

# GOSA annual meeting

OCT 11, 2012





# GOS Pork photos from 2012



10/11/2012

Sally Doherty, Ph.D.  
[www.littlefootfarm.com](http://www.littlefootfarm.com)



# Agenda

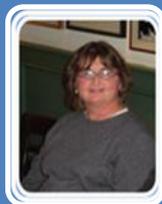
- Meet the Board
- Presidents Message – Robyn Metcalfe
- Secretary's report – Kristina Johnson Bell
- Treasurers/Registrars Report – Sally Doherty
- Roadmap Recap – Sally Doherty
- Special Project: Accessible Herdbook
- Special Project: Herd/Genetics – Pete Gasper



# 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



# 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](mailto:gosa@littlefootfarm.com) or
    - GOSA 13575 40<sup>th</sup> 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 →

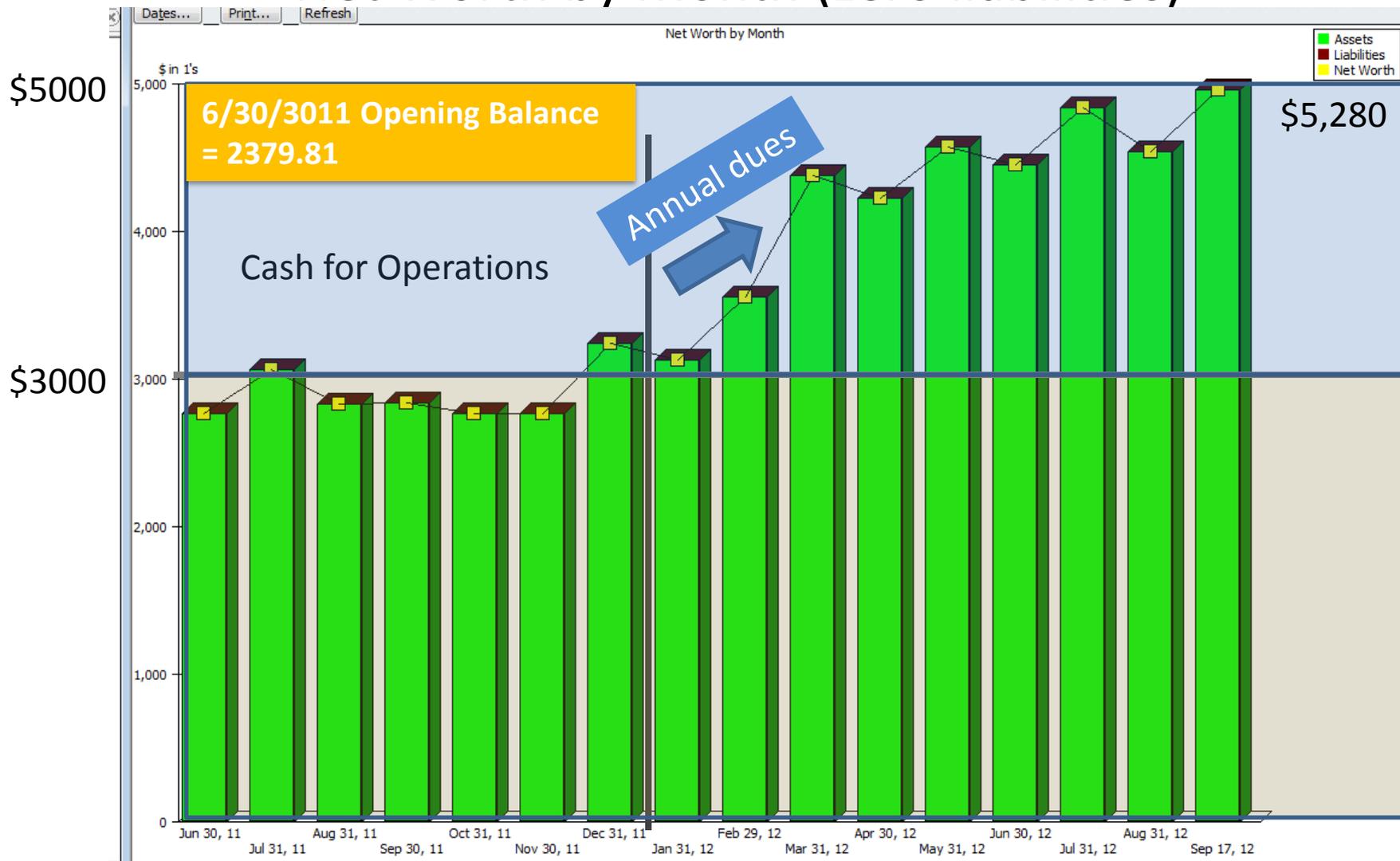
**YTD income of ~ \$1700**  
**Primarily ~ membership dues**

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



# Treasurers Report (part 1)

## Net Worth by Month (zero liabilities)



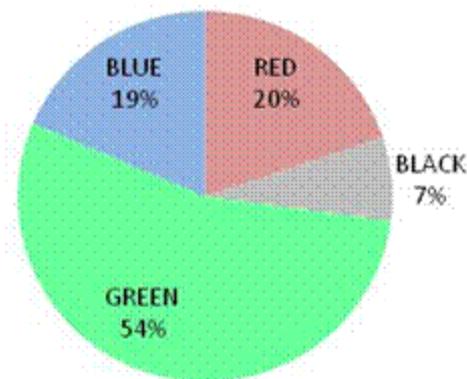


# Registrars Report

- 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

