

Minutes

American Aberdeen Association Board of Directors Meeting

November 19, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Jessie Topp Becker, Tonya Perez, Sherry Doubet

President Craig Walker called the meeting to order.

Lisa Bard reported on the next issue of the Ledger. Ads are being sold and editorial is complete. She asked for details for the National events so they can be included in this issue. John and/or Leann Saunders from IMI Global will speak, Craig Walker thought Thursday night might work better, Neil will check with them. Allen Sieverkropp said there is a potential Bylaw change that may be reported in the Ledger, it will require board action.

Tanya Perez reported she needed board approval for a few things, she will be very cost conscious. One is repurposing some of the Ledger stories to use to generate some free buzz in the industry in some ag publications. They will be edited and rewritten and sent to the Ledger's media data base. Initial cost would be 2 – 5 hours per article of Ledger time @ \$60 per hour. There are 70 publications on the list. They can also include other avenues such as state cattlemen's associations who might use it as a resource. Several articles will be distributed throughout the year. They will be matched up to publications' themes throughout the year and based on what is going on in the industry at various times of the year. It can also be sent to the membership who can in turn forward to their local publications. This has been approved by the promotion committee.

It was moved by Neil Effertz, seconded by Gary Gilbert to proceed with the plan of repurposing and distributing Ledger articles. Motion carried.

Tanya Perez said she sent ads to the board that have been approved by the promotion committee. One is for the Stockman Grass Farmer. The committee left the ad size and cost up to the board. The other publication is Hobby Farmer. They will run a 250 word article and are looking for ads. The board has said in the past they are more inclined to go with the Grass Farmer but it is expensive. Neil Effertz asked about the cost of a business card type ad to run every issue, the association does not have the money to do the advertising so we need to figure out how to utilize the publication without overspending. Breeders could be encouraged to participate in advertising, perhaps on the AAA website. Tanya Perez will find out the cost for such an ad.

Dean Pike is at a cattle convention and won't be on the meeting tonight.

He sent a text message – he is at the Range Cow Beef Symposium, best event he's been to, many people interested in our breed.

Allen Sieverkropp made a motion to approve the minutes of the last meeting as written, second by Neil Effertz. Motion carried.

Neil Effertz gave the treasurer's report. YTD earnings is about (\$45,000), last year YTD earnings were (\$17,000). Our equity position has been reduced to \$107,000. Most of the loss comes from the income side. Membership down \$16,000 from last year (down 40%), registry income is down \$25,000 from last year. We are losing about \$4500 per month and at this rate, we will be insolvent in 24 months. Sherry Doubet said from a registry perspective, things have picked up in November. Because of recent history, the insurance bill will go up next year for D and O coverage.

Neil Effertz moved to accept the treasurer's report as submitted by Sherry Doubet, second by Gary Gilbert. Motion carried.

Sherry Doubet reported on office updates. She discussed storage of DNA samples. Our DNA storage needs would be about the equivalent of 2 cases of paper. The office has fireproof and waterproof storage available. They would scan in the samples as they are received. This is what Salers is going to do. The office will probably get a scanner. This is a plausible possibility. There is less than a 5% pull rate at Geneseek for samples older than 5 years so that is why they want to move them out of that office. Geneseek wants the samples out of their office soon. Geneseek hasn't broached the subject of TSU storage yet.

She is making progress on updating the DNA database for Geneseek so they can find registration numbers tied to DNA barcode. It should be updated twice a year after the update.

Neil Effertz moved that the DNA samples that Geneseek wants to move out of their office be sent to the AAA office and stored in their fireproof storage as recommended by Sherry Doubet, second by Rob Fanning. Motion carried.

Sherry Doubet reported the contracts for 2020 should be out soon.

New Business

Sherry Doubet will attend the NWSS meeting on the 12th. She will update Rob or Wade on stalling after the meeting and get any information they need. Rob Fanning said he needs to see a diagram of the yards this year as compared to last year so he can get his bearings and know what to expect.

Sherry has a copy of the Embassy Suites contract. Neil Effertz said the association is subsidizing the banquet to the tune of \$20 - \$25 per plate. He doesn't think the attendees care so much about what they eat and don't want to spend \$55 per plate. Can we change the menu?

Sherry Doubet said a plated meal is usually cheaper. The menu can possibly still be modified. Craig Walker will check on it tomorrow.

Craig Walker reported on Trademarks.

Ballots have been sent out.

Committee Reports

Strategic Planning Committee

Darwin Engelkes reported they have met twice since the last board meeting. They would like to see the addition of a secretary to the committee to set up meetings, keep track of participants and assist the chairman. This would be an appointed position, not paid, it could be a committee member or a separate member.

Darwin Engelkes moved that starting in 2020 each standing committee have an unpaid secretary appointed to assist the chairman in scheduling meetings and attendance of the regional members, second by Gary Gilbert. Motion carried.

Breeder Services

Neil Effertz said they haven't met.

Bylaws, Rules and Resolutions

Allen Sieverkropp said he sent out the Bylaw proposal from the committee to the board. The change affects standing committees. Bylaws need to match up with the new committee structure. An attorney has not reviewed the changes. Craig Walker said he hates to add to our legal bill at this point. Since we are already past the deadline to bring this up at the next annual meeting, there is no reason to rush into it. The board will table the issue until next month.

Finance Committee

Neil Effertz has already presented the report. We need to think about what changes to make to improve our situation. There was discussion of methods to increase registrations.

Ledger Committee

Craig Walker asked if we should have a thank you in the Ledger to semen donors. Neil Effertz said our breeders need to have access to the names gathered at the conventions available on the AAA website.

Promotion Committee

Darwin Engelkes said Tanya has already reported.

Nomination Committee

Rob Fanning reported ballots are out and everything went well this year.

International Committee

Gary Gilbert reported they met on the 7th, did not have a quorum. Reciprocal agreements with Canada and Australia are a priority. They are working with the Rules and Bylaws Committee and getting close to bringing something to the board

Junior Committee

Allen Sieverkropp reported they met and did not have a quorum again. Craig Walker is concerned that the Junior Association finances are depleted. Neil Effertz agreed to auction off the junior heifer donated by Mike Hudlow. Darwin Engelkes reported if we want to have nice Junior Nationals in nice facilities, it is going to cost us more money than it did 5 years ago. We need to let folks know the juniors will need to make some money this year. The junior advisors need some assistance.

Regional President Committee

Gary Gilbert reported they met November 4. They recommend keeping the past president on the committee for 2 – 3 months to ease the transition.

Gary Gilbert moved that the regional past presidents stay on the Regional President Committee for 2 – 3 months to ease transition, second by Neil Effertz. Motion carried.

The committee recommended adding a secretary to the committee. This has already been covered in Strategic Planning.

The committee thinks there needs to be better progress in the committee structure and recommended having Paul Moya at the National events. Craig Walker said Paul Moya is looking at his schedule.

The committee recommends having regional boards meet with the National Board twice a year to keep good communication.

National Show and Sale Committee

Neil Effertz said there are 23 lots pre-entered, quality is excellent. Other breeders are hoping to consign out of the show if their cattle do well. There won't be as many numbers as in the past but that is ok. The number isn't as important as the quality. There was discussion of a hospitality event ahead of the sale, maybe the junior board could be involved as a fund raiser.

Rob Fanning said we have already discussed penning.

A motion to adjourn was made by Gary Gilbert, second by Darwin Engelkes. Motion carried.

Next meeting third Tuesday of each month, December 17.

Respectfully submitted,

Jan Effertz

