

Minutes

American Aberdeen Association Board of Directors

March 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 at 6:37 PM.

David Shockey made a motion to approve the minutes of the February 24 meeting as written, second by Rob Fanning, motion carried.

President Darwin Engelkes stressed the importance of committees, they give members an opportunity to be involved in the association.

Darwin Engelkes asked for assistance in chairing the rules and bylaws committee. Janis Black and Dean Pike have agreed to serve, we need a member from the East region and SABA. Jan Effertz will chair the committee and schedule a meeting ASAP.

Rob Fanning reported on the show committee. They have not met yet. Jennifer from the NWSS has scheduled a meeting May 4 as a follow-up to last year's meeting in September. The NWSS reports numbers are above the pre pandemic level. There will be resistance to moving the Aberdeens in the schedule. Exhibitors who were scheduled at the end of the stock show reported waiting in line in the staging area before admittance to the stock show grounds for over 8 hours. We were able to enjoy speedy entry and exit at the beginning of the stock show.

There was discussion of a sale in Denver. Rob Fanning estimated we would need at least 40 head. He will find out what other breeders think. He will also find out what the NWSS charges for a sale.

Rob is hoping for a schedule with Junior Show on Saturday, Open Female show on Sunday morning, possible sale Sunday afternoon and Open Bull Show on Monday morning. We would need to have the bull sale over by noon to meet other scheduling needs of the NWSS, shouldn't be a problem.

Darwin Engelkes will be sure the Embassy Suites is scheduled.

Renae Stentz reported on the finance and promotion committee who met this month. There was good discussion and good brain storming. We are still waiting for some key financial information, we probably won't get it until the new director is in place. There was discussion of the 2025 taxes and who will do them,. Renae has tried to call Becky without any luck.

David Shockey and Jillane Pike reported on the strategic planning committee. They are trying to make Aberdeen Premium Beef more simplified with the hope that some members will use it. The goal is do something for our members who are in the beef business.

To participate in the Aberdeen Premium Beef program, a participant must be an AAA member, the cattle must be registered or recorded, they need a premises ID. Labels for Aberdeen Premium Beef are provided to their processor who put their processing number on the label. Participants sign a hold harmless clause before participation. They have made a good start and want to make it a usable, beneficial program for our members.

Darwin Engelkes reviewed our committee work. Strategic planning is very focused on making the breed better. Darwin and Jan will meet with the rules and bylaws committee. Rob will find committee members for the show and sale committee.

The promotion committee will reintroduce the welcome packet for new members to include a membership certificate, a letter from the respective regional association and other pertinent resources. It's difficult to arrive at a budget for the promotion committee without all the financial data but a starting point would be the interest on our CD's.

There was discussion of a newsletter and the option of delivering it online rather than through the mail. It would be available for printing on the website. The board agreed that a digital newsletter makes more sense. We would need to print a few for distribution to inquiries and at events.

There was discussion of an annual Aberdeen Tour to take place in rotating parts of the country to tour Aberdeen operations and other educational stops.

Jan Effertz moved to adjourn the meeting at 8:20 PM.

Respectfully submitted,

Jan Effertz