

Minutes American Aberdeen Association Board of Directors  
Meeting October 15, 2019 Zoom Meeting

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

Others Present: Lisa Bard, Mickey Birch, Jessie Topp Becker, Tonya Perez, Sherry Doubet

President Craig Walker called the meeting to order.

Tonya Perez reported on advertising opportunities in the Grass Farmer. The western region will run an ad in the November issue along with a press release. The AAA will run an ad in December or January. The promotion committee approved running an ad and developing a new ad for this publication that is oriented to small farms. The board received an email about this last month. There needs to be board approval.

Hobby Farmer magazine is featuring the Aberdeen breed in their April/May issue. They would like a 300 word story about the breed that they will run at no cost and would like us to run an ad as well.

Lisa Bard reported the fall issue has mailed and produced a profit of \$175 to the AAA. It's nice to be in the black for two issues in a row. Allen Sieverkropp asked about ad placement. Lisa explained it depends on the black and white vs color forms. They always try to put 4 color ads across from editorial so some 4 color ads will be in the back in a smaller issue.

The winter issue is approaching with a November 27 deadline, and will go to print on December 19. The catalog will not appear in the Ledger this year but consignors will be able to buy ads. There was discussion about editorial content. They need a "Meet the Rancher" candidate, the promotion committee will address it. Blueprint will try to be on the next promotion committee meeting.

Sherry Doubet presented Dean Pike's report since he is in an area with poor cell service right now. He has been to the Fryeburg Fair Show (49 head), visited with several breeders in the Northeast, and attended Shetler Production Sale. He was at the NILE show in Billings (70 head) and will be at the American Royal in Kansas City. He will also attend the Supreme Sale, Idaho Cattlemen Assn. Meeting and Range Beef Cow Symposium in Mitchell, Nebraska.

Sherry Doubet discussed Neogen and sample storage recommendations. She will get the financial report and association report out next week. They are working on improving communication with the Neogen staff and are making another change to the

DNA form. She is working on updating the DNA database. Ballots will be out soon, the voting member list is ready.

It was moved by Gary Gilbert, second by Allen Sieverkropp, to accept the minutes of the September meeting. Motion carried.

New Business National Western: Schedule, hotel information, show and sale entry information is on the AAA website. Entertainment and a speaker for the banquet was discussed. Lisa Bard mentioned Ryan Rhodes, extension specialist at Colorado State who has worked with branded beef programs. The board will discuss special awards for Denver at the next meeting including breeder of the year, herdsman of the year, distinguished service award.

Old Business They are making progress with the logo for Aberdeen Premium Beef.

Neogen update. There are 4000 pieces of DNA that are 5 years or older that need to be stored. We are trying to figure out how to proceed. There was discussion of what other breeds are doing. There was discussion of barcodes.

Committee Reports Strategic Planning Darwin Engelkes reported they met last Monday. They discussed the branded beef program. He isn't sure they are ready to bring it to the membership. It's a difficult process.

Breeder Services Neil Effertz is not on the meeting tonight.

Bylaws, Rules and Resolutions Darwin Engelkes reported they had poor attendance.

Finance Committee meeting was cancelled a week ago.

Promotion Committee Darwin Engelkes reported there was not a quorum.

Nomination Committee Rob Fanning reported there are three candidates for the board. The committee met last week. They are going to have a Q and A with the candidates and Eric Kylo will run it. They will get a few questions to the candidates ahead of the session so they are prepared.

International  
Committee

Gary Gilbert reported they will meet this Thursday. He sent a copy of the welcome letter developed by the committee to the board. It was moved by Allen Sieverkropp to accept the International Committee's welcoming letter, second by Rob Fanning. Motion carried.

Junior Committee Allen Sieverkropp reported they only had two members present. They will focus on some subjects that Darwin recommended. It was clarified that the market and prospect steer shows are still scheduled in Denver.

Regional President Committee Gary Gilbert reported they will meet tomorrow. They will discuss a Meet the Rancher candidate. They will discuss getting voting members to attend all the committee meetings.

National Show and Sale Committee Rob Fanning said there is nothing new to report. There will be some changes this year because some pens have been removed.

The board has not yet received information on the contract for Dean Pike and the office. The minutes from last year say the contracts were for one year and will renew this year. Craig Walker will get in touch with Sherry Doubet about it.

A motion to adjourn was made by Gary Gilbert, second by Rob Fanning. Motion carried.

Respectfully  
submitted,

Jan  
Effertz