

Minutes

American Aberdeen Association Board of Directors Meeting

May 19, 2020

Zoom Meeting

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

Others Present: Lisa Bard, Tonya Perez, Dean Pike

President Craig Walker called the meeting to order.

Lisa Bard reported on the Ledger. Advertising for the membership issue is 23 pages. It will be a 50 – 60 page issue. Editorial will be geared towards items that “last” a year and will include articles about data collection, consumer meat preferences, Aberdeen breed benefits, how to utilize Aberdeen cattle and get involved in the breed. A membership application and membership listing will also be included. Juniors are not included. The list for Outcross is progressing. They have secured a list of operations of 100 head or more from 25 states which will be included, 37,000 records, which they will use for digital copies of the magazine. They are also developing a media guide.

Tonya Perez reported. She sent an Aberdeen Premium Beef article to the board for approval. It will go in the Ledger and will be distributed to other ag publications. She will submit it tomorrow. She is working on teasers for social media. She asked to be kept current on deadlines and upcoming events. She discussed trade shows for fall and asked for suggestions from the board. It is hard to know if they will be cancelled or postponed due to the pandemic.

Dean Pike reported he has been working on Ledger advertising. He has been stressing that advertising in the membership directory issue is image building. It is a promotional piece that will represent the breed for a year. This is the piece that people pick up and keep at the trade shows. Last year’s directory had 37 pages of ads, this year has 23. The economic times have had an effect.

Neil Effertz reported the minute taker, Jan, is home from the hospital. Due to her accident last week, the minutes aren’t complete.

Darwin Engelkes said he has all the meetings recorded and wondered if they should be stored somewhere else in case of emergency. He and Craig Walker will discuss this tomorrow.

Treasurer’s Report: Neil Effertz reported income YTD for April 20 is \$41,000, expenses \$71,000 for a YTD loss of about \$30,000. The trend is about the same, losing about \$6000 per month, Sherry thinks it will get a little better as the year goes on but still probably a loss for the year.

New Business

Darwin Engelkes reported on Junior Nationals. The Junior Board met on Sunday and decided to cancel Junior Nationals for this year. This decision was based on the health and welfare of all participants and the absence of any entries as of last Friday. There was a lengthy discussion of this decision. Oklahoma is OK with the show. State Fairs are being cancelled because of carnivals and entertainment. Some breeds are having Junior Nationals. Woodward County Fairgrounds offered a reduced rate. The juniors did a survey and only 8 people indicated they planned to bring cattle. There was a discussion of what oversight the AAA board has over the Junior Board. If someone is at risk, they can decide not to attend. It would be positive for the breed to have some activity this summer. There was support voiced for the junior board and their decision. There was discussion of a virtual show.

There was a discussion of partnership cattle sales. If a breeder owns full possession in a bull, he is not required to share the income from the sale of all or part of the possession interest with partner that has a non possession interest only. The non possession owner would still retain an interest in the bull in this scenario. Craig Walker will address this with the office.

Rob Fanning said they had a National Sale and Show meeting. The consensus was to wait until July and see what is going on with the world to assess the National Sale. They will meet the second Tuesday of July.

Gary Gilbert reported on the President's Committee. The Midwest is proceeding with their bull test in South Dakota. The Midwest directory is printed. The regions are trying hard to be productive for their membership.

Darwin Engelkes reported on Strategic Planning. They seem to be at a crossroads. They need some guidance and direction perhaps from the national board. Their role is to come up with ideas and pass them on to other committees.

Allen Sieverkropp reported on the Ledger and Promotion committee. They discussed Outcross magazine and they are excited about it.

Kenny Hinds reported on the Junior Committee. They will meet next week.

Darwin Engelkes reported on the Bylaws, Rules and Regulations Committee. Three of the five members were present. It should be a quarterly or as needed committee.

Gary Gilbert reported on the Breeders Services Committee. They voted to start collection of BIF average traits. They wanted to look into IGS. They also voted to discuss novelty traits such as foot scores, udder scores. We need some guidance from Sherry Doubet.

It was moved by Neil Effertz that we move on data collection of what traits Sherry Doubet deems possible, in accordance with IGS and BIF protocol. Second by Gary Gilbert. Motion carried.

Gary Gilbert reported on the International Committee. The new president of the Canadian Association is very anxious to work with us. Gary anticipates a reciprocal agreement in the near future. Craig Walker has sent a letter to the Australian Association and the ball is in their court.

Darwin Engelkes said there are Zoom meetings scheduled and saved. How long should we keep them? He is saving board meetings on a flash drive. We have 11 licenses and some are for regional associations. Some are possibly being used for non Aberdeen meetings. Gary Gilbert will ask the presidents to clean it up and if they don't, Darwin will delete them. If a meeting host wants to save a meeting, they can do so on a hard drive so it won't impact the data of the AAA.

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

Respectfully Submitted,

Jan Effertz