

Minutes

American Aberdeen Association Board of Directors Meeting

September 17, 2019

Zoom Meeting

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

Others Present: Lisa Bard, Mickey Birch, Tonya Perez

President Craig Walker called the meeting to order.

Lisa Bard and Mickey Birch reported on the Ledger. The Ledger goes to print this week. It is a 28 page four color issue. The Junior National is covered in this issue. There was discussion of "Aberdeen" vs "American Aberdeen", the Ledger needs clarification. Craig Walker said he assumes American Aberdeen is correct, there is already an Aberdeen breed. It is important to use the correct terminology which is American Aberdeen. Lisa Bard reported the fall issue is usually 28 – 32 pages, this issue size is as expected. This issue is projected to be in the black but not a big money maker, it is hard to make money on a 28 page issue. It has very good content.

Tonya Perez reported on ideas to target the commercial cattlemen. He is a tough one to reach. The best approach is through the use of an influencer like Jerry Doan. They have not heard if Jerry Doan has been accepted as a speaker to the Texas Cattle Raisers Meeting. Producer meetings in key areas across the country would be another approach to reach commercial cattlemen. It needs to be more of an efficiency movement, make it more than about the cattle so there is a better draw and a way to split the cost. It will take effort but the success rate will be higher. Direct mailings would be another approach, perhaps an Efficiency Newsletter. Mailing lists can be rented, from Drivers for example. We can request the makeup of the list. The promotional piece needs to stand out. Ads are expensive and don't work if run just once. Craig Walker asked how we will determine the success of the promotion, will it increase registrations? Tanya said no, the goal is to increase bull sales. It is hard to track the success of direct mail. Neil Effertz said increased bull sales will ultimately increase registrations. Many publications have articles promoting cow efficiency and size now. There was discussion about producer meetings, where and when, the right people need to be involved. Oklahoma might be a good place to start. An emphasis on calving ease would help with the commercial cattlemen. Cattlemen are hurting now and we can take advantage of it by helping them become more efficient. There was discussion with Lisa Bard about articles that have already been written that could be used in promoting efficiency.

It was moved by Darwin Engelkes, second by Neil Effertz to accept the minutes of the August meeting. Motion carried.

New Business

Neil Effertz presented the treasurer's report. The loss YTD has not changed a lot. We have several people trying to convince breeders to register more cattle and he hopes this will pay off this fall when breeders start weaning calves. We need an increase in revenue. There was discussion of the format of the financial report. Our income is significantly higher YTD for membership fees which is encouraging.

Craig Walker reported he has received confirmation for the national meeting from the Embassy Suites and he has forwarded to Shelley Dodd. The schedule has been sent to Shelley as well. The pen show is listed as Saturday in the entry portion of the premium book but it is actually on Friday morning after the steer show.

There was discussion of speakers and entertainment at the National meeting. Neil Effertz will contact John and Leann Saunders from IMI Global to see if they can speak.

There was discussion of new contracts with the office and Dean Pike. There was discussion of the formula for paying the office. It is important for the board to know the terms of the contract with the office. Craig Walker will contact the office for the current contracts.

Committee Reports

Strategic Planning

Darwin Engelkes reported they are working on how our current committee structure will be reflected in the rules and bylaws.

Craig Walker reported he has a restaurant who wants to use Aberdeen Premium Beef, it is a high dollar place. How do we supply it? There was discussion of the requirements for the program and when we will have supply. There was discussion of having a presentation of having someone do a BQA presentation at the national meeting. Darwin Engelkes will look into it.

Craig Walker referred the subcommittee to the minutes

Breeder Services

Neil Effertz reported there will be a field day in Nebraska presented by the Midwest Region aimed at commercial producers. IMI Global will have a representative there. A video of Kris Ringwall's presentation will be sent to Tonya.

Bylaws and Rules

The rules appear on different locations on the website and were not corrected in both places. The rules that appeared at the bottom of the website were eliminated. There was concern that we are paying for service on the website that is incomplete. Website related expenses have been \$2800 YTD. Craig Walker will find out what our contract is with Edje.

Finance

Neil Effertz reported they will meet after they receive quarterly reports.

Ledger

Neil Effertz reported they will meet in the next month. They would like to see a very robust issue for the winter issue. National Sale consignors will be encouraged to advertise. Regional Associations will urge their members to advertise. We need to have the directory issue available in Denver.

Promotion

Craig Walker said Tonya reported earlier. The cow size chart is very popular. We have to keep it up.

Nomination Committee

7 people were nominated. Todd Bohlmeyer can't be nominated since we already have 3 board members from the Midwest. David Shockey and Dustin Bender do not want to run so there are 4 left. Everyone that has been nominated is eligible to run. They have been asked to submit their paperwork by October 1.

International Committee

Gary Gilbert will send a welcome letter to the board for their consideration. They recommended requiring international cattle to be registered in their country of origin and that the breeders be in good standing with their country's association. Those recommendations have been forwarded to the rules committee. These recommendations come from the office and are based on the American Simmental Association rules. The International Committee also discussed reciprocal agreements.

Junior Committee

Allen Sieverkropp reported they met in September. There was discussion of the steer show in Denver, it might be better to have prospect steers rather than fat steers because it doesn't fit with people's programs. Wade said there is already a prospect steer show in Denver and a market steer show. It is listed in the premium book in the junior heifer section. It is important to have participation and not to keep talking about cancelling it. Folks need to know there is going to be a market steer show so they can get them ready. Rob Fanning will be sure both steer shows are listed on the website.

Regional Presidents

Gary Gilbert said they wanted to be sure the bylaws and rules reflect our new committee structure. The Iowa State Fair was a successful event, entries were up. The committee wants to see people work together for the common good. They want to know what the transition will be for committee members and outgoing presidents. There could be a job description for each committee voting member. Is there a limit to how long they can serve?

National Sale

Rob Fanning reported there is nothing new to report. Neil Effertz said the entry forms are on the website. He will get the information to Tonya for use on Facebook.

Show Committee

Wade Coffey reported there is nothing new to report.

Rob Fanning said the committee links on the website need to be updated with minutes.

The next meeting will be October 15.

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

Respectfully submitted,

Jan Effertz