

Minutes

American Aberdeen Association Board of Directors

February 24, 2026

Zoom Meeting

Members present: David Shockey, Rob Fanning, Renae Stentz, Colton Tom, Darwin Engelkes, Jillane Pike.

President Darwin Engelkes called the meeting to order.

David Shockey made a motion to approve the minutes of the January 20 meeting as written, second by Colton Tom, motion carried.

Committee Reports

Jillane Pike and David Shockey reported on the Strategic Planning committee meeting. They discussed suggestions for the board, they are working on details before making their final presentations. They discussed education, promotion, regional associations, and the premium beef program. They are trying to serve all facets of the breed. They also discussed cost of having a breed rep, perhaps part time. They are discussing some discounts at retailers to entice members. They are going to have another meeting soon to further discuss these matters.

Darwin Engelkes reported on the President's Committee. Our regional associations are struggling. Eastern hasn't met for quite a while, Western is our strongest regional association at this time, they are very active and proactive. The Midwest region, according to their president, is stagnant, they have a strong junior program. The west has 4 members, they are wondering where they go from here. All regional associations report their members or potential members are small breeders, less than 10 head. How do we help "inexperienced homesteaders"? Help setting up field days was suggested.

Renae Stentz reported on the Finance Committee. They haven't met but she isn't pushing because she doesn't have a complete financial report. Becky sent some financial data via email to the board late this evening. Our checking account balance was about \$117,000 at the end of January. There will be a meeting with Becky Miller next week to review financial reports. Then the committee can work on budgeting.

Darwin Engelkes reported that Becky Miller is stepping down as executive director of the Beef Center. She will serve on their board and will be available to help transition the next director for about 6 months. Brianna will stay on their staff and will continue to do Aberdeen work.

The board discussed the possibility of offering discounts at various retailers as an incentive to prospective members. Valley Vet was suggested. The members in our breed look to the association for a helping hand. A welcome package was suggested to include links to help with meat, show, small acreage to be sent to all new members.

Regional associations struggle to define what they do to benefit their members. Discounts for new members on animal health products and supplies might help. It might be difficult to find a retailer to participate. Regional associations should try to have one event each year. Field days or tours were suggested that offer some education and some fun. In other breeds, members look forward to it each year. It could be a national event, with rotating locations. We could also go to commercial operations using Aberdeen bulls, feedlot tours, university meat departments.

The Ohio Beef Expo sale is on March 20. It's a live sale but also on CCI. The Eastern Association has a booth there in the trade show, their location next to the sale ring is excellent. It would help to have good looking cattle next to the booth.

Our CD's will mature on March 14. One is \$40,000 and one is \$100,000, there is earned interest of \$9000.

Rena Stentz made a motion to renew the \$40,000 CD for 6 months, and the \$100,000 CD plus interest for 12 months, seconded by Jillane Pike. Motion carried. Darwin Engelkes will take care of it.

The board discussed the moratorium on registration fees. It has been in place for quite a while and has allowed breeders to register their older animals at the youngest animal rate. The board emphasized that a return to the previous rate system would not be an increase in fees. It would be 2024 pricing.

Because the moratorium is ending, a motion to return to 2024 registration rates with no increase was made by David Shockey second by Rena Stentz. Motion carried.

Blackburns from Oklahoma will be featured in an article in Show Times magazine. It has been suggested that the association run an ad adjacent to the article. It is a quarterly publication. This issue will feature the National Western Stock Show. It would be an opportunity for us to take advantage of the exposure from the article in a national publication and may help our junior program nationwide. The ad would be \$690 for a full page, 4 color. It was suggested by the board that future ads feature a photo that represents our cattle rather than a cute junior.

A motion to place a full page ad in Show Time adjacent to the Blackburn article was made by Rob Fanning, second by Jillane Pike. Motion carried.

There was discussion of the welcome packet, The office is willing to put it together and mail it to new members. It used to include a certificate of membership, herd ID, membership number. It could also include a welcome letter, information about the regional association. Right now they are getting a receipt and a membership directory. We could include a copy of the brochures, we have many copies. It should be designed so it appeals to smaller breeders.

David Shockey moved to reinstate the welcome package, second by Renae Stentz. Motion carried, The promotion committee will design the package.

The junior bylaws need to be revised. Right now, we have very little control over the junior association, and we do have the liability so there need to be some changes. It should start with the bylaws committee.

The board discussed a breeder problem with the registration of a fullblood bull who died but had already sired calves.

The Junior Nationals will be in Norfolk, Nebraska.

Colton Tom will be on the Promotion Committee.

A motion to adjourn was made by David Shockey, second by Jillane Pike.

Respectfully submitted,

Jan Effertz