



Ultrasound Guidelines Council

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**UGC Board of Directors Meeting
Chase Suites Hotel
Kansas City, Missouri
October 17, 2103
Minutes**

Members Present: Becky Hays, Larry Keenan, Bill Bowman, Rethel King, Robert Williams, Mike Tess

Members on conference call: Casey Worrell, J.R. Tait, Mark Henry, Wade Shafer

Members Absent: Scott Greiner, Dean Pringle

Guests: Lauren Hyde (ASA), Joe Epperly (NALF)

Chair Larry Keenan opened the meeting at 1:15 PM.

- **Financial Report**
 - A cash flow summary, emailed to all board members October 1, served as the basis for the report.
 - Mike predicted that net cash flow for field certifications will likely be negative for 2013 (-\$2,000?).
 - Mike predicted that net cash flow for the continuing education program will be likely by negative for 2013 (-\$300?).
 - Dues from breeds and labs were both higher in 2012-2013 compared to 2011-2012.
 - UGC images reported by breeds were up by %5.
 - Motion - RW: Accept the financial report as written. 2nd = RK. Passed.

- **Status of American Salers Association**
 - Mike explained the Salers Association has not paid dues for two years, and has not responded to email, phone calls and letters.
 - RW will call the Salers Association and seek a solution.

- **Certification Updates**
 - Mike provided a handout that summarized:
 - Field Certification participation and results
 - Distribution of certified field techs

- Lab Certification participation and results
 - Distribution of certified lab techs
 - Absentia applications and results
 - IQ summary – absentia vs non-absentia
 - Mike expressed frustration over field technicians not completing absentia applications in a timely manner. Options to provide greater incentives for technicians to complete applications on time were discussed.
 - Motion- RK: Beginning in 2014, if absentia applications are not completed by an appropriate deadline (for example, in time to register for the last field certification), the fee will increase to equal the current field certification price. If a technician fails to complete an absentia application before December 31, his (her) certification will expire and can only be renewed via field certification. 2nd – RW. Passed by vote of 7-2.
- **Potential Modifications to Certification Procedures**
 - Mike shared his PowerPoint presentation that he has delivered at field certifications this year. The number of technicians participating in field certification has steadily declined. Reasons include:
 - Fewer active field technicians in the US and Canada
 - Field certifications now are held in Brazil.
 - More technicians re-certifying in absentia.
 - Mike's budgets indicate that it takes over 30 technicians for UGC to breakeven on a field certification.
 - BH commented that she would like to see certification bids from more than just UGC labs if possible.
 - Motion-BH: UGC should try offering a single field certification in 2014 sometime after the August 10 absentia application deadline. 2nd - BB. Passed.
- **Education Update**
 - Mike reviewed the topics covered in the education program during 2013.
 - Field Certification
 - Chute-side workshop – Casey Worrell, Craig Hays
 - “Field Certification: What Happens Next” – Mike Tess
 - “Preparing For and Dealing with Equipment Issues in the Field” – Casey Worrell, Craig Hays
 - “The Future of UGC Field Certifications” – Mike Tess
 - “Carcass Quality and Genetic Evaluation: Technicians Serving Breeders” – Mike Tess
 - Webinars
 - “Current Applications of DNA in the Genetic Evaluation of Carcass Traits” – Sally Northcutt (AAA), Lauren Hyde (ASA), Larry Keenan (RAAA)
 - The Future of Ultrasound Machines from a Lab Perspective – Becky Hays (UltraInsights), Mark Henry (Walter & Associates), Rethel King (International Livestock Image Analysis)
 - Mike solicited suggestions for topics to be covered next year.

- BH suggested that we make it known that technicians could participate in the classroom education programs before scanning. For example, technicians scanning on Tuesday could participate in the classroom education program on Monday.
- **South America Update**
 - Mike reviewed the status of ATUBRA, the new UGC-like organization in Brazil.
 - Hopefully, 2014 will be last year that UGC sponsors field certifications in South America.
- **Board Member Perspectives**
 - The board discussed the following questions:
 - How can we keep UGC fresh and forward-thinking?
 - How can we make UGC more useful to the technicians?
 - How can we make UGC more useful to the US beef industry?
 - Areas discussed included:
 - Continued education related to the relationships among carcass, ultrasound and DNA, and how ultrasound will continue to contribute to beef cattle genetic evaluation.
 - Adoption of new ultrasound systems in the future, especially as this relates to standardization, field certification and lab certification.
 - Research to increase the accuracy of ultrasound – i.e., the genetic correlation between ultrasound and carcass traits.
 - Recognition of the contributions that field technicians make to genetic evaluation in the beef industry.
 - The business of ultrasound seems to be running smoothly. Is there another level of service that UGC can provide?
- **New Board Members**
 - Mike informed the board that Scott Greiner has asked to be replaced.
 - LK asked the board for recommendations.

The meeting adjourned at 3:30 PM.