

Minutes

Annual General Meeting
Canadian Guernsey Association
Friday, March 22, 2019, EastGen, Guelph, ON

1.0 **Call to Order**

President Alan Spence joined the meeting by conference call. He called the meeting to order at 11:13 a.m., welcomed everyone to the meeting and apologized for not attending in person.

2.0 **Approval of Agenda**

The agenda was reviewed.

Jim Eby motioned, and Scott Gordon seconded to accept the agenda. Motion carried

3.0 **Review of previous Annual General Meeting Minutes**

The minutes of the previous annual general meeting held on Thursday, March 29, 2018 were reviewed.

Paul Noble motioned, and Morris Bartlett seconded to accept the minutes. Motion carried.

4.0 **Business Arising from the Minutes**

- None

5.0 **President's Address**

- Alan Spence presented the President's Address as printed in the annual report.

Scott Gordon motioned and Paul Noble seconded to accept the President's report as read. Motion carried.

6.0 Morris Bartlett welcomed Russell Gammon to the meeting as the guest speaker for the day. Russell gave an interesting talk on the Guernsey Future. Russell gave some take away points from his presentation. Four quotes: Rather than being the product, the cow is the producer of the product! Ed Grotty. FLIP THE SCRIPT. SPEAK LIFE. CELEBRATE THE SMALL MIRACLES!! Reasons to rejoice: Harrowsmith article re Noble family! 30% increase in registrations over 2017! Second best transfers in most recent decade! Imports to BC and Quebec. More sexed semen. Interest in A2, higher solids milk is growing. Evolution of Eby Manor and other Guernsey processing! Think what has happened in the last ten years. Opportunities to GROW GUERNSEY: Sexed semen. More processing? More imports? More genotyping! More cooperation with US Guernsey! Get Brent Clements up here or online! Blanket social media with photos and videos of clean Guernseys! Strategic planning and goal setting! Innovation and alliances like Eby Manor! #SPEAKLIFE. Russell noted the Guernsey breed is attracting attention, a buzz word and becoming exciting. Communication and messaging are important to both consumers and fellow agriculturists. Are we ready to grow? The goodness of Guernsey milk and the pleasure of drinking it could be promoted. It is what is inside the bottle and the nutrition that goes along with it. Focus on marketing opportunities.

Morris Bartlett thanked Russell Gammon for his presentation with a small token of our appreciation. Janine Eygenraam and Pat Hill from Holstein Canada were introduced and welcomed to the meeting.

7.0 **Administration/Financial Report**

- Jessie Weir presented the administration report as printed in the annual report and gave a detailed report of the finances.

Scott Gordon motioned, and Colin Comfort seconded to accept the administration/financial report. Motion carried.

8.0 **Breed Improvement Committee Report**

- Scott Gordon presented the Breed Improvement Committee Report as printed in the annual report.

Paul Noble motioned, and Jocelyn Forster seconded to accept the Breed Improvement Committee Report. Motion carried.

9.0 **Fieldman Report**

- Rob Forster presented the report as printed in the annual report.
- The Quebec herd wishing to process Guernsey products has received their 8 animals and processing already. They are waiting on their remaining 15 animals.

Jocelyn Forster motioned, and Colin Comfort seconded to accept the Fieldman report. Motion carried.

10.0 **Awards**

- Morris Bartlett and Rob Forster congratulated the production award winners and presented the various awards. Eby Manor was presented their Master Breeder Award and congratulated for their accomplishment.

11.0 **Elections**

Two-year term completed for Scott Gordon, Jim Eby, Amy Kemp and Kyle Drost

- Morris Bartlett opened the floor for director elections for a two-year term.

Nominated	Nominated by	Agreed
Scott Gordon	Jim Eby	Yes
Amy Kemp	Ken Forster	Absent
Jim Eby	Ken McNabb	Yes
Paul MacLeod	Scott Gordon	Yes
Rob Forster	Jocelyn Forster	Yes

Scott Gordon motioned, and Colin Comfort seconded to close nominations. Motion carried.

The above nominated directors join the following directors with one year remaining on their term – Ken Forster, Alan Spence, Morris Bartlett, Paul Noble and John Tamis.

12.0 **New/Other Business**

- None

13.0 **Adjournment**

Scott Gordon motioned to adjourn the meeting at 12:35 p.m.

Following adjournment of the meeting everyone enjoyed a delicious lunch and participated at the live auction of donated items.