

National Brown Swiss

NBSCBA Elects Directors, Takes Action For Future

BELOIT, Wis. — The ballots for four seats on the Brown Swiss Cattle Breeders' Association board of directors were tallied at the association's 1997 national convention in Cleveland, Ohio.

The following names were announced at the annual meeting held on July 11.

Joseph (Joe) M. Miller of New Madison, Ohio, was re-elected for District II. Joe and his wife Mary K. are the owners of Kinn-darkay Swiss Farm and have a daughter Anne.

Joe has served as a national director for Ohio and Pennsylvania since 1994. He has been the secretary for the Ohio Brown Swiss Association since 1973 and received the Progressive Breeder Award in 1986.

Joe has served as the breed representative in the Ohio PDCA and the Ohio Dairy Expo. His other dairy activities include being Ohio PDCA president for two years and secretary for two years. He has also been his county's dairyman association president and worked with 4-H and FFA dairy judging teams.

Roger Nierman of Browns-town, Indiana, will serve District IV as national director, as he has since 1994. Roger and his wife Jo

Ella have three children: Brian, Amy and Jason; and one granddaughter, Shelby Michaela.

They are the owners of Long Lane Farms where the Nierman herd has won almost every major award presented by the association including the J.P. Eves Production Award, the National Protein Award and the Ira Inman Award for PTPR in Group III. Roger has served as Canton president, director and president of the Indiana Brown Swiss Association, as well as director of the Jackson County DHIA.

Charles Voelker of Perryville, Missouri, will serve his second term as director of District VI. Charles and his wife Nancy are the owners of Voelker Swiss Farms and have five children: Katie, Suzanne, Chad, Dayne and Grant.

The Voelkers have won premier breeder and exhibitor at the Missouri State Fair numerous times and have had grand and junior champion animals at that fair. Their herd has been on test since 1950 and began classifying in 1971. Charles is the past president of the Missouri Brown Swiss Association.

Paul Weber of West Linn, Oregon, was re-elected director of District IX. Paul is the president

and manager of Idyl Wild Farm, Inc. He and his wife JoAnne have two children, Becky and Jacob.

Paul was chairman of the Classification and Type Committee from 1993 to 1995 and has been the director of Western Brown Swiss Sires. He was also interim director for Region IX in 1996. Some of his other dairy activities include serving as director for Land O' Lakes and Western Region, as well as serving as the president of the Willamette DHIA.

Other Business

During the annual meeting, Executive Secretary John M. Meyer reported on the association's progress over the past year and presented the 1997 Business plan.

According to Meyer, 1996 was a transition year for the association with the hiring of a new executive secretary and the election of a new president. The association also concurred a loss in its operation for the sixth consecutive year.

Meyer asked that association members not dwell on the loss, stating, "Rather, we must look to the future of this association and the Brown Swiss cow we all believe in. In January, your board of directors adopted a business plan that should be helpful in turning around the financial picture of the Brown Swiss Association. The business plan is our road map for future success."

Meyer presented the business plan outlined in 11 objectives to improve the financial situation of the association while maintaining service to its members. These objectives include:

- Increase registration five percent to 10,000 in 1997, increasing revenue to the association.
- Reduce payroll by \$30,000 by staff downsizing.
- Increase live cattle and embryo sales by 47 percent to \$325,000 in 1997.
- Develop a branded line of

Baby Swiss cheese to increase demand for Brown Swiss milk, earning more money for producers.

- Launch the Young Sire Program in 1997 to sample more young bulls.

- Develop brochures to promote the Brown Swiss cow, Brown Swiss Enterprises and Brown Swiss products including the new line of Baby Swiss cheese.

- Create an advertising budget to promote the association in various dairy publications.

- Budget \$3,000 to exhibit and promote the breed at domestic shows.

- Contract with Purebred Publishing, Inc. to produce the *Brown Swiss Bulletin*, cutting losses while improving the quality of the *Brown Swiss Bulletin*.

- Revamp the part-time representative program.

Also during the annual meeting, President Kathleen Beatty reviewed some of the board's recent actions.

At the request of members, the embryo transfer fee was changed so that for each flush, one transfer transaction is processed for a fee of \$20.

The Brown Swiss Advantage

Program was introduced to simplify the registration process and to build up the registration base by combining DHIR, classification and registration of pedigrees for all females under six months of age. Breeders were encouraged to help researchers find a useful marker gene for Spinal Muscular Atrophy (SMA) by donating embryos of carrier cows.

A one-time recording fee for foreign bulls whose semen is imported into the U.S. was set at a fee of \$250 per bull.

Members will be able to vote on any recommendations made by the Bylaw Committee, which will be discussing changing the active age of junior members. The Junior Bell-Ringer program will no longer mention placings with pictures at the recommendation of the Youth Committee. The Youth Committee will also receive a percentage of the proceeds from the sale of the new Brown Swiss Association jackets.

The Brown Swiss Cattle Breeders' Association, headquartered in Beloit, Wisconsin, was founded to serve as the national organization for the registration and promotion of Brown Swiss cattle.

Branded Cheese

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ducts is keeping pressure on dairy producers to meet the growing demand for dairy products. "Exclusively Swiss" has the potential to increase the value of Brown Swiss milk, which in turn, should make the BSCBA members more money. In theory, when our members prosper, so should the association," said Executive Secretary John M. Meyer.

According to Meyer, "Exclusively Swiss" is manufactured in Monroe, Wisconsin, specially for the BSCBA.

"The quality of 'Exclusively

Swiss' Baby Swiss Cheese is exceptional. It's a full-bodied, creamy Baby Swiss Cheese," Meyer said. "We are marketing 'Exclusively Swiss' to up-scale consumers by mail-order catalog, and we may someday enter the specialty store arena. We are starting the project on a small scale, which is keeping our start-up costs minimal."

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Eastern Shore

Thresherman Show

FEDERALSBURG, Md. — The Eastern Shore Thresherman and Collectors Assoc., Inc. will be holding its 37th annual Wheat Threshing, Steam and Gas Engine Show Aug. 1-3 at its showgrounds located on Rt. 313 between Denton and Federalsburg. The show features free admission and free parking.

Besides the main attraction of wheat threshing, there will be shingle sawing, sawing with a miniature sawmill and rock crushing. There will be steam engines, antique tractors, gasoline engines, antique cars and steam models in operation. A daily parade of all equipment will be held at 5 p.m. on Friday and Saturday and 4 on Sunday.

There will be something for everyone in the large flea market with more than 125 dealers.

Spectators won't want to miss

"Evolution of Threshing," which will demonstrate how threshing grain evolved from using the flail to the modern day combine. This will be held Saturday at 2 p.m.

"Traveling Bluegrass" will provide a free bluegrass music show on Friday at 7:30 p.m. and on Saturday evening, "Mel Price and the Country Troubadours," will be playing country music at 7:30 p.m. "Hearts Afire" will sing gospel music on Sunday at 5 p.m.

There will be plenty of good food with fried chicken platters, crab cakes, hamburgers, and hot dogs.

Exhibitors of antique equipment are welcome. There is no charge to exhibit. All times are subject to weather conditions.

For more information, contact Jack Bradshaw, president, at (410) 883-3455 or Brenda Stant, secretary, at (410) 673-2414 or (410) 754-8422 (showgrounds).

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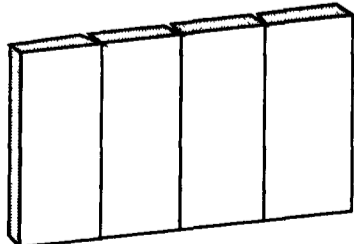


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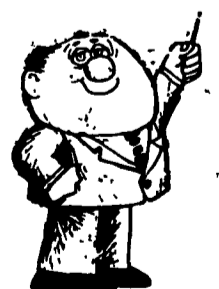
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