

ONTARIO SHORTHORN ASSOCIATION

ANNUAL GENERAL MEETING

LONDON, ONTARIO

Saturday, April 13, 2019

Call to Order

James Blenkiron

Welcome/Introductions

The meeting was called to order at 1:10 pm.

Jamie thanked everyone for attending and thanked Carol Verstraete and Frank Byrne for arranging the venue.

Jamie introduced the OSA Board of Directors; Blair Williamson (Vice-President); Doug Brown (Past President); Bob Riviere (Treasurer); Sue Giffen; David Banbury; Nicole Smith; Frank Byrne; Steve Bartlett (absent); Ralph Cooke (absent)

Jamie acknowledged the recent passing of OSA Breeder, past Board member and Legend of the Breed Award recipient, Emerson Clarke.

Agenda

The agenda was circulated at the meeting in hard copy. All in attendance received a copy. Frank Byrne moved to accept the agenda, seconded by Bob Riviere. Passed.

Minutes

The minutes had been posted on the OSA website and circulated by email in advance of the meeting. Copies were also available at the meeting. Earl Smith moved to accept the minutes as presented, seconded by Fraser Hodgson. Passed.

There was no business arising from the Minutes.

Treasurers Report (Bob Riviere)

Bob distributed copies of the OSA and OJSA year end (Dec. '18) Financial Reports at the meeting.

Bob reviewed the OSA report, noting that the OSA showed a budget deficit of \$ 3,646.82, but also that there was revenue from the CSA ad grant (\$1,100) and RAWF banners (\$ 2,500) that was not received until 2019. Frank Byrne moved to accept the OSA Treasurers Report, seconded by Blair Williamson. Passed.

Bob also reviewed the OJSA report, noting a net gain of \$ 2,648.40 over the year. Doug Brown moved to accept the OJSA Treasurer's Report, seconded by Maurice Verstraete. Passed.

Funding Proposal

Jamie Blenkiron presented a funding proposal regarding annual membership funding for the OSA. Jamie proposed an annual CSA membership increase of \$50.00 for each adult member which the CSA would then return to the OSA commencing in 2020.

Jamie noted that with an annual adult membership of 115 OSA breeders, this would provide an additional \$5,750 to the OSA for funding expenses such as advertising, the Annual General Meeting, and other costs. The current costs of ads for the Ontario Beef Magazine cost the OSA \$3,750. per year and the AGM costs the Association \$1,500 each year. The CSA has discontinued a 50/50 subsidy for our Ontario Beef Magazine which has created a funding pressure for the OSA. Website/Administration also costs the Association a total \$2,300 each year. Jamie proposed the additional OSA funds would cover these and other costs associated with the management of the OSA.

Nicole Smith made a motion "To increase the Canadian Shorthorn Association annual membership fees by \$50 per year for adult members beginning in January 2020, with the increase in funding being returned directly to the Ontario Shorthorn Association."

Jamie opened the matter for discussion.

Points addressed in discussion included;

- This approach to financial support for cattle associations is not uncommon in other breeds or with other provinces, ie. the Charolais Association has a \$105 levy this year. (Doug Brown)
- Concern over an ongoing budget deficit with the Shorthorn Association and the increasing costs of all expenses. (Bob Riviere)
- More detail was requested on the Advertising budget and from the other Association committees regarding activities and expenses. (Jim Martin)

Bob Riviere made a motion to defer further discussion on the Funding Proposal until all the OSA Committee Reports could be heard. Seconded by Earl Smith. Passed.

Advertising/Promotion

David Banbury reported that the OSA had continued with full page ads in the Ontario Beef Magazine in 2018; however, the CSA subsidy for advertising has been discontinued and this will have a significant impact on the OSA advertising budget in 2019. The 2018 ads did include

some breeders contact information to also help subsidize the cost of the ads; however, it is challenging to obtain commitments from breeders for the ads.

David also noted that the OSA sponsors Shorthorn classes at the Youth Forum in Lindsay and the Junior Beef Expo held in London. Promotional booths were set up at both the Central East Farm Show (Lindsay) and the Ottawa Valley Farm Show in the spring.

The primary sources of communication with members continues to be through the OSA website, Facebook and email. It was noted that the OSA is not certain that the email distribution list that they use includes all members.

The question was raised about communication reaching members without email or internet access. It was suggested that the OSA review and update their distribution list to establish a hard copy mailing list for members without internet access.

Jessica Currie moved that AGM related information should be mailed out in hard copy to all 2018 OSA members. Seconded by Blair Williamson. Passed. The OSA also committed to reviewing and updating their email distribution list and also create a hard copy mailing list as needed for members without internet access.

Fall Classic Sale

Blair Williamson reported on the Fall Classic Sale. The OSA Fall Classic Sale was held on October 21st at Maple Hill Auctions in Hanover. The new location was well received by consignors. There were 37 lots sold in the sale to average \$2,174. The high selling open female was Flightpath Blossom Flair 121F selling for \$4,250 to Maple Key Farm. High selling bred female was Crawford Belle 31E, selling for \$3,500 to Byrne Boys.

The sale was broadcast online through DV Auctions and had 100 viewers; however, only one lot sold over the internet and there is a significant cost for that service.

Blair thanked Rex Crawford for working on the block again. The staff at Maple Hill were a pleasure to work with as well.

Following the sale, the Board decided to review the sale and examine new options and ideas for improving the sale results. In January, a focus group was held with some present and past consignors. A sale committee was established from members on the focus group, which now consists of; Gord Crawford; Dave Currie; Martin Mason; Frank Byrne and Blair Williamson.

To date, the committee has decided to hold the sale at Hanover again this year, but at the later date of November 16th. The later date helps to ensure an ongoing consistency with the sale date and also moves the sale back to a Saturday. The November sale date is expected to attract more commercial buyers' interest. The sale committee is also recommending that bulls are no longer accepted into the sale, and they want to place an emphasis on the quality of cattle

and their presentation. A selection committee is being considered to ensure top animals are consigned to the sale.

Show Committee

Jamie Blenkiron reported that beef entries at the Royal were up across all breeds by 11 percent in 2018. Shorthorn entries increased from 116 in 2017 to 157 in 2018. Out of those numbers, 92 live exhibits were shown in 2017 versus 137 shown last year. The number of Shorthorn exhibitors increased from 41 to 42 in 2018.

The Shorthorn Show will include a heifer calf and yearling Shorthorn Plus class this year. A bull calf class will also be added in the Shorthorn Plus division.

Consideration is being given to running a Jackpot Show with other beef breeds at the Royal on Thursday evening.

The beef show events were live streamed to over 31,000 viewers in over 88 countries. Improvements to the Royal facilities included upgrades to water and hydro. The new larger show ring has been a tremendous focal point for the fair in the last couple of years, and improvements are being made each year to the footing for the cattle in the ring. The move in and out process improved again in 2018 as well. Stalling issues continue to be a concern as entry numbers increase and the heifers from the Junior Beef Heifer Show remain double stalled. The Royal will be host to five National Breed Shows this year. At the 100th Anniversary of the Royal in 2022, all breeds will be hosting their National Show.

The judge for the Shorthorn and Shorthorn Plus Show will be Emily Griffiths-Shilling from Indiana.

Jamie will continue to be one of the Shorthorn representatives on the Royal Beef Committee, along with Mike Ormiston and Jim Murray. Jamie remains as Barn Boss in 2019.

OSA Awards

Foundation Awards - given to each breeder in Ontario who has 50 or more registered females.

This year's recipients:

- Dale Asser, (62)
- Crawfdown Farms (61)
- Huron Grove Farms (58)
- Michael & David Banbury, (52)

Point Shows Awards 2018

- Breeder's Herd - Byrne Boy's Operation
- Champion Show Bull - HEI It's Last Call 03D, Height Cattle Company
- Champion Show Female - RK Esmerelda 114E, Maplelm Shorthorns

Funding Proposal discussion cont'd;

The question was asked if you could become just a CSA member and not part of the OSA. Response was that you cannot only be a CSA member and only pay those fees.

The question was also asked if the transition to the Digital Beef program and additional expenses resulted in any lost memberships. Dale Asser, CSA President, was not aware of the loss of any memberships resulting from the transition to the Digital Beef System.

The question was also asked if the OSA had created a "Vision" for advertising and promotion. Other than the plan to continue with print ads, and to create new updated print ads to promote both purebred and commercial shorthorns, a new "Vision" has not been developed.

It was suggested that the Board develop ~~a~~ more detailed plan on how the money would be used for advertising and where the money would be allocated.

It was also noted that the "Motion" did not specify that the additional fees would be dedicated strictly to advertising.

The motion was put to an anonymous vote. Scrutineers for the voters were Pat Thibodeau and Martin Mason.

The Scrutineers reported that the motion was accepted.

Martin Mason made a motion to destroy the ballots. Seconded by Jamie Blenkiron. Passed.

Ontario Junior Shorthorn Association

Junior Report 2018

Sue Giffen reported that the Shorthorn Supreme was held in Stratford August 3-5/18. There were 55 exhibitors and 90 head of cattle. It was a full weekend for our exhibitors. They started with a team building scavenger hunt and throughout the weekend also competed in showmanship, conformation, judging, marketing, photography, team fitting and wrote a quiz. There were educational and fun activities specifically for the peewee exhibitors.

The overall Aggregate Champion was Morgan MacIntyre and the Reserve Champion was Maurice Verstraete.

Full details about the show and the winners for each event are posted on the OSA website under Junior Show Results.

The 2019 Junior National Show will be held in Vermilion Alberta from July 25-27.

4-H Awards

Sue advised that in 2018 we gave wooden look water bottles to the 4-H members showing a shorthorn or shorthorn influenced project. We gave out awards to 62 4-H members.

Junior Beef Heifer Show at RAWF

The Champion Shorthorn Heifer was: JBCC Augusta Ella 211E, owned and exhibited by Jacob Bott.

The Reserve Champion Shorthorn was Shadybrook Verona 56E, exhibited by Samuel Dempsey.

Junior Showmanship Show at RAWF

Sue reported that we had 34 juniors show in the Shorthorn Junior Showmanship classes at the Royal. The judge was Ryan Wernicke of Wernacres Shorthorns in Lena, Illinois. The Champion Showperson was Maurice Verstraete and the Reserve Champion Showperson was Carson Blenkiron.

Junior Invitational Shorthorn Show 2019

Ontario will be hosting a Junior Shorthorn Show June 29-30 at the Erin Fair Grounds, consisting of showmanship, conformation and an educational component. Junior members from Quebec and the Maritimes will be invited to attend. Stay tuned for all the details! Sue Giffen will be the chairperson for this event.

Registration

Registration for 2019 will begin on April 16th. There are several new incentives for the juniors this year with their paid membership. Registration forms will be emailed to last year's members and the updated forms will be posted on the website shortly.

Canadian National Junior Shorthorn Show (CNJSS)

Jamie advised that in response to some inquiries at the 2018 National Show regarding the structure and executive for the Ontario Junior Program, he has been in discussion with Dale Asser, President, Canadian Shorthorn Association and others, to discuss a new structure for junior programs at the provincial and national level. These discussions have included the development of a new draft framework for the CNJSS. This new framework will be presented at the annual general meeting of the Canadian Shorthorn Association in Quebec this June.

The draft proposal at this time, is to have an alternating National Show between Eastern and Western Canada, with the Ontario/Manitoba border as the dividing line. The East and the West would each have an organizing committee that would determine the location and date of the show.

In Eastern Canada, a committee has been formed with Senior representatives from Ontario (1); Quebec (1); Maritimes (1); and 1 CSA representative. The committee will also be comprised of Junior representatives: Ontario (2); Quebec (1); and the Maritimes (1). James Blenkiron will Chair the Eastern Committee and act as the Ontario representative at the present time. Other senior representatives will include; Lloyd Wright (Quebec); Bailey Burgess (Maritimes); and Mitch Boyle (CSA).

Junior representatives have not yet been named, but it will be up to each area Board to identify the junior/s who will be their representative. By comparison, Jamie noted that in 2018, Ontario had 66 registered juniors, Quebec had 6 registered juniors, and the Maritimes had 6 registered juniors.

The Eastern Canada Committee would determine the location of the show every other year, and the 3 areas would each contribute proportionately to the funding of the show. The host location would no longer be solely responsible for the funding of the show. Additionally, the rules and classes for the show would be standardized to ensure the show operated the same at each location.

Jamie also reported that the OSA would provide a travel subsidy for any Ontario Juniors who are travelling to the National Show in Alberta this year. The subsidy amount has not yet been determined.

Canadian Shorthorn Report

Dale Asser, President, Canadian Shorthorn Association, provided details regarding the upcoming Annual General Meeting in Brome, Quebec on May 31st - June 1st.

Dale also advised that the CSA has plans in place to update the CSA website. Additionally, they are looking at rebranding Appendix cattle as Shorthorn Plus. This will be discussed in more detail at the CSA - AGM.

Fundraising Report 2018

A raffle was held at the Royal Winter Fair as our fundraiser for 2018. We raffled a blower and a fan. Tickets were sold at the Fall Classic Sale and the Royal.

Ticket sales totalled \$2570.00 and our net profit was \$1488.71

The blower was won by Austyn Byrne of Byrne Boys Operation and the fan was won by Allen Rogers.

The Fundraising Plan for 2019 will be a raffle held in the fall. We will be selling raffle tickets for a cattle blower (1st prize), clippers (2nd prize) and a \$100 gift certificate for either RK Animal Supplies or Brussels AgriServices. We will be supporting both businesses with the purchases for our prizes. The draw and ticket sales will take place at the RAWF. Ticket cost will be \$10 each or 3 for \$20.

Our expected profit is \$1570.00.

Upcoming Events

OSA Picnic - Don Jacks, Coldstream Farm, Flesherton has offered to host the annual OSA picnic on July 14, 2019. More details will be posted on the OSA Facebook page and the OSA website.

Hill Haven Sale - Dale Asser/Bob Meldrum, Hill Haven Farms, Duntroon will be holding their semi-annual sale on Sunday, September 29, 2019.

Hoard's Station Sale - Banbury Grasslands, Locustview Shorthorns, and Triple E Shorthorns will be holding a sale at Hoard's Station on Saturday, December 7, 2019.

OSA Fall Classic Sale - The OSA will be holding their Annual Fall Classic Sale on a new date, Saturday, November 16, 2019 at MapleHill Auctions in Hanover.

World Shorthorn Congress - The World Shorthorn Congress is being held from September 23rd - October 11th in Australia this year.

Board Elections

Carol Verstraete chaired the Board elections. Blair Williamson moved to open the Board elections. Seconded by Gord Crawford. Carol reported that there were three Board positions open for 3 year terms.

The OSA Nominating Committee presented three names for the positions; Sue Giffen, Ralph Cooke, and Maurice Verstraete. Sue and Maurice each provided a brief biography on their qualifications and interest in being a Board member. Doug Brown read the biography provided by Ralph Cooke, as he was unable to attend the meeting.

Nominations were then opened to the floor and called three times. There were no further nominations. Frank Byrne moved to close nominations, seconded by Earl Smith.

Sue, Ralph and Maurice each secured a three year term on the Board.

Guest Speaker - Lee Miller, Paint Valley Farm

Lee introduced himself. He indicated that he grew up on a diversified stock farm and now along with his wife, Dawn, and 4 children, and a herdsman, they operate Paint Valley Farm in Millersburg, Ohio. The farm was started in 2005 and they now have 190 head of cattle in their purebred herd. They also operate Paint Valley Equipment along with Lee's father.

Lee provided an informative talk on how he chose Shorthorns for their maternal abilities, docile nature, low maintenance, and production abilities. He noted that when he first began his herd in 2005, he went out and selected a group of cows that he liked, and then went back and purchased the heifer calves out of those cows the next summer. He has embraced having walking herd bulls over using artificial insemination in order to ensure better consistency in the cattle they are producing. He noted that a high quality herd bull is invaluable when it comes to producing consistency in your herd.

Lee believes in genomics with his cattle and stressed that EPD's require accuracy in order to get closer to telling the truth about today's cattle. The data needs to be collected, measured and evaluated.

Lee talked about his first bull sale in December 2018 and his approach to promoting and marketing these bulls in the sale. While there were several skeptics about being able to sell Shorthorn bulls in the eastern states, at the end of the day, he sold 48 bulls to breeders in over 13 states.

Lee spoke of his commitment to the breed. He has served as a Director and acted as President on the Board for the Ohio Shorthorn Breeders Association. He has also served as Chairman of the Commercial Acceptance Committee with the American Shorthorn Association. Lee suggests that all breeders need to ask themselves "Why am I here, and how am I going to help the breed?"

Lee indicated that he is passionate about:

- No nonsense low maintenance cattle with eye appeal.
- Maternal qualities in the cow herd.
- Getting Shorthorn bulls into commercial herds.
- The relationship he gets to build with other cattlemen.

Jamie Blenkiron thanked Lee for coming to speak at our annual general meeting and presented him with a token gift of maple syrup.

Social Hour/Dinner

Jamie thanked everyone again for attending and providing their input into the discussions of the day.

Motion to adjourn by Doug Brown, seconded by Pat Thibodeau. Passed.

