

Michigan Cattlemen's Association
53rd Annual Meeting
Saturday, January 25, 2020
AgroLiquid
St. Johns, Michigan

MCA President Brian Plank called the 54th Michigan Cattlemen's Association Annual Meeting to order at 11:15 am on Saturday, January 25, 2020 at AgroLiquid, St. Johns.

Agenda

MOVED by Girton and **SUPPORTED** by Osborne to approve the agenda.

MOTION CARRIED

Minutes

Minutes from the January 19, 2019 53rd Annual Meeting was reviewed.

MOVED by Pratt and **SUPPORTED** by Souva to approve the minutes as presented.

MOTION CARRIED

MCA FY 2019 Financial Report

The following financial statements were presented by Kevin Gould, Secretary/Treasurer:

- FY 2019 Auditor Management Letter, Comparative Statement of Assets and Net Assets, Statements of Cash Receipts & Disbursements-General Fund
- FY 2019 Statement of Assets and Net Assets and Statement of Cash Receipts & Disbursements-All Funds

Gould reported that budgets were proposed by committees managing each program within MCA. These proposed budgets are expected to be reviewed and approved at the reorganizational meeting later in the day. The budgeting and accounting of staff time is being reviewed and will continue to be reviewed on a regular basis.

MOVED by Bordner and **SUPPORTED** by Germane to approve financial statements as presented. **MOTION CARRIED**

Recognition of Retiring Directors

Plank and Gould presented certificates of appreciation for many years of service to MCA to Maury Kaercher who has been a member of MCA for 43 years including 25+ years as a director of MCA. Plank expressed appreciation for Maury's perspectives and support of MCA and how valuable Maury has been to the Association for many years. Ken Guens also said that this year MSU Block & Bridle Club will be honoring Maury with The Portrait Award at their annual awards banquet on March 21.

Introduction of 2019 Board of Director Nominees & Election of Directors

Gould presented the slate of nominees for the MCA Board of Directors. Along with Maury Kaercher, other retiring Board members are Dale Oeschger, Jon Haindl, and Dennis Peterson. The names of nominees include those currently on the Board whose term expires in 2020 and new nominees: Randi Clark, Bob DeLong, Charlie Lewis, Noah Sampson and Abby Smith. With no new nominations from the floor, Gould asked for a motion to close nominations.

MOVED by Kaercher and **SUPPORTED** by Jerry Lindquist to close the nominations.

MOTION CARRIED

Each nominee in attendance introduced themselves and said a little about their qualifications.

Management Report

George Quackenbush, MCA Executive Vice President, expressed appreciation to the MCA Board and Executive Committee for their ongoing support and to the staff. Quackenbush said that 2019 has been a challenging year for the Association. MCA has been through some transitions and restructuring in 2019 but is optimistic about 2020. He hopes that this transition is an opportunity for folks to be involved and to focus on MCA's priorities.

MCA Committee Reports

Bylaws Review – Girton said the first draft of the amended Bylaws has been completed which will go to the Board at the Summer Round-Up meeting and, once a final draft has been approved by the MCA Board, it will be sent out to the membership for comments before being presented at the 2021 Annual Conference for membership approval.

Communications Committee – Gould said the quarterly Michigan Cattlemen magazine is ongoing and the Winter issue is being mailed now. The monthly MCA Information Exchange newsletter is now going to members electronically. Email blasts will go out to membership also when important information is needed to go out before the newsletter is prepared. The Communications Committee has been working on changing how the magazine is designed and reducing staff time in

this task. Many options were considered, and Kentucky Cattlemen's Association was chosen to design and prepare the quarterly magazine because they have expanded their staff and services to produce publications. This will be a one year contract and will be reviewed near the end of the contract term. Gould believes this will produce a quality product with lower costs to the MCA budget.

Events Committee – Salinas reported that the Summer Round-Up is partnering with MSU to be held in conjunction with the International Symposium on Beef Cattle Welfare (ISBCW) June 18-20, 2020. The banquet is planned to be held at the Huntington Club and will have a speaker. Sponsorship is being solicited for the Summer Round-Up, however, MSU is taking the lead on sponsorship and expenses are being incurred by MSU. A contracted amount will be paid to MCA. Salinas asked everyone in attendance to fill out and leave their evaluation sheets because they are important in understanding the needs of the membership. Quackenbush reported more information about the Symposium including speakers and labs. The general theme is related to indoor feedlots. The SRU will then go into a more traditional format with location tours and a banquet.

Policy Committee – Pratt reported that the committee met today before the business meeting and priorities were set. The priorities, in order of importance, are CAFO, Bovine TB, processor wastewater regulations, alternative proteins and PFAS. The committee feels it is important to work with NCBA on the PFAS issue, to get the MAAA reinstated and to get all MCA members to work together. Lastly, the committee feels it's important to decide how to reach out to political candidates and to choose support. Matt Germane will be a speaker at the annual NCBA convention in San Antonio talking about PFAS.

Young Producers Council – Plank reported that the committee also met today and decided that the focus should be on youth such as 4H and FFA groups. There is interest in creating events at the Beef Expo, organizing a tour group and Matt Noggle will try to start an MCA collegiate group in the MSU College of Ag.

Bull Evaluation Committee – Zellmer reported that the collaboration between MSU and MCA manages the Bull Evaluation Program each year. The 2020 Bull Evaluation currently has 19 consignors with four breeds and 75 bulls in the test. On sale date, March 21, it is expected that about 60 bulls will be available for sale. An open house will be held March 7. In 2019, the sale average was just shy of \$3,400. The MI Bull Evaluation is known for exceptional value and is seen as the gold standard of bulls.

Beef Expo Committee – Souva said the committee has been meeting regularly and plans are coming together. Friday evening will have the traditional reception with food and beverages served. There are approximately 130 consigned animals for the sale. The sale will be followed by the junior show. The committee is still seeking sponsorships. This year is the 30th Anniversary of the MI Beef Expo and Bill Sheridan, who has been involved with the event since inception, is retiring. The Friday reception will also honor Colonel Bill Sheridan for his support of the MI Beef Expo.

Membership Committee – Heselschwerdt reported that the committee meets by phone regularly. Plank said it is apparent that many who receive the Michigan Cattlemen magazine don't believe they need to be a member. Almost 3,000 magazines are sent out quarterly but the MCA membership is only about 300. Plank has taken it upon himself to be more visible in representing MCA and tell the MCA story as a cattle producer. He has attended many events throughout the state giving speeches and talked with MSU agriculture students. He is happy to report that many students signed up to become MCA members because of his talks. Other members, in every area of the state, are encouraged to ask if they can speak at local events and tell others why it's a good idea to be a member of MCA. All members are asked to provide input on how to grow the MCA membership.

Board Election Results

The results of the 2020 MCA Board of Directors election were announced by Heselschwerdt. The newly elected MCA Board members are: Louella Byelich, Randi Clark, Bob DeLong, Charlie Lewis, Noah Sampson, Mark Sears, Abby Smith, Earl Souva, Frank Wardynski and Bob Zellmer.

Bordner **MOVED** to destroy the ballots. There were multiple **SUPPORTS**.

MOTION CARRIED

Other Business

None.

Adjourn

MOVED by Pratt and **SUPPORTED** by Bordner to adjourn at 12:19 pm.

MOTION CARRIED

Respectfully Submitted,

Jacquie Harrison
MCA Staff