

Minutes

American Aberdeen Association Board of Directors

April 21, 2026

Zoom Meeting

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

Others present: Jake Renner

President Darwin Engelkes called the meeting to order at 6:38 PM.

Rob Fanning made a motion to approve the minutes of the March 24 meeting as written, second by Colton Tom, motion carried.

President Darwin Engelkes welcomed Jake Renner to the meeting. Becky will remain on staff for the next 45 – 60 days to help with onboarding. The headquarters will remain in Kearney, Missouri, Jake will work from home (Manhattan, KS) a few days a week. He has a BS in Animal Science from Fort Hayes State and a Masters in Communications from Kansas State. He spent several years at the American Gelbvieh Association running their junior program. He also has a marketing company. Brianna will continue to take the lead with day to day American Aberdeen business.

The board suggested several areas the Beef Center could assist the AAA including assisting with producing a newsletter, building a sale catalog, developing a marketing plan and assistance with setting up an Aberdeen tour. Jake has a lot of experience in event planning, he has planned several junior nationals.

Committee Reports:

Jan Effertz reported the Rules and Bylaws Committee met and reviewed the junior bylaws. The AAA is responsible for the actions of the juniors and we need some safe guards that are not provided by the current bylaws. The committee recommended changes in the bylaws that were presented to the board.

Jan Effertz made a motion to approve the changes as recommended by the Rules and Bylaws Committee to the American Junior Aberdeen Association bylaws, second by David Shockey. Motion carried.

There was discussion about a set of rules in lieu of some of the junior bylaws, rules are much easier to change than bylaws.

David Shockey and Jillane Pike reported the Strategic Planning Committee met for two hours Thursday night. They were discussing revisions to the Aberdeen Premium Beef program and then the committee decided to send a 10 question survey to the membership regarding beef marketing. The board would need to approve the survey

before it is sent out. There was discussion of the purpose of the survey and what we would learn from the replies.

David Shockey made a motion to send the survey to the membership, seconded by Jillane Pike.

Breeders might not understand the costs involved in printing a label or the fees to record a steer to be eligible for the Aberdeen Premium Beef program and questions number 8 and 9 might not be clear enough.

David Shockey moved to amend the original motion to include questions 1 – 7 and 10 on the survey. Jillane Pike seconded the motion. The motion to amend carried.

The amended motion carried. Jan Effertz will talk to Brianna about sending it out.

Rob Fanning reported on the National Show and Sale committee. New members of the committee are John Tomlinson and Matt Reinken. He still needs members from the East Region and SABA.

A sale at the National Western would cost \$4650 minimum just for the facility and CCI webcasting. Rob will attend the NWSS meeting on May 4, the September meeting was very good.

Jan Effertz made a motion to approve expenses for Rob Fanning to travel to the May meeting at the NWSS in Denver, second by Colton Tom. Motion carried.

Jan Effertz reported the Promotion and Finance Committee recommended changing the ad rates for Marketplace ads to \$15 with no photos and \$30 with 2 photos.

Jan Effertz made a motion to change the ad rates for Marketplace ads to \$15 (no photos) and \$30 (2 photos), seconded by David Shockey. Motion carried.

There was discussion of holding a social and educational meeting at the Junior Nationals for adult breeders.

Jillane Pike asked about the Dam and Sire of Merit program, the program puts an important focus on fertility and production. Jan will discuss it with Jake Renner next week.

Jan Effertz made a motion to adjourn at 7:46 PM.

Respectfully submitted,

Jan Effertz