

## LBHA 2012 Q4 Board Meeting

Date: October 27, 2012; 8 to 9 pm Central Time.

Meeting called to order at 8:07 pm

Present: Richard Pomeroy, Kelley Escobedo, Kelly Luzier, Alec Bradford, Cathy Cox, Harvey Work, Val & Deb Aaron, Felicia Krock

### Reports

#### Treasurer's Report

Kelly

Bank Balance: \$12,070.95

Taken In: \$1885.00

Expenses: \$2408.24

**Total: \$11,549.41**

Richard stated that all correspondence is going to Felicia to promote faster service.

#### Registrar Report

Felicia

Current Members: 345

Breeders: 184

Total Contacts: 421

Hogs: 2874 (Not reported deceased or for historical purposes only)

- 927 actually registered

- 1579 attached to litter certificate only

2604 is the next registration number to be used.

Outreach Committee Report

Kelley

**Newsletter:** MailChimp is a free newsletter system (digital) for less than 2000 members. (a sample was sent out to all Board members)

- We want to give insight on current Board Members.
- Perfect opportunities to communicate with membership.
- We need to be careful of backing any particular company, but allow the membership to respond and review their choices.
- This will allow the membership to get involved.
- “Ask the Pros” section – such questions as what is the optimum weight of a gilt/sow for breeding.
- Also a great way to link to social media.

Question: MailChimp – Will they attach advertising to the newsletter?

Answer: It does have a link to their website. Mail Chimp is used for Board Member’s Farm newsletter and has had no spam due to this. Social Media is a great way to get our face out there. Facebook and Twitter pages are linked.

Merchandise

Richard

Richard has purchased and sent out sticky note pads and pens with Large Black Hog Association logo on them to the Board Members. All agreed they were nice and tasteful.

## Open Items from Previous Meeting

### Annual Meeting

- Suggested the beginning of June to meet in West Plains, MO Civic Center. 2800 sq ft room will house 250 theater seating or 224 banquet tables.
- \$150/day for 250 people
  - o Food is provided at extra cost by them.

Harvey – Suggested having a meal, would have to go to someone else to have an approved caterer able to serve Large Black.

Val – Intent mainly to have an annual business meeting?

Answer – incorporate a Board Meeting, Association meeting, Natural Pig workshop and to promote the breed.

Harvey charged \$100 for his latest Natural Pig Workshop in Wisconsin.

- Suggests there be a fee
- Generally get about 35 just for the Natural Workshop.

Alec suggested to piggyback with the ALBC conference.

Much discussion about different organizations that would be beneficial to add the Large Black Hog Association name to. Discussion will continue.

### Forum Updates

Richard

- Members are now able to log into the system and subscribe to posts.
- Considering removed the WordPress system.
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### New Business

#### Registration Tightening

Richard

- It is up to the member who purchases the registered animal to make sure they have their paperwork in order.

- It is, also, the responsibility of the seller to make sure they have their paperwork in order before sending a hog off their farm.

### **Voting Situation**

Kelley

- Voting thus far  
67 yes 6 No 86 left to vote.  
44 votes left to pass By Law Change.

Motion made to extend the voting deadline until Thanksgiving Day, November 22, 2012. Motion seconded.

Motion passed.

### **Active vs Associate Member Status**

Richard

- According the By Laws, Associate members (those who do not own hogs) are not eligible to vote.
- Have updated the system to reflect Active (those with hogs) and Associate status.

### **Photo Contest**

Harvey

Suggestion to start asking for pictures to create a Large Black calendar. It was suggested to add it to the newsletter. We will have to use a better photo upload program to insure a better experience for the membership.

### **DNA Testing**

Felicia

The DNA service is a required 2 or 3 year contract which would allow us the reduced rate for DNA testing of LBHA (via hair follicles) of \$30.00 per test with a guarantee of 50 tests per year. The LBHA would be able to keep the results in the hog's file. This would be the

first step in creating a DNA database specifically for Large Blacks.

Motion was made to sign contract with UC Davis for Large Black Hog DNA testing. Motion was seconded.

Motion passed.

#### **Cross Section of Head**

Felicia

We were contacted by a humane processing place that needs a cross-section of a pig's head. The brain of the Large Black sits in a slightly different position than other hogs. One of our Board Members was going to get this information so we may pass it on to those requesting the information.

Discussion was also made about the need for butchering information.

#### **Houston Livestock Show**

Cathy

- The show is in February.
- Discussion about the presence of the Large Black Hog Association at the show. Cathy Cox is to find out more information about booth cost so the Board may determine if it fits the budget.
- Promotional items will need to be purchased.
- Discussion will continue via email.

#### **Advertising**

Kelley

- Discussion about trying another advertisement in different magazine.
- Will have to get pricing.

Adjourned 10.28 pm