

CALIFORNIA SHORTHORN Quarterly

The quarterly publication of the
California Shorthorn Breeders Association.
Serving California, Arizona and Nevada

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Spring Picnic

This year's Spring Picnic chairman is Alpha Gipe. He is organizing a tour of Central Valley Shorthorn farms including MV Shorthorns (who is hosting the picnic at their ranch facilities) and Sunny Day Shorthorns.

The kick off party will happen in Merced on Friday, April 24, 2010 with the serving of Hors D'oeuvres and Wine Tasting culminating in a wonderful meal served at the MV Cattle Ranch in Modesto, California on Saturday, April 25, 2010. We will send out more information to you as we get closer.

Spotlight on Quality Show and Sale Recap

Despite average prices being off a couple of percent as compared to last year, this year's Spotlight on Quality Show and Sale was a success.

High selling heifer at \$3,450 was LC Royal Katherine 8955 consigned by Lucky Clover

Shorthorns. High selling steer at \$1,400.00 was consigned by Brooke Bennett.

Thanks to all of the consigners, buyers and special thanks to Hugh Mooney, our judge, and Alpha Gipe and Family, our organizers.

Spotlight on Quality 2010 Dates

There will be no change to the SOQ sale date and location this year. The SOQ sale will again be held the last Saturday in Oct, the 30th-31st at the Amador County Fairgrounds in Plymouth, CA.

CSBA Annual Meeting Recap

The CSBA Annual Meeting was a night of great food, great company and great happenings. Various reports were given and the silent auction was held. The membership reelected Greg Cardey, Gary Witte and Gary Rose and selected Tim Whitfield, all to

serve 3 year terms on the Board of Directors.

CSBA Board of Directors elects officers.

The Board elected Greg Cardey as President, Cruz Valdez as Vice President and Tim Whitfield as Sec./Treas at its Spotlight on Quality Meeting.

Greg had previously served as Sec./Treas. for 9 years. He is looking forward to his promotion.

Cruz has been Vice President for the last few years.

Tim is Treasurer of the Fresno Underground Gardens Conservancy in Fresno and comes to us from Sunny Day Shorthorns of Merced, CA.

Mike Bennett Elected to ASA Board of Directors

Mike Bennett of Ducor, CA was elected to the American Shorthorn Association Board of Directors at the Annual Meeting held at the National Western Stock Show in Denver. Congratulations Mike.

View from the Pasture -- January, 2010

by President Greg Cardey

Hello and hope you had just enjoyed Happy Holidays with family and friends. You may notice that this President's Message is not from Gary Witte as it had been for the past 9 years. Yes, Gary served our CSBA Board of Directors as President for 9 years, undoubtedly some kind of CSBA record. The CSBA Board thanks him for that extended term of service.

I am Greg Cardey, newly elected President. For the past 9 years I served as the Secretary-Treasurer for the CSBA until this recent "promotion". Cruz Valdez is still serving as CSBA Vice-President and we are pleased to have new CSBA Board of Director Tim Whitfield as our new Secretary-Treasurer. I have had a lifelong

involvement with the Shorthorn breed and look forward to working with our board in communicating the thoughts of our membership and serving the Shorthorn breed on the West Coast. Please feel free to get in touch with me with any thoughts or ideas on how our Association can improve on what it does.

Winter got a late start this year but I am sure we are all happy to see precipitation coming regularly lately and look forward to a relatively wet year. (Fingers crossed!) With this time of year comes the American Shorthorn Association annual meeting in Denver. This year 2 CSBA members ran for the ASA Board of Directors, Alpha Gipe and Mike Bennett. Congratulations to Mike

Bennett and thanks to both of you for representing us at the national meeting. The ASA has also hired a new Western Field Representative, Jake Alden, who will be working out of the Omaha office. We look forward to Jake getting familiar with Shorthorns and Shorthorn operations on the West Coast.

Many of you probably know this already but the Junior Jackpot circuit is back in full swing. (Does it ever really end?) Please make a point of getting out to the shows to support the kids when a jackpot show comes to your area. Shorthorn youth are the future of our breed and support for them is necessary and appreciated. See you there!

Greg Cardey
CSBA President
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ASA Website - The ASA Website has been redesigned with us in mind. There is a new easier layout with improved navigation and more useful information.

CSBA Website - The CSBA Website has been updated so that it can be maintained easier by more than one person. It has a shorter web address also: <http://www.californiashorthorns.com>. It has web 2.0 capabilities and is easier to use. If you are interested in helping CSBA Sec/Treas Tim Whitfield in Main-

taining the website, please let him know.

Newsletter Committee - As you can see, the Shorthorn Quarterly newsletter is in the process of a redesign. CSBA Sec/Treas Tim Whitfield is looking for a few good people to serve on the Newsletter Committee to help modernize the newsletter and help with content. As far as time commitments go, there will be a few telephone brainstorming conferences and lots of emails sent back and forth. There might be

a meeting or two if there is interest.

CSBA Status - CSBA President Greg Cardey and Sec/Treas Tim Whitfield are in the process of reviving the not for profit corporation California Shorthorn Breeders' Association. We will update you on our progress as we go.

California Membership - Membership dues for 2010 are now due. If you haven't paid, please send \$40.00 to CSBA, 6675 W. Hwy 140, Atwater, CA 95301.

Minutes

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immediately following the County Fair and to be administered by the Sec./Treas. Sec./Treas. Whitfield seconded. Motion carried by Voice Vote.

2) California Shorthorn Breeders' Association corporate status: President Cardey reported that CSBA has been operating under the radar and that all money and accounting information has been under his name and social security number. President Cardey and Sec./Treas. Whitfield will be going through the steps to legitimize the organization starting with bringing the organization back in compliance with the California Secretary of State and filing the necessary paperwork. Sec./Treas. Whitfield stated that he needed authorization from the board to seek a new bank account from Premier Valley Bank in Merced in the organization's name after the organization's status is restored. It was suggested that a Cash Deposit account was opened in addition to the Checking account. Director Noble moved to authorize Sec./Treas. Whitfield to seek a checking and cash deposit account for the non-profit corporation at Premier Valley Bank in Merced. Seconded by Director Mooney. Motion carried via voice vote.

3) Sec./Treas. Whitfield reported on membership structure. Questioning the \$15.00 promotional fee and the non-voting membership and how it can be confusing at times. Director Mooney suggested that in the process of restoring the corporate status and seeking 501(c)

status, President Cardey and Sec./Treas. Whitfield revamp the current bylaws of the organization, including the membership structure. Discussion tabled.

4) SOQ 09 Recap:

a. Sale went good considering the economy.

b. Averages down just a little (-9% for steers and -4% for heifers)

c. Advertisements: Director Witte suggested that we advertise in other magazines besides Pacific Showcase. He also wanted to know about flyers. President Cardey told the Board that this year advertisements were placed in Pacific Showcase, California Cattleman (in cooperation with ASA) and with the National Association in their list of sales. Sec./Treas. Whitfield stated that an email blast was sent out to the CSBA email list as well as being published to the website. President Cardey suggested that as animals are sold via private treaty to juniors, that breeders collect email addresses as contacts and send them to Whitfield to add to the database.

d. Flyers: Director Rose suggested that we send flyers to consigners and members to place in local feed stores. In addition, Director Rose requested that a flyer be made up and sent to members and consigners to place in local feed stores that collect email addresses for Whitfield to add to the email database. Sec./Treas. Whitfield volunteered to design these flyers and place them on the Members section of the CSBA website for members to download, print out and place at local feed stores.

e. Performance history: For

advertising purposes, current year consigners should keep track of their consignments and inform CSBA of any successes. This information is vital for Advertising purposes.

f. Entry rules. Tabled until Spring Meeting.

g. Next years sale: Will be held Oct. 30-31st, 2010 at the Plymouth Fairgrounds.

5) Spring Picnic: President Cardey asked for volunteers to host the Spring Picnic. Director Gipe volunteered to chair the event.

ADJOURNMENT:

Meeting was adjourned by President Cardey at 10:10 p.m.

Respectfully submitted,

Tim Whitfield, Secretary/Treasurer

Good Clean Jokes

Q: What do cows read at the breakfast table?

A: The moospaper!

Q: What do you call a cow that has just had a baby?

A: De-calf-inated!

**A sign on the fence reads:
It's free to walk into our pasture but the bull charges.**

Copywight 2010 Elmer Fudd. All wights wesewved.

Board of Directors
Spotlight on Quality Meeting
Minutes
Sunday, October 25, 2009
Amador County Fairgrounds
Plymouth, CA.

The meeting was called to order at 9:15 a.m. by President Gary Witte.

Attendance:

PRESENT: A. Gipe | G. Cardey | C. Noble | C. Valdez | D. Pluth | F. Bigelow | G. Rose | T. Whitfield | M. Bigelow | H. Mooney | G. Witte
ABSENT: K. Gudel

Elections:

Gary Witte decided to not seek reelection as President. Director Gipe moved to nominate Sec.-Treas. Cardey. Seconded by Director Noble. Nomination carried by voice vote. Seeing no further nominations, President Witte closed nominations and Cardey was elected President.

President Cardey thanked Director Witte for his years of service as President.

Vice President Valdez decided to seek re-election. President Cardey asked for Nominations for Vice President. Seeing none, President Cardey closed nominations and Valdez was reelected as Vice President.

President Cardey asked for nominations for recently vacated Secretary/Treasurer. Director Witte moved to nominate Director Whitfield. Seconded by Director Gipe. Nomination carried by voice vote. Seeing no further nominations, President Cardey closed nomination and Whitfield was elected Secretary/Treasurer.

Reports and Consent:

As outgoing Sec./Treas., President Cardey presented his minutes for board approval up to the last meeting held at California State Fair in September. Director F. Bigelow moved to approve the minutes as presented. Director Valdez seconded. Motion carried by voice vote.

As outgoing Sec./Treas., President Cardey presented the Treasurer Report. The cash balance before the Spotlight on Quality Show and Sale was \$8,720.71. Director Rose moved to approve the Treasurer's Report as presented. Director Gipe seconded. Motion carried by voice vote.

New Business:

1) Junior County Fair Outstanding Shorthorn Exhibitor Awards: President Cardey called on Director Gipe to relay his idea for this award... a gift certificate/credit of \$50.00 to the Outstanding Shorthorn Exhibitor at each County Fair for use at the Spotlight on Quality Sale. Gary moved to run a Outstanding Shorthorn Exhibitor Award Gift Certificate program giving Outstanding Exhibitors a \$50.00 credit for use at Spotlight on Quality that expires at the conclusion of the Spotlight on Quality Sale

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Board of Directors

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