



1001 S. 70<sup>th</sup> Street, Ste 215  
Lincoln, NE 68510  
303.465.2333  
303.465.2339 (fax)  
www.gelbvieh.org  
info@gelbvieh.org

## **AGA Board of Directors Meeting Highlights**

The American Gelbvieh Association (AGA) board of directors met March 31 through April 1, 2023, in Omaha, Nebraska. The following are highlights of the meeting and action points approved by the board.

### **Association**

Approve minutes from December 2022 meeting during the AGA National Convention in Louisville, Kentucky.

### **Financials**

Year-to-date financials ending February 2023 were reviewed and approved. The AGA is in good financial standing and investments are performing well.

### **AGA Committees**

The board reviewed and approved committee appointments for 2023 made by President Lori Maude. AGA committees are an important part of the AGA's grassroots efforts. Letters to those members appointed to serve on a committee are sent in the spring.

### **Breed Improvement**

The board discussed the need to update the indexes AGA currently publishes. Dr. Bob Weaver is leading this task using a new index creation tool called iGENDEC. The board voted to have the breed improvement committee look at a new maternal index and terminal index and discuss a supply chain (all-purpose) index.

The board also discussed sustainability efforts as well as possible tools for use in the beef x dairy space.

Total herd reporting was also a topic of conversation. The board reviewed the AGA's current procedures and how those differ from Beef Improvement Federation (BIF) guidelines. Staff is working to put together a framework of how BIF guidelines would be implemented and will present it to the membership at the 2023 convention in Omaha, Nebraska.

### **National Show and Sale**

Discussion was held regarding recommendations from the National Show Committee and National Sale Committee, including an update on the National Western Stock Show. The board voted to approve the National Show Committee's recommendation to hold the 2024 national show at Cattlemen's Congress in Oklahoma City. The board also voted to approve the National Sale Committee's recommendation to hold the 2024 national sale in conjunction with the national show.

## **Brainstorming**

The AGA board held an in-depth brainstorming session to discuss positively positioning the Gelbvieh breed to take advantage of upcoming cowherd expansion. Industry education for members, marketing campaigns, and strategies were discussed. Staff will work to implement the ideas that came out of this session.

## **American Gelbvieh Foundation**

The AGA board received an update on the American Gelbvieh Foundation (AGF) including a new online giving form, an upcoming e-newsletter, and the establishment of a new junior fund for long-term support of the American Gelbvieh Junior Association. The AGA board and AGF board will be working together to review the AGF's current bylaws with legal counsel. The AGA board voted for Leland Clark and Derek Martin to be AGA representatives on that task force.