

American Aberdeen Association
Board Minutes
June 12, 2018

Janis Black called the meeting to order.

Members present Janis Black, Wade Coffey, Darwin Engelkes, David Shockey, and Rob Fanning. Others present were Dean Pike, Lisa Bard, Tonya Perez, and Craig Walker.

Report from Ledger Committee

The Ledger Recommended Changes
From the AAA Promotions Committee to the AAA Board
June 5, 2018

The AAA Promotions Committee recommends the following changes be made to *The Ledger*, so that it will be better utilized as a breed marketing and promotion vehicle, become a more effective member service, become viable and to remain in publication with BluePrint Media. Several options were considered by the committee, with the following being unanimously adopted for presentation and consideration by the AAA Board.

RECOMMENDED CHANGES: Increase rates; reduce circulation; AAA pay for non-member distribution; Improve/change editorial content.

- Increase advertising rates on the full page, 4C ads to \$750 (1x) and \$725 (4x). Anticipate that full page advertisers will decrease from an average of 13 pages to 9 pages or less. Reduce the half and quarter page rates slightly to encourage additional smaller ads but with the intention that the net average income per page on ads is \$750. Final rates will be determined with this in mind.
- If rates cannot be adjusted to attain \$750 average net income, beginning in 2019, the AJAA will forfeit the position premiums offered for auction and allow *The Ledger* to charge position premiums.
- Reduce circulation by de-duping the AAA member and AJAA member lists so that only one copy goes to each address.
- If a member household wants more than one copy per issue, they may pay for an additional copy to be delivered to them at normal subscription rates.
- The AAA will pay BluePrint for all non-member magazine recipients at a rate of \$2.00 per copy, per issue for these additional addresses. (\$2.00 x 625 estimated addresses = \$1,250.00 est. per issue). This will include any transfers, inquiries, bull buyers, prospects and additional lists (including Influencer and NCBA Top-25) maintained or created by BluePrint or the AAA.
- Reduce the number of copies going to the AAA office to an amount needed so that none are wasted. (Estimate 75 copies)
- Send 25 copies of each issue to *The Ledger* sales representative for distribution at events.
- Change overall editorial content to that with a more global appeal by omitting all regional news and all show results except for results from AAA National Show and AJAA Jr. National Show. This content will be replaced with content that will have more universal appeal to all members and prospects, and will align more closely with the variety of interests of all AAA members.
- Coordinate content and editorial direction with all other AAA promotional and communications efforts being conducted by the AAA and Agtown.

Neil made a motion to accept the recommendations Wade seconded Motion Failed Tabled until next meeting.

Juniors

Insurance issues ISU and Hampton Learning Center

Liability and Auto as well as workmans comp and accidental medical

Darwin asking BOD for approval to move forward with the Junior National

A national sex offender background check has to be ran on Shane and Darwin

Rob made a motion to accept Darwin's request to sign papers for the Junior National

David seconded Motion carried

Darwin abstained from vote

Rob made a motion to have our lawyers do the paper work to protect ourselves in these situations. Darwin seconded Motion carried

David made a motion to adjourn the meeting

Darwin seconded Motion carried

Next meeting June 26, 2018