

Minutes

American Aberdeen Association Board of Directors Meeting

June 18, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Tonya Perez, Dean Pike.

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. The Directory issue should be in mailboxes. Board members agreed it is an exceptional issue and have heard positive feedback from AAA members. Pricing will be complete by the next meeting. It is important to remember that marketing and promotion are a long term commitment.

Dean Pike reported that 31 states are represented by ads in the directory issue, a very positive thing. The issue had 1000 overruns that will be used throughout the year so there is certainly "bang" for the advertising buck. The issue happened because of teamwork between the board, Blue Print, Dean Pike, the AAA office and Tonya Perez. The issue was highlighted on the Ledger and Blue Print Facebook pages today.

Tonya Perez reported there was a promotion committee meeting this month. Trade shows recommended for Dean Pike to attend in the upcoming year include Oklahoma, July 19 – 20, Idaho 11/11 – 13 (Idaho Livestock Company has offered to sponsor this show, they understand Dean will be promoting the breed), Range Cow Symposium in Mitchell, NE, 11/19 - 20 (there is no longer a conflict for Dean, someone else will go to Louisville) and Texas Cattle Raiser, 3/27 – 29/20 in Fort Worth. Cost will be between \$2200 and \$2800 for booth space for all the trade shows. Dean Pike said he envisions breeders attending trade shows the year after he does to promote their own programs and the breed.

It was moved by Darwin Engelkes, seconded by Wade Coffey, that we accept the recommendations for sending Dean to the trade shows in Oklahoma, Idaho, Nebraska and Texas in the upcoming year and accept Idaho Livestock's offer to sponsor the Idaho Show. Motion carried.

Tonya Perez asked if there is a plan for social media coverage of Junior Nationals. Darwin reported there is a social media director for the juniors and he will put her in touch with Tonya. Tonya requested board members send her any updates and new information for social media. Rob Fanning asked that information about board nominations be mentioned on social media.

Tonya also reported they are working to get one of the videos translated into Spanish. They are also discussing RFD TV segments.

A motion was made by Rob Fanning, seconded by Wade Coffey to accept the minutes of the last meeting. Motion carried.

Neil Effertz reported registrations for May, 2019 were up 7 animals from May of 2018. We have 2 more members than we did in May 2018. YTD earnings are (\$36,559), \$33,000 behind last year and we lost a significant amount of money last year. Legal fees were \$10,000 (which should be behind us), which still leaves us \$23,000 below last year. Income is down, registry revenue is \$20,000 less than last year. We have billed JDA for 1% of the National Sale gross and have not received payment. JDA withheld the funds from consignors' checks.

Old Business

Craig Walker reported cane codes will be AD for Aberdeen, LO for Lowline.

New Business

Craig Walker said Geneseek would like to have a meeting with Sherry and a board representative to make the DNA process easier. He will send the information to Neil Effertz.

Craig Walker reported the Embassy Suites will be \$139 per night for the 2020 NWSS. They provide two complimentary suites for two nights which are used for speakers. Menu was discussed. We have never paid for unclaimed rooms, the contract looks like they will charge us this year. Craig tried to call them today and their phones were on the blink. He will continue to call them and find out what it means. The board thought the \$139 rate is ok.

Craig Walker reported on a problem with an incorrect bar code number on a registration paper that caused a registration problem. He will refer it to the Resolution Committee. It is important to use the AAA form to submit DNA to Geneseek and to follow the instructions on the AAA website. We need to inform Geneseek that they use the AAA form. Geneseek has been trying to contact Sherry Doubet to discuss system alignments. There was a lengthy discussion about SNP numbers and registration procedures.

Committee Reports

Breeders Services: Neil Effertz reported the committee met last night. The committee requested that RFI reports (Request for Information) be sent to breeders via email rather than by mail. Sherry will find out from Peter when they will be able to accomplish this. They will send an email if the breeder has a good email address on file. If a breeder does not have a good email on file, the reports will be mailed. The office is spending a lot of time dealing with folks who buy unregistered cattle and the new owner wants to register the cattle. This is not in accordance with our bylaws. Sherry and Jan Effertz have come up with a statement to be used on the website and social media and

the Ledger promoting the value of registered cattle, which are different than “registerable” cattle. The committee recommended the board approve the statement. The statement is:
“Buy Registered American Aberdeen Cattle.

Registered American Aberdeen cattle are backed by good record keeping and, in the case of fullbloods, mandatory parentage verification. Registered American Aberdeen cattle and “registerable” cattle are two very different things.

The owner of the dam of American Aberdeen cattle at the time a calf is born is the only person who can complete the registration process on that calf (except an embryo transplant calf produced from a purchased embryo where you will need the flush report to register the calf). Their record keeping and ownership of the parent entitle them to this privilege. Important details such as birthdate, tattoo, sire and dam are the responsibility of the breeder to maintain and record.

A buyer of unregistered cattle cannot register the cattle after buying them. Buyers unsure of the parentage of their “registerable Aberdeens” cannot prove their parentage by DNA testing.

Before you buy American Aberdeen cattle, be sure their registration is complete. You can view all registered American Aberdeen cattle on our website, in the herdbook section. The seller should transfer the registration papers to you, at their expense, after you have made payment.”

It was moved by Neil Effertz, seconded by Allen Sieverkropp, that the statement be used prominently on the website, the Ledger and social media. Motion carried.

Craig Walker will send it to Shelly Dodd.

Bylaws, Rules, Resolutions: Darwin Englekes reported there is nothing new to report.

Finance: Neil Effertz reported they will meet before the next board meeting after they receive the quarterly financial report.

International: Gary Gilbert said they are working on an introductory letter.

Juniors: Allen Sieverkropp said Brian Walters will help market the steers after the show in Denver. It is not a mandatory terminal show. Darwin Engelkes reported there are 15 steers entered in the Junior National Show. Hopefully we can convince those kids to bring them to Denver.

Ledger: Neil Effertz reported there has been a very positive response to the directory issue.

National Sale: Rob Fanning said they have calls out for bids for the National Sale. They will meet in July and review bids. Bids are due before the second Thursday of July .

Show Committee: Wade Coffey reported they have developed a mission statement and they will meet every other month. He spoke with Erin Dorsey about judges. Next meeting will be July 2.

Nomination Committee: Rob Fanning reported the committee unanimously agreed the best thing for the breed would be for Darwin Engelkes to fill the remaining two years of Wade Coffey's term so there will be one position open for nominations for a three year term. Rick Dodd and Eric Kylo were not on the meeting but Rob contacted them via email and they both agreed.

It was moved by Rob Fanning, seconded by Allen Sieverkropp that Darwin Englekes fill the remaining two years of Wade Coffey's term. Motion carried, with Darwin Engelkes abstaining.

It should be clear when posting about the nomination for the board that the position cannot be filled by a breeder from the Midwest since there are already three Midwest members on the board.

Promotion: Tonya Perez reported earlier in the meeting. Craig Walker said the RFD TV segment would be good but now isn't a good time due to the expense. Neil Effertz reported that the NDSU Dickinson Research Center's ongoing research is very good for our breed. He will check with Dr. Lauren Hanna to see what we can publish.

Presidents: Gary Gilbert reported they will meet face to face in Lawrence, Kansas.

Strategic Planning: They were scheduled to meet during Junior Nationals so they will reschedule. Neil Effertz will reschedule.

It was moved by Neil Effertz, seconded by Gary Gilbert that the meeting be adjourned. Motion carried.