

Minutes

American Aberdeen Association Board of Directors Meeting

June 16, 2020

Zoom Meeting

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

Others Present: Mickey Birch, Tonya Perez, Jessie Topp Becker, Dean Pike

President Craig Walker called the meeting to order.

Jessie Topp Becker reported on the Ledger. The current issue is at the printer and will mail this week. It's a good issue, 60 pages with a lot of good editorial. Neil Effertz asked if the fall issue will be in mailboxes to accommodate an October 24 sale. Jessie said they will be sure to plan accordingly. Last year's summer issue was 86 pages, they expected the page number to drop since last year because of covid. It will be online once it hits mailboxes.

Tonya Perez reported she is looking at trade shows and tracking any cancellations and postponements. She sent some social media ideas to the board. She is considering asking regular users of our social media to take control for a week, she needs recommendations for possible breeders.

Mickey Birch reported on Outcross. She sent materials to the board including ad rates. The idea is to bring together breed associations with smaller memberships. They will have regular columns from university professors discussing genetic diversity and how to use it. They will start with about 10,000 issues with a digital copy going to their list of 35,000. They have a good, targeted list. They will not be publishing show results from any breed.

Rates for full page, 4 color would be \$1250 (one time), \$1188 (in all issues). There will be 6 issues per year. They are recommending the AAA continue to produce the membership directory which would be a 7th issue. Blue Print could mail the AAA membership directory to targeted portions of their list. There was discussion of changing the membership directory to an early spring publication. There was discussion of the cost of the reach of Outcross. Other breeds have not committed yet. They are in discussion with Braunveih, Sinnepol, Romanola and a few others. They have also reached out to midsize breeds, the IGS group has several breeds involved. Their goal is to print their first issue late fall of 2020. Paper weight and size would be the same as the Ledger is now. If the AAA decides not to participate in the Outcross, Blue Print would continue to produce the Ledger. Tonya recommended that if we are going to participate, we should reserve space soon because we want to reserve a premium location for maximum benefit.

Allen Sieverkropp reported the marketing committee discussed Outcross. They only had three members at the meeting but they were positive about the concept.

Dean Pike reported. He attended the promotion committee meeting. He is very interested in the Ozark Farm Show in Springfield, Missouri. There is the possibility of a live display. There is a show December 1 and 2 in South Dakota, might be a good time to promote the Midwest Bull Test and Sale. Sioux Falls Farm Show the last week of January is a good show for Minnesota, South Dakota and Iowa areas.

He has been helping some breeders with some registration problems.

Neil Effertz reported he does not have a new financial statement and the finance committee will meet when he receives one. There seems to be a more positive feeling about the breed and registrations and memberships lately. He had to leave the meeting.

Minutes will be complete as soon as Jan has recovered.

Sherry Doubet is attending the Salers Junior National this week and so is not at this meeting tonight.

Committee Reports

Rob Fanning reported on the National Show and Sale Committee. They are in limbo now and have postponed a decision until they can determine what the National Western is going to do.

Darwin Engelkes reported on the Strategic Planning Committee. They met 3 weeks ago, it's a good committee, they will have some recommendations going forward.

Allen Sieverkropp reported on the Promotion Committee. Attendance was small. The board recommended that members that aren't participating be replaced. The board discussed the financial commitment requested by Outcross, the benefits that will be offered to the association and the impact of not publishing the Ledger except the membership directory. New members receive the membership directory now. Ad cost will be almost twice as much as Ledger rates. Currently, the Ledger costs the AAA about \$6000 per year.

Kenny Hinds reported on the Junior Committee. A motion was passed to move scholarship selection to the National Junior Committee with the support of the junior advisors. There will be a scholarship page on the website along with instructions for donating to the scholarship fund. Some junior funds were raised to be earmarked for scholarships and the Junior Association has no problem with turning those funds over for that use.

It was moved by Darwin Engelkes to approve the Junior Association's relinquishment of scholarship selection to the Junior Committee, second by Kenny Hinds. Motion passed.

Gary Gilbert reported on the Regional Presidents Committee. The Midwest Association has started this year's bull test. He will speak with the presidents about members missing the promotion committee meeting.

Gary Gilbert reported on the Breeders Service and Commercial Committee. Sherry Doubet demonstrated her expertise with a great discussion of ILR2 and collection of data. ILR2 should be up and running in August. There will be webinars to assist breeders with using it. There was discussion of mistakes that happen with Geneseek, it usually stems from mistakes with paperwork.

Gary Gilbert reported on the International Committee. They are close to making a recommendation regarding a reciprocal agreement with Canada. Ausline wants to participate. The minutes may reflect an agreement with them. There was a discussion of the Aberdeen Plus program and the importance of available genetic data from the associations.

Gary Gilbert reported on the Nomination Committee. He asked Rob Fanning for recommendations on deadlines. The rules on the website discuss deadlines.

Darwin Engelkes reported on the Junior board. They have set deadlines for their virtual contests. They will do photography, public speaking, marketing, skillathon and family marketing (a new contest). They are setting up rules now, entries will be open from July 1 – 15, then judged. They have set up email accounts to receive the entries so the office is not overwhelmed. The Midwest Junior Board has looked into having a show since the Iowa State Fair has been cancelled. They have learned it is very difficult to buy insurance for shows.

It was moved by Gary Gilbert to adjourn the meeting, second by Rob Fanning. Motion carried.