

**American Red Poll Association
Board of Directors Meeting Minutes
Tuesday, May 13, 2025**

Call to Order:

Tim Montague

Roll Call:

Present: Tim Montague, Brant Sanders, Jeff Talbot, Phil Wyrick, Willard Gardner, Chet Miller, David McCall, Joe Jackson, Becky Ebersole, Jim Jackson.

Absent: Gary Taylor

Guests present: Edsel Belyew.

Approval of Minutes:

The minutes of the Feb 24, 2025, meeting were submitted for approval. Jeff Talbot moved to accept, and Chet Miller seconded. Motion passed.

Finance committee: Edsel Belyew noted that our checking account balance had gotten low so we transferred about \$3000 from the Rainy-Day account to our checking account. In June we will be able to transfer some more money from a money market account. Discussion occurred on whether we needed to create a separate bank account to keep the money in the advertising account completely separate from the checking account. Currently this amount is identified in Quickbooks in a sub account of our main checking account and shows up on our financial reports as a separate line item, but the total balance of the checking account includes this amount as well as 2 other balances, the money that needs to be transferred to the endowment fund annually and the money that was a surplus from the national sale. Phil Wyrick made a motion to create a new bank account to hold the advertising funds and David McCall seconded. Discussion occurred. A roll call vote occurred, and the motion did not pass by a 5 NO to 2 YES vote.

Publications committee: Jeff Talbot noted that the Journal looked great, and several had mentioned it to him. Phil Wyrick mentioned that he noticed we had some new advertisers. Brant Sanders noted that the committee will be looking at the publication deadlines to see if they might be moved to better serve our main events. Jeff Talbot noted that we need to make sure we are getting pictures and videos taken at our events for use in publications and advertising. Jeff mentioned that Jessie needs pictures of cattle to use. Everyone needs to send in pictures of their cattle.

Junior Show committee: Becky Ebersole noted that we have received some entries to the preview show already. Megan and Justin Platt are doing a great job getting the event planned. Tim Montague noted that we all need to try and get there to support our Juniors. We are planning on having a board meeting at the event on Saturday June 21 at 3pm EST. Jim Jackson noted that we had received a quote from Farm Bureau for an event policy for the junior preview show. The quote had a coverage of \$1,000,000/\$3,000,000 for \$555. Discussion occurred. Jeff Talbot mentioned that he would check with his agent in the morning to see if he could beat that quote. Joe Jackson made a motion was made to allow the Executive committee to make the decision on whether to use the current quote or one that Jeff might get. Phil Wyrick seconded. Motion carried.

Promotions committee: Tim Montague noted that he and Brant Sanders and Jeff Talbot have met with Jessie Shook regarding social meeting advertising. Brant noted the various packages she offered as a \$200 per month Starter package, a \$400 per month Growth package, and a \$600 Premium package. Discussion occurred. Phil Wyrick made a motion to go with the \$200 package with no time limit on its length. Jeff Talbot seconded the motion. Motion carried.

New business:

Jim Jackson noted that he had picked up the herd books, etc. from Dan Schmiesing. Jim said he could bring a few items to the next meeting at the preview show for people to see and we could decide what we want to do with them.

Tim Montague noted that he had been working on trying to update how we register our cattle and do our EPDs. We are lagging behind other breeds in doing genomic EPDs. He got in touch with the geneticist of Zoetis regarding Genomic enhanced DNA testing and trying to figure out a way to make it affordable for a small organization. That person recommended that we get with the Australian Red Poll Association as they are doing this already. We could combine our data with them to increase the total number of Red Polls being tested and thus increase our accuracy. Tim got in touch with the president of the Australian Red Poll Association and found out that they had similar registration numbers as us and had similar issues. Australia no longer uses ABRI so that they could do the enhanced genomic testing in a more cost effective manner. They send in a tissue sample when they register a calf. The sample is taken by a hole punch thru the ear. The same hole can be used for the ear tag.

Tim noted that it is pretty cost effective. We currently spend approximately \$5500 per year with ABRI to register ~500 head per year. So that roughly comes to \$11 per head. It would cost about \$21 per animal to register with genomic fees included with a new company vs. using ABRI. The company that we could use would charge 10-13% of our registration fee to our breeders for the registration alone.

Tim wanted to know if the Board was interested in having a Zoom meeting with these groups to better understand what this would look like. The board agreed.

Meeting adjourned.

Submitted by Jim Jackson, Executive Secretary/Treasurer