

Minutes

American Aberdeen Association Board of Directors Meeting

February 15, 2022

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Allen Sieverkropp, Rob Fanning, Jack Sanford, Rick Dodd.

Others present: Lisa Bard, Tonya Perez.

Craig Walker called the meeting to order.

Lisa Bard discussed the Ledger. They have already begun to plan for the summer issue which will be the directory issue. They want to go to print on June 9 so ad sales will close about May 15. They would expect to hit mailboxes about July 1. This will be before the Junior Nationals.

There was discussion about taking photos for the Ledger photo files. Lisa Bard has photographers that could take some photos at various ranches. Tonya Perez has taken some spring photos at Jack Sanford's. It is important to feature different seasons and parts of the country. It takes a while to schedule a photo shoot so planning is important. It would cost travel expenses and \$600 per day.

Craig Walker reported that Allen Sieverkropp is now on the board in place of Kenny Hinds who stepped down.

Sherry Doubet is busy moving today to Wyoming. The office should be set up early next week.

It was moved by Rob Fanning, seconded by Darwin Engelkes to approve the minutes of the December 21 meeting. Motion carried.

Treasurer's Report: We do not have new information since what we received in Denver. Craig Walker feels good about where we are but it must be remembered that we still have progress to make. Taxes and audit information will be completed in April.

Darwin Engelkes reported on the meeting platform. We have been using Zoom for two years. The quote for 12 licenses this year \$2198.90. The licenses are 6 for the board members (the president doesn't need one), 5 for the regional associations, 1 for a reserve. Last year they gave us a \$400 break. He has been frustrated with the representative from Zoom who has cancelled meetings over the past 2 months. The Microsoft 365 representative has been very helpful and has submitted a quote of \$1800 for 12 licenses. He has used the platform through his job and likes it. Two regions have just combined so we can do away with one license. Sherry Doubet uses a license for meeting with Neogen. She may also use it for "how to's" for the new ALR2 system. The regional presidents use the platform for their regional meetings. Zoom only allows

us 11GB of storage, Microsoft will give us 30 GB. Zoom has only one administrator, Microsoft allows 4. We can add a license at any time. 10 licenses will be \$1500.

A motion to use Microsoft 365 as our meeting platform was made by Rick Dodd, second by Rob Fanning.

A motion to amend the motion to add that we subscribe to 10 licenses was made by Rick Dodd, seconded by Allen Sieverkropp. Motion carried.

The amended motion passed.

Craig Walker announced that donations of \$645 were made to the Cindy Bluett scholarship memorial. The board needs guidance on how to proceed along with the advice of her husband. Sherry Doubet sent the notes that accompanied the donations to Craig Walker. It was suggested that the names of the donors be listed somewhere. Rob Fanning said Cindy was involved in the show cattle industry and well educated. Perhaps the junior board and their advisors could make a junior herdsman award. The prize could be \$100 so we could keep the award going. It could be a \$100 gift card to the Sullivan trailer. Darwin Engelkes suggested the criteria for winning the award should be written by someone other than the juniors or their advisors.

A motion was made by Rob Fanning to award an annual Cindy Bluett Memorial Junior Herdsman award at the Junior Nationals, a \$100 gift certificate, second by Darwin Engelkes.

A motion to amend the motion was made by Rick Dodd, second by Rob Fanning that Junior Board members are exempt from receiving the award. Motion carried.

The amended motion carried.

A new donation will make the balance of the memorial fund \$1000.

Tonya Perez joined the meeting. She reported the National Western was a success and it was a good decision to stay in Denver for the Aberdeen National Show.

There was discussion of the need for new photos for use in the Ledger. Tonya agreed. It will be a good summer project. We will need some advance location planning so the backgrounds will be aesthetic and the cattle will be good. Tonya asked for input for places and photographers. We want fullbloods, moderators, Aberdeen plus so we tell the full story. Tonya will put together a plan with cost and present it to the board.

Allen Sieverkropp asked what Tonya charges for her services. Tonya said it is a monthly retainer that rolls over month to month so if some months are long and some months are short, it balances out. Craig Walker reported she is very responsive. She always is open to ideas for social media. It's also important for board members to share the posts and comment. New pictures will be very helpful.

Member Education: Craig Walker reported his experiences dealing with breeders who do not understand the registration process and fault the association with not doing their work when it is not the association's fault. There is a member who has been running down the association on social media. There are consequences for doing this. We need to figure out how to educate our members so they can properly register their cattle. Member education would be a good project for this year. Maybe we can do some education on social media. Tonya will work on it.

Old Business:

National Show: Rob Fanning reported numbers were up from Woodward, and similar to two years ago in Denver. We had 180 head of cattle this year. We were the among the largest breed shows in Denver this year. The NWSS will set it's 2023 schedule in April. Tonya has all the show photos.

Neogen: They are back up with a 4 - 6 week turnaround which will hopefully improve.

Regional Associations: Sherry Doubet will get an eblast out this week about the Northeast and Eastern regions combining because there was a lack of participation at the upper levels with both groups. It is important that members have some knowledge about the committee they are serving on. The president's committee would have an idea about who would be good on a committee as competent knowledgeable members for each committee. There was a lengthy discussion of using and selecting one at large person for each committee so there won't be ties. It was decided there isn't a need for an at large member, if the committee needs a tie broken, the board as a whole can step in. The board agreed with this simplified approach. Craig Walker will inform the regional presidents of this decision.

Committees: The board discussed combining some of the committees. Strategic Planning, Breeders Services, Commercial can be combined. Board chairman: Rick Dodd (primary), Jack Sanford.

By Laws Rules and Resolutions should meet when there is an issue, not necessarily every month. Board chairman Darwin Engelkes.

Finance, Ledger, Promotion can be combined. Board chairman: Allen Sieverkropp (primary), Jack Sandford.

Nomination and Presidents can be combined. Board chairman: Rebecca Miller (primary), Craig Walker.

Junior Committee should be eliminated. We have good junior advisors and they guide the juniors. If there is a problem, it can go to the board for resolution.

National Show and Sale will stand alone. Board chairs: Rob Fanning and Rick Dodd (co-chairmen).

Craig Walker will be on every committee.

Craig Walker will tell the presidents they need to have their committee members listed by March 1 with names, phone numbers and emails.

Rick Dodd said it is important to improve communication with the members.

A motion to adjourn was made by Darwin Engelkes, seconded by Rick Dodd. Motion carried.

Respectfully submitted,
Jan Effertz