

Minutes

American Aberdeen Association Board of Directors Meeting

December 17, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Jessie Topp Becker, Sherry Doubet, Dean Pike

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. The issue is just completed, it is 28 pages, a very nice issue with some good stories. We will break even or make a small profit. The board was sent a proof last week.

Craig Walker reported Tonya Perez is not on the meeting tonight but sent in a few items for the board via email. One is the free 300 word article scheduled to appear in the Hobby Farmer. She also sent the Grass Farmer annual ad projected costs. The promotion committee should take a look at it.

Dean Pike reported he recently attended the Range Cow Beef Symposium in Mitchell, Nebraska. It was outstanding, 600 attendees from several states, with many progressive commercial cattlemen interested in doing something different than what they are doing currently. Many are using Angus bulls now but are interested in reducing cow size. He also attended the Wyoming Stockmen's Convention on his own and promoted with 2J Livestock. He wanted to see what would happen when an event was attended twice. He thinks there is a market for 15 – 20 bulls from that meeting. They gave away 15% off a bull. He is very excited about it. He has encouraged Brad Tummons to return to the Missouri convention again this year and Cross Creek will attend the Tennessee convention and promote their ranch.

Sherry Doubet reported she attended a meeting at the National Western and toured the new set up in the yards. It looks great. There are now three wash racks with drains and non slip concrete. She has received the National Show entries from the NWSS – there are 177 Aberdeens entered.

Sherry Doubet reported the DNA samples from Neogen arrived at their office this week. It is a bit overwhelming.

Dues are coming in. One more notice will go out before the end of the year. They are keeping current with registry work. Neil Effertz asked about when dues are paid. The board is considering increasing dues for 2020, perhaps early in the year so folks who haven't paid would pay the new rate. Sherry Doubet said it would be easy for the office to accommodate that. March 1 would be a good date.

Allen Sieverkropp made a motion to approve the minutes of the last meeting as written, second by Darwin Engelkes. Motion carried.

Sherry Doubet presented the treasurer's report. This is the first time for the report on the new accounting system. There is a loss of about \$50,000 for the year. She also presented the Junior Association financials – down about \$13,000 for the year. She clarified some questions regarding expense categories. The board discussed the restricted Ledger funds. Currently, we are using \$1100 to \$1400 per issue for the Ledger.

Sherry Doubet said other breeds are using a “not responsible” notice regarding the storage of the DNA samples, that the association be held harmless. They are putting it on the DNA form for South Devon and Salers and she recommends Aberdeen do it as well. She will have the lawyer look at it when he looks at the by laws. Over the long term we need to decide who needs to store the samples over 5 years. She also discussed updating the DNA data base. She has completed a lot of the entries but its too much for her to do – she has someone who will come in and help.

A motion was made by Neil Effertz that Sherry Doubet hire someone to help complete the DNA data base update that is necessary for future DNA by Neogen, second by Gary Gilbert. Motion carried.

National Show and Sale

Rob Fanning said he has nothing more to report beyond what Sherry has reported. There will be a plated dinner instead of the buffet which will save some money. Awards are ordered. Speakers are still being confirmed.

Sherry Doubet discussed the Aberdeen contract with American Salers. It is the same as the previous contract. We might want to discuss a one year contract to benefit both parties. \$2750 per month is the same amount and the breeder services contract would be the same as well. Nothing has changed.

Allen Sieverkropp asked if there is a break if we fall below the number of registrations in the contract. Sherry Doubet said it would have to be quite a bit below the standard.

Strategic Planning

Darwin Engelkes had nothing to report.

Breeder Services

Craig Walker said we need to become more user friendly to encourage breeders to register their cattle.

Rules Committee

Craig Walker reported the office requested a rule change and it is currently in the lawyer's office pending his approval. The rule is intended to protect our registry. The committee has worked hard on this and has done a good job.

Finance Committee

They would like to form a sub committee for sponsorships. They had a very good, passionate meeting. They concluded we need to cut expenses, increase revenue, help the committee identify expenses on the balance sheet and start a sponsorship sub committee, two or three members will serve.

Neil Effertz moved we form a sponsorship sub committee of the finance committee, second by Rob Fanning. Motion carried.

Tom McKenny, Karen Sieverkropp and maybe Cindy Jackson have volunteered to serve on the subcommittee. They wondered if Ag Town or someone else with fund raising experience could help, perhaps we have a member with these skills. Craig Walker will form the subcommittee.

Ledger Committee

Craig Walker discussed the restricted Ledger funds.

A motion was made by Neil Effertz not to earmark \$15 of the dues for 2020 for the Ledger, second by Darwin Engelkes. Motion carried.

Promotion Committee

Darwin Engelkes said there is nothing new to discuss. The committee is leaving the decision to the board for the annual ad in the Stockman Grass Farmer. The price is steep. The board will not approve it now.

Nomination Committee

Rob Fanning discussed the board member election, there were 128 ballots cast out of just under 500 sent out. Perhaps going forward we need to look at a new way of distributing ballots.

International Committee

Gary Gilbert reported they have been working on the reciprocal agreements and are very confident with the agreements with Canada and Ausline. They are hoping ALCA will come to a better understanding our meaning of reciprocal agreement. The Southern Region has said they think the International Room in Houston is for all AAA members, not just those from their region, and they have decided not to fund it this year. The cost is \$500 and needs to be paid by January 6.

A motion was made by Neil Effertz to fund the International Room at the Houston Stock Show, second by Gary Gilbert. Motion carried.

Junior Committee

Allen Sieverkropp reported the donation heifer information is online. Sponsorship levels have been set and will be in the Ledger ad and will form a buyer's group which will buy the heifer and donate her back. He will ask for the list from Sherry so we can start

contacting breeders. There are some other donations coming in and the juniors are soliciting corporate donations.

President's Committee

The committee approved a motion to compile a book with the history of the breed. The first Lowlines came into the US in 1996, it will be 25 years in 2021.

Gary Gilbert made a motion to put together a book of 25 years of history of our breed, a quality book to promote the breed, second by Wade Coffey. Motion carried.

National Sale

Neil Effertz reported there are 30 lots entered with more to come. Quality of cattle and pictures are better than ever before. A social between the bull show and the sale would be great. Darwin Engelkes said the juniors offered to do coffee and donuts. Craig Walker will investigate other options as well.

National Show

Rob Fanning said entries are down a little from last year. 176 in the open show, 5 pens, 53 in the junior show which includes 5 market steers and 7 prospect steers.

The board thanked Wade Coffey for his service.

Craig Walker clarified when the board is in executive session there can be no motions, it is for discussion purposes.

It was moved by Darwin Englekes, second by Neil Effertz to go into executive session. Motion carried.

The board came out of executive session, Craig Walker reported the board will further study the contracts and gather more information and reconvene at a later time.

It was moved by Darwin Engelkes, second by Allen Sieverkropp to adjourn. Motion carried.

Respectfully submitted,

Jan Effertz