

## Minutes

American Aberdeen Association Board of Directors

January 20, 2026

Zoom Meeting

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

Non Members Present: Becky Miller

President Darwin Engelkes called the meeting to order at 6:51.

Rob Fanning made a motion to approve the minutes of the January 9 meeting, second by David Shockey. Motion carried.

Becky Miller did an office update. She visited with Darwin about a mixup in the use of one breeders herd letters by another. Brianna will talk with the other breeder. There were two animals registered with the incorrect herd letters, one by the Wyoming office and one by the Missouri office.

The office is just about done transferring Quickbooks to the online system. They are still catching up after being out of town. She will send out financial reports monthly to the treasurer and president.

Rob Fanning recapped the National Show. The facilities were phenomenal, the staging lot for check in worked very well. The two interns provided by the NWSS were very helpful. There will be another follow up meeting in the spring. Rob would like to propose a change in our 2027 schedule to do the Junior Show on Saturday at 1:00, the open females on Sunday at 8 AM with a sale in the afternoon, and the bull show on Monday at 8 AM. The board agreed we need an extra day, the junior show went too late this year.

There was a discussion of negative social media posts made during the National Western. They are harmful to our breed and have been for 10 years. Positive posts promote breed growth.

There was discussion of regional associations and how the AAA board can assist them, is it our job to do so? Three regional associations are struggling. Our rules specify each regional association must submit a financial report to the AAA annually. Darwin will try to get the president's committee back on track and he has some ideas to help the regional associations. Regional presidents are John Tomlinson WABA, Wes Gunn SABA, Steve Hoffman Midwest, Jake Boudreau Eastern.

WABA would like to receive a list of new members from their region so they can reach out and welcome them.

Committee assignments were made:

Strategic Planning and Breeders Services: David Shockey and Jillane Pike

Show and Sale: Rob Fanning

Finance and Promotion: Renae Stentz and Jan Effertz

Bylaws, Rules and Regulations: Darwin Engelkes

Presidents and International: Darwin Engelkes

Junior Liaison: Jan Effertz

The committees are supposed to be a grassroots thing, members and meetings and communications are important. Committee members must be members of their regional association.

Notes about committees:

Darwin needs someone he can mentor for the rules and bylaws committee, we should be thinking of someone.

Junior bylaws need to be revised, Dean Pike would be willing to help.

Rick Dodd has volunteered to continue working with the Embassy Suites to coordinate the annual meeting, rooms, banquet etc.

We need a promotion budget and we need to figure out what to do with our CD's that mature in March.

Do open show rules and junior show rules need to be posted on the website? Darwin and Rob will work on finding the junior show rules for the next meeting,

What kinds of promotion would be most effective – magazine ads, brochures, field days, education, videos, trade shows? We should do some promotion to benefit members who are not interested in showing. Promote hardiness, mothering ability, calf vigor, locker beef, use of bulls in commercial cow/calf operations.

There was discussion of family memberships that would allow the adults to register enough cattle to qualify to run for the board. There was also discussion about the definition of an active member. We need to address this to provide a bigger pool for board candidates and more voting members.

A motion to adjourn was made by Jillane Pike.

The meeting was adjourned at 8:26.

Respectfully submitted,

Jan Effertz