

# **NYBPA Executive Secretary Duties and Responsibilities**

1. Membership
  - a. Assemble and maintain database of current member
  - b. Solicit members
  - c. Send dues renewal notices
  - d. Assist members and Regional Chairs in locating answers to their questions about the NYBPA and about beef production
2. Promotion – This part of the job is funded by a grant from the Beef Industry Council. The Association receives reimbursement for the time that the Executive Secretary spends on the promotion projects (up to the funded amount).
  - a. Work with NYBC on the promotion of beef
  - b. Apply for NYBC funds and keep a record of expenses associated with promotion projects
  - c. Submit final report to NYBC with a work schedule, receipts, and summary of the projects they funded.
  - d. Order promotional literature, and coordinate volunteers to set up the display units at County Fairs, Sunday on the Farm events, in-store demonstrations, and related events. Ship and/or coordinate delivery of displays and literature to volunteers and regional chairs.
  - e. Empire Farm Days
  - f. NY Farm Show
  - g. Attend various shows and activities as time and funding permit.
3. Newsletter
  - a. Serve as newsletter editor for six issues per year
  - b. Solicit advertising for newsletter
  - c. Select, solicit and write timely articles of interest to producers, design layout, and work with a printer of your choice.
  - d. Mail newsletter to members and industry representatives
  - e. Maintain database for advertising contracts
  - f. Oversee billing for advertising and contracts
4. Directory
  - a. Serve as the Biannual coordinator and editor for the membership Directory
  - b. Collect information for membership listings
  - c. Solicit advertising
  - d. Design layout and work with a printer of your choice and have published by May of said Directory Year.
  - e. Mail copies of directory to members and industry representatives
  - f. Oversee billing for advertising
5. Country Folks Newspaper
  - a. Submit content for monthly issues
  - b. Provide and promote the calendar of events
  - c. Submit or solicit timely articles
  - d. Promote Association fundraisers
  - e. Help to facilitate sponsorship Ads
6. NYBPA Council
  - a. Set up meeting – reserve location, send notices, agenda's and minutes of previous meeting to Council members.
  - b. Provide lunch
  - c. Take minutes and keep on file.

7. Committees
  - a. Maintain a list of active committees and committee members
  - b. Head nominating committee
8. Annual Meeting
  - a. Select a location, and obtains necessary contracts
  - b. Apply for Cattleman's College Grant and any others if applicable
  - c. Work with Cornell Cooperative Extension and annual meeting (educational) committee to establish program of activities
  - d. Reserve rooms for meals and speakers
  - e. Schedule spin-off meetings as requested (Example; Breed Associations and Juniors)
  - f. Select menus
  - g. Solicit Trade Show participants and oversee billing of trade show
  - h. Solicit sponsors
  - i. Assist Educational Committee with speaker contracts
  - j. Inviting Politicians and additional Industry leaders
9. New York State Farm Show – Syracuse
  - a. Submit contract
  - b. Request a Certificate of Insurance
  - c. Work with NYBC, related committees, and breed association representatives on the layout of the display and educational programming.
  - d. Make arrangements to have all necessary supplies and equipment on site (carpet, tables, promotional booth, association literature, signage, etc.)
  - e. Oversee the staffing needs of the NYBPA Association booth
  - f. Plan to work 1 day prior for set-up and stay for all 3 days
10. Western New York Farm Show – Hamburg
  - a. Submit contract
  - b. Request a Certificate of Insurance
  - c. Work with Regions 1 & 2 they do food tent, you do promotional booth.
  - d. Plan to work 1 day prior for set-up and stay for all 3 days
11. Herd Builder Female Sale
  - a. Work with People at Finger Lakes Livestock Exchange for date and Auctioneer
  - b. Advertise for event both consignors and buyers
  - c. Help for preparation of catalog for sale
  - d. Transfer all Registered cattle to new owners
12. Empire Farm Days
  - a. Submit Contract
  - b. Request a certificate of Insurance
  - c. Apply for Health permit
  - d. Assist with organizing the Beef Industry tent and help to secure live animal displays representing cattle breeds in New York State
  - e. Order hats and aprons for volunteers
  - f. Arrange for a promotion display in or near the beef BBQ tent
  - g. Keep a record of volunteers
  - h. Help solicit volunteers for booths and for BBQ staffing
  - i. Oversee educational programming and solicit industry representatives to present timely and essential beef production seminars and educational activities
  - j. Work with EFD staff to ensure that schedule of activities is submitted for the EFD program.
  - k. Plan to work 1day prior for set-up and stay for all 3 days

13. Beef Day – New York State Fair

- a. Advertise for volunteers to help in Promotional Booth and with Beef Day activities- have numerous activities throughout the day

14. County Supreme Program

- a. Post in advertising areas County Fair Show and Show Chairpersons must request a chair in order to participate in this Program.
- b. Communicate with NYSF Beef Barn Superintendents for Judges and time of show
- c. Coordinate counters and the whole Supreme Day Show
- d. Solicit Class/Division Sponsors
- e. Get Thank you gifts for Judges

15. NCBA

- a. Solicit members
- b. If collect any dues, send list to Treasurer to submit to NCBA
- c. Set up Annual Marketing Agreement with them Annually in October
- d. Report any and all changes to NYBPA Executive Board and Committee Members

16. Financial

- a. Work with officers to develop a yearly budget
- b. Submit expenses to treasurer
- c. Forward bills to treasurer for payment
- d. Submit funds received to the treasurer when received and posted properly

17. Junior Association

- a. Assemble and maintain database of current junior members
- b. Help with Junior Association activities/meetings
- c. Fall Festival and Jr. Preview Show
  1. Secure Locations
  2. Get Certificate of Insurance for Shows
  3. Awards, Judges, Hotels, Educational Activities, work with Juniors

18. Miscellaneous Business

- a. Maintain Website
- b. Maintain and oversee all NYBPA correspondence
- c. Maintain relationship with Lawyer for Professional Services

The Executive Secretary must be flexible and willing to vary his/her duties to conform to the needs of the association. He/she must be willing to fill any and all voids when a capable volunteer cannot be found.