

Minutes

American Aberdeen Association Board of Directors Meeting

August 29, 2023

Zoom Meeting

Members Present: Darwin Engelkes, Allen Sieverkropp, Farabee McCarthy, Rob Fanning, Rick Dodd.

Others Present: Tonya Perez

Darwin Engelkes called the meeting to order. Craig Walker is on the road and has spotty coverage.

Darwin Engelkes reported that Sherry Doubet is on a meeting with Neogen and so will not be on this board meeting. She reported that Neogen will store our TSU samples for 5 years. They will then discard the samples unless the association has made other arrangements. Rob Fanning suggested that if a breeder wants their samples stored longer, they should use hair or tissue samples since the AAA can store those samples.

Tonya Perez reported the association has a booth at the Ozark Farm Show again this year October 6 – 8.

Idaho Livestock has donated a heifer for the juniors. There will be an ad about it in the directory. She will sell in Idaho Livestock's online production sale and will be advertised on their sale. There will be an email blast and social media posts. Tickets will be available from the office or on the sale site. There are no laws governing raffle tickets in Idaho or Wyoming. Payment for tickets cannot be made online. Tonya will get with Courtney Walker about the details.

Tonya discussed possibilities for a newsletter. For an 8 page piece, design would be \$2200 - \$3500, printing and postage would be \$4300 - \$5000. Ads would defray the cost. Perhaps it would go out in February, around calving time.

Rob Fanning reported the membership directory will come out in September, 2500 copies were ordered. Next year the plan would be to get the membership directory out after Junior Nationals. Premium ad locations for the 2024 directory will be auctioned off in Denver.

There was discussion of the newsletter coming out next year in the spring and the fall. Who will get the opportunity to advertise? 2 full page ads and 2 quarter page ads would fill it up. Ad prices could be \$1000 for a full page, \$350 for a quarter page. This would be a 4 color piece, black and white would only save \$500 to \$800. Cost on a newspaper size piece would be too high. The board will discuss the idea.

Tonya Perez will do some social media on National Western entry deadlines. There will also be deadlines coming up for the American Royal, the NILE and the Cattlemen's Congress.

Darwin Engelkes said the board approved an amnesty program for over age registration fees last March. It hasn't been implemented yet because the new registration system made it difficult to change prices. The system will now allow for easy price adjustment. The program will allow breeders who struggled with the old registration system to catch up. Tonya will promote this on social media and coordinate with Shelley Dodd and Sherry Doubet.

A motion to extend the amnesty program for over age registration fees until December 31, 2023 was made by Rick Dodd, second by Allen Sieverkropp. The rate for 9 month registration (fullblood and Moderator) will apply to all ages of cattle for this period of time. Motion carried. Darwin Engelkes will report this to Sherry so she can get an eblast out.

There is a plan to do a training session at the National Western for the online registration system, spearheaded by Sherry Doubet and Jan Effertz.

Darwin Engelkes reported that Jan Effertz has not received the recordings for our 2023 meetings to use in preparing the minutes. He will get them sent again.

Rob Fanning and Rick Dodd reported on the schedule for the National Western Stock Show.

Wednesday, January 3, 2024, 8:00 AM - Cattle can arrive
Saturday, January 6, 2024, 12:00 PM - Cattle must be in place
Evening - Aberdeen Banquet, Embassy Suites
Sunday, January 7, 2024, 9:00 AM - Aberdeen Pen and Bull Shows
Followed by Aberdeen Junior Show
Evening - Annual Meeting, Embassy Suites
Monday, January 8, 2024, 9:00 AM - Aberdeen Female Show

There was discussion about a speaker and other activities at the banquet and the meeting. The board expressed support for the idea of a presentation to help members with the registration system, perhaps before the banquet and annual meeting.

Rick Dodd reported Shelley has not received the Junior Show results for the website.

There was discussion about the newsletter. We should better utilize the website. Tonya and Shelley should coordinate.

There was discussion of the upcoming board elections – Craig Walker and Jack Sandford's terms are expiring. There was discussion on nominations for those positions.

Rick Dodd made a motion to adjourn, second by Allen Sieverkropp. Motion carried.

Respectfully submitted,

Jan Effertz