



In the absence of the president and vice-president, Secretary Susan Russell called the Colorado Simmental Association annual meeting to order Friday night, June 8, 2018 at the Arkansas Valley Fairgrounds, Rocky Ford, CO. The meeting followed grilled hamburgers and an update on National Western Stock Show renovation plans. CSA pen chairman Ron Mari has been approached by a group of breeders wanting a NWSS bull exhibitor sale during Denver. The consensus was to request a written proposal for the board to consider.

Returning to the agenda, Erroll Cook moved and Curtis Russell seconded to dispense with the reading and approve the 2017 annual minutes as printed. Motion passed. Willie Altenburg moved and Mitchell Jergensen seconded to approve the fiscal year financial report and audit. Motion passed.

In unfinished business, marketing was discussed. Altenburg suggested CSA look at publications in Wyoming and New Mexico for additional print co-op advertising avenues.

Also on marketing, Curtis Russell applauded the CSA-hired freelance writer Rachel Gabel, who focused her three feature stories on commercial cattlemen who successfully use SimGenetics. It was suggested that the board appoint a subcommittee to fine-tune and continue this marketing project. Specifically, the board was asked to look at features placed in more publications; maybe hire a second freelance writer; and target having articles offered to publications each month of November through March. Further, the subcommittee might be charged with suggested topic assignments and the names of commercial ranchers using Simmental in all sections and geographic terrains of the state.

In new business, it was noted that an engraved retirement cowbell will be mailed to Duke Duzik, who is term limited. Duzik was unable to attend, but he'll be thanked for his board service.

Director elections were opened and nominations taken from the floor. After discussion and phone calls, Cook moved and Altenburg seconded to elect Jay Hill, Mitchell Jergensen and Mick Meikejohn by acclamation. Motion passed. Each are elected to serve a three-year term of 2018-2021.

After additional bylaw review, the geographic clause on required directors was discussed. Cook moved and Altenburg seconded to eliminate paragraph 2 of Article IV, section 2. In a split vote, the motion passed. Therefore, the following will be removed from bylaws:

*There must be at least one (1) member of the Board of Directors representing the Northeast (north of I-70 and east of the Continental Divide), Southeast (south of I-70 and east of the Continental Divide), and Western (west of the Continental Divide) areas of the State of Colorado.*

Due to the poor attendance tonight and for the past several years, the board was asked to look into electronic or mailed ballot voting; or to consider a new venue for annual meeting that might attract both membership and prospective members. Suggestions included:

- CSA pay for a night's lodging for current members at a resort area or destination location within Colorado. One idea was to hold it in Steamboat Springs during the Superior auction.
- Restart the State Sale, perhaps selling commercial females consigned by the membership and member's customers, and have the annual meeting in conjunction with it.
- CSA pay for Rockies tickets and have the meeting in one of the ball field's club rooms.
- Have the annual meeting in conjunction with National Western Stock Show, or CSU Ag Day, or a new CSA event. Altenburg then offered the idea of adapting Valentine, Nebraska's 'Bull Bash' event to be a multi-breed bull pen display option tied in with the Greeley Farm Show.

On juniors, the joint *Junior Extravaganza*, an inaugural field day effort between CJSA and Rocky Mountain Junior Shorthorn Association, will be tomorrow.

Mitchell Jergensen said he also will pursue a junior enhancement idea and offer the board a proposal.

In an ASA rep report, Susan told of the new ASA resolution that changes duties and qualifying criteria.

Other announcements and upcoming events were printed on the agenda.

Altenberg moved and Chad Russell seconded to adjourn the meeting. Motion passed and the meeting adjourned at 9:50 p.m.

Respectfully submitted,

A handwritten signature in cursive script that reads "Susan S. Russell".

Susan S. Russell, sec/treas