

Minutes

American Aberdeen Association Board of Directors Meeting

July 16, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Tonya Perez, Sherry Doubet.

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. For the first time ever, the AAA will get a profit sharing check for an issue of the Ledger (\$544.00) for the summer issue. The next issue will be published in September to be timely for upcoming sales and fall activities. It will go to print September 18. The board should decide on a Meet the Rancher. To continue the progress we have made on the Ledger, it is important that the board continues to have a unified front and a big picture attitude. Lisa reported it is a cohesive relationship working with Tonya Perez and Dean Pike.

Craig Walker said he received a message from Dean Pike who reported he is leaving in the morning for the Oklahoma Cattlemen's Convention. There will be a drawing for semen on three bulls and he will be giving away a lot of information and magazines.

Tonya Perez reported Dean will be targeting commercial cattlemen at the Oklahoma Cattlemen's Convention. She has hyped up the AAA Facebook presence. All stats are organic (not paid for). She presented a summary of the stats (attached). The post from yesterday had the most shares and reaction ("Are your cows too big?"). There was a discussion of the value of Facebook posts and who sees it. The commercial cattleman is probably not seeing it. Cattlemen with smaller herds are seeing them. This is an inexpensive way to create some buzz.

There was a discussion about using the word Angus in Facebook posts. Initially we have stayed away from using the word. An advantage would be we would be pulled up when the word Angus is searched. Tonya said it will add value but should be used cautiously. It's a fine line, a catch 22. Tonya discussed hashtags, Instagram and Twitter. The board recommended the issue be sent to the Promotion Committee.

Sherry Doubet presented the income statement and balance sheet and some year end projections. Craig Walker asked how we are doing? There have been legal expenses of \$17,000 which is something we did not expect. Last year we did the name change and we needed breeders to buy back into it. Maybe we need to promote registering cattle to the membership. We need to promote buying registered Aberdeens. We should promote what the AAA does, register cattle. Sherry also prepared a spreadsheet with the number of females per membership and the number of registrations and transfers they have done since January, 2018. Perhaps we can

encourage breeders who have not registered cattle to get them registered. It is a big file and the board will need some time to digest this and decide what to do with it. The new registry system is capable of producing more reports so the board should let her know if they need more information.

Sherry Doubet discussed some confusion among some breeders about AI certificates and statements of natural service. Should we have a breeding certificate that combines AI and natural service certificates? Does the identity of the cow matter? Should leased bulls have a DNA on file? She recommends making one bull breeding certificate for AI or natural service and to expand AI permits requirements to non-owned bulls. The board referred the issue to the rules and breeder's services committees.

Craig Walker asked about the restricted funds on our balance sheet. Sherry Doubet said when the board increased the membership fees a few years ago, they asked that the increase in membership fees be used for the Ledger. \$15 of every membership fee goes to the restricted fund. The restricted fund is much larger than needed to fund the Ledger. It currently costs about \$1500 per issue to subsidize the Ledger. To be changed the board would have to pass a motion. Neil Effertz said the finance committee discussed this and the general consensus was the funds should be used for promotion. The board sent the issue to the finance committee.

A motion was made by Darwin Engelkes, seconded by Allen Sieverkropp to accept the minutes of the last meeting. Motion carried.

Neil Effertz said that Sherry Doubet sent the treasurer's report. It shows a substantial loss for 6 months, \$25,000 less than last year and we had a loss last year. We are negative \$40,000 year to date.

New Business

Craig Walker reminded the board as board members we have no vote on the committees, we are the chairmen and run the meetings. We need to get our invitations out on time and email all committee members. Darwin Englekes said the easiest way is to invite Craig Walker to all meetings and have Craig send it out.

Craig Walker discussed a request for a proposal from the Cattle Raisers Meeting coming up in March 27 – 29, 2020 in Fort Worth. There is a deadline of August 15 to submit a proposal. Jerry Doan has been recommended by Tonya Perez and Neil Effertz as a speaker.

It was moved by Allen Sieverkropp, seconded by Rob Fanning that Neil Effertz ask Jerry Doan if he could do a presentation. He would get with Tonya Perez to get the proposal completed and submitted by the deadline of August 15. Motion carried.

Craig Walker reported that we need to have a meeting with Neogen, Breeders Services and the AAA office staff. Neogen no longer offers the Igenty Gold test anymore and it

is on our DNA form. We need to revise our online form. Wade Coffey and Neil Effertz said Neogen can call in to the next meeting.

Craig Walker asked what we are doing with “Buy Registered Aberdeen”. The board agreed it should be used on the website, on Facebook, wherever we can use it. Tonya can run with it.

Committee Reports

Strategic Planning: Darwin Engelkes reported they met last night. There was a lot of discussion about the Aberdeen Premium Beef Program. The committee recommended that Ag Town quote a price for developing a logo for Aberdeen Premium beef. The committee discussed gaining registrations and registering the steers that will go into the program. The committee recommended the AAA streamline the registration process. The committee would like to be aware of what the other committees were bringing forward to the board. Next meeting will be in two weeks. The strategic planning committee wants to see what the subcommittee on assisting the office and Geneseek can accomplish.

Darwin Engelkes made a motion to accept the two motions from the strategic planning committee, second by Neil Effertz. Gary Gilbert said one of the motions really goes to Breeder Services. Darwin Engelkes said it will be a combination of Breeder Services and Strategic Planning. Motion carried.

Breeder Services: Wade Coffey said they haven’t met this month and will schedule a meeting.

Bylaws, Rules, Resolutions: Darwin Engelkes reported they had a meeting.

Finance Committee: Neil Effertz said they met and reviewed the financial report. Members were concerned about cutting expenses. They recommended that we cut expenses by eliminating the contract with Ag Town to help us balance the budget. While they really like the work that Tonya is doing and would be in favor of hiring her to do future promotion, with the financial situation of the AAA, the committee doesn’t think we can afford the \$1875 monthly retainer. There is concern that we are spending 30% of our gross revenue on promotion. Other breed associations that the committee contacted spend between 5 – 8% of the gross revenue on promotion. The board did not agree with the recommendation. There was extensive discussion about the promotion of the breed and the registration process. The board agreed we need to increase registrations and streamline registration to make it easier for our members to register cattle.

Ledger Committee: Ledger Committee was enthused about the last issue. Deadline for the next issue is September 1.

Promotion Committee: The blasts are reaching people.

Nomination Committee: Rob Fanning said we need to get it out on social media that no one from the Midwest Region can be nominated. It should also go on the website. Rob will get something put together.

International Committee: Gary Gilbert said they did not meet this month. They will meet in August.

Junior Committee: Allen Sieverkropp said Brian Walters backed out of the Denver steer show. The committee is dwindling, they are losing members. The board discussed the junior committee exists to support the junior program and the juniors are in charge of their program. The adults are there to support and mentor the juniors.

Presidents Committee: Gary Gilbert reported they did not meet this month. Please notify regional presidents of all upcoming meetings. Darwin Engelkes reported to view the meetings on Google calendar on the AAA website, you have to click on the meeting to see the correct time.

National Sale Committee: Rob Fanning said the committee met last month and unanimously agreed to ask Neil and Jan Effertz to submit a proposal to manage the national sale. Rob and Neil have had a long talk about some changes in the format. The sale would be moved to Friday afternoon, after the open female and bull show. The sale order would be dictated by how the animals placed in the show. The hope is to increase enthusiasm and get a fresh look. There would be no sale catalog. The sale manager would solicit added entries from the bull and female shows. The sale committee wants input from the board. In future years there might be a possibility of moving the junior show to Saturday but not this year. The annual meeting will still be Friday night. Neil Effertz left the meeting.

Darwin Engelkes made a motion to recommend to the National Sale and Show committees to accept the new format for the National Sale, second by Rob Fanning. Motion carried.

Darwin Engelkes moved the adjourn the meeting, second by Allen Sieverkropp. Motion carried.

Respectfully submitted,

Jan Effertz