

**AJSA Board of Trustee  
2021 Spring Board Meeting  
April 23rd & 24th**

**Opening:** The 2021 Spring Board Meeting of the American Junior Simmental Association was called to order at 9:26 PM on April 23rd by President Cara Smith.

**Present:** Darla Aergenter and Chance Ujzdowski

From the Eastern Region: Rachel Dickson, Matt Koverman, Luke Harker, Cara Smith

From the South Central Region: Teegan Mackey, Sarah Sweat, Kaitlyn Cloud

From the North Central Region: Martha Moenning, Lauren Trauernicht, Grace Greiman

From the Western Region: Sydney Schwenk, Jonna McCullough

### **Old Business**

- 2021 Dates
  - Regionals
  - Darla will not be at any Regionals. Trustees should help anytime they are not busy at the show. Trustees do not need to help in the ring during showmanship. They should wear polos when helping.
  - Cookeville, TN: June 2-5 (Chance & Kirsta) (Sara, Rachel, Luke, Matt, Cara)
    - Springfield, MO: June 9-12 (Chance & Kirsta) (Sara, Kaitlyn, Kennedy)
    - Sandpoint, ID: June 16-19 (Chance) (Sydney, Lauren, Jonna)
  - Nationals
    - Grand Island, NE: June 26-July 2
      - Jr Board Arrival- Trustees need to be there by the 26th.
      - There is a show in Grand Island prior to our Jr National. NE Simmental Association is decorating early in the morning on Friday June 25th. It was discussed having an orientation with candidates in the late afternoon/evening for candidates on June 26th.

Register Connection Articles:

- June/July (due 6/25): Clay

### **New Business**

The meeting was called to order at 8:37 AM on April 24th by President Cara Smith.

### **National Classic**

- What to wear- Cara and Rachel will coordinate this
  - 6/26 -move in & setup
    - Trustees can wear whatever they are traveling in
  - 6/27 - check-in, opening ceremonies, and judging contest

- Dark jeans & blue polo
- 6/28 - quizzes, public speaking, and candidate interviews
  - Jeans & green polo
- 6/29 - sales talk, regional meetings
  - Jeans & red polo
- 6/30 - B&O show
  - Blazer, maroon button up, and black pants (changed from navy and khaki to maroon and black)
- 7/1 - Owned show
  - Blazer, yellow button up, and black pants
- 7/2 - showmanship, banquet
  - Jeans, black polo
  - Official dress: blazer, white button up, black pants (guys) & black skirt (girls), and ties for the guys.
- Text Darla with what clothes you have and if you do not certain items
- Work Schedule
  - Daily "Step Up to the Plate" videos 2 Trustees
    - Put together a tentative schedule-- Morning at 7 each day
    - Use Darlas phone, Martha will post
  - Check-In Day
    - **We will need everyone on deck** plus New Board Candidates
    - Station similars to last year also by state
    - During trustee orientation on the 26th we will probably stuffing goody bags
    - Set time for weighing steers
- What's Up AJSA Schedule
- Darla will post on facebook and Martha will post on Instagram
  - 5/3: Sara
    - How do you prepare for regionals/nationals
  - 5/10: Matt
    - Day in the life
  - 5/17: Teegan
    - Tips on giving reasons/judging and sales talk
  - 5/24: Grace
    - Day in the life
  - 5/31: Sydney
    - Information about the service project and the Interview contest (before Eastern Regionals)
  - 6/7: Rachel
    - Day in the life (before South Central Regional)
  - 6/14: Kennedy
    - How do you prepare for National Classic (right before Western Regional)
  - 6/21: Lauren
    - Day in the life (right before National Classic)

- 6/26: Martha
    - Day in the life of Trustee at a show (1<sup>st</sup> day of National Classic)
- Fall 2021 Hotwire Articles
  - Article ideas
  - Need 7-8 articles
    - Interview Contest hype
    - President welcome
    - Highlights of new board members
    - IGS Summit
    - Breeder spotlight breeder of grand champion- Rachel
    - Herdsman- Grace
    - Highlight overall winners for jr, intermediate, sr
    - Spot the difference & game tyra thing/ activity for younger kids
  - Who is writing articles
    - Written by new board
- Canadian Exchange
  - Cancelled
  - Border closed
- 2021 Summit Leadership Conference
  - Canyon, Texas
  - July 26-29
  - Changed from DC- Trustees will fly into Lubbock
  - Trustees will go a day earlier for a board meeting.
  - Possibly separate board meeting for an orientation for new board
  - Darla will get back to us with more details
- 2022 YBIC--
  - Not a ton of details known
  - In april. Will possibly be ran by Riley Barber. Will be in Texas!
  - This will be mandatory because we will have our spring board meeting then
- Committee Chair Updates
- Committee updates were shared at 6:00pm
  - Marketing Committee- Rachel Dickson
    - Report-- Store up since April 5th (rn gross 1,000 or so dollars)
      - Post and market on social media
      - Week or so to close on May 1st
      - Send to state associations to promote the store and half goes to us half goes to merit in terms of money
      - Online sale committee will donate a basket to the finance committee
      - Booth to sell items at jr nationals with merchandise
      - With candidates and trustee with money
      - Candidates don't get to process money
      - Hats shorts, t shirts, socks,
      - Donating items to annual meeting participations

- Promote store as much as possible
  - Matt
  - Sydney
  - Jonna
  - Sara
  - Luke
  - Teegan
  
- Leadership Committee- Grace Grieman
  - Mentor mentee program
    - Showrite is sponsor
    - Post on social media about it for parents at least
    - Reach out to previous mentors and mentees to get like a testimonial of how it helped them
    - Grace will be modifying and simplifying the first timers packet for mentees
    - Simmental simbrahs game will be played before hand
    - Split up as trustees with stations of the contests, give them a brief overview of the contest, for everyone that comes there will be answers to the test from the learning stations on the junior test, potential rotate the groups instead of just pick one
    - Time to meet up before the Sullivans clinic at 6pm, another time to meet up and interact with them
  - Lauren
  - Kennedy
  - Sara
  - Jonna
  - Kaitlyn
  - Martha
  
- Finance Committee- Luke Harker
  - Online fundraiser may be the first week of may, second week of may???
  - Get lots, 8 total right now
  - Ideas such as heritage style, ad design for register, semen, gift certificates, painting, board member essentially coaching session for showmanship or fitting add limitations so not abused-- help member during jr nats) (wording will be specific so not abused)
  - Delegated who was getting what lot and who was gonna call. Ideal number 15 lots but could possibly more than that, Share ideas if you have them by the April 30th
  - Rachel
  - Sydney
  - Clay
  - Kennedy

- Teegan
- Communications Committee- Martha Moenning
  - Service Project- Hope Harbour, determined which region will bring what item. Promoted on social media
  - Social Media- Behind the grey jacket, service project, practice quizzes, introduce candidates, promote store
  - Annual Meeting- promote heavily, throw out items, giveaway hat and socks
  - Clay
  - Kaitlyn
  - Matt
  - Lauren
  - Grace

Luke moved to approve the committee reports, Rachel seconded

- Discuss New Jr Board Candidates to run
  - Western
    - Sydney (Possible rerun)
    - Bella Beins not running - next year
    - Seth Cox
  - North Central
    - Martha Moenning
    - Emerson Tarr
    - Colin DeCapp (Possible)
    - Ty Drach
    - Jazzlyn Hildebrands
    - Damon Higby
  - South Central
    - Morgan Jackson
    - Clay Allen
    - Blake Henrichs (Possibly)
    - Robert Stavinoha (Possible Simbrah person)
  - Eastern Central
    - Walker Housely
    - Anna Grace Todd
    - Luke Harker
- Trustee Election Committee
  - Discuss potential judges to do interviews
    - Discussed with Cara and outgoing board-- Discussed at later time
- Sales Talk Score Sheets
  - Chance and Darla discussed numbering judges
  - Assign each judge a number
  - Everything else the same
  - Trying to make it more consistent in terms of judging

- Solidified materials that are accepted
- Public Speaking Score Sheets
  - Number the judges which makes it easier for Darla and Chance
  - Do we need a new score sheet for Jr. Public speaking since it is a prepared speech?
    - Presentation stays the same
    - Knowledge of topic stays the same
    - Response to questions stays the same
    - All categories the same but point amounts are rearranged/ modified by Chance
  - Points for other age divisions for public speaking
    - Rachel made a motion to drop the total public speaking points from 1,000 to 800 seconded by Teegan. Motion passed

### Survival Guide/Tips Guide

- Do we want to put one together?
  - Get rid of packet put money towards something else
- Interview Contest
  - Must be hyped up!!!!
    - Video of changes done!
    - Scholarships made!!!!
    - Sarah will do it in her Whats up AJSA!!! Include not in overall
    - Darla will send email to state association leaders
    - Post on insta
  - Work on soliciting money for scholarship money for the Top 2 winners
  - Reminder of rules; live mock interview, 15-21, job of his or her choice if in ag, job description must be realistic, depending on number of contestants-- cut be made prior to interview
  - Face to face interview, possible cut to the actual interview after submitting resume
  - Send in resume, cover letter , and job description by June 1st
  - Darla sent sponsor proposal to Viatly
  - Interview made by good judges
- Genetic Eval and Cattleman's Quiz
  - Each brings 3 to 4 questions for the Jr. & Intermediate Divisions
    - Email Chance with questions
    - Mentor Mentee questions in Jr test!! So they are rewarded for listening
- Social Media
  - Candidate Spotlights-- Martha will put together bio, just candidate spotlights
    - Put a on a sheet of paper of candidates bios given out at Jr Nats
    - Ribbons/ name tag to wear for candidates
    - Boost annual meeting!!! To get kids to participate
  - Trustee Spotlights-- not needed with Whats up AJSA
- Foundation Golf Sponsorships

- Each Trustee to get \$300 sponsorship!
  - Fundraiser for Merit, 300 sponsor each by May 15th
  - Can send in logo for promotional efforts
  - This money goes towards Youth events and scholarships
- Additional new business
  - Bred & Owned
    - We discussed it with Sr. Board about possible changes
    - Open to changes
    - Jr. Board will write up a proposal to send to Sr. Board
    - Committee formed to make changes
  - Steer Profitability Contest
    - Would like this modified however not urgent
    - A committee will be formed at a later time
  - Reconstructing the Jr. Board
    - At-large director position?
    - A committee was formed to make decisions to modify the board