

American Aberdeen Association
Board Minutes
July 24, 2018

Janis Black called the meeting to order.

Members present Janis Black, Gary Gilbert, Wade Coffey, Darwin Engelkes, David Shockey, Neil Effertz and Rob Fanning. Others present were Sherry Doubet, Jessie Topp Becker, Lisa Bard, and Tonya Perez.

Old Business:

Tonya with Agtown sent us the August calendar for social media. Trying to reach the commercial cattlemen on social media, there were positive feedback as well as negative feedback. The BOD approved blocking the negative comments.

Agtown is working with Dean Pike on the tradeshow he plans to go, gearing their emphasis on the smaller breeders and how we can educate and help them.

David inquired about previous month's amount of time Agtown has spent on Aberdeen Association. May was 3.75 hours and June was 9 hours with part of that being used on the name change and trademark of American Aberdeen Association.

The question was asked how many brochures we went thru from January to July of this year. She would check on this and get prices for doing more of them for us.

Blueprint:

Lisa:

New ad rates are okay.

Jessie:

Fall issue will be 32 pages and the deadline will be moved back to August 31.

The show results from the junior nationals will be in this issue. The meet the rancher will feature Shea Esser past president of the junior association, along with an article on the University of Findlay. Other articles will be on cow size by Oklahoma State University and magazine updates.

David reported that he asked the Grassfed association president to submit an article for the magazine.

Darwin made a motion to approve the June 26 minutes. Gary seconded Motion carried. David opposed as he had not seen them at this time.

New Business:

Committee Reports:

Show:

Wade reported the Joel Judge will be judging the open show and Ty Bayer will be judging the junior show at the National Western Stock Show.

National Sale:

The committee reported to the BOD that their recommendation for the sale manager was Jim Danekas & Associates out of California, Mercedes Danekas-Lohse Vice President Neil abstained from discussion and hung up while the BOD discussed this. David made a motion to accept the committee's recommendation to have JDA manage the National Sale. Gary seconded. Motion carried.

Sale Hotel:

Embassy Suites to host the activities and room rate will be \$137.00 per night. They only wanted to give us $\frac{3}{4}$ of the banquet room we are asking for the whole banquet room.

Neil made a motion to accept the Embassy Suites as the headquarters for the national sale. Darwin seconded. Motion carried.

Registry Services:

Jacyln Drain contacted us with a problem getting registrations transferred from someone they bought cattle from. The bill of sale was rather generic but there was documentation from veterinarian that identified the animals in question. Sherry want the BOD to approve these transfers without the original papers. It was our recommendation that she send in samples on these animals for DNA to make sure they match the original DNA. The calf will have to have DNA submitted as well. When the DNA matches the transfers will be made.

Wade made a motion to take these steps to get these cattle transferred. Darwin seconded. Motion carried.

Sherry reported on the transition to the new software, doing side by side comparison and wanting to go live. The new employee Holly is working with the new system, processing in both the new one and the old one to not have any errors. Once moved over to the new system the other Sherry will not be able to answer questions. Sherry Doubet is working with Holly to help her become comfortable answering questions to better help the breeders. The transition should be complete by end of December.

How To Videos:

At Iowa State Fair: Crysten Evans who works for Cattle Max will be doing the DNA video. She will have the DNA tools with her to show people. Neil and Jan Effertz will be doing the registration and transfer part of video.

David has a video on tagging newborn calves that also includes weighing and vaccinating as well, he will send the link to make this video available.

Strategic Planning:

Having meeting this month.

Darwin motioned to adjourn the meeting. Gary seconded. Motion carried.

Next meeting August 21, 2018