

**SCHSB Annual Meeting**  
**October 28, 2023**



# Agenda

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**01.** Introduction

**02.** Annual Report

**03.** Plans for 2024

**04.** Intro to Grassroots Registry System

**05.** Question & Answer Session

**06.** Closing

# Our Officers



Jason Webster  
*President*



Lori Marion  
*Vice President*



Beth Hall  
*Secretary*



Crystal Criswell  
*Treasurer*

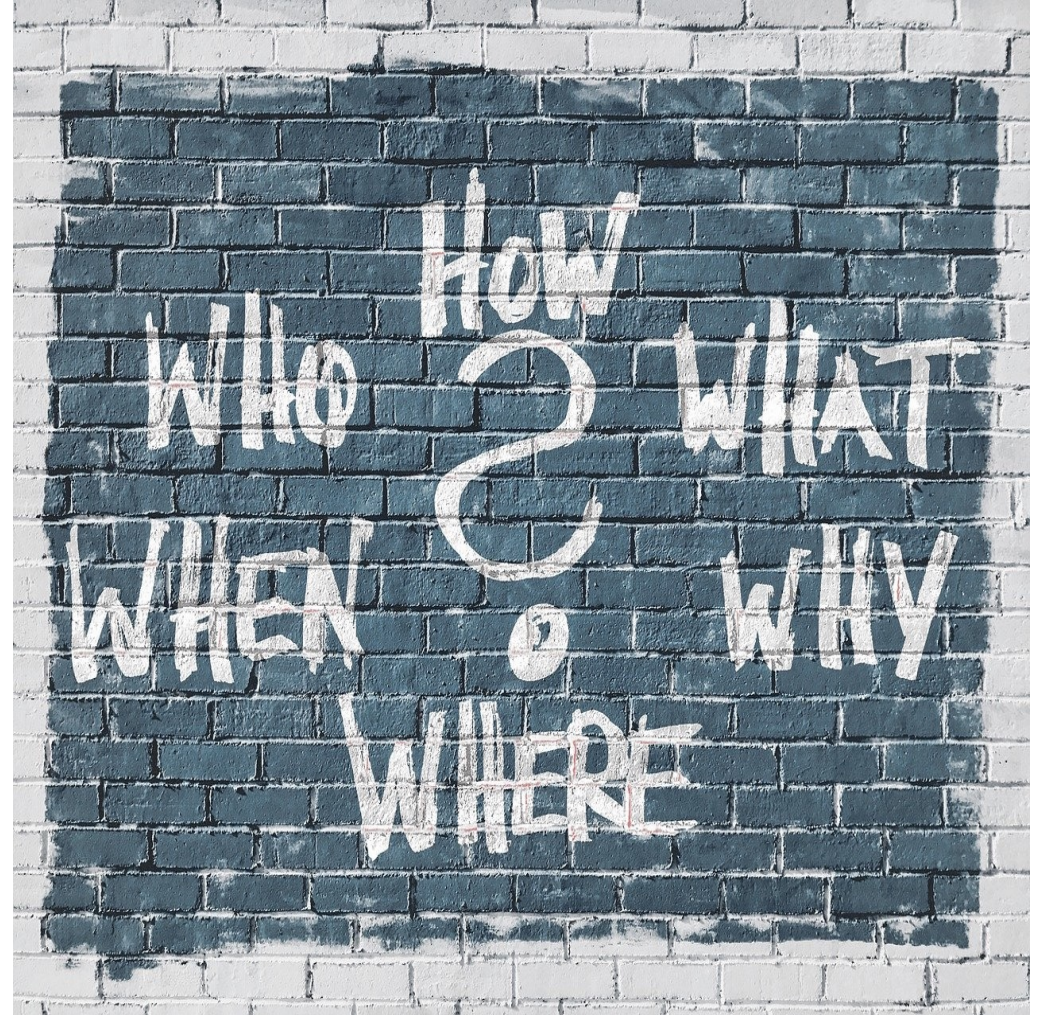
## Directors

Elizabeth Hernandez  
Tamara Lambden-Abney

2 Vacant seats

# Annual Report

- Growth
- Fiscal Report
- Genetics Project
- Rebranding Project
- Registrar Change



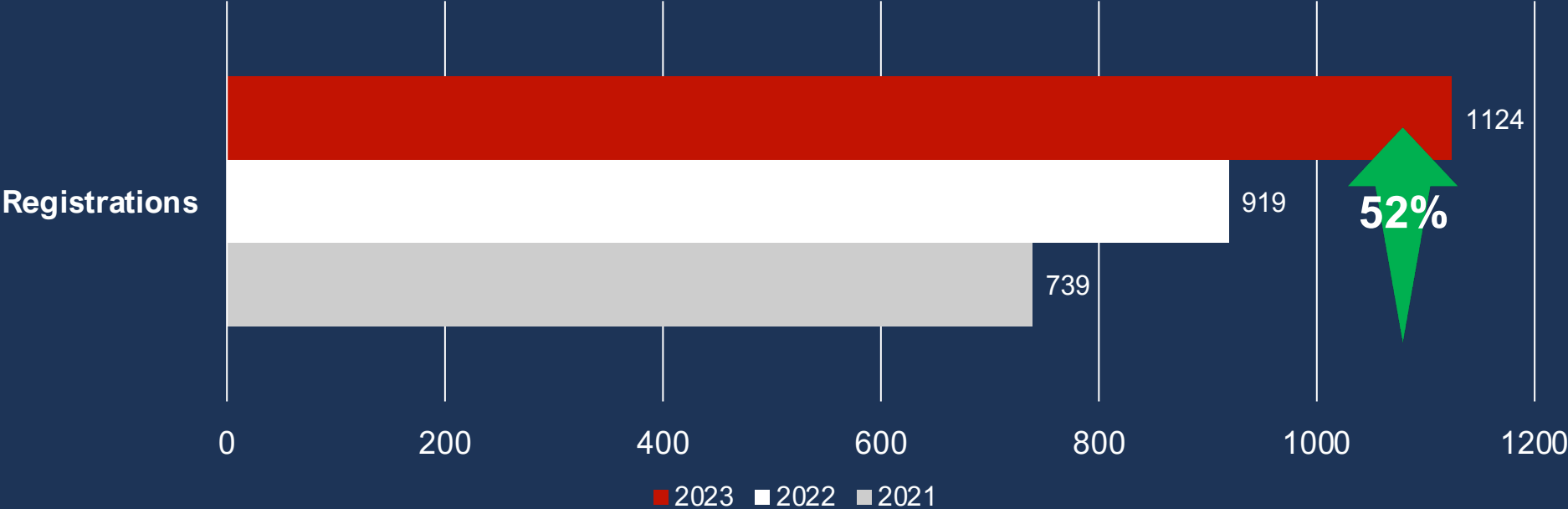
# SCHSB is Growing

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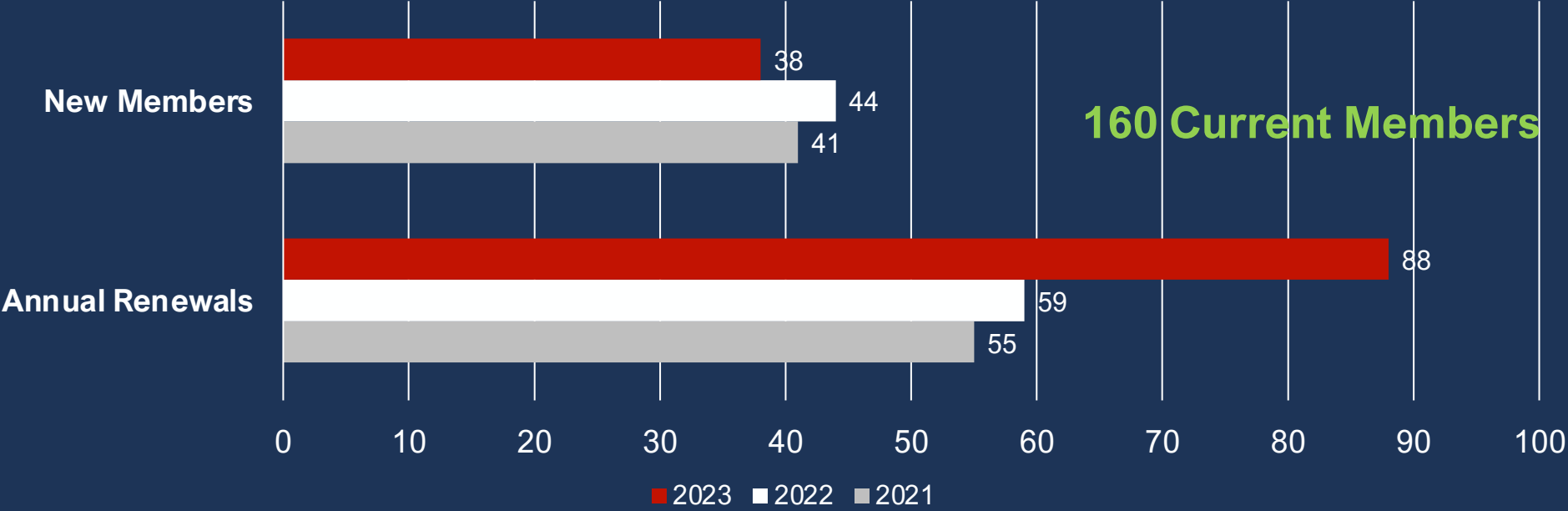


# Growth of SCHSB Flock

Oct 1-Sep 30



# Growth of SCHSB Membership Oct 1-Sep 30



# Fiscal Report

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an					
eb					
	85				
	500				
	0.000				
	125,058	154,568	95,054	124,500	
	125,487	56,845	97,511	125,000	
	124,000	110,000	99,011	154,000	
	105,450	150,000	99,216	95,000	
	86,502	35,000	101,090	154,200	
		83,000	101,684	110,000	
		45,000	101,962	89,000	
			102,747	50,000	
			0.006	68,700	
				123,000	



# Revenue

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Oct 1-Sep 30

Memberships, Registrations, & Transfers	\$14,213.25
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# Expenses

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Oct 1-Sep 30

**Administrative & Operations** **\$ 3,987.05**

(Legal & Professional, Website, Insurance, Office Supplies, Postage)

**Programs** **\$11,356.83**

(Registrar, Annual Meeting, Genetics Project)

# Balance

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Opening Balance on 10/1/2022	\$15,461.45
Balance on hand 09/30/2023	\$14,330.82

# Genetics Project

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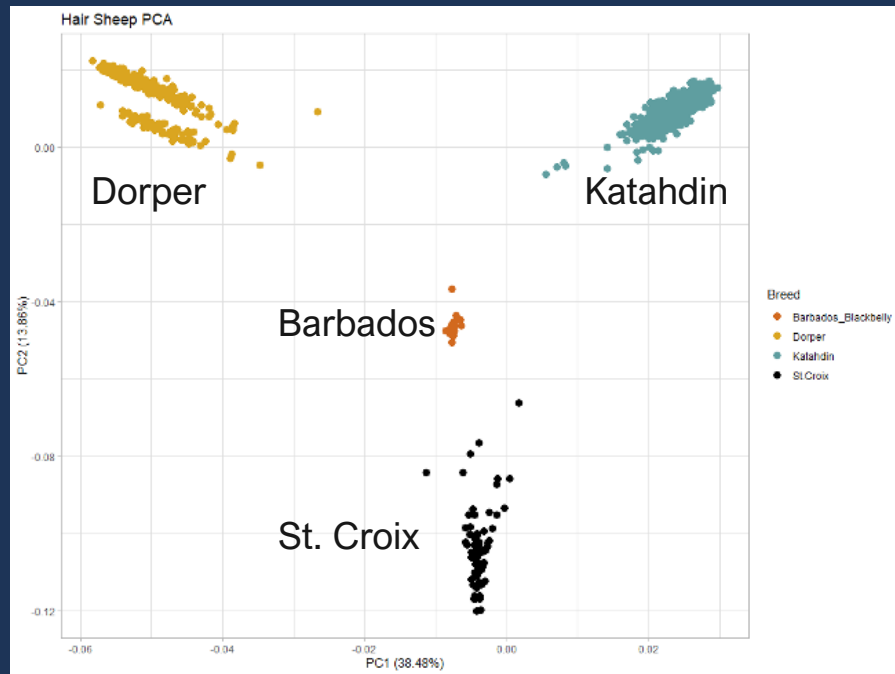


# Genetics Project: Analysis Complete

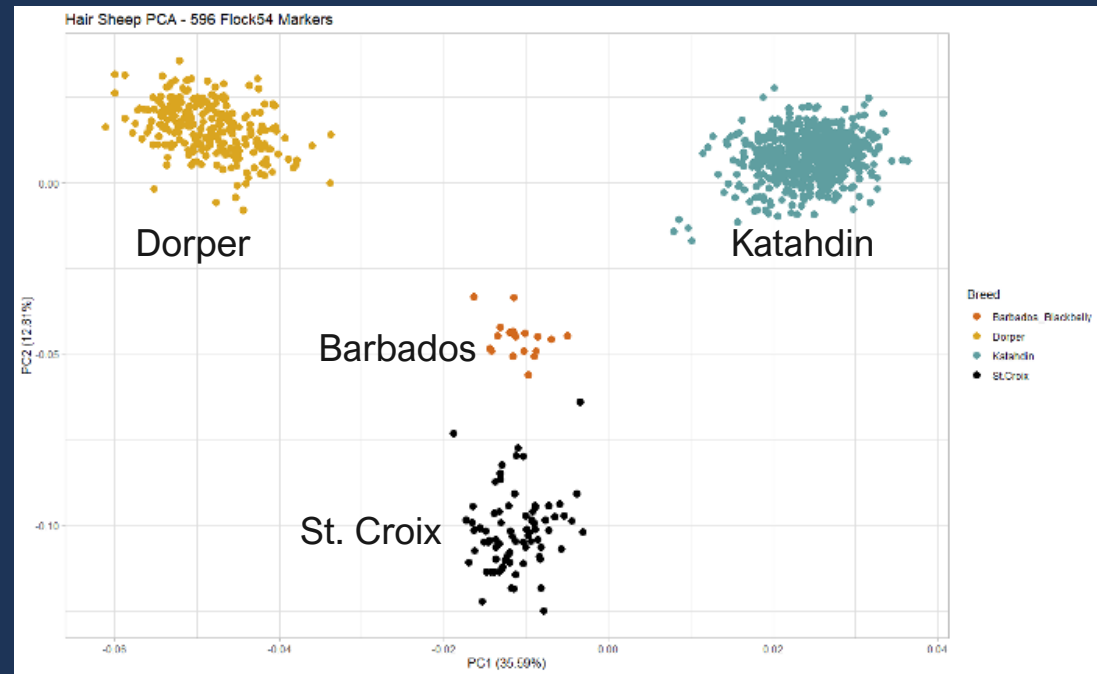
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- Three years of effort
- Fifteen members across U.S.A. submitted 92 samples from phenotypically diverse sheep
- Results indicate that St. Croix are genetically distinct from other breeds

# Genetics Project: Analysis Complete



High Density PCA Plot



Flock54 PCA Plot

# Genetics Project: Next Phase

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- Member-based Genetics Committee established
- Kickoff Webinar scheduled for February 2024 for all members
- Dr. Phil Sponenberg will be our Official Advisor

# Rebranding

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# Rebranding Project: New Logo

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- Distinguishes SCHSB from SCHSIA
- High-quality image to be used in print and digital formats
- Reflective of our American heritage
- Includes our incredible ewe

# Rebranding Project: New Website

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- Easy to navigate on desktop and mobile devices
- Updated, industry-standard design
- Improved security and search engine optimization
- Rich, frequently updated content
- Ability to join instantly and access the registry

# Rebranding Project: New Forms

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- Forms were updated with our new logo
- Processes and fees match those found on Grassroots
- All forms are available on the website

# Registrar Change

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# Registrar Change: Why & How We Chose

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- George & Lynn Morgan announced they are retiring and closing GLM on December 31, 2023
- Searched for and "interviewed" three different agencies
- Selected The Livestock Conservancy and Grassroots System to gain functionality and ensure longevity

# Registrar Change: The Process

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- Wrapping up the GLM data
- Cleaning the data to match fields accurately
- Importing the data into Grassroots
- Beta testing by BOD members
- Finalizing processes, setting fees, routing payments, etc.

# Registrar Change: The Result

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- Jaye Ray at The Livestock Conservancy is our new registrar
- All members receive a packet with instructions & forms
- All members have access to the Grassroots System and all its powerful tools (Libby Henson)

# Plans for 2024

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# Plans for 2024

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- Tweak & polish Registry processes
- Continue the Genetics Project
- Create and offer Merchandise on the website
- Curate and publish meaningful content on the website
- Use our communications platforms to increase current and prospective member involvement
- Explore partnerships with Universities

# Introducing Grassroots & TLC


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# Grassroots: The Software Engineers

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- Used in England, Europe, New Zealand, and U.S.A.
- Margaret Hargreaves, developer & co-director
- Libby Henson, developer & co-director

A woman with shoulder-length blonde hair and black-rimmed glasses is looking directly at the camera. She is wearing a white top with a dark patterned collar. The background shows a white wall, a doorway to the left, and a framed picture on the right. The lighting is bright, coming from the right side.

Libby Henson

# Livestock Conservancy: Our Registrar

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- TLC is our Representative with Grassroots
- Alison Martin, Program Director, manages our contract
- Jaye Ray, Programs Assistant, acts as our registrar (our new George/Lynn)

# Q & A

## **How to reach Jaye Ray**

[jray@livestockconservancy.org](mailto:jray@livestockconservancy.org)

919-542-5704 ext. 111

## **How to reach the SCHSB Secretary**

[secretary@stcroixsheep.org](mailto:secretary@stcroixsheep.org)

458-240-3499

# Closing

## **We are growing**

We increased sheep registrations by 52%

## **We're paving the way**

Our genetics project may serve as a model for other heritage breeds

## **We welcome member involvement**

Join the Genetics Committee, submit an article for the website, or run for a seat on the Board