

OSA Committees & Duties 2019

EXPECTATIONS FOR OSA BOARD MEMBERS: Board members must be current up-to-date members of the Canadian Shorthorn Association. Each OSA Board members position is a three year term. The Board conducts Conference calls/Meetings once per month and one or two in-person meetings per year. Board members are expected to participate in the Conference calls and attend in-person meetings. They are also expected to assist the Board through their involvement in one or more of the following committees.

Social Media/Communication

- Website/Facebook updates
- Email communication with members bi-monthly

Juniors:

- Junior registration/t-shirts
- General communication to Juniors, emails, letters, etc.
- Organizing Jr. events
 - Field Day – educational activities and other events
 - Organizing Jr. Shows & Judges: Markham; Lindsay; RWF and prizes
 - Organizing attendance/sponsorship at CNJSS
- Fundraising for Juniors
- 4-H Awards

Show Committee

- Points system:
 - Promotion of Points System
 - Collection of point scores from designated fairs
 - Determining point winners, prizes, etc.
- Organization at Markham Fair/RAWF
 - Judge nominees
 - Confirming entries
 - Marshalling, class splits if needed
- Recruiting assistance at Royal Winter Fair
 - Marshalls, Ring person, Lassies/Ambassadors, Premier Breeder/Exhibitor points person
 - Assistance with registering, weighing, pedigrees, bib numbers, etc.
 - Judge selection/voting
 - Tea party
- Banners for the RAWF
 - Ensuring banners and banner sponsors for each division
- Show Shirts
 - Maintaining Inventory & Ordering new shirts
 - Selling Shirts/Collecting payment

OSA Committees & Duties 2019

Fall Classic Sale -

- Promotion/Advertising/Webcast
- Recruiting sale entries, registration forms
- Responsible for venue, coordination, penning, stall cards, etc.
- Catalogue, pedigrees, write-ups, pictures
- Collecting entry fees/transfer of pedigrees
- Sale order, person/s to support auctioneer
- Communication with Consignors

Advertising/Promotion

- Determine a strategic approach to marketing for the Shorthorn Breed
- How do we reach purebred/commercial breeders?
 - Print ads? Publications?
 - Data Collection?
 - Farm Shows?
 - Follow-up with 1st time buyers at the Fall Classic Sale.
 - Show & Sale results for the Shorthorn Report
- Merchandise to promote, ie. hats, t-shirts, hoodies, etc.

Fundraising

- Determine a strategic approach to fundraising for the OSA
 - How do we promote?
 - What is the format for fundraising? Ticket sales? Auction?
 - How and where does the event take place?