

Minutes

American Aberdeen Association Board of Directors Meeting

February 9, 2023

Online Meeting

Members Present: Craig Walker, Darwin Engelkes, Allen Sieverkropp, Farabee McCarthy, Rick Dodd.

Others present: Tonya Perez

Craig Walker called the meeting to order.

Darwin Engelkes mentioned that now that the board is using Zoom again, we have webinar capabilities. Tonya said it would be good to use the webinar format for instruction on the new registration system.

Craig Walker said he spoke with ABRI. They said they have made all the corrections but there are still some glitches.

Tonya Perez reported on the National Western. The new signs looked good and the QR code banner was set up. The membership directory was pitched at the annual meeting and several breeders said they would be interested in advertising.

Prime advertising spot in the membership directory will be auctioned off with some of the proceeds to benefit the juniors. Darwin Engelkes mentioned there is a company out east that could put it together for very little cost. Tonya can do it as well. It is important that it be a first class publication. The board decided to auction off the prime pages, Rob has some ideas but can't be on the call tonight due to some weather issues on his place. Tonya listed spots that would be considered prime including inside front, pages 2 and 3, center spread, inside back and back cover. It would depend on what pages are in 4 color. We should aim for end of March, first part of April to get those pages sold. The board would want it published after junior nationals, maybe mid July.

Tonya mentioned that the videos on the website have been very well received. They are 4 – 5 years old and we should consider updating them. Late summer would be good for video.

Craig Walker reviewed the National Western. Banquet charges haven't been entered because of the delay by ABRI. The Embassy Suites has been a good venue for us and Rick Dodd has done a good job of coordinating with the hotel. The cattle at the National Show were down a little in numbers but the quality was terrific. We have to stay on top of the schedule to be sure we don't get moved back later in the show.

Darwin Engelkes discussed the amnesty program. We have had a multitude of complaints about our registration process and registrations are down. He suggested we allow breeders to register their cattle at the 9 month rate for all of 2023. It would be

explained through social media that this is the board's way of responding to the difficulties breeders have been having. This allows the breeders time to learn the new system and catch up their registrations on older cattle.

Darwin Engelkes moved the board create an amnesty program to allow registrations for all of 2023 at the 9 month rate, no matter the age of the animal. Second by Rick Dodd.

It is important that we spread the word effectively. We need to get the enthusiasm back in the breed.

We can't roll the program out until the registration system is updated. The board needs to be positive about it.

Motion carried.

There was discussion about charging a service fee for credit card use. Credit card charges were significant this year, \$5700. Craig Walker will find out about capturing these charges.

Allen Sieverkropp moved the AAA start charging members credit card fees, second by Farabee McCarthy. Motion carried.

Rick Dodd discussed classified ads. Shelley Dodd is concerned that the cost is too high. She is working on getting the ad system online. Darwin Engelkes said the board created this opportunity to offer an opportunity for our breeders. The higher cost might help keep the up quality of the cattle advertised.

Craig Walker asked about the AAA social media policy that the board adopted about 4 to 5 years ago. New rules need to be posted on the website by Sherry Doubet.

Craig Walker opened nominations for board officers.

Craig Walker was elected president by acclamation.

Darwin Engelkes was elected vice president by acclamation.

Allen Sieverkropp was elected secretary treasurer by acclamation. He was told be sure we get the financial reports monthly. He was also told someone else will prepare the minutes.

Craig Walker has been in contact with the president's committee. The Midwest Association has a new president, Steve Hoffman. The board needs to think about our committee system and chairmen.

Presidents and Nomination Committee – Craig Walker
By Laws Rules and Resolutions Committee – Darwin Engelkes

Strategic Planning, Breeder Services and Commercial Committee – Farabee McCarthy and Craig Walker

Show and Sale Committee – Rob Fanning and Rick Dodd

Craig Walker reiterated that board involvement in the committees is imperative. Anyone can attend but there are 4 voting members.

Rick Dodd discussed the juniors. Shane Goss mentioned he was thinking of stepping back, he was concerned about his available time. At some time there needs to be new folks step up and bring new ideas. Courtney Walker and Jamie Beverlin have agreed to help. The board should probably approve them, they will need a background check. The board appreciates their involvement.

Rick Dodd discussed the Spokane Ag Show. Some breeders were concerned about not receiving banners and brochures but they did get the brochures on time. It is important that the breeders return the banners after they use them.

Rick Dodd said it is important that board members actively participate in the board meetings and activities.

There was discussion of corporate interest in percentage females. There was also discussion of the cattle under solar program being developed in New York. There are lots of positive things going on in the breed.

A motion to adjourn was made by Darwin Engelkes, second by Rick Dodd.

Motion carried.

Respectfully submitted,

Jan Effertz