

September 2019 Board Meeting Highlights

1. The meeting was held at the American Angus Association Headquarters in Saint Joseph, Missouri. The relationship with the American Angus Association is one of the strongest relationships Canadian Angus has in the industry in a number of areas. It was an honour to accept their invitation for CAA to meet in Saint Joseph to gain a better understanding of their business model and further develop this relationship.
2. The visit allowed the CAA Board of Directors to have frank discussions and obtain valuable insights about pertinent issues to both organizations as they discussed tough questions about index development, genetic conditions and our respective policies, DNA processing, data processing, member education, member and commercial producer outreach and support, and the Canadian and American Angus Foundations. These discussions will be instrumental in the implementation of the CAA strategic plan and looking at new solutions to bring member value to the CAA membership.
3. CEO Myles Immerkar reported that revenue and expenses are on track with the budget and we anticipate not only a balanced budget at the end of the year, but also to be able to make the board-mandated 3% reserve contribution. AngusNOW has allowed the Association to realize significant cost savings in both the purchase of paper and mailing. At the same time there has been an increase in the number of phone calls as staff spend significantly more time assisting members as they navigate AngusNOW and learn how to use it. It is anticipated that the time that staff spend providing one-on-one support will remain steady as the existing electronic users system is phased out early next year and members continue to request access to the new system and learn how to use it.
4. Effective January 1, 2020, CAA will charge an age verification rush fee of \$2 per head to a maximum of \$100. The age verification rush fee will guarantee service within one business day. Non-rush age verification requests to be processed within 30 days will continue to be processed at no charge.
5. Two new items will be added to the CAA fee schedule as of January 1, 2020. A leptin test will be available for the fee of \$20 per test. A \$5 fee will be assessed for each sample that is forwarded to AAA. Both of these fees cover the costs that CAA incurs to access these services for our members.
6. The AngusCONNECT program is in its early stages but is expected to grow significantly this fall and into next year. We look forward to sharing more information with our members as it becomes available.

7. CAA received 469 responses to the index survey conducted this summer. Responses were representational in terms of the black/red split, geographic representation and herd size. Highlights of the survey results will be printed in Angus Life magazine which will be delivered to members, commercial producers and industry partners in January 2020. We are continuing with our index development work which includes evaluating new traits and consulting with members. We will provide updates on developments as we continue through the index development process.
8. Angus Life will feature approximately 125 pages of editorial content and 175 pages of member and industry advertising. The magazine will have a shelf life of one year and is expected to be in mailboxes in mid-January. The October 15 advertising deadline is reflective of the early mailing date.
9. CAA is redeveloping our website as well as the Canadian Junior Angus and Canadian Angus Foundation websites. This complete redevelopment and redesign process is expected to take about six months to complete.
10. A few minor changes are being made to how CAA announces the results and presents awards to winners of the Gold Show program. Winners will be announced in Angus Life magazine and we present the awards at their bulls sales or another suitable event next year.
11. The CAA Gold Show rules have been amended to add the following rule:

Animals competing must have a legible tattoo that complies with Canadian Angus Association requirements at the time of check-in or they will not be eligible to be shown. All cattle identified as not tattooed or with an incorrect tattoo will be reported to CAA.
12. Following research conducted throughout this year and discussions with the American Angus Association, the board will pursue quotes to revamp its governance policy manual. The board remains committed to policy governance, a form of governance that gives them the authority to hire a CEO and provide visionary guidance to him or her but not to become involved in the day-to-day operations of the Association. The Board has determined that there is a need for their policy manual to be modified, revamped and simplified and that directors lack the expertise for this task.
13. Following last year's special general meeting, independent parliamentarian Robert James suggested revisions to CAA's bylaws. The board formed a committee in June that continues to assess his recommendations and compare our bylaws to the bylaws of other similar organizations. Any proposed changes to the bylaws agreed to by the board

will go to members to be voted upon, and if approved, will be provided to the Animal Pedigree Act Officer for final approval.

14. The CAA board was treated to an informative tour of the AAA, AGI and Angus Media offices. Directors were impressed by the size of the facility and the number of staff that it takes for their operations to run smoothly.
15. The CAA board was also delighted to receive an invitation to visit the American Angus Hall of Fame and a personal tour from Tom Burke. In addition to a delicious Angus tenderloin dinner prepared by the staff, Tom captivated everyone with his knowledge of Angus history and the stories behind his unparalleled collection of Angus artifacts and memorabilia.