

Minutes

American Aberdeen Association Board of Directors Meeting

April 21, 2020

Zoom Meeting

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

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

President Craig Walker called the meeting to order.

Craig Walker said our support staff are experts in their fields and asked them to introduce themselves.

Lisa Bard said their company, Blue Print Media, has a diverse staff, most with agricultural backgrounds. She has been doing this for 29 years, was raised on a cow/calf and commercial operation in Arizona, went to school at Colorado State where she majored in animal science. She has a master's degree in range science and beef cattle management systems. She has worked for several seedstock associations. Blue Print employs people across the country, they work from home and have for 28 years and many are involved in production agriculture and many have advanced degrees.

Jessie Topp Becker joined Blueprint in 2016. She grew up on a cattle operation in central North Dakota. She still lives in North Dakota and is still involved with her family operation.

Tonya Perez with Ag Town Technology and has been doing this for 20 years. She is a Colorado native and was raised on a Hereford operation. She currently lives in New Mexico where her husband's family has a Hereford and Angus operation. They also put in 800 embryos a year for themselves and for clients.

Dean Pike has been in the business for 40 years. He has worked for 4 breed associations. He worked for the Dakota Farmer after graduating from college then went to the Polled Hereford Association where he worked in the field then managed their magazine. He worked for the Angus Journal for a few years. He then worked at an Angus – Polled Hereford operation as their marketing manager. In 1985 he went to work for the Salers Association and in 2010 the Aberdeen Association. He has sold a lot of advertising and has helped many breeders develop their programs and marketing plan as well as assist in selection of genetics and image development. He has raised the cattle as well so the breeds are a part of his life.

Sherry Doubet said she is blessed to work with such talented, qualified people. She is a Montana native where she was raised on a Horned Hereford operation. She is an animal science graduate of Colorado State where she participated on the judging team.

Her family's ranching operation today consists of Angus, Hereford, South Devon and Salers and she does all the record keeping. She is a past president of the US Beef Breed's Council.

Craig Walker said we are very lucky to have such a good staff.

Lisa Bard and Jessie Topp Becker reported on the Ledger. They are working on the directory issue which is scheduled to go to print on June 3. They are targeting 68 pages for this issue, dependent upon ad sales. She reviewed the editorial content of the issue which she is excited about. Subjects will include Aberdeen Premium Beef, data collection, consumer preferences for beef production and practices, breed benefits with comments from university researchers, a "how to" incorporate Aberdeen into a cattle operation. They need a cover photo.

Tonya Perez reported they are working on a short story about Aberdeen Premium Beef which will run in the Ledger and will then be used for a press release. We are on schedule for getting the name trademarked. She discussed labels for Aberdeen Premium Beef. Who will send them out if we are going to move forward with the labels?

Darwin Engelkes said he received an email from IMI Global, they said to order EID tags promptly since there may be a shortage.

Neil Effertz said he spoke with Doug Stanton at IMI Global. It is important to get their input on labels before we get labels printed.

Darwin Engelkes clarified the AAA gets \$5 for each animal in Aberdeen Premium Beef, \$2 on the front end, \$3 on the back end.

Dean Pike reported that he has been home for 5 weeks and is anxious to get out more.

He mentioned that his wife Jillane is an administrator of the American Aberdeen group on Facebook. About 25 people per week ask to join the group. It would be helpful to get some information sent to the new members of these groups, including a Ledger. There are several groups, we should try to cross post on the pages. Some of the cattle discussed on these pages are not registered. Tonya and Craig will discuss this further tomorrow.

Tonya discussed promoting Aberdeen semen sales. Craig Walker said it is important to publicly thank the breeders that have donated semen for door prizes at trade shows.

Sherry Doubet reported they have completed the data base for Geneseek. She is learning how to use ABRI. Holly will be able to return to work next week. She discussed adding Aberdeen to the other breeds that she handles with IGS. She discussed EPD's backed up with phenotypical data and genomics. Breeds with small contemporary groups need to think outside the box a little. Neil Effertz mentioned

Lauren Hanna is doing a lot of genomic work on Aberdeen cross cattle and has said the Aberdeen genomics are very unique.

Lisa Bard discussed their publication Outcross which they will proceed with this fall. They are building a data base. They will target cow/calf and seedstock producers, 8500 names currently and they are continually adding to the list. They can add prospects to the list from our association and even from individual breeders. They welcome our breed's input, especially at the ground level.

A motion to accept the minutes of the March meeting was made by Neil Effertz, second by Darwin Engelkes. Motion carried.

Treasurers Report: Neil Effertz reported there is no new reconciled financial statement because of the office being closed due to covid. Sherry Doubet said she is experiencing an uptick in memberships and registration work despite covid.

Darwin Engelkes reported he is confident Zoom has put in place safeguards to protect everyone's information. He personally likes the platform. It is also convenient for minutes preparation.

A motion to renew our annual Zoom licenses was made by Darwin Engelkes, second by Allen Sieverkropp. The cost is \$2100 per year. Motion carried.

Darwin Engelkes reported the plan is to proceed with Junior Nationals with an entry deadline as late as possible. It will be the week of June 22 – 27 in Oklahoma.

Craig Walker asked Dean Pike if there is anything we can do to encourage advertising in the membership directory. Sherry Doubet reported she send out a member connection email and she is receiving membership dues and corrections.

Craig Walker asked board members to share their meeting dates. The board said they do not know who their 2020 committee members are. Gary Gilbert said he see that it gets sent out.

Neil Effertz reported on the Breeders Services Committee. The consensus among the committee is they would like to initiate data reporting. They will work with ABRI. All electronic registrations have the option of reporting growth data. It is reported on the paper but not on the website. Sherry Doubet said associations do not report actual data. Neil Effertz said the Charolais Association has it online. Calving interval could be added. There was discussion of other data that could be recorded including REA/CWT and building a system that suits the Aberdeen breed. Explanations of the data and when and how it is collected is very important.

There was also discussion of total herd recording. Sherry Doubet reported it was a good choice for Salers. There are a lot of different ways to do it. It would help keep an accurate list of active cows in the herd book. There needs to be a reward or a penalty if

you expect breeders to do it. It would help incentivize breeders to submit data to the association. It could be in one installment for smaller herds and two installments for larger herds. It could include initial calf recording or registration, depending on the fee. Is there a significant value difference between fullbloods and Moderators? We can make these kinds of decisions based on the needs of our breed. We would want to start such a program at the beginning of a year. There was a discussion of possible price structure. There are association budgeting factors to consider. Sherry Doubet will prepare budget proposals for different scenarios. The goal is to provide the association with accurate data of active cattle and balance the budget. Sherry said she thinks updating the new online system first is important.

A motion to ask Sherry Doubet to prepare some options for whole herd reporting was made by Neil Effertz, second by Rob Fanning. Motion carried.

Rob Fanning reported on the National Show and Sale Committee. The NWSS association meeting will be April 30 on Zoom. The Exchange Building is gone. The NWSS has not decided what the facilities will be for 2021 sales. It will definitely be a transition year, everything will be different.

Neil Effertz reported the Finance Committee will meet as soon as he receives the first quarter financial report and a list of members of the committee.

Gary Gilbert reported the Presidents Committee and Nomination committee met in April. They discussed data collection. The committee wanted to discuss adding value to purebred cattle.

There was discussion of purebred cattle possibly being able to be registered as fullbloods at a certain level.

Darwin Engelkes reported that the Strategic Planning Committee will meet when he knows who the members are.

Gary Gilbert announced the meeting times of the President's Committee and the International Committee.

Gary Gilbert reported the International Committee met this month. They discussed the International Room in Houston. Cattlemen in South America know their cattle are too big and our breed would be helpful in downsizing. The committee is getting closer to getting reciprocal agreements with Canada, Australia and Ausline.

Gary Gilbert moved to adjourn, second by Neil Effertz. Motion carried.

Respectfully submitted,

Jan Effertz

