



A meeting of the Council of Management of the British Blonde Society took place on Tuesday 19th September 2017 at the British Blonde Society Office, Ave M, NAC, Stoneleigh Park, Kenilworth, Warwickshire.

The meeting was opened by the chairman Willie McElroy and commenced at 10am. Willie thanked everyone for attending the meeting.

Willie paid respects to Roy Kinnish who passed away suddenly in August. The passing of Roy will be a great loss to the society, his support, enthusiasm, experience and humour will be missed by so many.

Attendance; Willie McElroy, Pip Rogers, Stuart Wilson, James Weightman, Stuart Mycock, Chris Hopley, Pauline Williams, Kate Shenton, and Vicky Hicks. Caroline Jackson (breed secretary) was also in attendance.

Attendance -David Knight was at the June meeting and Alistair appears to be in attendance twice.

Minutes of the previous meeting were taken as read and signed by the chairman.

Apologies for absence Alistair Martin, David Knight, Dan Davies.

Minutes of previous meeting; June '17 were taken as read and signed by Chairman Willie McElroy.

Matters arising

9b	James Weightman said that unfortunately Genus have not taken a new bull	
5d	World pay is now up and running. Caroline will put back on Facebook and arrange to put it on the front page of the website. Caroline said that Willie and Kate had spent a lot of time creating the new website which is a great improvement. National Open day – Willie is hoping to go and see the Shenton's before the December meeting and set a date. Richard Bartle has offered to do a training day at David Knight in the spring for the Blondes	CJ WM WM
4	Correspondence	
5	Finance	
a)	<i>Accounts –Stuart Wilson ran through the accounts to date.</i>	
A1)	<i>The Three Counties dinner was discussed. It was agreed that the meal was excellent and it was very good of Stephen Potter to arrange and supply the beef. Unfortunately we lost £180 due to VAT having been charged by the caterers for the veg and sweet. Charging £21 per head had meant that we made a loss. Caterer 15.00 VAT 3.00 Beef 6.00 It was agreed to charge £22 per head next year and ask the caterers if we can pay £15 including VAT.</i>	
A2)	<i>The website has been paid for, for two years therefore there will be no charge next year.</i>	
b)	<i>Allams Fatstock show – Offered to stand on £500 as in previous years if the Supreme champion is sired by a registered Blonde bull.</i>	

6.	Publicity & Promotion	
a)	<i>Journal front cover 2018/19 - It was agreed that pictures for the cover should be</i>	SR
	<i>sent to Caroline to be included and decided at the December meeting. Steve Reynolds from a printing company is going to offer suggestions. Suggestions were 1. Bulls head or 2 Good commercial landscape shot 3. ShanvalleyJagger.</i>	and All Next Agenda
b)	<i>Articles for next journal</i> <ul style="list-style-type: none"> • <i>Article on Lucy Corners success in 2017.</i> • <i>Stuart and Vicky to create an article on the young members</i> • <i>Willowdean herd, good temperament of cattle with youngsters).</i> <i>Caroline will email the clubs asking for their reports maximum of one page.</i>	CJ VH & SM CJ
c)	<i>Advertising costs 2018/19</i> <ul style="list-style-type: none"> • <i>It was agreed to leave the prices the same.</i> • <i>New logo on the price list</i> • <i>Add to be shared on Facebook and web.</i> 	CJ
d)	<i>Letter to Lidl, Zoetis, and Liquid Gold – Willie McElroy has sent letters asking for sponsorship.</i>	WM
e)	<i>Young Show Stars</i> <i>The team Lucy Corner, Melissa Donaldson and Sean Mitchel did very well in representing the Blondes. David Knight supplied the heifers for the team for which he was thanked.</i> <i>It was agreed not to advertise it next year but if a team came forward we would do the same as we have done this year for them.</i>	
f)	<i>Christmas merchandise – Willie is in talks with the supplier in Ireland regards new merchandise. We would like to have it ready as an opportunity to sell merchandise for Christmas if possible.</i> <i>Include in the next newsletter.</i>	WM WM
g)	<i>Publicity boarding – photos and wording needed at this meeting. Nothing has been sent forward. Willie and Chris Hopley said that they will sit down together and sort it out.</i> <i>Stuart Mycock suggested that David Morris may have some good commercial photographs, and said that he would ask him.</i>	SM, WM & CH Next Agenda
h)	<i>French Work placement – A French lecturer came on to the stand at the Highland show asking if we could take a student and they would look to offer an exchange placement. Caroline will put it on the newsletter.</i>	CJ
7.	Shows & Sales	

a)	<p>De brief; Three Counties – Good quality stock forward.</p> <p>Balmoral – The club have agreed that they want to keep the stand until the National show year and then reevaluate it following the National show. The stand is not seeing the footfall that we would like which isn't helped by being within a pavilion.</p> <p>Highland – Read Rigney visited from Canada as did another Susan Radford from Australian.</p> <p>Welsh- The secretaries from all societies were asked to leave the ring. Caroline has written to the Welsh committees to express our thoughts as have the other breeds.</p> <p>Yorkshire – It had been noted what a good heifer class there had been at the Yorkshire. It had been noted from other breeds also.</p> <p>It was noted that 'If a heifer hasn't calved at 3 years and 3 months she would be</p>	
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	<p>Deemed not pedigree' which is in the continental ruling.</p> <p>Scots Beef event - G Hamilton had taken a stand to this event. George was concerned that auctioneers are not educated with regards Blondes.</p>	
b)	National Show 2018 – Three Counties/Malvern Judge	CJ
c)	Royal Highland Show names for judges forward.- Clive Roads	CJ
d)	Judges list 2018. - It was agreed to ask the following to join the society judges list. Roger & Alexander Johnston. Conor Savage, Davy Gibson.	CJ
e)	Worcester sale 14th October – Due to having a Doncombe sale on 9 Sept and Roy Kinnish' dispersal sale on 21 st October it was agreed that the sale on 14 th October would not be a society sale. Clive Roads was happy to sell Blondes on 14 th when he will be selling store cattle.	
f)	Welsh Winter Fair 2017 -Caroline has emailed Menna Davies to pass on the question to Meryl Davies to see if the club will take a stand at the Welsh Winter Fair. If the club don't want to take a stand then we should encourage Jonathon Hickin to enter his animal into a class.	CJ
g)	Agri Expo 2017 – The North of England club will take a stand and look after it at the Expo.	
h)	<p>October sale – Judge – It was agreed to ask Charles Mycock /Inspector – Willie McElroy. Caroline won't be at Carlisle due to being involved with the Kinaston sale. Caroline will speak to Andrew Ewing regards export for cattle for Northern Ireland if cattle are bought from Worcester.</p> <p>Caroline will ask Joanne Crozier to do the weights with Jackie Smith at Carlisle.</p> <p>Any new buyers purchasing from either of these sales should be given free membership 2018 upon signing a standing order.</p>	CJ
i)	Spring bull sales in N Ireland – The club have the spring sale organised and are waiting for confirmation of a date.	

j)	Suggestion to have DLWG on the pen cards at sales – This was agreed Calves to be based on 45kg at birth. Calculate to decimal points and this will start at Carlisle in October. Caroline will ask Jackie Smith if she would be available to do this in October. Sum Weight – 45kg / days = DLWG.	
k)	Kinaston sale Saturday 21 st October - Roy Kinnish had agreed with Clive Roads that he will return 1% of his commission to the society.	
l)	Kinaston prefix – Chris Kinnish would like to gift the Kinaston prefix to Roy's nephew/Godson. - This was agreed.	
m)	Southern Irish Ploughing Match Caroline forwarded a box of literature to John Fleming who is taking a stand with British Livestock Genetics 19 th – 21 st September in Screggan Tullamore, Co. Offaly.	
n)	Bath & West are reinstating classes - End of May- to be promoted on Newsletter.	
o)	Agrifest/Beef South West – Wed 8 Nov. Westpoint	
8.	Breed Development	
a)	Society Strategy	
b)	Training day –It was agreed that Willie would speak to David Knight and Bart to agree a date in the spring 2018. Vicky Hicks and Stuart Mycock both said that they would help at this event. Caroline will inform South West, Welsh and Midlands clubs to get support and any suggestions.	CJ
c)	It was suggested that we approach a university and ask them to see if we can get a PHD Student to do a study on Blondes/ eating qualities of blonde beef etc. Vicky Hicks said she was looking into funding from the Welsh government whereby we may be able to get a group together to look at this. Cholesterol level details may be available through Hilary Jones. Tenderness and eating qualities - Phillip Rogers said that he would speak to Simon Marsh at Harper Adams	CJ VH PR
9	Administration	
a)	New Members - GM McClelland from Co. Down,	
b)	Registration Figures – at end of August 78 registrations up on last year.	
c)	Registration certificates that remain unpaid, will be treated as late registrations until paid in full, as too many breeders were not forwarding payment when they registered their calves, some payment are outstanding for over a year and some we never get. They will now have £10 + VAT fee to every month they are not paid for before they are released, with the aim to get people to pay them on time.	
d)	Society charges 2018- £15 + VAT credit to members accounts if de registered under 12 months old.	
10	Next Meetings;	
a)	Thursday 7 th December H & H Carlisle 9.00am	
11.	Any Other Business	

a)	President – suggestions 2018 - 2020	
b)	Sale @Shrewsbury Market, Shropshire. Chris Hopley is taking his cattle to sell at Shrewsbury. The market is keen for us to take a pedigree sale there but it was agreed that at this time the numbers do not justify a Society Sale.	
c)	Imported semen - It had been suggested that we could order semen as a group rather than individually. Willie said he would look into it, however members will need to pay up front if they order semen	WM
d)	Sarah Glories is a French student who is looking for experience on farm or in the office and is therefore coming over the week before the sales, week of 16th October for two weeks. Kate Shenton, Chris Hopley, James Weightman, Pip Rogers and Caroline all said that they would help to host, it was agreed to ask David Knight as well.	
12.	Any other business.	
a)	Stuart Mycock delivered information regarding Sell my livestock and will circulate to council to read.	
13.	There being no further business the meeting was closed at 3.20pm.	