

1 **MINUTES OF THE MEETING**
2 **OF THE BOARD OF DIRECTORS**
3 **OF THE NATIONAL BISON ASSOCIATION**
4 **June 27, 2013**
5 **Via Telephone Conference Call**

6
7 The regularly scheduled meeting of the Board of Directors of the National Bison
8 Association was convened at 8 a.m. Thursday, June 27th at the Mountain Grand Casino and
9 Hotel in Deadwood, SD, pursuant to previous action by the board and notification by the
10 Executive Director.

11 Present were:

12 John Flocchini	Peter Cook
13 Bill Edwards	Dick Gehring
14 Boyd Meyer	Bruce Anderson
15 Russ Miller	Amil Kleinert
16 Karen Conley	Marvin Moore
17 Jason Moore	Roy Liedtke

18
19 Absent were Lee Graese and Troy Bivens. Also attending were Dave Carter, Jim
20 Matheson, Ryan Hanna, Gail Griffin, Gerald Parsons, and several other NBA members and
21 guests.

22 The chair directed the board's attention to the minutes of the meeting of March 27, 2013.
23 There being no change's the minutes were approved as distributed.

24 Peter Cook provided a report of the President. Mr. Cook said his issues would be covered
25 during the board meeting.

26 Amil Kleinert and Dave Carter provided a financial report based upon the year-to-date
27 figures through May 31, 2013. They noted that the May YTD financial report provides a
28 distorted snapshot of the year-to-date performance because of the timing of Summer Conference
29 income and expenses in the budget. Year-to-date income of \$284,287 through May is \$11,241
30 below our budgeted levels. The shortfall in summer conference income through May accounts
31 for \$6,875 of that amount. Strong registration and sponsorships in June will erase that deficit.
32 In addition, the fundraising activities at conference resulted in revenues about \$6,000 above
33 budgeted levels.

1 The shortfall in membership revenue through May is the major budgetary concern. The
2 Membership committee is being revitalized to address this area. Roy Liedtke has agreed to chair
3 the membership committee.

4 On the expense side, expenses of \$234,181 are \$6,973 over budget. This overage was
5 primarily the result of late receipt of some GTSS expenses, an error in budgeting for *Bison*
6 *World* production costs, and some higher-than anticipated promotion expenses.

7 Roy Liedtke made a motion to approve the year to date financial report. The motion was
8 seconded by Dick Gehring, and carried.

9 Mr. Carter reported that, following the March meeting, he sent a request for proposal to
10 two area audit firms to request a bid for conducting an audit of the association's finances.
11 However, both respondents recommended that we first conduct a financial review, followed by
12 an audit. He is working with the firms to obtain quotes for a financial review.

13 Jim Matheson proved a membership report. There are 1,012 members in the National
14 Bison Association. This is a decline of 16 members from April. He has sent a delinquent
15 members' list to all board members. He also noted that we have lost four allied memberships
16 since April.

17 Discussion was held on the results of the Membership Survey that was conducted in April
18 No action was taken.

19 The Chair called on Jim Matheson to report on the 2014 Summer Conference. Mr.
20 Matheson said that an NBA member, Randy Miller, has purchased a ranch near Branson, MO.
21 Mr. Miller has suggested that the 2014 conference be held in Branson, and has offered to host
22 the Ranch Day event. The Missouri Bison Association has supported the suggestion. Discussion
23 was held. Consensus was expressed to hold the 2014 Conference in Branson. It was also
24 recommended to schedule the conference for an earlier date in June.

25 Mr. Carter and Mr. Matheson also reported to the board on the process of identifying a site
26 for the 2017 International Bison Conference. To date, no state/regional bison associations have
27 expressed an interest in hosting the IBC. Mr. Matheson reported that he had explored the
28 potential for an Alaskan cruise as the next IBC event. Initial discussion has been held with a
29 company regarding an Alaskan cruise. Concerns were expressed about the cost and time
30 commitment required for a cruise. Roy Liedtke mentioned that three-day Caribbean cruises are
31 operated from Galveston, TX. Amil Kleinert suggested that the association consider a

1 Mississippi riverboat cruise for the IBC. Discussion was held. No action was taken. Staff will
2 continue to investigate the options.

3 Erich Ehrlich of Renaissance Insurance joined the meeting to discuss the partnership with
4 Nationwide Insurance. Mr. Ehrlich has been working with the NBA office to address some of
5 the issues that have arisen during the initial roll-out of this program. He also recommended that
6 the NBA members work with Nationwide Master Certified Agents, because those agents have
7 the some discretionary authority in terms of underwriting policies. Discussion was held.

8 Gerald Parson joined the meeting via speaker phone. He and Dick Gehring provided a
9 report to the board on their proposal to establish a low-cost membership for student groups such
10 as FFA chapters. The idea behind the proposal was to provide an incentive for existing NBA
11 members to sponsor a student chapter. Mr. Gehring and Mr. Parsons recommended that the
12 NBA offer a \$50 student chapter membership with no limit on the number of members in the
13 chapter. Bill Edwards asked about the costs in servicing a membership. Mr. Carter and Mr.
14 Matheson explained that the chapter would receive one copy of the Magazine and the DVD.
15 Those costs would be about \$35. Discussion was held. Dick Gehring made a motion to change
16 the description for the Junior Membership category to include individuals or groups. The
17 motion was seconded by Jason Moore, and carried.

18 Gerald Parsons provided an update on the Canadian Bison Association. He reported that
19 the CBA is starting a program within its registry to allow the enrollment of entire herds. The
20 Canadians are registering those animals as conservation herds.

21 Mr. Carter provided a report of the Commercial Marketers' committee. Mr. Carter noted
22 that he reviewed the commercial marketers' survey results at the members' meeting on June
23 26th. The results of the survey are included with the board packet as Attachment E.

24 Mr. Carter reported that the association is working to balance check-off expenditures
25 between consumer promotion and producer recruitment. He also reported that the NBA is
26 conducting promotional campaigns with America's Test Kitchen, and with Midwest Health &
27 Wellness magazine during July Bison Month. The NBA is also scheduled to host a booth at the
28 FFA National convention in October, and to again host a Trade Talk booth at the National
29 Association of Farm Broadcasters' meeting in Kansas City, MO in November.

30 At the last Commercial Marketers committee meeting, Kathi Brock of the American
31 Humane Association joined the call to discuss her organization's development of standards for

1 bison production. Ms. Brock said that the American Humane Association bison standards are
2 now under review by the association's scientific committee. Mr. Carter has also contacted
3 Adele Douglass of the Humane Farm Animal Care Association to inquire about the status of
4 their bison standards. Ms. Douglass has forwarded the Certified Humane draft standards to the
5 NBA, and put him in contact with the author, Marilyn Simunich, DVM. Dr. Simunich is the
6 Director of the Animal Health Laboratory for the Division of Animal Industries at the Idaho
7 Department of Agriculture. The NBA has established a working group to review those
8 standards, and to provide input to Dr. Simunich. The working group consists of Dr. Dave
9 Hunter, Montana; Brian Ward, Colorado; Mark Kossler, New Mexico; Marielle Graese,
10 Wisconsin; Dick Gehring, Kansas; John Flocchini, Wyoming; and Ken Klemm, Kansas

11 Dave Carter and Karen Conley reported that The History Project Working Group
12 established following the March board meeting has generated a lot of enthusiasm among the
13 long-time members with roots extending back to the old American Bison Association and the
14 National Buffalo Association. The pre-conference reception hosted for this group was very well
15 attended. Mr. Carter conducted a series of interviews with those long-time members at the
16 reception. Karen Conley has volunteered to organize the magazines, and to work toward
17 digitizing the publications.

18 Ryan Hanna provided a report of the State/Regional Committee. He said the committee
19 will be promoting participation in the NAHMS survey that is being conducted. He also noted
20 that the state/regional committee will be encouraging state/regional associations to nominate
21 candidates for District 2, 4, 6 and 8. The regional elections will be conducted in September.

22 Dr. Dave Hunter, chair of the NBA Science and Research Committee, joined the meeting
23 to report on two issues. He reported that the U.S. Department of Agriculture's Animal and Plant
24 Health Inspection Service responded favorably to the NBA's request for an Epidemiological
25 study of bison. USDA is now conducting an on-line Bison Industry Needs Assessment Survey.
26 The survey will help establish the framework for the larger epidemiological study.

27 Mr. Hunter also reported that he and Mr. Carter participated in a June Conference of
28 leading researchers from the United States and Canada who are working on the issue of
29 Mycoplasma bovis (M. bovis) in bison. Those researchers met at the University of Calgary to
30 share the status of ongoing research, and to discuss the priority areas for future investigation.
31 Dr. Hunter and Mr. Carter participated via webinar. Participants in the meeting agreed that more

1 extensive data on bison in feedlot situations would help provide some important answers. The
2 NBA offered to coordinate a confidential survey among feedlot managers to obtain that data.
3 Mr. Carter provided a report on legislative and regulatory issues.

4 The final language for the resolution establishing National Bison Day on November 2nd,
5 has been drafted, and is scheduled to be introduced by U.S. Sen. Michael Enzi (R-WY) and Tim
6 Johnson (D-SD) in July.

7 The United States and the European Union are now preparing to launch a round of
8 negotiations to establish a free trade agreement. The NBA sent a letter to Agriculture Secretary
9 Tom Vilsack and U.S. Representative Michael Froman reminding them of their past
10 commitments to assist the U.S. bison industry in addressing the restrictive tariff on our products
11 entering the EU.

12 Mr. Carter reported that he had been contacted by producers and truckers who were
13 experiencing lengthy delays in crossing the border when brining bison into the United States.
14 The primary concern was a change in the procedures at the border at North Portal, ND as a
15 result of the federal budget sequester. The changes being implemented resulted in significant
16 delays in crossing the border. Mr. Carter has met with Tamesha Woulard and Sheila Einsweiler
17 of the U.S. Fish & Wildlife Service to discuss the concerns (including humane animal care)
18 resulting from these delays. Marvin Moore suggested that the U.S. Fish and Wildlife allow the
19 USDA Ag Vets to handle the border inspection. Mr. Carter said he would make that
20 recommendation to U.S. Fish & Wildlife Service.

21 Mr. Carter reported that the Farm Bill appeared to be headed for passage in early June, but
22 was derailed in the U.S. House of Representatives in June. The defeat in the House provides an
23 uncertain future for many programs, including the Livestock Indemnification Program (LIP),
24 Livestock Forage Program (LFP), and Emergency Livestock Assistance Program (ELAP), all of
25 which expired in September 2011.

26 The efforts to revive the farm bill will impact the timing for any NBA Washington
27 Roundup later this year.

28 Mr. Carter introduced Mike Faith of the Intertribal Buffalo Council to address the board.
29 Mr. Faith discussed the priority issues facing tribal herds. Mr. Carter said that the NBA
30 appreciated the working relationship with the ITBC, and would like to explore ways in which
31 the two organizations can work together more formally.

1 Dick Gehring provided a presentation to the board discussing the need for a coordinated
2 public relations strategy for the bison industry to confront some of the misconceptions regarding
3 genetic purity, animal husbandry and other issues. Discussion was held. Russ Miller reported on
4 a recent meeting he had with Dan Rather, who is producing a show on bison this fall.

5 The chair called upon director from reports from their regions.

6 Marvin Moore reported that the Canadian bison industry expansion has stopped because of
7 the high commodity prices. He reported that the Canadian Bison Association is wrestling with
8 the discussions regarding the conservation herds.

9 Boy Meyers reported that the Rocky Mountain Buffalo Association has voted not to hold a
10 sale in 2014. Weather continues to be a concern throughout much of District 2.

11 Karen Conley reported that there has been good moisture in her District. She has been
12 heavily involved in helping the NBA organize the summer conference.

13 Dick Gehring reported that there is decent moisture through much of his district.

14 Jason Moore reported that Indiana-Illinois Bison Association will be formally organizing in
15 July. He has also been visiting with representatives of the Missouri Bison Association about
16 improving relations with the NBA.

17 Bill Edwards reported that the EBA will be holding its fall conference in Ohio in September.

18 The next meeting for the Board of Directors was set for 5 p.m. MDT August 21st.

19 There being no additional business to come before the board, and upon motion made
20 seconded, and carried, the meeting adjourned at 11:35 a.m.

21
22 Respectfully submitted,

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25 _____
26 David E. Carter, Recording Secretary

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29 _____
30 Amil Kleinert, Secretary