

Minutes

American Aberdeen Association Board of Directors Meeting

August 20, 2019

Zoom Meeting

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

Others Present: Dean Pike, Jessie Topp, Lisa Bard, Mickey Birch, Tonya Perez, Sherry Doubet.

President Craig Walker called the meeting to order.

Jessie Topp reported on the Ledger. They are targeting a 32 page issue for the next issue. It will be the youth issue with Junior National results. Jim Barbour will be the Meet the Rancher. Sherry will do an article on DNA testing. 32 pages is the same size as last year. There was discussion of ad sales for this issue as well as maintaining the momentum from the directory issue. Lisa Bard says its important for the association to take ownership of the magazine and show support. Good editorial content is also important. Dean Pike said the summer issue had a big purpose and will be our most circulated issue. We also need a continually growing membership base.

Tonya Perez reported on social media for the month. They have focused on the difference between registered and unregistered cattle. We have submitted Jerry Doan as a speaker to the Texas Cattle Raisers Meeting. His operation is well respected and well known and he is an accomplished speaker. He would appeal to commercial cattlemen. This is a big deal if he is selected. She has submitted a draft of the Aberdeen Premium Beef logo. It has been sent to the subcommittee, Strategic Planning and Promotion committees. It is not ready for presentation to the board yet. Tanya uses a third party program to schedule all the social media posts for the month. There was a discussion of some of the posts that contained errors. Tanya said the posts are submitted to the promotion committee the end of July for approval.

Dean Pike reported on the Oklahoma Cattlemen's Convention. He distributed 40 – 50 magazines. He was able to interact with some influential people including two professors from the Nobel Foundation who were very supportive of the breed. The Nobel Foundation is very respected in Oklahoma. They have recommended the use of Aberdeen cattle in the past. Among those he spoke to, he thinks there were five people who he is confident will use the breed. One cattleman who won semen runs 400 cows, he said he is going to buy more semen. He is pleased with the results of the convention. He recommended some other events to consider for future attendance – the Tulsa Farm Show the first week of December draws a large audience, the Ozark Empire Farm Show in Springfield, Missouri has very reasonable booth rates, 4 animals can be on display. There is a three year waiting period to get in so he put us on the list. He looked at alternatives in Idaho. He spoke with the Idaho Cattlemen's Association and was well received. He attended the Iowa State Fair, 110 entries, excellent show.

He met with two relatively new breeders who sought his advice and assistance. He discussed his fall schedule. There was discussion of the business relationship between the American Aberdeen Association and the American Salers Association and the cost of sending Dean to these events. Sherry Doubet reported the costs will be known at the end of the month when the credit card bills are paid and reconciled.

Sherry Doubet said the July financials and registry statistics were sent out last week. The budget was sent before that. We are continuing to get some new members. She wishes the phone would ring a bit more with all the social media. Dean has been working with Kent McCune from JC Ranch who said they will be submitting registrations for their calves. He has sent Kent a spread sheet of this inventory to assist them. Dean has done the same for Dick Shulanberger. He is working with other breeders who have not registered cattle in a while to encourage them to register their cattle and offer his assistance. There was discussion of other breeders who are not currently registering cattle.

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

Treasurer's Report: Sherry Doubet reviewed the monthly financials. Juniors are at (\$6000.00). The AAA has a \$42,000 loss YTD. Sherry reported they are changing to a new accounting program in September. The finance committee has some input for changing the names of categories to make things easier to understand.

New Business

Darwin Engelkes reported the calendar is not working. It is a google problem. Stay in touch with Shelley Dodd to get meeting scheduled on the website.

Please let Craig Walker know if something on social media is wrong because he can edit the posts. Tanya said she feels more comfortable getting approval from the board rather than the promotion committee. The board agrees.

Sherry Doubet reported on the ILR2 platform. All three breeds she manages have been upgraded in the past 6 months. Now they will begin phase 2. When fully implemented they will be able to use all parts of the program. They will not have some of the personalized enhancements that Hereford uses. She will do a two or three part series in the Ledger with the first dealing with DNA parentage verification. Informative conference calls with the membership will be helpful. There are some tutorials that can be made available including how to register an animal, how to tag a calf etc.

Sherry has spoken with Trina at Neogen about things that would benefit breeders, Neogen and the AAA. The tattoo is the one common denominator that will remain constant throughout an animal's life. Trina was thrilled to know this. If our producers are consistent with using an animal's complete tattoo, it will be of great assistance to Neogen. Sherry has modified page 3 of the DNA submission form to include tattoo on the sire and dam and to assist producers in finding a tattoo if they don't know it. She

has also modified page 1. DNA sampling materials will now be obtained from the AAA office rather than Neogen. Shelley Dodd is in the process of modifying the shopping cart to allow ordering DNA supplies. Trina suggested changes for page 2 of the submission form to include some bullet point reminders for breeders when submitting samples to Geneseek/Neogen which Sherry agrees is a good idea. Trina also suggested a contest to give away 2 or 3 TSU applicators to help breeders learn about sampling materials. There are 18,000 lines of data on the Neogen data base that need to be updated with animal name, tattoo, registration number. Sherry will start with the youngest and will update what is necessary. It will take 80 – 100 hours and is very important. Going forward there will be regular updates. The updates are done in Limms, Geneseek's platform. Before ILR2, Sherry was unable to do these updates. There was discussion of complete tattoos, they are required for registered American Aberdeens. Consistency is very important. Herd letters, year letter and tattoo number must be in the ear, it doesn't matter in what order. If accurate information is submitted, accurate results will be received.

Sherry Doubet reported on progress in combining the AI certificate/natural breeding statements. She will send some suggested wording to the board this month.

The Midwest Association has requested \$1200 for travel for Kris Ringwall as a speaker at a field day in the sandhills of Nebraska in September. Gary Gilbert reported they are hoping to draw commercial cattlemen to their event which is in the middle of cattle country. The board could tap the Ledger account since this is promotion. Neil Effertz reported Kris likes the opportunity to speak to commercial cattlemen and recommended the presentation be video recorded to share with others and for Tanya's use.

It was moved by Darwin Engelkes to approve the \$1200 from the restricted Ledger funds for Kris Ringwall travel to the Midwest field day and that the Midwest association video the presentation, seconded by Rob Fanning. Motion carried.

Old Business

Sherry Doubet confirmed the Secretary of State documents are up to date with North Dakota and Colorado for the AAA.

Committee Reports

Strategic Planning: Darwin Engelkes reported Strategic Planning and Breeder Services has met twice in the last three weeks. They have been tasked with the Breeders Services Sub Committee to make it easier to breeders to register their cattle. We will await their report.

Bylaws, Rules, Resolutions: Darwin Engelkes asked about an international member who is not in good standing with their own association. Sherry Doubet said if they meet all of the AAA requirements and are a member in good standing of the AAA, they are entitled to register cattle.

Rob Fanning asked about rule 14, eligibility to be on the board, the correction needs to be updated on the website. Sherry reported she reached out to Shelley Dodd and sent a pdf.

Finance Committee: Neil Effertz reported the finance committee will meet this month and will work on budget with the Strategic Planning committee.

Ledger Committee: Dean Pike said he has already reported.

Promotion Committee: Craig Walker would like Promotion, Finance and Strategic Planning to have a joint meeting for budgeting.

Nomination Committee: Rob Fanning reported they are having a problem with members receiving notifications, they are working to get it rectified. He reviewed the nominations received to date, five so far for one seat on the board. He will communicate with the nominees about the next step.

International Committee: Gary Gilbert reported they did not have a quorum at their last meeting. They are working toward targeting Southeast Asia. They are working with Christine McIntosh with the Australian association to possibly reestablish a reciprocal agreement.

Presidents Committee: Gary Gilbert reported they met August 5. All presidents were at the Junior Nationals and met then as well. They went through a list presented by the presidents. Darwin Engelkes reported our new Zoom rep Isaac said we may need new tutorials that could be used by the presidents.

Junior Committee: Allen Sieverkropp had an emergency at home and left the meeting, He will report next month. Darwin Engelkes reported the new officers of the Junior Association.

National Show and Sale Committees: Rob Fanning reported they met to discuss the National Sale proposal and change the dates to move the female show to Thursday, the bull sale to Friday, the sale to Friday afternoon, it passed 4 – 1. They met at the Iowa State Fair and answered a lot of questions and concerns. The catalog will be online in a sale catalog format and can be printed off by anyone. Rick Dodd proposed having a video sale at the banquet, the committee wants to pursue the idea for the future. The committee voted 4 – 1 to go with the sale on Friday afternoon this year. Neil Effertz said there will be a hard copy of the animals in the sale at the sale. If someone wants a mailed copy of the catalog it can be printed and mailed to them.

Rob Fanning moved the board accept the changes of dates for the show schedule as recommended by the National Show Committee, second by Neil Effertz. Motion carried.

Rob Fanning moved to accept the recommendation of the National Sale Committee to accept the proposal from Auction Effertz for the National Sale, second by Darwin Engelkes. Motion carried. Neil Effertz abstained.

Darwin Engelkes moved to adjourn, second by Gary Gilbert. Motion carried.

Respectfully submitted,

Jan Effertz