

Minutes

American Aberdeen Association Board of Directors Meeting

June 15, 2021

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Allen Sieverkropp, Rebecca Miller, Rob Fanning, Kenny Hinds

Others present: Tonya Perez, Lisa Bard, Mickey Burch

President Craig Walker called the meeting to order.

Lisa Bard discussed the upcoming directory issue of the Ledger including ads, editorial content. Ad sales are down but they have enough advertising to make a viable issue and break even. She asked if the board wants to pay to send the issue to heifer and bull buyers and the comp list. This was not done for the winter issue due to financial reasons. It is scheduled to mail next Thursday. She thinks the comp list is outdated, it is what they called the influencer list and includes many academics. Last year we did not send to the comp list. To send the issue to bull and heifer buyers would cost about \$1100.

Extra copies of last year's directory are sent to new members when they join. Sherry Doubet has requested extra copies of this issue for that purpose.

Darwin Engelkes moved, second by Allen Sieverkropp, that we send the directory issue of the Ledger to the bull and heifer buyers and not to the comp list. Motion carried.

Lisa Bard thinks the drop in advertising is partially due to a lack of a breed rep. Small breeders may not have the budget.

Tonya Perez discussed the merit program logos. Craig Walker pointed out we are American Aberdeens, not Aberdeens. The merit program will stand by itself and be under the umbrella of the American Aberdeen Excellence Program. We need the designation, not a logo, on the paper. Tonya and Craig Walker will check with Sherry as to what is needed for use on registration papers.

She is working on fall trade shows. Should she start scheduling them? Farm Fest is in early October. The board discussed the economics of farm shows, spending thousands of dollars for 30 names and they aren't sure we have received any solid leads. It is important to educate other cattlemen. It is important to have skilled educators. Tonya discussed the importance of getting the Aberdeen American name in front of people. Each region has the ability to cost share for \$500 for trade show attendance. The wrong message does more harm than good.

The board decided to hold off on trade shows for now.

Tonya Perez discussed updating the website. This was discussed with the Promotion Committee but there was only one member in attendance. Last year the cost was estimated at \$3800. Tonya said it is a good deal and would be a whole new look. Allen Sieverkropp will check on the current cost.

Mickey Burch mentioned that Blue Print also does web sites and they would be happy to offer a bid.

Tonya asked for upcoming events and deadlines. The Iowa State Fair is coming up. Board nominations are coming up as well.

Rebecca Miller moved to accept the minutes of the April and May meetings as written, second by Darwin Englekes. Motion carried.

Treasurer's Report

Kenny Hinds said there is not much to report. He sees a need for strategic planning to increase revenue. The financial committee has not met because he does not have a full committee. They should meet and approach this. Rebecca Miller will notify the regions to assign members.

Junior Committee

Darwin Engelkes said the Juniors have been amazing, they've raised \$7000 in the last month. They are doing much of the work themselves. It will be a great event in Woodward, Oklahoma next week. There was discussion of the scholarship applications, they have been forwarded to committee members.

International Committee

Rebecca Miller reported on reciprocal agreements. There is concern about country of origin, the American Aberdeen Association wants country associations to register only animals originating in their country. The committee is communicating with the Australian Association about this issue. The Canadian Association is on board with our philosophy on country of origin.

National Show and Sale

Rob Fanning said they are finishing details, judges. The show dates are on the website. He reviewed the dates for Cheyenne where there is a \$10,000 supreme and they are paying premiums. The NWSS may be able to offer free beds (for cattle), they are still working on this. Most shows are doing this. Cattlemen's Congress and Louisville pay no open show premiums.

There was discussion of curtailing or eliminating premiums for the National Show. Craig Walker will discuss this with Sherry Doubet. Premium book changes need to be made by the first of July.

Darwin Engelkes moved we cut the premiums for the National Show by 50% upon the recommendation by Sherry Doubet, second by Rob Fanning. Motion carried.

Strategic Planning

They will meet when they get members.

Ledger and Promotion

Allen Sieverkropp reported a member is frustrated because they can't get a phone call returned. It was recommended to try email or try Megan.

Nomination and Presidents

Rebecca Miller reported the presidents are discussing merging some regions.

There was discussion about Neogen and DNA. Eventually our association will handle our DNA in house. This is happening to all associations. Some regional associations are urging their members to use the Igentivity profiles but that DNA is not in the American Aberdeen database so problems arise when doing parentage verification.

There was discussion of the importance of our office in the continuity of our breed.

Allen Sieverkropp made a motion to adjourn, second by Rebecca Miller. Motion carried.

Respectfully submitted,

Jan Effertz