

American Aberdeen Association  
Board of Directors Meeting  
November 21, 2017

Board Members Present: Janis Black, Wade Coffey, Larry Watkins, Rick Dodd, Darwin Engelkes, Craig Walker and David Shockey

Others Present: Jesse Becker, Lisa Bard, Sherry Doubet and Dean Pike

Janis Black called the meeting to order.

Blue Print staff, Jesse Becker noted the winter issue will be 36 or 44 pages. Blueprint would like clarification on how many shows per region to print and if they are to print 8 photos per show. The National Sale catalog will be in the issue. It is a twenty page 4 color catalog. The AAA board will discuss the show policy and get back to Blue Print. Lisa Bard and Jesse Becker left the meeting.

Wade Coffey moved, with a second from Darwin Engelkes, to allow every Region to have two show results, one with photos and one without and have the region pick. The National Western Stock Show and Junior National will not count as a regional show.

Motion carried.

#### Minutes

Craig Walker moved, with a second from Wade Coffey to approve the 10-10-17 minutes.

Motion carried.

#### Old Business

Sherry Doubet discussed the ILR2 Registry software upgrade. A tentative time-line for implementation would be March 2018.

The committee discussed the proposal from Edge for on-line registry improvements

Craig Walker moved, with a second from Wade Coffey to authorize Edge to perform the 2 to 4 hour \$300 to \$600 improvements to the shopping cart to add the \$12 other breed Pedigree option.

Motion carried.

The next Member Connection could talk about the Aberdeen Plus Registration option along with the National Western Stock Show activities.

#### Aberdeen Plus Rules

It was noted per earlier correspondence from Sherry Doubet and the Registry office, The current Angus and Red Angus dam ownership rule is not enforceable as currently written. You can not verify past ownership of dams in Red Angus or Black Angus.

Larry Watkins moved, with a second from Craig Walker, to add words to #3A rule - For calves born after April 30, 2018, the submitting member must show as the recorded owner of the female in Red Angus or Angus at the time the calf was born.

Motion carried.

#### Artificial Insemination Certificate Rules

Wade Coffey moved, with a second from Rick Dodd, that the American Aberdeen Association is authorized to release breeding certificates, on eligible sires, when no identifiable owner of record is listed as active within the American Aberdeen Association.

Motion carried.

Discussion allowing Canadian Red and Canadian Angus into the system.

Larry Watkins will talk to Kurt Duff regarding utilizing Canadian Red Angus and Black Angus. Larry Watkins will let everyone know.

#### New Budget

The Board agreed to work on a budget with an upcoming board meeting.

#### New Business

##### Junior Advisors

Discussion occurred on the Junior Bylaws and potential new junior advisors.

Darwin Engelkes volunteered to be the AAA Board Liason for the Juniors.

##### Moderator and Moderator Plus Trademarks

David Shockey moved, with a second from Darwin Engelkes, to have Larry Watkins check with the Houston attorney regarding the renewal of Moderator and Moderator Plus Trademarks.

Motion carried.

Darwin Engelkes moved, with a second from Craig Walker, to have Larry Watkins have the Houston lawyer work on the Aberdeen Plus Trademark renewal.

Motion carried.

National Sale Committee – The sale manager is working on the National Sale Catalog.

David Shockey is good with doing the stalling. Sherry Doubet is working on getting check-in people.

Promotion Committee – Craig Walker noted Tonya is still planning to speak during the National Western. It would be a good time to launch the new marketing campaign. David Engelkes and Brad Tummons will be bringing the pull up banners. Janis Black will talk to Tonya about the costs she was thinking about regarding rolling the campaign out.

Resolution Committee – NA

Junior Committee – NA

National Meeting & Hotel Committee – Rick Dodd noted he has the speaker room for the two nights. He will check to see if Janis can get a room with a meeting room/conference table.

Janis Black will ask Tonya if she needs a room.

International Committee – NA

Breeder Services Committee - NA

David Shockey has been and plans to continue on with Committee meetings and discussions.

Aberdeen Plus Committee – Already discussed

It was discussed to break out the Ag Town expenses into a separate category on the financial report.

Next board meeting will be December 12 at 6:00 p.m.

Craig Walker moved, with a second from Wade Coffey, to adjourn the meeting.

Motion carried.