

Minutes

American Aberdeen Association Board of Directors Meeting

April 16, 2019

Zoom Meeting

Members Present: Craig Walker, Gary Gilbert, Neil Effertz, Allen Sieverkropp, Darwin Engelkes, Rob Fanning

Others Present: Lisa Bard, Tonya Perez

President Craig Walker called the meeting to order.

Lisa Bard discussed the upcoming directory issue of the Ledger. She discussed the content which will be dependent upon ad sales. It will help with marketing and promotion and will be designed to be used throughout the year. Tonya Perez discussed her experience with producing membership directories.

Craig Walker stressed it's important that we promote American Aberdeen cattle not Aberdeen cattle.

Darwin Englekes moved to accept the minutes of the last meeting, second by Rob Fanning. Motion carried.

Neil Effertz presented the treasurer's report. The association's equity is down \$65,221 in 27 months. We need to make some serious adjustments. Registrations are down 26% compared to the first 3 months of last year and last year we lost \$21,000. Transfers are down 38% for the first 3 months.

New Business:

Craig Walker said there is a new Paul Moya video on the website.

Allen Sieverkropp discussed the Junior Foundation. It would be a fundraising organization for the Juniors. Someone would need to be appointed to run it. The Junior Committee likes the idea. The board would like to see more details regarding how it is going to be funded, managed and run. They would like to see a detailed plan that is developed cautiously.

The board discussed setting up Zoom meetings and getting invites sent to appropriate people. We are close to getting the schedule of Zoom meetings and invites on the website. Committee chairs should send invites to Craig Walker so he can include it on the website. Click "copy invitation" and email to Craig.

We need to get meetings scheduled for Strategic Planning and Breeders Services.

Neil Effertz reported on the Aberdeen Premium Beef Source, Age and Breed Verification Plan Task Force meeting. The task force met and passed three

recommendations that include 1. Requiring a mandatory premise ID so all cattle would have an EID, 2. Requiring beef quality assurance certification and 3. Charge \$5 for the EID tag, \$4 will go to IMI Global and \$1 to the AAA for promotion of American Aberdeen Premium Beef. The committee would like board to approve the relationship with IMI Global and the task force recommendations for identifying American Aberdeen Premium Beef. These things will be sales tools to sell our beef for a better price. The board discussed the requirements and how to accomplish them.

Darwin Engelkes moved to approve the beef verification program, with the amendments in describing the sires, second by Neil Effertz, motion carried.

Committee Reports:

Bylaws, Rules and Resolutions: Darwin Engelkes reported on the meeting and mission statement of the committee.

It was moved by Darwin Engelkes to accept the mission statement of the Bylaws, Rules and Resolutions committee, second by Allen Sieverkropp. Motion carried.

Darwin Engelkes moved to approve the committee's recommendation to add Registered Canadian Angus and Registered Canadian Red Angus cattle to rule 3 number 3 (the Aberdeen Plus rules), second by Neil Effertz. Craig Walker confirmed the Canadian Angus Associations now have genetic defects visible in their database. Motion carried.

Finance Committee: Neil Effertz reported on the meeting of the Finance Committee. Corrections to the minutes - at the end of 2016 the association had \$187,750 in equity, now we have \$122,000, \$65,000 less. Recommendations included elimination of distribution of regional association funding and forming a sponsorship committee for the National Show and Meeting. They also discussed reducing the percentage of income spent on promotion which is now 34% including regional funding.

Neil Effertz made a motion to eliminate funding distributed to the regional associations for 2019, second by Allen Sieverkropp. Motion carried.

Neil Effertz made a motion to form a National Show and Convention sponsorship task force, second by Darwin Engelkes. Motion carried.

There was a discussion of premium money, prizes, cost of the National banquet and other potential cost savings. The show committees and promotion committees will discuss this and report back with some hard numbers.

Nomination Committee: Rob Fanning reported on the meeting and minutes. Recommendations include a change in the timeline - nominations will be due September 1, bios and head shots will be due October 1 and ballots will be mailed out November 1. There will be a new email address for the nomination committee to receive nominations so committee can do due process. He is waiting for approval of the minutes by the committee before making a motion.

International Committee: Gary Gilbert reported on the meeting. They worked on a mission statement which was sent to the board. They will next work on goals and objectives. They will meet the first Thursday of every month.

Gary Gilbert made a motion to accept the mission statement of the International Committee, second by Neil Effertz. Motion carried.

Junior Committee: Allen Sieverkropp reported on the meeting. Only three members logged in, they may need to get more members appointed. Gary Gilbert will get regional presidents to appoint substitutes.

Regional Presidents: Gary Gilbert presented the mission statement. He also discussed concerns of the presidents.

Gary Gilbert moved to accept the Regional Presidents Committee mission statement, second by Allen Sieverkropp, motion carried.

National Sale Committee: Neil Effertz made a motion to send a bill to JDA for 1% of the gross of the National Sale (approximately \$1535.00), as is stated in their contract, and if not paid in 90 days send it to a collection agency, second by Allen Sieverkropp. Craig Walker explained how the problem developed. Motion carried. The bill should be sent by the American Aberdeen Association.

Show Committee: Wade Coffey reported. Recommendations for National Show judges have been sent to the NWSS. They are working on clarification of rules in the premium book. Next meeting will be second the Tuesday in May. The board discussed the fat steer show – we need better participation. The information distributed was very good. If there is better participation, Neil Effertz would be happy to help. The Junior Committee will discuss it.

Darwin Engelkes moved to adjourn, second by Allen Sieverkropp. Motion carried.

Respectfully submitted,

Jan Effertz

Gary Gilbert moved to institute a moratorium on fullblood registration fees of \$20 for all ages of fullbloods from now until the end of 2019, second by Neil Effertz. Motion carried.

Sherry Doubet commented that there will be a need to make changes on the website and in the office and there needs to be a little time to get this done.

Darwin Engelkes moved to change the effective date of the moratorium to April 1, 2019, second by Gary Gilbert. Motion carried.

Neil Effertz reported on the Beef Label Task Force. There was a meeting of the task force (Darwin Engelkes, Garrett Clark, Jim Barbour, Jeff Schelkopf, Neil Effertz, Doug Stanton of IMI, Colorado). The task force would like to have a program with:

1. Source verified, age verified and Beef Quality Assurance (BQA). This can be done with a desk audit.
2. Breed verified. They would need to be sired by a registered Aberdeen bull with DNA on file.

To accomplish this, we will need good numbers of cattle, probably 30,000 head per year. To achieve these numbers we will probably have to think about accepting Holstein steers sired by fullblood Aberdeen bulls. We would also need an approved feedlot, approved processor. All cattle would need to have EID tags, tracing to where they were born. The all natural label would require onsite inspection which would cost about \$1000 per site and might not be necessary. Holstein cattle would not qualify for the all natural label since they are fed milk replacer. The task force needs to decide how to proceed next. They hope to have another meeting then present a recommendation to the Strategic Planning Committee, since they are a sub committee of Strategic Planning.

The board will address using Zoom permanently after they see how it can work and how it fits into the budget.

Scheduled upcoming committee meetings:

April 16	AAA Board Meeting
April 11	Breeder Services, chairman Neil Effertz
April 9	Junior Committee, chairman Allen Sieverkropp
April 1	Bylaws, Rules and Resolution Committee, chairmen Gary Gilbert, Darwin Engelkes, Allen Sieverkropp
TBA	Finance Committee to be held after the first quarter, chairman Neil Effertz
April 2	International Committee, chairman Gary Gilbert
March 25	Ledger Committee, Neil Effertz chairman
TBA	National Sale Committee, Rob Fanning chairman

TBA Show Committee, Wade Coffey chairman
April 4 Nomination Committee, Rob Fanning chairman
TBA Promotion Committee, Wade Coffey chairman
April 8 Regional Presidents, Gary Gilbert chairman
April 8 Strategic Planning, Neil Effertz and Darwin Engelkes chairmen

Allen Sieverkropp reported on the Junior Committee meeting March 12, 2019. 30 people attended the meeting. Minutes of the meeting were presented to the board. The mission statement of the committee is "Help mentor and grow the Junior Association through positive avenues." Ellen Archer suggested a junior heifer donation program for each region. The idea will be worked on in a sub committee. There was discussion of a foundation or an auxiliary in the junior meeting for funding and promotion of breed activities.

The board discussed the difference between a foundation and an auxiliary. Foundations are supported by large donations from benefactors who have stipulations for the use of those funds. Auxiliaries support programs through sales and donations. Craig Walker will do further investigation.

Gary Gilbert gave a report of the International Room in Houston. A report was presented to the board. This year two bilingual members donated their time and acted as interpreters and were invaluable. The donation of semen helped draw people. Brahman breeders have used Angus to downsize and seem to think there wasn't enough change in size. There is interest in using Aberdeen cattle to downsize Braham influence cattle. There was board discussion of the cost of collecting semen for export to Mexico and South America.

The next board meeting will be April 16, 2019.

Darwin Engelkes moved to adjourn the meeting, second by Gary Gilbert. Motion carried.