

## Minutes

American Aberdeen Association Board of Directors Meeting

January 5, 2021

Zoom Meeting

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

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

President Craig Walker called the meeting to order.

Craig Walker introduced new members Rebecca Miller and Jack Sandford.

Lisa Bard reported on the Ledger. The winter issue is in the mail. It is a positive issue but not profitable at all for Blue Print. The loss won't affect the AAA. It's a small issue with a low ad percentage but Blue Print felt it was important to get an issue out. Dean Pike is willing to stay on as an ad representative but he is fine if Blue Print decides to go another way.

Lisa sent an annual Ledger summary to the board. We are at a crossroads and need to discuss where we are with the magazine. Advertising and subscriptions are the two revenue sources for magazines. Advertising revenue has dropped for all magazines during the pandemic. Two of Blue Print's small breed publications have stopped production. Santa Gertrudis is doing well – they have good advertising support and good membership numbers. The industry as a whole is feeling the heat. It is important to look at the big picture, goals of the breed, financial resources, the state of the cattle industry as a whole. If the goal is to communicate with members, maybe social media can accomplish that. In Lisa's opinion, social media alone is not enough. Is the goal to drive and build market? Blue Print's concept of a multi breed publication is on hold due to lack of advertising support. Most breed associations have been concentrating on crisis control for several months.

Jessie Topp Becker said an option might be adjusting the frequency of publication of the Ledger. Blue Print is willing to creatively help the AAA accomplish its goals.

Craig Walker discussed the increase of membership fees, was the magazine part of that discussion? It isn't in the minutes but in the back of the boards mind, they knew the Ledger was going to need some support. We need to provide value to our members. We can do a better job of explaining to members what they get for their membership dues.

There was discussion of the costs of production and possible income sources, print vs. digital. The Ledger needs more advertisers. We need 13 full page advertisers in each issue to be viable. Perhaps we could do hard copies in the fall and spring, during the breeding season, then a digital version a couple of times per year. We only have email

addresses for about 60% of members so a digital version causes some distribution problems.

The lack of events and activities in the breed this year has had a huge impact on advertising. The question is how quickly will it come back?

Tonya Perez discussed potential advertising trades with three publications – Hobby Farmer, Progressive Farmer and Grass Farmer. Hobby Farmer was receptive, Progressive Farmer was willing to offer us a discounted ad rate and Grass Farmer was willing to offer a small ad. Its hard to nail down when we don't know what our plan is for the Ledger. We need to set goals first. We need an understanding of our financial constraints.

The Ledger committee should meet and discuss this with Lisa Bard, Jessie Topp Becker and Tonya Perez.

Tonya Perez discussed a website revamp. She wants to clean up the home page, make it a little more modern. This will cost about \$1500. Or we can revamp the whole website for \$3800. We are on a very old platform and server and version of word press. The complete revamp is more bang for our buck. The money may be needed other places now but hopefully the redesign won't be on the back burner forever. Video keeps visitors to the website engaged and the new design will be much more conducive to video on the home page.

Our focus needs to be a membership drive. There was discussion of sending a recap of the value of a membership along with dues notices.

Allen Sieverkropp said the committee recommended a full revamp.

Neil Effertz discussed the treasurer's report. He has not seen a financial report in the past several months so he doesn't have a report.

Sherry Doubet discussed collaboration and how important it has been to having a national show. The year end financials will be run tomorrow to allow all mail sent before year end to arrive at the office. She would like to meet with the board next week to discuss financials, registry stats, the new online system and possible whole herd registration as well as the contract with the office.

Darwin Engelkes moved that we set a meeting with Sherry Doubet on January 14, second by Neil Effertz. Motion carried.

Rob Fanning reported on the national show. We are at plan Z and it has paid off. We have enough entries to move forward. He discussed judges, show supplies, vendors, Facebook live streaming of the show, tie outs. There will be banners for show winners but not buckles. He also discussed the 2022 National Western and getting moved back to the first week.

We have 81 head in the show, Salers has 40 head.

Craig Walker discussed trademarks. Is there anything we need to update or do? Tonya Perez reviewed our status. Craig Walker will find out if anything needs to be done.

#### Committee Reports

Cary Gilbert reported the President's Committee met last night. He updated them on the activities of the AAA. They did a terrific job with nominations.

Gary Gilbert and Rebecca Smith discussed the reciprocal agreement and the International Committee.

Kenny Hinds discussed the Junior Scholarships. There will be three \$750 scholarships with applications due March 31. Craig Walker will get the application in pdf format to Sherry Doubet to go on the website. .

Rob Fanning asked about the junior auction during the Junior National. The Junior board is meeting Sunday to discuss it. They will get with Tonya Perez so she can promote it.

There are no other new items to report. We will be proceeding with committees actively next month.

Neil Effertz reported there will not be a National Sale in Woodward.

A motion to adjourn was made by Gary Gilbert, second by Darwin Engelkes. Motion carried.

Respectfully submitted,

Jan Effertz