

Minutes

American Aberdeen Association Board of Directors Meeting

August 24, 2021

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Allen Sieverkropp, Kenny Hinds, Jack Sandford.

Others present: Lisa Bard, Lindsay Graber Runft

Lisa Bard introduced Lindsay Graber Runft, who will be the new managing editor of the Ledger. Darren Richmond, the new sales rep, can't make the meeting tonight because he is travelling. He is ready to start selling ads for the Ledger. The Ledger is pleased to have these two individuals on their team.

Lindsay introduced herself. She and her husband raise Charolais cattle in Kansas with an annual commercial bull sale. She is a 5th generation rancher. She and her husband have an alfalfa hay business. She has a contract public relations business and also serves as executive director of the Livestock Publication Council. She has served as director of Hereford publications.

Schedule for the next issue of the Ledger is dependent upon our National show and sale and related events and schedule. It should be determined by next month.

It was moved by Darwin Engelkes, second by Allen Sieverkropp, to accept the minutes of the July 28 meeting. Motion carried.

Treasurer's report: Kenny Hinds reported he has not received anything from the office. It is important to receive timely reports. Craig Walker will call Sherry Doubet in the morning.

Old Business

Craig Walker reported on the NWSS. We will be in Denver herd bull alley week, with shows the weekend of Martin Luther King day. The shows are Friday, Saturday, Sunday, the banquet is scheduled for Friday night. The sale is Sunday after the show. The national meeting is Sunday night. The block has been reserved at the Embassy Suites, January 11 – 17, nightly charge is \$139.

Craig Walker also reported in the past we have given buckles and vests for championship prizes for the national show. Buckles currently cost \$230 each and would have to be ordered soon. In Woodward last year we gave banners and ribbons and there were no complaints. Many shows have gone to just banners and ribbons. The board agreed it is a good way to economize for the association to forego prizes for national show champions. The board agreed it is important to establish and maintain financial stability of the association.

Craig Walker reported on DNA. The office is just getting ready to release their first DNA results. It will be good when the move is complete but it has been a challenge. It is important for our breeders to understand the DNA situation is not the office's fault. A majority of the issues the office deals with are management issues on the breeders' side.

New Business:

Craig Walker reported a notice calling for board nominations has gone out, they are due September 1. Nominations are coming in.

Craig Walker and Allen Sieverkropp said all show winners used to be listed in the Ledger. It wasn't done in the directory issue because it dates your directory. It is still important to recognize the show winners. The AAA website and social media are possibilities for promotion of these winners. The association needs to get the photos and use them for promotion and recognition. Lisa Bard reported the show will often give the images to an association for use in social media and on the association website. Results for the 2021 National Show, Junior Nationals and Iowa State Fair need to be recognized.

Committee Reports

International Committee:

Craig Walker reported the agreements are proceeding but not with Australia because they are not willing to comply.

Junior Committee:

Jack Sanford and Darwin Engelkes will work together as chairmen of the committee. Shea Esser would like to be an advisor as will Kirsten. A background check is needed for all advisors, this requirement started when Junior Nationals were held in Iowa and Iowa State University required it. The board agreed it is a good idea.

Darwin Engelkes and Jack Sandford reported there is a new junior board president who is doing an excellent job and the junior board is making good progress. They are working on selecting a site for next year's show. They would like to do a three site rotation.

Jack Sandford said he is meeting with Strategic Planning and Breeder Services next week so he will have a report soon.

Jack Sandford left the meeting.

National Show and Sale

Schedule is on the AAA website.

Bylaws Committee

Darwin Engelkes reported there was a joint meeting of Bylaws and Breeder Services about breeding up with purebred cattle. Neither committee felt they wanted to deal with the issue.

The Bylaws Committee has proposed a change to article 14, board of directors, to solidify our rule change to having 7 members instead of 5. There is a very specific method to changing the bylaws. Darwin will visit with Sherry Doubet about it.

Ledger and Promotion Committee

Allen Sieverkropp reported the website hasn't posted pictures of show champions since 2018. They will meet and discuss it and get the photos.

A motion to adjourn was made by Darwin Engelkes, second by Allen Sieverkropp.
Motion carried.

Respectfully submitted,

Jan Effertz