

Minutes

American Aberdeen Association Board of Directors Meeting

October 13, 2020

Zoom Meeting

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

Others Present: Tonya Perez, Lisa Bard.

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. The fall issue was put on hold until some decisions have been made.

Tonya Perez reported on the Ozark Farm Show. It went well. In a big venue like that, it was recommended that there be a backdrop and the video was hard to hear. 30% of attendees were Menonite, we should work on reach out to them. It was money well spent. We are on a waiting list for the live animal display, it is expected to take about 4 years to clear the waiting list.

Tonya has been working with Shelly on the website. To freshen up the home page would cost \$1500 - \$1800, \$3180 for a complete redesign.

Neil Effertz reported the Aberdeen Supreme Sale will be online only. Brochures were distributed at the Ozark Farm Show, he would like the list from the show so we can contact those folks to let them know its virtual. Tonya will work on it.

It was moved by Darwin Engelkes, second by Neil Effertz to approve the minutes of the last meeting. Motion carried.

There is not a financial report from Sherry Doubet. Craig Walker stressed we need one.

Rob Fanning reported on the tentative schedule for the National Show at The Nebraskan. The National Show and Sale Committee met last night. We are now at the first week of the show with Limousin, South Devon, Salers, Gelbvieh, and Red Angus. He discussed judges for the Junior and Open Shows. Entry forms will be online, once the schedule is locked down. Rick Dodd is working on blocking hotel rooms.

Craig Walker discussed the annual meeting. We could have it on the grounds or at the hotel. We may not have a banquet due to social distancing. We could tie the annual meeting with the junior auction.

Darwin Engelkes moved we have the annual meeting on Sunday, January 10, in conjunction with the junior auction, second by Neil Effertz. Motion carried.

The National Show and Sale Committee discussed having a National Sale in Grand Island. There was concern about having high quality lots for both the Aberdeen Supreme and the National Sale. Now that the Supreme will be online, the committee will discuss the National Sale. The biggest concern is presenting a high quality offering in the spotlight of a new event in a new venue. Sale animals will need to be entered in the open or junior shows.

Lisa Bard will put together a tentative Ledger schedule based on this information. They need more lead time than social media. They need 3 – 4 weeks before they go to the printer. There was discussion of ad sales, Dean may stay on to sell ads, if he doesn't Blue Print's ad salesman will do it.

Neil Effertz reported that Jan was on a Zoom meeting for introduction to ILR2. She said it's going to be good, there will be a learning curve.

Committee Reports

Strategic Planning, Breeder Services, nothing new to report.

Rules and By Laws Committee: Darwin Engelkes reported they discussed changes to the rule 14 to accommodate the changes made by the board in 2012 to be consistent with our bylaws.

It was moved by Darwin Engelkes, second by Neil Effertz, to change rule 14 by inserting at the beginning: The American Aberdeen Association board consists of no less than 5 and no more than 7 members with no more than 3 members serving from any one region. Motion carried.

Finance Committee: Neil Effertz reported they are waiting for the reconciled finance report from Sherry to have a meeting. They want to bring forward some solid recommendations.

Promotion Committee: Allen Sieverkropp reported they discussed the website.

Nomination Committee: Gary Gilbert reported they are conducting interviews to be posted online. Chris Spear is doing a nice job in his lead position.

International Committee: Gary Gilbert reported their meeting last week was postponed due to weather.

Junior Committee: Darwin Engelkes reported some winners were posted on the social media page. The junior board will meet in November in Grand Island.

Presidents Committee: Gary Gilbert said they are working on nominations. Everyone is tired and frustrated with the limitations of Covid. There may be a turnover of three presidents. The committee is open to past presidents staying on the committee as mentors.

National Show and Sale Committee: Rob Fanning reported the board has already discussed the issues.

Craig Walker adjourned the meeting.

Respectfully submitted,

Jan Effertz