

American Border Leicester Association
Meeting Minutes
September 9, 2013

Present: Greg Deakin, Kevin Young, Linda Koeppel, Jerry Wigglesworth, Mark Korf, JoAnne Tuncy, Molly Singraber, Bill Koeppel, Sally Barney, Emily Gibson

The meeting was called to order by Vice President Greg Deakin. It was determined that at the start of the meeting a quorum was not present.

Greg started the meeting by asking Emily Gibson if she would like to address the Board. Emily introduced herself and shared that she was an ABLA junior member. She asked if the Board would partner with her to support ABLA participation in the 2015 Junior All American Sheep Show to be held in West Springfield, MA. Emily stated that the participation fee was approximately \$1000 or more and she stated that if the Board would fund \$500 of that amount, she would commit to raising the \$500 or more remaining. A brief question and answer session followed the presentation; the Board then thanked Emily and shared that they would consider her request.

The Secretary shared that the minutes of the August 5, 2013 meeting had been mailed to all Directors prior to the meeting. Greg reported that to date there have been 281 transfers and 650 registrations in 2013. Greg also shared that Carrie Taylor, Executive Director of Associated Registries has resigned effective October 2, 2013.

Mark Korf joined the meeting constituting a quorum. With a quorum present, it was voted unanimously to approve the August 5th minutes as sent to the Directors. After a brief recap of the meeting with Emily Gibson it was voted unanimously to partner with Emily and to pay no more than \$500 toward Border Leicester participation in the 2015 Junior All American Sheep Show with Emily spearheading an effort to raise the remainder of the funds needed.

Molly shared with the Board the results of a search that she and JoAnne Tuncy did relative to electronic newsletter opportunities. There were two options out of 10 or more that Molly felt would meet the Board's needs; Constant Contact and Mail Chimp. Constant Contact would cost \$100 per newsletter; Mail Chimp is a free program. Molly shared that with Mail Chimp the newsletter is placed on the web site and a "blast" is sent to members with a summary of the news articles and a link to "learn more". The link takes the reader to the newsletter on the web site. Molly said she appreciated the low cost and the template system offered by Mail Chimp. JoAnne said that readership can be tracked through the web site. It was agreed that the Board would do a mini trial of the Mail Chimp program by putting the latest newsletter on the web and then sending a "blast" to Directors who would try their hand at accessing the newsletter in this way. The newsletter will be edited prior to posting it on the web. The effect of electronic newsletters on the sale of ads was discussed with a number of Board members expressing a concern. It was agreed that the next newsletter information submission date will be October 21-25 to allow for posting of show and sale results. One week prior to the newsletter mailing Kevin and Greg will proof read the copy. It was agreed to ease into electronic distribution of the newsletter by sending all members the electronic version as well as the print version for a period of one year. Following the trial period the members will be asked if they wish to continue receiving their newsletter electronically and assisting the

ABLA in cost savings. Molly reported that there are no extra copies of the newsletter for distribution at fall sales and shows. The Board thanked Molly and JoAnne for their presentation.

There was no report on the Futurity.

Greg reported on the National Border Leicester Show to be held at Eastern States Exposition on September 22, 2013. There are 104 Border Leicesters entered.

Bill Koeppel joined the meeting to give his Treasurers Report; the report had been sent to Directors prior to the meeting. The transition is still in progress and moving forward. The Treasurer's report was approved as sent to the Board.

Sally had no report on Junior Activities.

Sally reported Marcus Thompson Jr. had passed away. Marcus was the father of Polly Hopkins and husband of Barbara Thompson. Greg and Sally spoke of the contribution that Marcus had made to the sheep and wool industry. Sally will send a card to Barbara and Polly on behalf of the members and Directors of the ABLA.

The next meeting was set for October 7, 2013 at 8:30PM eastern.

There being no further business the meeting was adjourned.

Respectfully Submitted,

Sally Barney – Recording Secretary

**NEXT MEETING
OCTOBER 7, 2013
8:30 PM Eastern**