

GOSA annual meeting

OCT 11, 2012





GOS Pork photos from 2012



10/11/2012

Sally Doherty, Ph.D.
www.littlefootfarm.com



Agenda

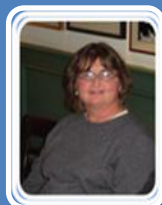
- Meet the Board
- Presidents Message – Robyn Metcalfe
- Secretary's report – Kristina Johnson Bell
- Treasurers/Registrars Report – Sally Doherty
- Roadmap Recap – Sally Doherty
- Special Project: Accessible Herdbook
- Special Project: Herd/Genetics – Pete Gasper



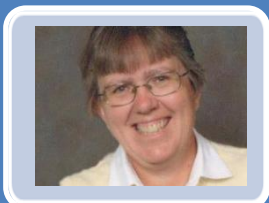
Meet the Board



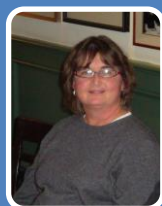
President – Robyn Metcalfe, Ph.D.



Vice President – Sally Doherty, Ph.D.



Secretary – Kris Johnson Bell



Treasurer/Registrar – Sally Doherty, Ph.D.

- Appointed position
- Considering to split into two positions
- Accepting candidates now

Sally Doherty, Ph.D.



President's Message (continued)

Robyn Metcalfe

- 2012 is GOSA's best year yet
 - Record number of members (110 paid members)
 - Record # of Registrations. up 37% over 2011 (Jan – Sept)
 - Redesigned and Launched a new website (thanks to David Schmechel and Luke Shipman)
 - Enabled On Line Payments for registrations/transfers
 - Obtained non-profit corporate status (501 c3)
 - Automated backup system for our database
 - Increased visibility and quality to our Newsletter
 - Took steps towards marketing our breed (poster, ALBC ads)



President's Message (continued)

Robyn Metcalfe

- Four special projects underway
 - Assessible Herdbook project
 - Scale the Registrars Capacity project
 - Herd/Genetics project
 - Josephine project
- Project “on deck” list growing (keep the ideas coming!)
- Volunteer base is growing
 - Assigned: Pete Gasper, Crystal Beacham, Thomas Wilson, Luke Shipman, Milyssa Browne
 - On Deck: Hilary Craig



Secretary's Report

(Kristina Johnson Bell)

- **Newsletter:**
 - Thank you member contributors!
 - Electronic delivery via email, yahoo group, website
 - Thank you Milyssa Browne our volunteer editor
- **Website Contact Forms and Advertising Requests**
 - Response time: Daily post or reply so that folks know the status of their request.
 - Website Contact Inquiries from school, FFA and 4-H groups
 - GOSA needs “Handout” material geared toward those groups.
 - Looking for a Volunteer to create this handout



Secretary's Report continued

(Kristina Johnson Bell)

- **Marketplace Advertisements**
 - I have been leaving those up because it may give a breeder a contact they would not otherwise have. Please let me know if you need changes or deletions.
- **Member Addresses (have you moved?)**
 - Please help your board secretary and your board registrar
 - Provide updated e-mail address & postal mailing address.
 - Send to gosa@littlefootfarm.com or
 - GOSA 13575 40th St S Afton, MN 55001
 - Some email addresses “bounced” . Phone #s have changed.
- **GOSA annual membership drive begins in Nov.**



Treasurer's Report (part 1)

Dues, Regs, Transfers

ALBC & Posters advertisement

Sugar Sync backup service

Postage/Supplies for regs

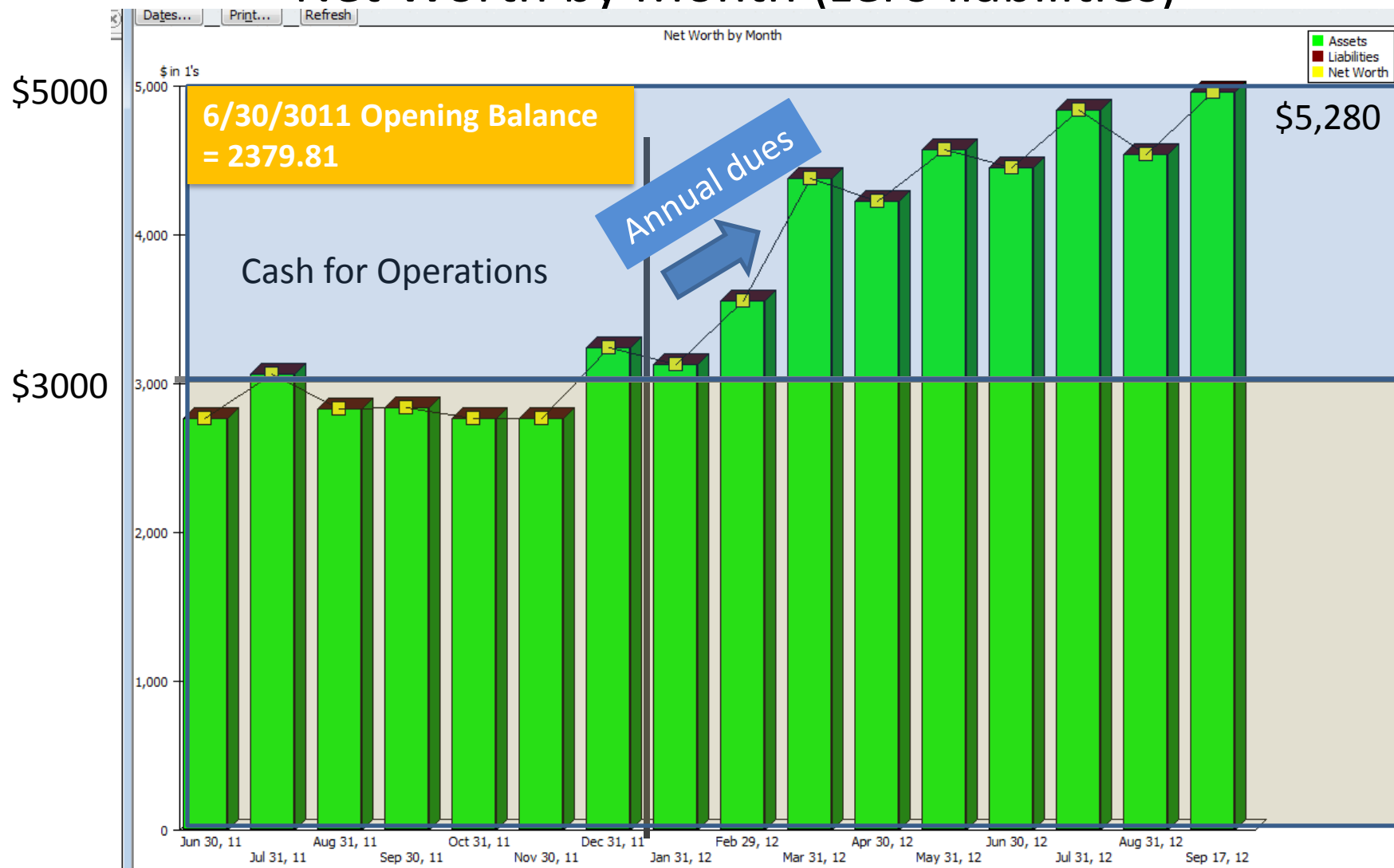
YTD income of ~ \$1700
Primarily ~ membership dues

		Jan 1 - Oct 4, 12
Ordinary Income/Expense		
Income		
Program Income		
Membership Dues		1,092.16
Program Service Fees		5.00
Registration Fees Income		1,580.00
Transfer Fees - Income		330.00
Total Program Income		3,007.16
Total Income		3,007.16
Gross Profit		3007.16
Expense		
Marketing		
Advertising costs		732.24
Website and Email services		30.46
Total Marketing		762.70
Operations		
billing and payment services		
PayPal fees		-9.29
Total billing and payment services		-9.29
Computer, IT, or Backup		49.99
Postage, Mailing Service		246.95
Supplies for Registrations		239.07
Total Operations		526.72
Total Expense		1,289.42
Net Ordinary Income		1,717.74
Net Income		1717.74



Treasurers Report (part 1)

Net Worth by Month (zero liabilities)



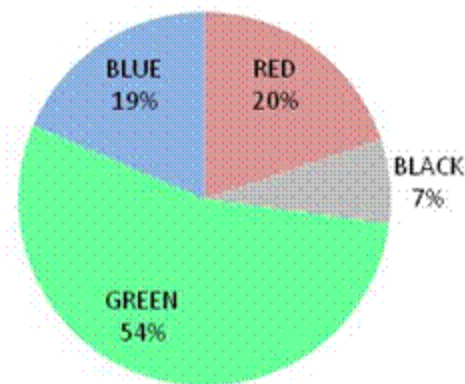


Registrars Report

- New Record for GOSA
- 2012 Year to Date: 238 new animal registrations exceeds 2011 full year
- Stats from 2011 (submitted to ALBC)

GLOUCESTERSHIRE OLD SPOTS OF AMERICA INC			
HERD BOOK TOTALS FOR 2011 FULL YEAR: GLOUCESTERSHIRE OLD SPOT PURE BRED HOG REGISTRATIONS			
	total	male	female
RED	46		
RED Sambo		17	
RED Princess Mary			31
BLACK	17		
BLACK Patrick		9	
BLACK Bluebell			8
GREEN	126		
GREEN Gerald		22	
GREEN Princess			104
BLUE	43		
BLUE RUFUS		14	
BLUE Princess Ann			29
TOTAL	232	48	143

2011: 232 GOSA animals registered





Roadmap recap: Sept 2011

Board Experience

- *Enthusiastic group Hard Working*
- *Membership perceives Board as GOS breeding experts*
- *Not enough human cycles among us to get all the work done*
- *Processes reliant on heroics of individuals → not sustainable for the long haul.*
- Create “portable processes” where we can help each other easily and can benefit from volunteers

Improve Member Experience

- Create Predictable cycle times (it takes a week, or it takes a month, make it predictable)
- Simplify registration process (electronic, paypal, other methods?)
- Provide easy access of information, particularly the breed registry database (no more “go fish”)

Outreach

- Select a forum(s) (Facebook, WWW, Yahoo group, News Letter)
- Meet the Board
- Promote and reinforce positive breeder behaviors (bronze, silver, gold breeders)
- Provide checklists and guidance to infant breeders & hog farmers (stop asking the “big” breeders the repetitive & basic hog husbandry questions)

Conserve the Breed (GOS US)

- Create a roadmap to take us from where we are today to where we want GOS to be in 3 or 5 years
- Organize the farmers and give assignments (you focus on raising and improving the line of Blue Boars...)
- Ask for professional guidance (ALBC, University professors & grad students)
- If necessary, raise money.

✓ Incorporate as non profit

✓ Simplified Reg Process

✓ Kicked off Accessible Herdbook Project

✓ Kicked off Herd/Genetics Project



Special Project: Herd/Genetics

(Board Sponsor: Sally Doherty)

Member Leader: Pete Gasper

- Measure: Census, Analysis (Pedigree & DNA), Monitoring
- Genetics: Preservation/propagation of lines, Improve pig availability & quality, Imports
- Herd Health: Identify Issues, Remediation planning
- Breeder's: Breeder education, Community, Volunteers
- Sustainability: Identify & meet challenges, Goals, Local

How can you help?

Census.

Register your pigs.

Keep good records.

Educate yourself.

Keep the best & eat the rest!



Accessible Herdbook Project Team

(Board Sponsor is Sally)

Imperatives:

- A. **PORTABLE PROCESSES** (*that are NOT dependent on the particular volunteer at the time*)
- B. **Low manpower requirements to operate and maintain**

Thomas Wilson – Lead

- Focus on infrastructure
- Define the FE and BE platform
- Work with ALBC herdbook publishing experts
- Work with GOSA IT

Crystal Beacham – breeder/advisor

- Provide concept for “good user experience”
- Benchmark with other breeders associations
- Provide updates and communications to our members



We share a common goal.

GOS are Critically Endangered
Enjoyment. Business Pursuits. Preservation.



Melanie Owen - CMH

