

Minutes

American Aberdeen Association Board of Directors Meeting

August 18, 2020

Zoom Meeting

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

Others Present: Tonya Perez, Sherry Doubet, Lisa Bard

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. They met with the Ledger committee about the digital issues of the Ledger. It will be emailed to a list of about 17,000 people. The list will cost 7.5 cents per person which amounts to about \$1200. Postage on the summer issue was \$1600, \$1200 on the spring issue. They anticipate fewer ads in this issue. Contract advertisers are locked in. The distribution to 17,000 non Aberdeen cattle people should be an incentive to advertise. The email will have a Ledger graphic and clickable teasers about the articles in the magazine. Ads will be distributed throughout the magazine so they appear near editorial content. The AAA will be charged rent on the list with every digital issue. The AAA won't be charged for non deliverable addresses. Editorial will be geared toward commercial cattlemen and the email will seek interaction. Allen Sieverkropp reported the Promotion Committee voted to support option 3.

A motion was made by Allen Sieverkropp, second by Neil Effertz to go with option 3 and rent the list at 7.5 cents per name. Motion carried.

Sherry Doubet asked that a short interview with Neogen be included.

The Promotion Committee also discussed cross advertising. They discussed trading an ad in the Ledger for an ad in another publication, for example the Stockman Grass Farmer. The committee passed a motion to encourage the board to do some cross advertising with the Stockman Grass Farmer.

Neil Effertz moved to ask Lisa Bard to pursue cross advertising with the Stockman Grass Farmer and if that works, pursue it with other publications, second by Darwin Engelkes. Motion carried.

Tonya Perez reported she has been working on updating the website. It will cost \$1500 - \$1800 for the home page update. We need to give it a more modern look. A complete redesign will be \$3200 which is a good price. She needs to investigate what would be included in the complete redesign. Sherry Doubet reported the AAA has already paid \$800 for some updates including a change of server by Edje. Tonya will do further investigation.

Tonya Perez reported the Ozark Farm Show has sent entry materials. There are several options for locations. She is looking for guidance for which locations have the best traffic. Neil Effertz will check with his contact.

Tonya Perez is seeking input for announcements for September. Gary Gilbert reported the Midwest Region is hosting a field day September 15 in conjunction with their bull test. There are 54 bulls in the program. Craig Walker reported we also need to promote the board elections and nominations.

Neil Effertz asked if the board could approve a member doing an eblast for a sale and what would be an appropriate fee. Craig Walker said it needs to be a member and there needs to be a deadline and a specific format. Sherry Doubet said it would need to be received by Tuesday for Friday eblast, in camera ready format. There are 1520 people on the list. \$50 is not enough.

It was moved by Neil Effertz, second by Rob Fanning to allow a member to do an eblast for a sale, with a deadline of Tuesday for Friday delivery, it needs to be a pdf of an ad, a short paragraph, contact person. Cost of \$100 (which was then amended to \$150). Amended motion passed.

Darwin Engelkes moved to amend the motion, second by Rob Fanning to charge \$150 for the eblast. Motion carried.

Note: A email motion was made after the meeting by Neil Effertz, second ?? that in order for a breeder to buy an eblast they must have a contract ad for all issues of the Ledger. Motion carried.

Sherry Doubet reported archived DNA samples are now stored in their office. Neogen has the database our office prepared, we have made tremendous progress.

Sherry Doubet reported they are still waiting for the new online registry software from ILRII. We were supposed to get them the end of July. She is very excited to get it. She will provide a financial report when they are reconciled. July wasn't quite as good as June.

There was discussion of the National Western Stock Show and an alternative site. Sherry has communicated with some other breeds, Salers, South Devon, Simmental, Red Angus, Gelbvieh, Limousin and Shorthorn. She has communicated with the alternative site. This is preliminary in case the NWSS cancels. It could be in mid February. It's good to do something positive with a negative situation. It would be good to be in cow country. They can host 1350 head at one time. They can do pen shows.

Kenny Hinds asked what can be accomplished with an eblast. Tonya said it will reach 1500 people from a trusted source, the AAA. The eblast will contain a link the recipient can click on and see what the breeder is promoting. It was clarified the regional associations can do an eblast for free, individual breeders pay \$150. We will monitor

how many are sent out so it remains a good mix of association news, regional news and breeder promotion.

A motion to approve the minutes was made by Darwin Engelkes, second by Neil Effertz. Motion carried.

Neil Effertz reported there is not a financial report from Sherry Doubet yet, he will then have a Finance Committee meeting.

Craig Walker reported nominations are coming in for the board. There are four nominations so far.

Darwin Engelkes reported on the online Junior contests and board elections. They have two new board members. All regions except eastern are represented on the board.

National Show and Sale Committee

Rob Fanning said they are waiting to see what the National Western does. The board discussed the National Sale, we need to know where we are going before we decide on a sale.

Nomination Committee

Gary Gilbert said things are running smoothly.

Strategic Planning

Darwin Engelkes reported they will meet next week.

Junior Committee

Allen Sieverkropp reported there was no meeting due to technical difficulties.

Bylaws, Rules and Resolutions

Darwin Engelkes asked Neil to try to remember in 2013, the motion to make the board 7 members. We need to update the rules. We need to get back to electing 3 members one year, then two then two. He is working on this.

Breeder Services

There was no meeting because Sherry was not ready to update the new software.

International Committee.

Gary Gilbert reported progress is being made.

A motion to adjourn was made by Neil Effertz, second by Darwin Engelkes. Motion carried.

Respectfully submitted,
Jan Effertz

