

Minutes

American Aberdeen Association Board of Directors Meeting

March 15, 2021

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Rob Fanning, Allen Sieverkropp, Jack Sanford.

Others Present: Tonya Perez

President Craig Walker called the meeting to order.

Tonya Perez said she is working on some registration promotion through social media and email blasts. She is waiting until the new system is up. Once we know about the spring issue of the Ledger, she will work on some advertising trades. Do we have finalized show pictures? She wants to send the pictures with the show press release. Rob Fanning will make the selections. She will also work on the letter to Governor Polis so she has it ready by the 20th.

Allen Sieverkropp reported they have decided not to do a spring Ledger. The winter Ledgers are just now arriving in mailboxes. The spring issue is primarily the AI issue. We can direct everyone to Shelley Dodd who has a semen promotion website. Aberdeensires.com. We will focus on our summer directory issue of the Ledger.

Sherry Doubet texted to report they have been snowed out of the office all day. It will be difficult to accomplish some things without Sherry.

Rob Fanning reported on his trip to Denver and the National Western Stock Show. He was able to tour the new facilities, there is still a long way to go. He discussed their new proposed programs. They are saying they want to be more exhibitor friendly. He discussed our desire to move up in the schedule to be with the regular cattle and he thinks they are sincere in their desire to accommodate us. He also had a conversation about getting into the Cattlemen's Congress with their staff and feels optimistic about that as well.

Right now the Cattlemen's Congress is scheduled for January 1 – 16, and the NWSS for January 8 – 23. It will be hard for our breed to do both shows. The board discussed both shows and which is a better fit for Aberdeen and being proactive. The board appreciates all of Rob Fanning's work and expertise.

Craig Walker reported that Sherry Doubet has had several conversations with Neogen and we are going to have to muscle through that situation first. We have been discussing the new registration system for three years and its frustrating. We want to be able to retain members and promote registrations and its difficult now. Sherry Doubet is doing all she can. We need a liaison person between our breeders and Neogen who has a working knowledge of the breed and can help educate our breeders and solve

problems. The board discussed options for such a liaison person and the urgency of the situation.

Craig Walker discussed committee assignments. We have 12 committees, chairmen were assigned as follows:

1. Strategic Planning – Darwin Engelkes, Jack Sandford, Craig Walker
2. Breeder Services/Commerical – Jack Sanford, Rob Fanning, Craig Walker
3. Bylaws, Rules and Resolutions – Darwin Engelkes, Allen Sieverkropp
4. Finance – Kenny Hinds, Craig Walker
5. Ledger and Promotion (they were combined last year) Allen Seiverkropp
6. (Promotion)
7. Nomination (which was handed to the Presidents Committee last year) – Rebecca Miller
8. International Rebecca Miller
9. Junior – Jack Sanford
10. Presidents – Rebecca Miller
11. National Show and Sale - Rob Fanning, Craig Walker
12. National Sale (National Show and National Sale were combined last year)

The regional associations are saying they are having trouble finding people to serve, especially in the east. Perhaps there is a need to combine some regional associations so there are active participants.

The committee chairs should get their members to Darwin Engelkes so he can set up their first meetings on Zoom. Rebecca Miller will get the members from the presidents and forward to Darwin.

Getting on a schedule helps with keeping members engaged. Last year Covid slowed things down and we need to get going this year. We need a good year. Things are opening up, fairs are being scheduled and are a go for 2021.

Darwin Engelkes made a motion to adjourn, second by Jack Sandford. Motion passed.

Respectfully submitted,

Jan Effertz

