**Mid-Coast Santa Gertrudis Association**

**Annual Meeting**

**August 18, 2018**

**Minutes**

1. **CALL TO ORDER**

President David Moran called the meeting to order at Prasek’s Hillje Smokehouse in El Camp, Texas at 6:10 p.m.

President David Moran welcomed everyone to the meeting and thanked them for coming. He opened the meeting with an encouraging discussion about the way forward for the Mid-Coast Santa Gertrudis Association, and the need for positive, purposeful leadership. He spoke of recent positive changes within the organization and the bright future ahead. He reminded the membership that this is their Association, and assured them that all voices are important. David offered this quote as a reminder for the direction of the Mid-Coast Association:

*“Three words summarize how to lead during this period of uncertainty; reexamine, reaffirm, and refocus. Reexamine the facts by studying all sources of information. Reaffirm your position and clarify your purpose. Refocus your time and energy on things within your control. In my opinion, great leaders do not ‘change the way they lead’ based on outside circumstances. The leader needs to be the source of positive energy and the beacon signaling proper direction to the organization. Be engaged, be authentic, be passionate, be confident, be purposeful, be a leader!”*

*-Ron Dunford, President of Schreiber Foods*

He assured the membership that we’re moving into a new phase of reinventing and reinvigorating the Mid-Coast Association, and with the help of the membership, we’d emerge even more successful than we’d experienced in the past.

David then went on to introduce the current Board. In addition to himself, the members for 2017-2018 are Patti Ermis (Vice President), Billy Eubanks, Allen Ginnard (Secretary/Treasurer), Matt Kubena, Jason Miller, Neal Schuleman, Gale Villanueva, Judy Wallace, and Nancy Wunderlich. He mentioned that Allen Grainger retired mid-year, and that Billy Eubanks and Judy Wallace were also retiring. He then recognized Debbie Townsend and her family for all the help, support, and hard work they did for the Association, and most especially for Debbie’s contribution to make the Houston International Super Sale one of the best sales in the industry.

David then introduced Junior Princess Kenley Kincannon, who led the meeting in the Pledge of Allegiance to the flag of the United States of America.

David then introduced Joe Fauth, who opened the meeting with prayer.

David invited people to the dinner line, and reminded them of the Junior bake sale fundraiser being held in the back of the meeting room.

1. **APPROVE MINUTES FROM PAST MEETINGS**

There were no meeting minutes presented for the 2017 annual meeting. There was no quorum on that date, and no minutes were generated in the absence of an official meeting. The Officers were elected in a scheduled Board meeting on November 30th, 2017 and those minutes were approved in the following Board meeting.

1. **TREASURER’S REPORT**

Allen Ginnard, Sec’y/Treasurer, distributed the re-stated financial statements for 2017. He also presented the Balance Sheet as of July 31, 2018, and the Profit and Loss report for January through July 2018.

Allen explained that the corrections found from previous years and corrected in 2018 during a reconciliation effort were moved to 2017 at the request of Louis Rowland, CPA. The CPA advised that since 2017 wasn’t closed, it would be acceptable to put the adjustments in the 2017 period. A comparison worksheet had been presented to the Board at the last scheduled meeting, showing the adjustments in the 2017 statements, along with an explanation for the change. The amended statements had been approved by the Board, but were also being made available to the membership in the annual meeting package.

After discussion, Member Joe Fauth made a **motion** to accept the financial statements as presented. Director Matt Kubena seconded the motion. **The motion to accept the 2017 and 2018 financial statements as presented was carried.**

1. **SGBI UPDATE**

SGBI President and Mid-Coast Member Jerome Urbanosky presented an update on activities within Santa Gertrudis Breeders International (SGBI).

Jerome assured the members that Mid-Coast is an integral part of the SGBI organization, and that our contribution to the success of the breed does not go unnoticed. He further stated that SGBI is in their ascension, and we need to remain part of that wave of opportunity. He affirmed that our cattle are in tremendous demand, with their popularity growing by leaps and bounds.

Some highlights from Jerome’s update:

* SGBI has a Board meeting in Salt Lake City, Utah. Utah State University has a program to breed all Angus heifers to Santa Gertrudis Bulls.
* Colorado State University is breeding Santa Gertrudis. Auburn University is coming next.
* Beefmaster will soon develop standards that mean spotted animals can’t be registered. That will disenfranchise a lot of their supporters.
* Santa Gertrudis is the first Texas breed recognized by the U.S. Department of Agriculture.
* Jerome affirmed that the trend in our breed is sale via websites.

Jerome went on to recognize the tremendous contribution of John Ford, SGBI Executive Director. John pushes genomics, and has created a better breed for being commercially ready and competive.

Jerome let us know that SGBI will have ranch signs again. We should be able to order around Thanksgiving. You’ll want to put it on your Christmas list.

Also, SGBI is having 10 to 12 videos made. They will be placed on the SGBI website and available to members. The videos will be professional quality, highlighting different aspects of owning, breeding and showing Santa Gertrudis cattle.

Jerome ended by thanking Mid-Coast and the Santa Gertrudis breeders family for their support, and for offering him the opportunity to speak about this great breed of cattle.

1. **SPEECH BY NATIONAL JUNIOR SPEECH WINNER, MADISON MORAN**

*This speech was written for the Public Speaking Contest at the National Junior Santa Gertrudis Show in Texarkana, AR in June, 2018. Madison Moran presented this speech in the Junior Division where she received 1 st place in the contest of 17 juniors. Madison was invited to present her speech for the benefit and enjoyment of our members.*

“From the outside looking in, you can’t understand it.

From the inside looking out, you can’t explain it.”

“From the outside looking in, you can’t understand it. From the inside looking out, you

can’t explain it.” This is a quote mom shares from her college days at Texas A&M University.

Many Aggies, including my mom, feel this way about their school. I am beginning to catch

the Aggie spirit too, even at my young age. There is something about being an Aggie or even

being in Aggieland you can’t explain with its rich traditions and culture. It is a legacy I hope to

be a part of one day as an official Texas Aggie.

Hi, my name is Madison Claire Moran. I am 12 years old and I live in Brenham, Texas.

Aggieland is a few years away for me, but my membership in the National Junior Santa

Gertrudis Association and the connection with my cattle is now! Becoming a member of this

organization 4 years ago was the beginning of something that is hard to explain, but I am so

thankful that as I participate in my 5 th National show I can share with you about all it has done

for me.

From the outside looking in, folks just don’t understand…but, from the inside looking

out, it is hard to explain. But, I do my best to share this story over and over when I can to help

explain just a bit of what these red cattle and this organization can provide. The legacy of

this fine relationship has been handed down to me for several generations…and one I

certainly want to continue to foster.

Over my short life, I have enjoyed having the opportunity to be around these red cows

and this organization. My first step into the show ring at age 4 was to participate in Pee Wee

Showmanship. And, then in 2014, I officially showed my first Santa Gertrudis heifer Fancy Girl

at Junior Nationals. A lot has happened since then! The things I have learned, the lessons I

have gained, the heifers I have experienced showing, the people I have met….the list goes on

and on. The legacy continues and I can say “I am getting it!” I am truly getting what this

organization can provide to so many!

Walking in the show ring with these special animals and this special opportunity is

helping me see how special these animals are and how they are a tool in providing amazing

leadership, character building, responsibility and growth opportunities that will be catalysts of

what I hope will only be the beginning of many great things to come. Many outside of our

organization question the money and time spent on raising and showing cattle. They just

don’t understand it.

There are many special things about this breed and the association. First, let’s talk

about the cows…from my knowledge gained by raising and showing cattle, I know that Santa

Gertrudis cattle have many positive traits that appeal to the cattleman.

Some of those qualities include:

\*rapid and efficient growth – which means they grow well

\* hardiness and adaptability to harsher conditions – which mean they survive well

\*a good disposition– which means they act nice

\*and good maternal traits such as mothering and milking ability and calving ease – which

means that they are good mommas.

One really cool trait to me is that this breed is known as “America’s Original Beef Breed”!

Can’t get much better than that!

Now, about the kids…the exhibitors…the friends and family made by showing these cattle.

Not in a million years would I have dreamed of the personal development and benefits that

could be had from this organization until I stepped in the show barn and began to meet

wonderful people and opportunities. Over the last 3 years, my family and I have traveled with

folks that we consider our Gert family. There is just something special about the bond and

folks associated. I have had the opportunity to make friends from many states because of

meeting them in this organization.

We, both junior exhibitors and their family members, are developing life-long

friendships that wouldn’t have been formed if it weren’t for the connection of the show road.

And, what is even cooler is that while we all like to compete…and compete hard, at the end of

the day whether we have won the Champion award or they have…we still are friends and still

help each other out whatever the need. Awards will fade, but good relationships will last

forever.

Over the years, I have been able to compete and interact in ways that have given me not

only awards and recognitions, but has provided me with gifts and lessons that are invaluable!

I will tell you that my luck in the show ring has not proven to be the best. I have seen my

share of hard times with halter breaking heifers which would never be able to go into the show

ring…even though they were good ones. I have had a few blue ribbons but no major

champions to speak of and not winning can be hard to swallow after you continue to work so

hard.

I experienced losing a baby calf of a special show heifer who I then could not take the

National show just a few weeks after losing the calf. I experienced being kicked in the head in

the national show ring and even though I came away from that show ring with a bruised and

swollen eye, I had more pride, more determination and more cattle friends than ever before.

You see, adversity definitely makes one stronger and being able to learn this lesson in the

cattle barn is something “unexplainable” to those from the outside looking in.

Being able to also compete successfully and win awards like the coveted Junior high

point buckle are also things I have accomplished in these short years and “unexplainable” to

those who don’t understand how showing cows gives you all these opportunities for self-

development. Being crowned National Junior Princess and experiencing so much

leadership opportunity already has allowed me to dream and believe and serve this

organization in ways like never before. These opportunities are not understood from the

outside. There are also so many rewarding opportunities I also have my sights set on in

years to come like winning a donated heifer and scholarship money which a special part of

our organization’s benefits.

I continue year after year to see just how special the National Junior Santa Gertrudis

Association is and how much it does for the youth in agriculture. Research shows that the

agriculture industry is creating genuinely good people who go out and make a difference in

the world. I am so glad that I am getting a chance to be a part of an organization working to

do this. I am glad that I am a part of another generation of cattle exhibitors that “gets it” and

understands what it can do for us.

So, from the “outside looking in, you just don’t understand it”, but from the “inside

looking out, you just can’t explain it”. As a junior member, I already have that feeling on the

inside that Santa Gertrudis cattle and the National Junior Santa Gertrudis Association are

pretty special…and I am going to do my best to get the most out of it and share my wonderful

experience with others. I have high hopes and dreams as I continue my involvement with

these special animals and this group. I am proud to be a part of something this unexplainable

and look forward to having a bright future as I continue this legacy as an Aggie and Santa

Gertrudis breeder. Thank You!

1. **MID-COAST JUNIORS UPDATE**

David introduced Christy Moran and Gale Villanueva, Mid-Coast Santa Gertrudis Association Junior Co-Advisors.

Christy and Gale expressed that they are excited about the opportunity to work with our Juniors, and thankful for the support they have received and will receive from all our membership. They are amazed by the talent and dedication of our Juniors, and excited about the support from the parents and guardians of the Juniors.

Christy and Gale recognized the exiting Junior leaders who are Heather Stenson (President), Caydi Blaha (Vice-President), Parker Mason (Secretary), Shelby Ferguson (Reporter), Courtney Roberts (Queen), and Demi Harrington (Princess). These officers did an amazing job serving their Association, and their efforts are recognized.

Gale and Christy also welcomed the new Junior leaders for 2018-2019 whose terms became effective at this annual meeting:

* Shelby Ferguson, President
* Parker Mason, Vice-President
* Madison Moran, Secretary
* Taylor Janssen, Reporter
* Laura Zibilski, Queen
* Kenley Kincannon, Princess

Christy shared information from the Junior Nationals, and advised the Mid-Coast membership that we had the biggest Association representation. Our Juniors certainly represented us well, bringing home many awards and honors.

Christy also informed the membership that we’d be hosting the 2019 Nationals, and said that planning is already underway for this huge event. She urged all Mid-Coast members to be thinking of how they might support the event.

David also recognized the hard work and achievement of our Juniors, and stated that they have a goal of 200 members in 2018-2019.

1. **RECOGNITION OF RETIRING BOARD MEMBERS**

President David Moran recognized the retirements from the Board of Billy Eubanks, Judy Wallace, and Allen Grainger with a gift from the Mid-Coast Santa Gertrudis Association.

1. **BREEDER OF THE YEAR AWARD**

Patti Ermis presented the Mid-Coast Breeder of the Year award to Blackjack Oaks Ranch for the efforts put forth by Allen and Karen Ginnard to support and promote the breed and our Association.

1. **NEW BUSINESS**

*Review of Mid-Coast ByLaws*

David informed the membership that a committee will be formed to review and discuss changes needed to our Association bylaws. More information will be shared as the effort progresses.

*Opportunity Sale Update*

David Moran mentioned the impact of Hurricane Harvey on our 2017 and 2018 Opportunity Sales, and how the hurricane devastated our 2017 sale and caused postponement of our 2018 sale. He introduced Board Member and Opportunity Sale Chairman Matt Kubena to discuss the new date for the next Cattleman’s Opportunity Sale.

Matt advised that we were moving the Opportunity Sale to May 10th in Brenham, Texas. He said that all cattle will be screened before the sale, and all bulls will be gain-tested. There will be new, higher standards for consigning cattle, including providing calving records. The intent is to insure the quality and information is available to drive a good sale. He opened the floor for discussion.

Jerome Urbanosky encouraged the membership to bring their best animals to the sale, not just the ones they want to get rid of. Participating in the sale is an opportunity to build your reputation, and you do that by showing people your best breeding or show stock. Jerome feels that by taking the steps we’re taking to improve the sale, we’ll see the Mid-Coast Opportunity Sale draw serious breeders and buyers again.

*Voices Heard – Discussion about YOUR Association*

David Moran opened the floor to hear ideas and discussion from the members.

Allen Ginnard raised the question of field days. Was there any interest? Would Mid-Coast be sponsoring any of these events?

David responded that he was contacted by a member in Luling who wants to understand flushing, AI, etc. How do we make people aware? Field trips or mentoring might be a good idea, but we’d have to find the time.

Allen said that Jerome had mentioned a mentoring program and he wondered if that would help fill some knowledge gaps.

Jerome Urbanosky responded that the information about the mentoring program is on the SGBI website. He said it’s for established breeders who want to improve the quality of their herds. He said the link is on the SGBI site.

There was nothing else offered from the floor.

David asked Debbie Townsend, Houston International Super Sale Chairman, to talk a bit about the Super Sale. Debbie shared that the history of the current approach to the Mid-Coast Super Sale goes back to 2014 when John Ford challenged Mid-Coast to expand the sale to embrace the international market with the use of video sales. Since that date, AMS has managed the sale and since 2015, we’ve grossed $1.3m in sales revenue. We bring in the best cattle in the industry, and offer them to National and International buyers for one of the most quality Santa Gertrudis sales in the industry.

1. **ELECTION OF NEW BOARD MEMBERS**

The ballot count resulted in the election of the following Board members:

* Lisa Barrett
* Cindy Blaha
* Patti Ermis (2nd term)
* Joseph Kirkland
* Neal Schuleman

President David Moran reminded everyone that you don’t have to be a Board Member to be involved.

1. **ADJOURN**

There being no further business, David Moran recognized his wife, Christy, for her help with the meeting preparation. He recognized Jerome Urbanosky for his leadership and mentorship to the Mid-Coast Association, and to him personally. He also thanked Curtis and Kathy Fuchs for their love and mentorship. Finally, he recognized Debbie Townsend and all her extended family for the work they did in arranging the meeting venue and making the meeting happen.

Board Member Nancy Wunderlich made a motion to adjourn the meeting. Board Member Gale Villanueva seconded the motion. **The motion to adjourn the meeting was carried.**  President David Moran adjourned the meeting at 8:00 p.m.

Respectfully submitted,

***Allen Ginnard***

MCSGA Secretary/Treasurer