

## Minutes

American Aberdeen Association Board of Directors Meeting

May 21, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Tonya Perez, Jessie Topp Becker, Dean Pike.

President Craig Walker called the meeting to order.

Lisa Bard and Jessie Topp Becker discussed the membership directory issue of the Ledger. Dean did a great job selling the issue and it is currently at 84 pages. A proof has been sent to the board. The articles are intended to have a long shelf life. Craig Walker asked if "Aberdeen" could be changed to "American Aberdeen". He also said it is an excellent issue and should appeal to all types of breeders and cattlemen. They plan to print 1000 extra copies to be distributed throughout the year if that quantity is what the board wants. If the magazine makes money, and it looks like it will, there will be a profit share for the AAA.

Craig Walker said the board received a letter from a father of a junior member to say his child feels left out because he no longer receives his own issue of the Ledger. Lisa Bard said it costs about \$2 to mail and print a magazine. Junior membership fees are \$10 per year. The board discussed methods to defray the cost of sending a Ledger to all juniors when their parents are already receiving one. There may be cheaper methods to help a junior member feel like he belongs.

Tonya Perez reported the promotion committee has a scheduled meeting coming up. She has been working on some Spanish banners. She will have a report later about pricing for a RFD segment for American Rancher. The Premium Beef program is a hot topic. She will have copy later today for social media and will send to the board.

Dean Pike reported on his attendance at trade shows and conventions last year. One goal is to achieve name recognition and he is accomplishing it. Dean attended 5 trade shows last year. The list for this year would include Oklahoma Cattlemen's Convention July 19 – 20, Idaho Cattlemen's Convention November 11 – 13, Range Cow Symposium (happens every two to three years) November 19 – 20 which is the same week as Louisville so Dean cannot attend, South Dakota Cattlemen's Convention December 3 – 5, Montana Cattlemen's Convention December 10 – 14, Texas Cattlemen's Convention March 27 – 29, which will be a well-attended event. . He discussed booth cost. Craig Walker asked about how many folks we are meeting and what the cost per contact would be. This will be discussed in the promotion committee meeting this week.

Wade Coffey asked the minutes to of the April meeting reflect that he was in attendance. A motion to approve the amendment was made by Darwin Engelkes and seconded by Allen Sieverkropp. Motion passed. A motion to approve the amended minutes of the April meeting was made by Allen Sieverkropp, seconded by Darwin Engelkes. Motion carried.

Neil Effertz made the treasurer's report. Sherry Doubet has been at their ranch in Montana so he has not been able to receive updated financial reports from her. He also needs to find out from her if JDA has paid the AAA. The finance committee will meet next month.

There was discussion of the moratorium on fullblood registration fees.

#### New Business

There was discussion about shortening the term of Wade Coffey because he wants to step down at the end of the year. The board will refer the matter to the nominating committee.

Craig Walker discussed breed identification on cane codes for semen. He has applied for AB. We should hear back soon.

#### Old Business

Craig Walker reported that Zoom meetings are now on the website. Darwin Engelkes reported that Zoom meeting management is very time consuming. He urged board members to watch their meeting recordings online and keep them current. Delete those that are no longer needed.

#### Junior National

Darwin Engelkes reported things are going well. They are waiting for entries to get in. We have some new sponsors. They are struggling a little with the livestock judging contest.

#### Aberdeen Premium Beef

There was a lengthy discussion about the Aberdeen Premium Beef program, IMI Global and reaction on Facebook today. There is a problem with perception, people think this is Neil Effertz's program. Neil Effertz said this is a source verification program and not a label. It offers opportunities for individuals to take the ball from here to develop their Aberdeen Premium beef program in their own way. It should help all breeders market their breeding stock. Questions about the Aberdeen Premium Beef program should be directed to IMI Global and the AAA staff should refer inquiries to IMI Global. Tonya Perez is working on a social media post

#### Committee Reports

Strategic Planning – Darwin Engelkes reported the committee will meet again June 24. They are getting just getting started.

Breeder Services – Neil Effertz reported they had a good meeting last night. There was a desire to simplify the data entry process for registrations. The committee will meet the third Monday of every month at 7 PM. Commercial should be part of the Promotion Committee.

Bylaws, Rules and Resolutions – Darwin Engelkes reported the next meeting will be June 5.

Finance Committee – Neil Effertz reported the next meeting will be in June and Sherry Doubet should have YTD financial reports available at that time. They are working on sponsorships for the National. They are concerned about deficit spending.

International Committee – Gary Gilbert reported they had a good meeting. They are working on a welcome letter. Sherry Doubet is getting some information for the committee including the Salers reciprocal agreement with Canada. They will meet June 6.

Junior Committee – Allen Sieverkropp said they have some people not making the meetings.

Regional Presidents Committee – They discussed the regional reports. The Midwest Region is doing a bull test with about 50 head on grass this summer and then to a feedyard. The regions want to know if the coop funds are still available. Neil Effertz said they can run up to \$1000 in print advertising and will be reimbursed 50%, the AAA website must be on the ad. They will meet June 3. Darwin Engelkes said the rules committee will look at clarifying the rules regarding regional associations.

Show Committee – Wade Coffey said they will meet in June. One thing they will discuss is the steer show at Denver.

Darwin Engelkes made a motion to adjourn, seconded by Allen Sieverkropp. Motion carried.

