two safes. Jeannette Beranger mentioned that the Livestock Conservancy can also store the association’s digital files on its servers that are backed up on the cloud.

Election results: Bruce Farr reported the following results: John Hall 17 votes, Tom Slater 17 votes, Kim Lohr 1 vote, Nicole Ciarrocca 1 vote. John Hall and Tom Slater stand elected to the Board for a three-year term.

There being no further business the meeting adjourned at 1:00 PM.

Andrew Van Ord, Secretary