

Minutes

American Aberdeen Association Board of Directors

April 16, 2024

Zoom Meeting

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

Nonmembers present: Tonya Perez

President Darwin Engelkes called the meeting to order. He said the board will have financials soon, there are three months to reconcile, the informal report is that all is well financially.

Tonya Perez reported there are still three ads available in the newsletter, price is \$400 each. One article has been written for the newsletter, about the Benders from Ohio and their Aberdeen beef business. Another article is pending. She asked for input from the board about the proofing process, she expects to have a draft next week. Jillane Pike and Jan Effertz will assist with proofing until the newsletter is complete when the whole board will take a look.

Darwin Engelkes asked how we can boost social media boosts by the association, he is not seeing any. Tonya said the algorithm on Facebook is wonky. It helps to like a post and make comments. She tried an Instagram page but didn't get much traction.

Darwin Engelkes said the board needs to remember to watch for our North Dakota annual corporate paperwork, it is currently being sent to Janis Black, in January of each year.

Darwin Engelkes reported there was a strategic planning committee meeting a month ago. The committee has good participation and enthusiasm.

There was discussion of a possible reciprocal agreement with the Heritage association in Australia. They have 47 members and they are getting outside the boundaries of fullblood Aberdeen cattle. They allow Heritage Angus (pre 1968) to be included in their fullblood herdbook which are not fullbloods by our definition. It is our job to protect the purity of American Aberdeen fullblood cattle. A reciprocal agreement with them would not be beneficial at this time.

ALCA has indicated some interest in a reciprocal agreement. We need to identify the country of origin for foreign animals added to the US herdbook. ALCA has a proposed change to our reciprocal agreement. Darwin Engelkes will pursue it with Michelle.

Rick Dodd moved to accept the minutes of the March meeting, second by Allen Sieverkropp. Motion carried.

Jan Effertz reported she will work on the membership directory this month and keep the board posted.

Rick Dodd reported he got a call from an ET center that has some embryos stored for Jim Eldridge, an early Aberdeen breeder who has passed away. The center is thinking about throwing the embryos away since Jim has no family to take care of them. The board discussed what could be done to preserve these vintage genetics. The board discussed donating the embryos to the juniors. The center has the paperwork, Jim passed away 4 years ago. The board discussed the possibility of creating a memorial to our breed's foundation breeders, the American Aberdeen Foundation. The board will consider ideas.

Rick Dodd moved to adjourn the meeting.

Respectfully submitted,

Jan Effertz