

Minutes

American Aberdeen Association Board of Directors Meeting

Special Meeting

January 29, 2019

Members Present: Craig Walker, Gary Gilbert, Neil Effertz, Wade Coffey, Allen Sieverkropp, Darwin Engelkes, Rob Fanning

Others Present: Jan Effertz

President Craig Walker called the meeting to order.

A motion was made by Neil Effertz, second by Darwin Engelkes to dispense with the reading of the minutes from the last meeting until the next meeting in February. Motion carried.

Craig Walker said there is a high level of enthusiasm among the regional presidents to begin appointing committee representatives and the purpose of this meeting is to determine a list of committees and board members that will act as committee chairmen.

There was discussion about whether it is a requirement that regional committee representatives be members of the regional association. Discussion followed.

A motion was made by Neil Effertz, seconded by Darwin Engelkes that the only requirement to serve as a regional committee member is that they be a member in good standing of the American Aberdeen Association. Motion carried.

The following committees and board chairs will be active for 2019:

Regional Association Committee – Gary Gilbert, Chair, members should be the regional presidents.

Junior Committee – Allen Sieverkropp, Chair

National Sale Committee – Rob Fanning, Chair

Show Committee – Wade Coffey, Chair

Strategic Planning – Darwin Engelkes and Neil Effertz, Co – Chairs

Breeder Services – Neil Effertz and Wade Coffey, Co- Chairs

Ledger Committee – Neil Effertz, Chair

Promotion Committee – Wade Coffey, Chair

Bylaws/Rules/Resolution Committee – Darwin Engelkes, Gary Gilbert and Allen Sieverkropp, Co-Chairs

Finance Committee – Neil Effertz, Chair

Nomination Committee – Rob Fanning, Chair

The board determined the Registry subcommittee is no longer needed. If issues arise, they will be referred to the Breeder Services Committee.

The board determined the Breeder Services Committee will deal with representing the breed in the beef industry and educating breeders.

The board determined the National Meeting Committee is not necessary. Rick Dodd will continue to coordinate with the hotel for the National events.

The board discussed having the Ledger committee recommend "Meet the Breeder" candidates.

The board discussed the focus of the Promotion Committee should be press relations, social media, special events, brochures.

The board determined that marketing will be part of the Strategic Planning Committee.

The board determined input for awards and honors should come from the Regional Association Committee.

The board discussed making the Rules and Bylaws committee part of the Resolution Committee.

There was discussion of a branded meat program for Aberdeen cattle.

There was discussion about what platform to use for committee and board meetings. Some members have investigated Zoom and seemed to like it.

There was discussion about reporting methods for committee meetings. It would be easiest to keep the format of the minutes simple, they could be submitted each month before the board meeting in word (pdf) and could be posted on the AAA website after they are submitted at the board meeting. Having regular set times for committee meetings, perhaps during the first week of the month would allow time for committee reports to be submitted to the board prior to the regular monthly board meeting the third Tuesday of each month.

Gary Gilbert, as chairman of the Regional Association Committee, will communicate the list of committees to the regional association presidents in the next couple of days.

A motion to adjourn was made by Darwin Engelkes, second by Wade Coffey. Motion carried.

Respectfully submitted,
Jan Effertz