



# North American Corriente Association

2016 Board Meeting  
Jan 5, 2016 7pm MT

President Ricky Mara called the meeting to order at 7:10 pm MT.  
Board Members present: Ricky Mara, Calvin Schwartz, Douglas Dale, Russell Drury, Dale Nauman and Ellen Hamilton were present.  
Advisors Tucker Ashley and Liza Jane McAlister also attended

## Old Business:

1. NACA 2016 National Show Review
  - a. Profitability Report  
Discussions continued concerning managing the budgetary losses of \$1,700 from the 2015 National Show. Potential avenue:
    - Splitting losses being investigated between ECA and other breeders. Douglas Dale to discuss this with ECA board.
  - b. Future of National Show  
Everyone was in agreement that the holding of a National Show could not risk the viability of the Registry by incurring losses. The importance of the National Show was also discussed
  - c. The suggestion was considered to have the region hosting the National Show be financial responsible. Bylaw changes may be required however.
  - d. Douglas Dale was asked to see if the ECA was interested in holding the 2016 National Show
2. Current Budget Reviewed (see attachments for P&L and Balances)
  - a. **Membership statistics**  
**2015 Members:**  
137 active, 13 associate, 12 junior, 331 life;  
Total Members: 493  
44 new members for 2015 (2 Life, 33 Active, 7 Associate, 2 Jr)  
**2014 Members:** 139 active, 17 associate, 15 junior, 331 life;  
Total Members: 502 (42 new members)  
**2013 Members:** 139 active, 10 associate, 19 junior, 335 life;  
Total Members: 503  
**2012 Members:** 103 active, 8 associate, 13 junior, 333 life;  
Total Members: 457

**b. Registration Statistics:**

**2015 Registrations:**

- under 12 mnths: 658; under 18 mnths: 123; under 24 mnths: 80  
over 24 mnths: 87; steer: 21

**Total registrations: 969; Total Transfers: 546; VI: 6**

**2014 Registrations:**

- under 12 mnths: 596; under 18 mnths: 137; under 24 mnths: 53;
- over 24 mnths: 21

**Total registrations: 807; Total Transfers: 440; VI: 1**

**2013 Registrations:**

- under 12 mnths: 447; under 24 mnths: 180; over 24 mnths: 19

**Total registrations: 646; Total Transfers: 375**

3. Registered Corriente Beef Pgm –

a. How can the NACA profit from and support the corriente beef industry?  
Liza Jane said she wasn't sure of the answer yet.

b. Liza Jane is meeting with business: Zingerman's in Ann Arbor, MI... to understand their model, mail order (deli)

Other models are Country Natural Beef – co-op model; selling thru Whole Foods

Jackeez.com (mail order) is interested in obtaining more corriente beef suppliers; also mail order company – they only charge 4% fee; suppliers need access to dry ice to be successful.

4. In the News...

Progressive Cattlemen article on corriente beef – written by Liza Jane “Steak with Horns”. Ellen will link to website

Horseman's radio show – Liza Jane on environmental benefits of corriente, etc

5. Improving Member Communications –

Discuss better publishing forums than the Wrangler for NACA news. We would like to send 4 member communications per year. The breeder's directory plus 3 more publications would be mailed containing helpful articles, regional news, advertising and member interest articles. In order to cover our costs, we will need \$1,800/year in advertising and sponsorship money. (\$600/issue)

Possible newsletter sponsors: Riviera Ropes, Rusty Morgan Livestock equipment, ??

ACTION: Douglas and Ricky to contact office if sponsorships are setup so we can produce first newsletter.

OFFER:

For \$600 sponsorships we will advertise them for 3 months on the home page of the website, classified ads, facebook and all emailed and mailed communications.

For \$1000 Sponsorships we advertise them for 1 year on the home page of the website, classified ads page, facebook and all emailed and mailed communications.

Suggested we allow members to advertise anything for \$20 in the first issue, as well as receive free online advertising on the website and facebook when they place an ad

Adjourned: 8:40pm