

Minutes

American Aberdeen Association Board of Directors Meeting

March 17, 2020

Zoom Meeting

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

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

President Craig Walker called the meeting to order.

Lisa Bard reported on the next issue of the Ledger which will be the summer directory issue. There will be an editorial meeting next week. Ad sales will close May 5, and the issue is scheduled to go to print May 27. They can be flexible with deadlines if necessary. Last year the directory issue was 80 pages with really good content. Sherry Doubet asked that members email the office to update membership information. It is also good to remind folks who have not renewed their memberships to do so in order to be included in the directory issue.

Lisa Bard discussed a proposed publication called "The Outcross" to offer smaller breed associations a vehicle for promotion. Editorial content will be complementary to the breeds. Blue Print will own the publication so it would not need to be subsidized by the AAA. Production quality will be similar to the Ledger, produced 6 times per year and distributed to a much larger audience. She provided a prospectus to the board. They would begin publishing this fall. They propose the Ledger continue to be published for the directory issue, and the remainder of the year use The Outcross. Dean Pike would be asked to continue to sell ads to the Aberdeen breeders. Circulation is estimated to be 6000, a list created by Blue Print. They are hoping for six breeds to start with. The board will discuss the proposal.

Tonya Perez reported. She discussed the Aberdeen Premium Beef logo. It has been approved by the board and it is at the lawyer's. They are working with proving it is in commerce. She discussed the size of the labels and where it will appear. She discussed pricing for various sizes of labels. The board discussed the advantages of various sizes. The packages of beef will have other labels too. Labels will be 29 cents a piece so that could be \$100 per carcass. That seems prohibitive. Perhaps the logo could be added to a breeder's own label. Tonya Perez will pursue other more affordable options. There was also discussion of announcing the new label in media.

The Texas Cattle Raisers convention has been postponed until fall.

Dean Pike reported. Many events are being postponed. He has visited breeders since Denver. He has found that many people are not registering their Aberdeen cattle. He is concerned and is wondering what can be done to encourage them to register their cattle. He thinks the board should be aware of what he is observing. Other breeds

have a performance program that requires registration. The country is in lock down now. This phase of uncertainty is affecting everyone.

It was moved by Darwin Engelkes second by Neil Effertz to approve the minutes of the February 18 and 25 meetings. Motion carried.

Neil Effertz presented the treasurer's report. He said the AAA is continuing to lose equity, from January 31 to February 29, a loss of \$14,000. People are advertising their cattle as Aberdeen Plus but aren't registering them. Someone should have a conversation about it. Craig Walker will make a phone call.

New Business

Darwin Engelkes reported on the Junior National. The facility in Woodward, Oklahoma is meeting to decide how they are going to proceed. We are waiting to see what they say before we decide if we need to cancel. All schools in Oklahoma are closed currently.

The Outcross. The board will take some time to look over the proposal.

Aberdeen Premium Beef. The board agreed the cost of 29 cents per label is too high. There was discussion of fees for promotion. IMI charges \$2 and will collect any fees we ask them to collect. Hereford is charging \$6.50 per head. What kind of promotion will the AAA do? Do Aberdeen Premium Beef folks need to be AAA members? Most people who sell CAB are not members of the Angus Association. Most of them are commercial cattlemen. The program should be built for commercial cattlemen.

It was moved by Darwin Engelkes, second by Neil Effertz to charge \$6 on the shipping verification certificate. Motion carried.

Darwin clarified that gives the AAA \$5 per head.

Craig Walker discussed the strategic planning committee. We are not an EPD breed but we need to collect data that helps us promote our cattle. Statistics need to be accurate.

Dean Pike reported commercial buyers want some information about the cattle. They want to moderate frame and size but want enough performance that they can still be in their current market.

Neil Effertz said he thinks birth weight, calving interval, ribeye area per hundred weight and percentage of cow weight weaned are significant markers in our breed. REA/CWT varies by percentage vs fullblood and age of the animal.

Craig Walker said we need to bring folks back into the strategic planning committee than can help us with this data.

Neil Effertz said Dr. Eric DeVuyst is very capable of analyzing data and doing the math and use that data to promote our breed. The board asked the strategic planning committee to address this.

Craig Walker asked that committees have a set meeting date. Regional presidents are submitting names for committee members.

Darwin Engelkes asked to have this information as soon as possible.

Craig Walker reported 4800 lines of 18,000 of data conversion for the AAA has been completed.

Most committees are waiting for new members and have not met.

International Committee. Gary Gilbert said they have met with Australia and nothing to report yet.

Rob Fanning asked if there will be a problem with Zoom now that so many schools are using it. Darwin Engelkes said his internet and cell phone from home has been limited. The Zoom rep has reached out to him. Our evening meeting time might help us.

It was moved by Darwin Engelkes, second by Allen Sieverkropp to adjourn. Motion carried.

Respectfully submitted,

Jan Effertz

