

## Minutes

American Aberdeen Association Board of Directors Meeting

July 21, 2020

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Gary Gilbert, Neil Effertz, Rob Fanning, Kenny Hinds.

Others Present: Tonya Perez, Sherry Doubet, Lisa Bard, Dean Pike

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. The current issue out. She will do financials for this issue at the end of the month. It is anticipated to be a break even issue.

She also reported on Out Cross. The other small breeds they have approached like the concept but do not have the budget to support the publication at this time. Out Cross is still in motion but is evolving to larger breeds. In the promotions meeting, some members expressed concerns about being associated with "hobby breeds" and the publication is evolving away from that. The promotions committee expressed a desire for two printed Ledgers per year and a digital version twice a year.

Tonya Perez said there were two motions to come to the board, one to participate in Out Cross and one to have two Ledgers per year in a digital format. Allen Sieverkropp, the chairman of the committee, could not be on the board meeting tonight. Tonya said the committee was envisioning a newsletter type format with articles that would be suitable for eblasts and would appeal to non members as well as members. The digital version could be launched in late fall. The board would like to know ad prices and costs for the digital version before the next meeting.

A motion was made by Neil Effertz, second by Darwin Engelkes to ask Lisa to provide the board with cost figures for a digital version of the Ledger in the next two weeks. Motion carried.

Tonya Perez sent the board an example of a newsletter from the Progressive Cattleman.

Tonya Perez said the promotion committee agreed on some trade shows and she has sent a list to the board. She doesn't know yet if they will happen or be cancelled due to the pandemic. The Texas Cattle Raisers has cancelled so we should get a refund. We have two missing banners that were shipped to the Fort Worth Convention Center and they have been misplaced. She and Dean are trying to find them. Events on the list include the Ozark Farm Fest in Missouri, the South Dakota Cattleman's in Rapid City and the Pennsylvania Farm Show. There was discussion of the cost of the shows. We are on a wait list for some shows for a live display. If the board approves the shows, Tonya can get entries completed immediately once she is notified entries are open.

A motion was made by Neil Effertz, second by Rob Fanning, to approve entries to the Ozark Farm Show and the South Dakota Cattleman's Convention and to hold on the Pennsylvania show for this year. Motion carried.

Dean Pike reported. He thinks we need a fall Ledger. He would like to know more about the readership of digital publications. Tonya Perez said it is important to have shorter articles, people don't read long pieces anymore. Lisa Bard said she will get some stats. He is supportive of the Out Cross concept and the promotion of the breed it will bring. The Ledger will provide a promotional tool to breeders who don't want to advertise in Out Cross. He feels positive about the breed and its growth.

Sherry Doubet reported on registration statistics. They are substantially improved with more than last year. She is also positive about the breed. The balance sheet is less in the red than last year, the trend is encouraging. The new online registry will be tested later this month. She has spoken with Shelly Dodd about the online shopping cart and they will wait until the new system is up and running to make changes to the shopping cart.

#### Committee Reports

Neil Effertz reported on the financial committee. We are losing less money YTD than last year. Normally our income increases in the fall with registration of spring calves. This is good news.

Rob Fanning asked Sherry Doubet to report on the National Western and our plans A and B. Colorado is still partially closed down due to the pandemic. In her opinion there is less than a 50% chance the National Western will happen in 2021. She is thinking about a plan B for our National events. She is considering talking to some other breeds, perhaps about going to another location, perhaps Grand Island, for National meetings, shows and sales.

Dean Pike said there is heresay that there is a 75% chance the NWSS will be cancelled. It would be smart to have a jump start on this and have an alternative plan. South Dakota would be a good place to go because of their governor. He initiated contact with the Sioux Empire Show today. He also called Bill Angel at the Nebraska State Fair in Grand Island about bringing in three breeds for events this winter. They could handle more than three breeds. Their barn holds 1300 cattle and has a ring big enough for two shows at once. They also have other buildings for sales. Bill will work up some costs.

The buildings we have used for our show and sale at the NWSS have been torn down and there is a question if construction has slowed down due to covid.

Rob Fanning said there is a real concern that the American Royal in Kansas City will be cancelled. Grand Island is a good alternative.

Dean Pike will work with Rob Fanning and the National Show and Sale committee on development of a plan B. This is uncharted water for all of us.

Neil Effertz left the meeting.

A motion was made by Darwin Engelkes to approve the minutes of the last meeting, second by Rob Fanning. Motion carried.

#### Committee Reports

Rob Fanning reported on the National Show and Sale Committee. We have covered most of the issues already. It is a work in progress

Gary Gilbert reported on the Nominating Committee. They are well underway on the nominations for the board, there are three openings this year.

Kenny Hinds reported on the Junior Committee. They are working on getting scholarships in the Junior Committee control. The application will be posted on the website. The juniors did interviews for the Junior Board and royalty. They are doing final interviews tonight.

Craig Walker reported on the Breeders Service and Commercial Committee. They discussed the new platform with Sherry.

Gary Gilbert reported he was baling hay during the meeting of the International Committee. Rebecca Miller held the meeting. There was nothing to report.

It was moved by Rob Fanning to adjourn the meeting, second by Kenny Hinds. Motion carried.