

Minutes

American Aberdeen Association Board of Directors Meeting

February 18, 2020

Zoom Meeting

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

Others Present: Lisa Bard, Sherry Doubet, Tonya Perez

President Craig Walker called the meeting to order.

Lisa Bard reported on the last issue of the Ledger. It was a 28 page issue with 24 pages of 4 color, 17 pages of ads. It was a profitable issue with the AAA share \$922. The spring issue will go to print Thursday. It is a smaller issue, it will be a break even on Blue Print's end and won't cost the AAA anything. 20 pages, 11 pages of ads, 4 color throughout. They are preparing for the summer directory issue. Ad deadline reservation deadline is May 4. They are trying to develop a solution for breed associations that have a successful annual membership issue but struggle with other magazine issues. They will submit a proposal for the AAA board's consideration at the next meeting. There may be a possibility of a joint publication for multiple breeds which would have a wide distribution. Many of these breeds are looking for genetics to introduce to their herds that will solve problems and our breed might help them. Many breeds and cattle associations are struggling right now with the cattle cycle. Blue Print is trying to be proactive.

Tonya Perez reported. The National Show went well, spirits were up and it was a good event for the breed. She got lots of pictures for the Ledger. She and Lisa are working on reworking old Ledger articles. Lisa Bard also suggested sending press releases to radio stations. She asked board members to recommend old stories. The Texas Cattle Raisers have not gotten back to her about the selection of Jerry Doan. She is assuming he wasn't selected but will check.

Sherry Doubet reported she does not yet have the financial reconciliation for January. Next week they will send their updated database to Geneseek, they have been working on it daily.

Darwin Engelkes said he spoke with Dean Pike who is travelling to a sale tonight. He apologizes for not being on the meeting.

It was moved by Gary Gilbert second by Rob Fanning to approve the minutes of the January 2, 2020 meeting. Motion carried.

It was moved by Rob Fanning, second by Neil Effertz to approve the minutes of the 2020 annual meeting. Motion carried.

It was moved by Gary Gilbert, second by Neil Effertz to approve the minutes of the November 19, 2019 meeting. Motion carried. They were also approved in December.

It was moved by Darwin Engelkes, second by Gary Gilbert to approve the minutes of the December 17, 2019 meeting. Motion carried.

Neil Effertz reported there is no treasurer's report for January since Sherry Doubet doesn't have the reconciliation yet.

Sherry Doubet reported dues are still coming in. She wanted to know if she should send out another reminder about dues or wait until dues go up. An email blast won't work because some people pay their dues again, as proven by past experience. The board thinks the date for the dues change is March 1.

The board addressed the fullblood moratorium which technically ended December 31.

It was moved by Darwin Engelkes to move to end the fullblood moratorium, died for lack of a second.

Gary Gilbert moved to extend the moratorium to May 1, second by Neil Effertz. Motion carried.

There was discussion of how many fullblood registrations were done in 2019 vs. 2018 and whether the moratorium was successful. It maybe should be been promoted more. There are probably still some overage cattle that still are registered and probably won't get registered if the over age fee goes back to \$60. The board needs to consider how high they make the over age fee if the moratorium ends.

Sherry Doubet reported there were not very many calls regarding incorrect addresses in the last membership directory.

It was moved by Neil Effertz , seconded by Darwin Engelkes to approve the minutes of the January 17 meeting. Motion carried.

The board discussed the National Western events. Neil Effertz said the sale format was a learning curve for the sale management and for some of the breeders too. Commercial breeders were not present. Internet bidding was very minimal as compared to previous years. There was discussion of not having a catalog mailed. There was also a discussion of "elite cattle" in the National Sale. Walk in traffic has been drastically reduced since we were moved to the end of the NWSS. How can our schedule be changed? With the NWSS building project, it will be difficult to change. There was discussion of enhancing other shows.

The banquet was good and the buffet worked well. We added 2 – 3 new tables, attendance was good. The Embassy Suites worked out well.

There was a very lengthy discussion of Aberdeen Premium Beef. The system with IMI Global is something that everyone can use if they abide by the rules. If certain members or producers want to take it to the next level, apply other requirements, they can. There was discussion of a cooperative concept to supply cattle that would qualify for the Aberdeen Premium Beef Program. While all Aberdeen breeders can take advantage of Aberdeen Premium Beef, the program is also designed for the bull customers of Aberdeen breeders. The program gives the bull customers a market for their Aberdeen sired calves, thus making the purchase of the bull more appealing. This in turn results in more bull registrations for the AAA. It is important for Aberdeen producers to be sure they have DNA on file with the AAA on the bulls they sell so their calves qualify for the program. The board expressed an interest in having Doug Stanton to visit with them about the right to ship. There was discussion of a label and a logo and an attorney to secure the logo for the AAA.

Gary Gilbert reported on the President's Committee. They have requested the board take an action on the \$400 payout to the regional associations.

It was moved by Gary Gilbert, second by Darwin Engelkes that the AAA continue with the matching \$400 payments to the regional associations into 2020. Motion carried.

This would be one payment per region.

Gary Gilbert also reported the presidents expressed support for the concept of combining some committees.

Gary Gilbert reported the International Committee feels they need to be a stand alone committee.

Craig Walker reported on the Rules Committee. Regarding the rule change recommended by Sherry Doubet, it has been approved by the rules committee and the attorney. He sent a copy to the board. The attorney said it is a rule, not a bylaw.

Darwin Engelkes said since the meeting has already gone on for over 2 hours and Kenny Hinds has had trouble getting on the Zoom meeting, he would suggest the board deal with committee reports next Tuesday.

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

Respectfully submitted,

Jan Effertz

