

Minutes

American Aberdeen Association Board of Directors

March 19, 2024

Zoom Meeting

Members Present: Darwin Engelkes, Rob Fanning, Farabee McCarthy, Rick Dodd, Jillane Pike, Jan Effertz, Allen Sieverkropp

Nonmembers present: Tonya Perez

President Darwin Engelkes called the meeting to order.

Tonya Perez reported she still has two or three ads available in the upcoming AAA newsletter. The newsletter will have an article related to calving ease and she will get with Sherry Doubet about any association news to include. She will have a rough draft in the next three weeks. The mailing list is being finalized, it will take four days to print. The mail has been very slow lately. Sherry Doubet will handle the billing for the advertising in the newsletter. Darwin Engelkes pointed out that advertisers' AAA number should be provided to Sherry so billings will be accurate. Tonya wanted to give consistent Ledger advertisers first chance at advertising, she could use an eblast to solicit other advertisers. She is also wanting to do an efficiency article and asked for recommendations on possible producers to interview. Board members made a recommendation.

Darwin Engelkes reported Sherry Doubet is not with us tonight, she has finished most of the sales she needs to attend this season and is now catching up with accounting. She will be sending out billings for the Junior auction held in Denver. Board members asked how we can help make billings more timely. When submitted to Sherry, AAA member numbers need to be submitted with the member name and billing amount and description.

Rob Fanning reviewed last year's breeders directory. The directory was 32 pages last year, printed 1750. It is a big job and gets bogged down. He will not be able to handle the project this year. Jan Effertz volunteered to take on the 2024 breeders directory. Rob reported that with what we raised with the junior auction, he is hopeful we can give 30% of the ad proceeds to the juniors. He recommends a June deadline and printing in July. We should do an eblast about the membership directory, ads will be \$400. We need social media posts about it as well.

The board discussed social media and how or if to respond. Darwin Engelkes will talk to Tonya Perez to get her thoughts on whether we as breeders should respond.

Rob Fanning and Dr. McCarthy had cattle in the sale at the Ohio Beef Expo and reported it went well for a first time event. There were lots of people in the seats, many were spectators. Hopefully more breeders will consign next year. We must be sure to market our cattle as American Aberdeen rather than Aberdeen Angus.

The board discussed the possibility of a National Sale. We would need enough high quality consignments. American Aberdeen cattle have the most to offer in these changing times with more population and less land. We need to get the excitement back. The board will think about ideas.

The board agreed it is individual breeder's job to create their market, the AAA is in the business of registering cattle.

Darwin Engelkes reported he reached out to the Strategic Planning committee with answers to their questions. They are meeting later this week.

Darwin Engelkes reported he received an email from the Heritage Angus Association of Australia with their concerns about the reciprocal agreement. Darwin told them we are committed to the document as it is written. Their president will send it back to their committee.

Allen Sieverkropp made a motion to accept the minutes of the February meeting, second by Jillane Pike. Motion carried.

Rob Fanning moved to adjourn the meeting.

Respectfully submitted,

Jan Effertz

February 28, 2024

Via text and email

Darwin Engelkes sent the contract with the Embassy Suites for the 2025 national meeting to the board for approval.

Rick Dodd made a motion to approve and sign the contract with the Embassy Suites for the 2025 national meeting and banquet, second by Farabee McCarthy. Motion carried.