

May 6, 2009 LFA minutes:

Meeting was called to order by President Mike Gerken at 7:05 PM EST. In attendance were Mike Gerken, Doug Overman, Larry Kisner, Ken Austin, Vanesa Carter, Keith Wattigney, Pam Jensen and Carol Ann Tallmon. Fran Soukup was unable to attend due to a family commitment.

Pam Jensen agreed to take minutes for the meeting as a substitute for Fran Soukup, our secretary.

The minutes of the April, 2009 meeting were reviewed. There being no changes or additions, on motion by Ken Austin, second by Carol Ann Tallmon, minutes were approved as presented.

The financial reports were reviewed. All agreed income was down. On motion of Doug and second by Carol Ann Tallmon, financial reports were approved as presented.

Marketing Committee – Vanesa Carter reported that Fran Soukup is doing a good job on sending out e-mail blasts. There was nothing further that she was aware of to report on.

Advertising Committee – Larry Kisner indicated that he had Monica Tocci-Brown of LamaLink send him a copy of the July ad from 2008 to review. The same format would be followed this year with changes as to the schedule for 2008 as to classes and times. Pam Jensen requested Larry resend to her as it was not received. There was nothing further to report.

Newsletter - Pam Jensen reported that a newsletter would be coming out in late June, and then another one after the September event. The hard copies would be mailed to currently paid members only and then posted on the LFA website for others that are not members to read.

Stud auction animals were discussed... Pam Jensen noted that Fran Soukup had received an offer of Caspian from John and Marsha Ollendeck for the 2009 event. Caspian was high selling herdsire in last years auction and was the winner of Get of Sire at Celebration Show and Sale this year. That brings the total of animals available for the stud auction to 8. It was agreed that there are sufficient genetics that go back to Kantu in the auction and that we need other genetic lines to accept more males into the stud auction.

Consignment of sale animals – Doug Overman reported that as of this date no consignments had been received. People appear to be putting off sending them in. It was noted that Rick and Mary Adams of Grass Valley, California are going to be sending in 3 consignments. Mike Gerken indicated that he had been contacted by someone that wants to consign 5 animals to the sale and wanted to know if all 5 would be accepted. If all 5 are not accepted, then he would not consign any. The distance he has to travel is prohibitive unless all 5 are accepted. Discussion was had on this point, and it was

indicated that last year it was agreed no more than 5 consignments from any one consignor would be accepted. Mike Gerken indicated he could call this party and tell him that if he sent in 5 quality animals, that they would be accepted, but they had to be animals of very good quality that would put them in the top 10 in the sale. It is understood that potentially one of these would be a male. Mike Gerken was given the go ahead to relay to this party that if he consigned 5 top quality animals they would be accepted, and if one was a male and was better than other males submitted, it also would be accepted. Further, he was going to indicate to this party that Diamond Sponsors got priority on male consignments.

Silent Auction – no report

Vendors – Pam Jensen indicated that lots of vendor applications had been handed out and lots of interest in coming, but that there were also slow in coming into Fran Soukup who is in charge of the vendors this year.

Fall Harvest show – Awards have been ordered and are being delivered this week.

Youth Futurity – The Youth Futurity that was held at Badgerland Sweepstakes show was discussed. Congratulations to Barb Parsons and her committee in putting together this youth futurity event. It appears that there was a nice showing of youth and from all appearances, the event was a success.

Discussion was had about including this in the 2009 LFA September event. Comment was made that again, this is getting away from the concept of a breeding program when youth borrow an animal and show it. The premise of The LFA is not a youth oriented show, but rather a breeder oriented show.

After much discussion it was agreed that there is not sufficient funds to add the youth futurity at the 2009 event. We are finding it difficult to get sponsors for our own event, let alone find sponsors for a youth event. At this point, the concept is good, but The LFA 2009 show and sale will not include a youth futurity event.

Non-breeder jackpot – Discussion was had about the non-breeder jackpot and expanding the age categories for this event. Currently the cut off is 24 months. Expanding the age limit up to 36 months would allow an additional year to show a non-breeder and perhaps attract more entries to this jackpot class. On motion of Pam Jensen, seconded by Carol Ann Tallmon, it was decided to expand the non-breeder jackpot age up to 36 months, retaining a single class for the jackpot futurity event.

There being no further business to come before the Board, on motion of Doug Overman, seconded by Carol Ann Tallmon, the meeting was adjourned at 8:00 PM.

The next meeting is scheduled for June 10, 2009 at 8:00 PM EST.