

Minutes

American Aberdeen Association Board of Directors Meeting

April 25, 2023

Zoom Meeting

Members Present: Craig Walker, Darwin Engelkes, Allen Sieverkropp, Farabee McCarthy, Rob Fanning., Jack Sandford.

Others present: Tonya Perez

Craig Walker called the meeting to order.

Craig Walker acknowledged there was not a meeting last month, things have been behind. Sherry Doubet hasn't been feeling well for a couple of months but is feeling better now.

Tonya Perez discussed the membership directory. She has been in contact with SmartAuctions, they would host the auction for \$1000 if they collected the money, \$750 if the AAA office collects it. The board discussed the options for an auction for premium advertising pages. She has collected several bids for the membership directory, design cost would be \$4700 and \$150 per ad, printing would be \$6726 for 2500 directories of 64 pages. Total cost would be about \$11,500 plus postage of \$2.00 per directory. The board discussed ad prices. It is important to act on this promptly. They are hoping to have it published shortly after Junior Nationals.

Craig Walker voiced his frustration with the delay in the AAA online registration and credit card processing system. He read a letter from Sherry Doubet to ABRI expressing this frustration.

Tonya Perez discussed the possibility of updating promotional videos. The cost would be about \$8000 to \$11,000 for videos of testimonials from three locations. Fall might be best when calves are bigger. We would need to schedule the videographer soon and decide who would provide the testimonials.

Tonya Perez said some members have reached out to her asking for a newsletter since we are no longer producing the Ledger. It could be 8 pages and include a little advertising. The board agreed it is important to keep information in front of the breeders. Tonya is exploring printing and design options to keep cost down while being a classy piece.

Craig Walker reiterated that it is still possible to register cattle but it is inconvenient. We can use the original paper applications. DNA is all caught up.

Craig Walker said he has asked Sherry Doubet for current financial reports.

Rob Fanning discussed a bid from Benchmark for the directory. It was \$3500 less than Tonya's bid and he has a bid for an auction platform that will charge \$250. Benchmark will collect the money. Design would be \$75 for a full page. He reviewed the Midwest Association's directory with their ad numbers and number of pages. The board discussed ad prices for full

and half pages. The plan is to auction off 10 premium pages. There will also be an option on the auction to reserve non premium page for \$400.

A motion was made by Darwin Engelkes that we use Benchmark for our directory, that we sell 10 premium pages via online auction with (non premium) full page ads priced at \$400, half pages priced at \$250, business card ad for \$50. Second by Farabee McCarthy. Motion carried.

Rob Fanning discussed the National Western Stock Show. Angus and Hereford are pledging to come back full force. We have tentatively been moved ahead to the first weekend with a January 4 arrival. They are trying to resurrect the commercial heifer show, also the first weekend, they are looking for a sponsor. Rob thinks this potential move would be fine. He is trying to get a tentative schedule for Cattlemen's Congress too, so we will have a better background for judge selection. Craig Walker will contact Rick Dodd so he can coordinate with the Embassy Suites.

Craig Walker said Sherry Doubet has reported she gets a 2 X 2 box each month from Neogen that contains DNA samples, currently paper cards. Neogen sends samples that are over 5 years old. She is currently storing them but she is running out of room. Maybe 25% relate to registered animals. Soon she will start receiving TSU's which need a controlled environment for storage which is expensive.

What should be done regarding DNA samples? We have the option to dispose of them, the results have been recorded in the system. The downside of disposal would be in the case of discovery of a genetic defect, the samples would not be available for testing. In theory, our gene base is so tight, if there was a genetic defect, we would have already discovered it and our genetic base also predates the genetic defects in the Angus breed. There was discussion about the potential need for DNA in proving Angus lineage. Another question is are they still valid samples? Do they contain enough viable tissue? Why should we store samples for animals that were never registered? Perhaps those samples could be disposed of. Sometimes a breeder needs to register a calf out of an old embryo or semen which might be an issue. They can test them via microsatellite. Perhaps we set an age of sample before disposal. Craig Walker will get some numbers and options from Sherry Doubet and Neogen.

Craig Walker discussed membership of regional associations. Some have very few members. It does affect national committees. We need to check in on our regional associations and urge breeders to join.

The meeting was adjourned.

Respectfully submitted,

Jan Effertz