

American Aberdeen Association
Board Minutes
February 20, 2018

Janis Black called the meeting to order.

Members present Janis Black, Gary Gilbert, Wade Coffey, Neil Effertz, Darwin Engelkes, David Shockey, and Rob Fanning. Other present were Sherry Doubet, Tonya Perez, Jessie Topp Becker, and Lisa Bard.

Old Business

Northeast association funds Neil was in contact with Bill Kaufman and he said it wasn't very well received by the breeders and they were not sending money back. It was tabled until next meeting.

January 23, 2018 minutes were emailed to everyone. Neil moved to accept them Darwin seconded the motion. Motion approved.

Ledger report:

Jessie and Lisa reported that the spring issue would be 32 pages and be able to provide articles on the NWSS as well as a page for the annual meeting. They expressed concerns about the next issue being small due to breeders pulling out. Deadlines for the next issue are 4/20 for advertising and 5/8 for copy.

New Business

Tonya with Agtown had suggestions for us to consider for the next year in our marketing plan. Things that were discussed were a larger presence on social media, ad budget, where to place these ads, like progressive cattlemen and other regional publications.

Tonya brought up doing E-blast once a month so we could convey important information to the members. Web design fixes were discussed such as streamlining content, restructuring home page, and a rotating header. Projected management for the up coming year like trade shows that are hand picked to target commercial breeders and state cattlemen's associations. Putting a segment on RFD TV was also discussed.

Video segment was discussed with a segment on Sanford ranch and the Texas Bull Test. Neil asked about cost of doing this and it would be around \$300 – 500 for half a day shoot and \$500 – 800 to edit it. Our hourly rate would be discounted from \$95\hour to \$75\hour.

Wade made a motion to make a video of the Texas Bull Test at a maximum of \$1200. Darwin seconded the motion. Motion carried

Agrowth services retainer fee tabled until next meeting.

Committee Reports

Breeders Services

The idea of Boot camps where to have them and how to organize them.

The use of a videographer to document them and utilize information.

Breeders to represent at state cattlemen's meetings, Dean Pike is willing to help at these. Grassfed Exchange held in June same time as the Junior National, Neil calling about a booth.

Registry Services

Sherry informed us on new changes to RFI (request for information). Neil commented on this new program is like buying an airline ticket you have to have right info in place before you can move on.

Sherry flying to American Hereford Association to work with them to learn the new ILR2 software system. ILR2 should be able to interface with Cattle Max. Gene Seek has a new device that can pull DNA samples at a cost of \$45 for the applicator and additional charges for the sample collection kits. They plan to raise the cost of blood and hair sample cards to encourage people to switch to the new device.

Juniors

Conference call Sunday about Ames Iowa facility

Entry Deadline is 5/1/2018

Bylaw review

It was suggested by Larry Watkins that the name be changed to Bylaw & Rule Review Committee.

Neil made a motion for the name change. Darwin seconded. Motion carried.

Registry Subcommittee

David Shockey informed the board the Karen declined to be on this committee.

Gary made a motion to go into Executive session. Darwin seconded. Motion carried.

Darwin made a motion to end Executive session. Gary seconded. Motion carried.

Next Meeting 3/22/2018 at 5:30 mountain time.

Wade made a motion to adjourn the meeting. Darwin seconded. Motion carried.