

American Aberdeen Association
Board Minutes
August 21, 2018

Janis Black called the meeting to order.

Members present Janis Black, Gary Gilbert, Neil Effertz, Darwin Engelkes, David Shockey, and Rob Fanning. Others present were Tonya Perez.

Old Business:

Tonya with Ag Town marketing went through the brochure numbers with us. We have handed out over 1000 in the last 7 months. Rack cards 500 were printed in January with only a handful left. FQA brochure 250 of these were printed in January and we are out of them. Tonya informed us of cost breaks in printing that would go down substantially as we were to print more of each.

Gary made a motion to print 4000 brochures, 1500 rack cards, and 1500 FQA brochures. Neil seconded. Motion carried.

Trade show display size for the upcoming events Dean Pike will be attending for us are Mo. Show 8 x 10, Tn. 10 x 10, and Wy. 8 x 5.

Discussion was had about an 8 ft. fitted table cover to use at these shows. It would have American Aberdeen content on it to catch peoples eye as they walked by.

Darwin made a motion to get table cloth. Neil seconded. Motion carried.

Tonya was sending application signage into Sherry. At the Kansas event cattle can be put on display, we feel it best to just do booth this year and see how it goes.

7/24/18 minutes:

Darwin moved to accept them as written. Gary seconded. Motion carried.

New Business:

Committee Reports:

Show:

Discussion was had on moving the cow/calf date from 240 days old on day of show to calves born May 1 and after. This has the potential to allow more cow/calf pairs to show at the National show.

Neil made a motion to make this change. David seconded. Motion carried.

Discussion was had on whether to have the market steer and heifer show since hardly any money was raised for it last year and the rest of the coming from the Association.

Darwin made a motion not to have the show this year. David seconded. Motion carried.

On August 24 discussion was had about the market show.

Neil made a motion to put junior market steer/ heifer show back in NWSS premium book. Take out the dollar figures that were in the book and state that premiums would be

provided by the American Aberdeen Assc. and see how much sponsorship money can be raised.

Rob seconded. Motion carried.

National Sale:

Email blast would be coming from association.

Breeders Services:

Registry Services:

David informed the BOD of several calls about problems with Gene Seek and the office.

How to Video:

Kristen Evans did a great job with video at Iowa State Fair but the background noise was bad.

Strategic Planning:

Committee wanting input on Mission statement for all committees and regions. Issues to be identified short and long term goals two years and five years.

Junior:

Kiersten Beilk has agreed to be a Junior Advisor for the Junior board.

Promotion and Ledger:

On August 27 discussion was had about running 7 series of articles one a Ledger from the president of the Grassfed Exchange Allen Williams.

Gary made a motion to put article in Ledger. David seconded.

Gary amended motion to include the cost of one full page black and white ad.

Darwin seconded.

Vote yes Gary David Darwin

No Neil Wade Rob

Janis no

Motion failed.

We will table this and discuss it at the next board meeting.

Darwin made a motion to adjourn meeting. Gary seconded. Motion carried.

Next meeting September 25, 2018