

Canadian Angus Association Board of Directors Meeting

Highlights

Fall Board Meeting; Angus Central

The Board met with the Canadian Angus Foundation Board of Directors and heard the CAF plans for the next 2015-16 year. Project highlights include:

- Official sale commencing of the new Wendy Risdale prints at the price of \$150 each for the canvass print: Red Angus - "Time Out" and Black Angus - "Maternal Watch";
- Objective of determining a new bronze within the next year;
- Commencement of work on a Canadian Angus History Update;
- Announcement of two new travel bursaries for each GOAL and Showdown, including two for GOAL that are specified for youth from a commercial cattle background;
- Digitization in 2016 of all CAA Herd Books and registry lists as well as both the Crawford and Pickard History Books;
- The new National Angus cookbooks are more than 50% sold out and will be soon gone.

The CAA Board of Directors will use the compiled recommendations from the Joint Working Session held at last June's Convention as their 'roadmap' for their visioning of CAA direction.

The Board deemed Year 1 successful of the CAA Business Plan **Enhanced Member Services: Building Our Future – Yes We Can!** They are satisfied the 2015 financial results are responding according to the plan.

The 2016 budget was approved, including creation of the new "Business Development Team", including one new fulltime staff. The 'Team' will include Directors of Business Development in BC & AB, SK & MB and Eastern Canada. The 'team' will be unveiled at Convention in Quebec City next June.

After reducing the contribution made through annual operating to the Board-Restricted Reserve Fund in 2013 from 3% to 1%, the Board returned the mandatory contribution back to 3% starting in 2016. The Board wants to grow their Restricted Reserve Fund to \$500,000.

CAA will be doing a Member Satisfaction survey again this fall, along with these three questions:

1. *What are your financial priorities for the CAA over the next 5 years? (rank them in order)*

Build cash reserves

Debt reduction

Enhanced member services _____

Other _____

2. *From your experience what advice would you give the CAA? (open ended question)*
3. *What are the major challenges facing the CAA over the next five years? (open ended question)*

The CAA Board of Directors accepted the dates and location for the 2017 National Convention as proposed by the Manitoba Angus Association to be June 6th-11th, 2017 in Brandon, MB.