

American Aberdeen Association  
Board Minutes  
June 26, 2018

Janis Black called the meeting to order.

Members present Janis Black, Gary Gilbert, Wade Coffey, Darwin Engelkes, David Shockey, and Rob Fanning. Neil Effertz joined the meeting late.

Minutes:

April Change needs to be made to rule 3 in Bylaws

Darwin made a motion to accept them Neil seconded as corrected Motion carried

May

David made a motion to accept them Neil seconded as corrected Motion carried

June 12

Neil made a motion to accept them Darwin seconded as corrected Motion carried David voted no

Old Business:

Ledger Committee:

The Ledger and Promotion Committee presented their recommendations for changes to the Ledger. They are as follows:

## **The Ledger Recommended Changes**

### **From the AAA Promotions Committee to the AAA Board June 5, 2018**

The AAA Promotions Committee recommends the following changes be made to *The Ledger*, so that it will be better utilized as a breed marketing and promotion vehicle, become a more effective member service, become viable and to remain in publication with BluePrint Media.

Several options were considered by the committee, with the following being unanimously adopted for presentation and consideration by the AAA Board.

**RECOMMENDED CHANGES: Increase rates; reduce circulation; AAA pay for non-member distribution; Improve/change editorial content.**

- Increase advertising rates on the full page, 4C ads to \$750 (1x) and \$725 (4x). Anticipate that full page advertisers will decrease from an average of 13 pages to 9 pages or less. Reduce the half and quarter page rates slightly to encourage additional smaller ads but with the intention that the net average income per page

on ads is \$750. Final rates will be determined with this in mind.

- If rates cannot be adjusted to attain \$750 average net income, beginning in 2019, the AJAA will forfeit the position premiums offered for auction and allow *The Ledger* to charge position premiums.
- Reduce circulation by de-duping the AAA member and AJAA member lists so that only one copy goes to each address.
- If a member household wants more than one copy per issue, they may pay for an additional copy to be delivered to them at normal subscription rates.
- The AAA will pay BluePrint for all non-member magazine recipients at a rate of \$2.00 per copy, per issue for these additional addresses. (\$2.00 x 625 estimated addresses = \$1,250.00 est. per issue). This will include any transfers, inquiries, bull buyers, prospects and additional lists (including Influencer and NCBA Top-25) maintained or created by BluePrint or the AAA.
- Reduce the number of copies going to the AAA office to an amount needed so that none are wasted. (Estimate 75 copies.)
- Send 25 copies of each issue to *The Ledger* sales representative for distribution at events.
- Change overall editorial content to that with a more global appeal by omitting all regional news and all show results except for results from AAA National Show and AJAA Jr. National Show. This content will be replaced with content that will have more universal appeal to all members and prospects, and will align more closely with the variety of interests of all AAA members.
- Coordinate content and editorial direction with all other AAA promotional and communications efforts being conducted by the AAA and Agtown.

David was concerned about raising prices, as we raised the membership fee from \$25 to \$40 to use extra dollars to support the ledger. David suggested that the BOD buy 5 pages of ads for the next four ledgers and not go up on rates. Gary was concerned about circulation and advertising issues and the money set aside for the ledger.

Neil commented that publishing a small breed magazine is a challenge.

Neil made a motion to accept the ledger recommendation as printed Gary seconded Roll call vote For Neil, Wade, Rob Against Darwin, David, Gary. Janis voted For Motion carried

New Business:

Promotion:

Dean Pike attended the Grassfed Exchange on June 20-22 and was very positive about what Aberdeen cattle can provide this sector of the market place.

Dean made suggestions to attend the following:

American Grass Fed Convention Albuquerque, NM on Oct 31- Nov 2

Range Cow Beef Symposium Mitchell, Ne in late November

Kansas Cattlemen's Association Newton, Ks Nov 9-10

Wyoming Stock Growers Casper, Wy Dec 3-5

Missouri Cattlemen's Association Columbia, Mo Jan 4-6

Tennessee Cattle Raisers Nashville, Tn Jan 25-26

The American Aberdeen cost of Dean attending these would be cost of hotel rooms, booth space, and cost of a rental car in Tn.

David made a motion for Dean to go to the five conferences Darwin seconded Motion carried.

Bull Video from Texas Bull Test:

Darwin made a motion to release the video Gary seconded Motion carried.

Juniors:

Steer show premiums from National Western don't have sponsorship verbal the commitment from people is not going be honored. There is \$700 gathered for the premiums that total \$2900. Darwin made a motion to make up the difference less the \$700 that has been collected to pay the Juniors Gary seconded Motion carried. Wade abstained from vote. Neil is going to check on who needs paid and let Sherry know so she can write checks.

Darwin reported that things were going well and running smooth. Laramie Coffey resigned from board. Looking at NE, KS, and Mo as possible locations for next years show. The cost of this year's Junior Nationals was discussed.

The buildings this year are part of a land grant university and were considerably more expensive than in the past when the show was at county fair grounds.

The kids raised \$26000 at the NWSS to pay for this.

Suggestions were asked for by the junior board for a female advisor.

National Sale Committee:

Will be having a meeting to get bids for the National sale before the July board meeting. Dr. F D McCarthy and Curtis Ohlde have accepted to be on the committee.

Show Committee:

Submitted two more names to the National Western for the Junior show: they are Dr. Kelly Bruns, North Platte, Ne and Ben Cooley, Sterling ,Co.

Breeders Services:

Registry update: Holly Stout has been hired by the office and is currently working to learn the new ILR2 registry software. They are making progress in that area. At this point Sherry does not have a conversion date. As soon as she does she will let us know. When they do, ABRI already has tutorials we can use to post on the website for the on-line registry options. She says they are not at that stage yet. All of there business will be converted by the end of December. They are converting the American Aberdeen Association first. Discussion was held about the time line on the conversion being so much longer than anticipated.

How to Video at Boot Camp:

Cate Doubet to do presentation on Video, and Darwin to do DNA Video at the Iowa State Fair.

Strategic Planning Committee:  
Report coming soon.

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

Next Board meeting will be July 24 at 5:30 MST