



## September 2014 Board Meeting Highlights

1. The Canadian Angus Foundation Board of Directors met at Angus Central on Sunday, September 21 and Monday, September 22, prior to the Canadian Angus Association Board of Directors meeting Monday, September 22 through Wednesday, September 24. This is the second time that the two boards have met to report and discuss projects and ideas. The Foundation approved an aggressive re-investment strategy based on the success of their “Building the Legacy” fundraiser.
2. With five new directors joining the CAA Board in June, directors spent a significant amount of time going through the Board’s policies and their vision for the Association. This helped the Board to be very visionary and future-oriented in their discussions at the meeting. Specifically, the Board considered these questions/topics as posed to them by President Corinne Gibson:

- Why is Angus the most popular breed today?
- What challenges will or could knock Angus from the #1 position?
- What are two things right now that make you proud of the CAA?
- What are two things that concern you about the CAA?

The Board adjusted its “Angus is the preferred choice” key objective to be specifically “for commercial cattle producers”.

Further, the Board specifically included its primary objectives to include “optimal member services”, incorporating “turnaround time for routine work” (will not exceed 12 business days) and “response to member inquiries” (will not exceed 3 business days) into formal Board policy.

Finally, a new policy was created regarding the “Board Vision” regarding leadership training and development of Association leaders and balancing efforts toward enhancing membership services with business diversification and ‘new’ revenue generation.

To satisfy this policy, a new “Development Committee” was formed to include Dave Sibbald as Chair working along with the Executive Committee (Corinne Gibson, Tammi Ribey and Kevin Blair), Bob Hahn and the Association’s CEO.

3. The Board of Directors has tasked the CEO with finding ways to reduce the number of RFIs (Request for Information) that are being generated based on submitted membership work requests. This means that CAA will work on member education as well as look at ways to make our online processes more user-friendly. In 2013, more than 10,000 RFIs were sent to members because their herd sire was not DNA-tested and sire-verified, in accordance with a rule that has existed since 1996. This is an example of a scenario in which an RFI is entirely preventable: be proactive, get your DNA kits set up and hair sent in on those bulls you are thinking of using. You can request your DNA kit at the same time that you submit your application for registration.
4. The Board of Directors was informed that, while membership in our (and all other) association continues to diminish as it has for the past 20 years, the number of memberships by ‘new’ members is actually growing. More analysis and study will be put into this situation to determine if trends exist that can be leveraged.

5. The Board were informed that CAA will be offering its very successful Carcass 101 again next June in Olds at the National Meat Training Centre. Further, CAA will collaborate on a school in Ontario.
6. The Board of Directors expressed satisfaction with the transition to Delta Genomics for parentage verification testing services. With very few exceptions, turnaround time for testing is once again within 10 business days, the level of service to which CAA members are long accustomed.
7. The Canadian Angus Association will continue to maintain its commercial mailing list and will not make it available to any other member or association for use, distribution or sale. The CEO will, however, continue to work with the Board of Directors to find opportunities for members to reach out to individuals on this list through their CAA. CAA is the only entity that has the legal right to contact the individuals on this mailing list which has not and will not be shared or sold.
8. The CEO of the Canadian Angus Association will sit as the Vice Chair of the Canadian Angus Foundation in perpetuity. The purpose of this decision of the Board of Directors is to ensure that the CAA Board's interests are always appropriately represented in any constituent corporation. The Canadian Angus Foundation Board of Directors are encouraged to add a second vice chair position to their board to ensure succession.
9. The Board will support the President and CEO as their preference as members of the voting caucus at the Annual Meeting of the Delegates during the American Angus Association Convention. The Board will leave any campaigning to the discretion of these two potential delegates and will not provide an annual publicly stated endorsement of these candidates.
10. A Board Audit Committee has been formed to assist the Board with financial reporting and related internal control risk, including but not limited to the Board's role in the CAA's annual audit.
11. Your CAA will change the way that results for genetic conditions testing is reported on registration certificates and the online herdbook. Space limitations on printed certificates mean there is only room to report results for four genetic condition tests. Carrier animals will continue to be noted with a letter C following the two-letter combination for the specific genetic condition, while the symbol ‡ will be used to indicate that an animal has been tested free for genetic conditions. The full details of all genetic condition test results will be available through the CAA online herdbook.
12. The Board wants to engage members and ask their opinions on financial stability, whole herd enrollment, what makes members proud to be Angus breeders, what their concerns are, etc. Please watch for a member survey coming in November and in ensuing months.
13. The Board voted to accept these updated guidelines for Minimum Scrotal Circumference in the CAA's Breeder Guarantee Guidelines as recommended by the Western Canadian Association of Bovine Practitioners (in the 3<sup>rd</sup> Edition of their Bull Breeding Soundness Manual):

Minimum Scrotal Circumference (cm)	
12 months	32
<del>13 months</del>	<del>33</del>
14 months	<del>34</del> 33
<del>15 months</del>	<del>34.5</del>
<del>15</del> 16-20 months	<del>35</del> 34
21-30 months	35

14. The Board of Directors will hold a special teleconference meeting on October 29<sup>th</sup> to discuss the CEO's business plan, which is undergoing extensive revisions as a result of the changes the Board made to their policies. Members can expect some significant announcements about changes to member services and programming later this year as a result of these changes.