

American Aberdeen Association
Board of Directors Meeting
September 13, 2017

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

Board Members Absent: Craig Walker

Others Present: Sherry Doubet, and Tonya Perez
Janis Black called the meeting to order.

Minutes

David Shockey moved, with a second from Darwin Engelkes, to accept the August 13, 2017 minutes.
Motion carried.

Ag Town Update

Tonya discussed the press releases from the Congress. She mentioned that video footage was being edited. They had also done Facebook posts. She is working to schedule a photo shoot at Wade Coffey's. They will be working with Blueprint on the editorial from the Congress for the next Ledger issue. Ag Town is also working on new promotional materials and would like some quotes from the Congress to support the new materials. The Aberdeen breed did have a very nice article in the Farm and Ranch publication.

Tonya left the meeting

Old Business

Conference Wrap up

Both David Shockey and Wade Coffey noted they enjoyed the Conference. A Financial report will be available when all of the income and expenses have been finalized.

Rules

Wade Coffey moved, with a second from Larry Watkins, to approve the additional Aberdeen Plus Rules as presented. Motion carried.

Ledger Report

Lisa Bard provided the Ledger update. She noted the Fall issue of the magazine will be 36 pages. She noted the next issue will be the Winter issue. It will have the World Congress coverage and information about the Annual Meeting and National Sale. Dave Brewster from Michigan was suggested to be the next Meet the Rancher. Gabe Pride from Bluebonnet Beef was also suggested as a Meet the Rancher story.

Darwin Engelkes moved, with a second from Larry Watkins, to have Bluebonnet Beef be the next Meet the Rancher article and look into Dave Brewster for the following issue.

Motion carried.

Lisa Bard left the call.

New Business.

Wade Coffey moved, with a second from Darwin Engelkes, to purchase a second set of traveling banners. The borrower must pay for the banners if they are damaged. Regions will also be provided the artwork if they want to purchase the banners themselves.

Motion carried.

Janis Black with talk with Tonya Perez.

Midwest Region

Janis Black noted the AAA has received the 2016 financial report from the Midwest region.

Larry Watkins moved, with a second from Wade Coffey, to send the 2016 Regional payment of \$3400 to the Midwest Association.

Motion carried.

Board Nominees

Currently the AAA only has one nomination for the AAA Board. It was noted nominations are due October 1, 2017.

National Western Stock Show Awards

The group should be thinking about nominees for the Herdsman of the Year and the other special awards. Think also about what the qualifications for the awards should be.

Janis Black suggested Gary McMahan, who was the entertainer at the Leachman Cattle events, may be a possibility for the National Western Stock Show banquet.

Rick Dodd will contact Gary McMahan for pricing.

Eric DeVuyst, past Oklahoma State professor and current North Dakota State professor, was suggested as the Annual Meeting speaker. Eric talks about the Economics of Smaller Cows. Janis will communicate with Neil and Jan to see if they have Eric's contact information.

Other Business

The Junior Fundraising committee will meet for new fundraising ideas.

The next meeting will be October 10, 2017.

David Shockey moved, with a second from Rick Dodd, to adjourn the meeting.

Motion carried.