

Minutes

American Aberdeen Association Board of Directors

May 26, 2026

Zoom Meeting

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

President Darwin Engelkes called the meeting to order at 6:39 PM.

Rob Fanning made a motion to approve the minutes of the April 21 meeting as written, second by Colton Tom, motion carried.

Darwin Engelkes reported that Jan Effertz, Renae Stentz and Darwin Engelkes will meet on Friday with Jake Renner to discuss AAA financial reporting. We are hoping to get some answers on accounts receivable. We are also hoping to rely on Jake for promotional assistance. There is a Zoom link available for any board members who want to attend.

David Shockey reported he had asked Jake Renner about attending Junior Nationals. He noticed the Beef Center main number does not have an option for Aberdeen and the Beef Center website does not mention Aberdeen. The website appears to be outdated.

Renae Stentz reported on the promotion and finance committee. Our brochures could provide good material for Facebook posts. When we do a newsletter, we should include links to our AAA website.

The promotion committee has discussed putting breeder ads on the home page of the AAA website, they are recommending \$50 per quarter to start July 1. It would be a business card size ad, they would scroll across the page.

Shelley Dodd would like anyone with Aberdeen events coming up to contact her so she can put them on the calendar on the website.

Colton Tom reported the University of Findlay is planning a field day for late August. UF instructors would be available to speak about nutrition, reproduction, etc. There could be a local feed company to talk about minerals and supplements. He will narrow down the details. It would be an AAA event.

Jan Effertz made a motion to place breeder ads on the home page of the AAA website for a promotional rate of \$50 for the first quarter, second by David Shockey. Motion carried.

Rob Fanning reported on the show and sale committee. We have our schedule for Denver:

Friday, January 8, 2027: Cattle arrive

Sunday, January 10: Afternoon, Open Bull Show followed by the Junior Show
Evening, Annual Meeting

Monday, January 11: Possible sale
Evening, banquet

Tuesday, January 12, 2027: Morning, Open Female Show then cattle released.

Rob has discussed a sale with Neil Effertz. They talked about needing about 35 lots to justify the sale and control sale expense. They discussed not having a printed catalog thus saving on printing, mailing and postage expense. The catalog would be posted online early and some sort of printed piece would be available sale day. We would need to find out who would be willing to consign top quality cattle before we contract with the National Western.

Darwin Engelkes reported Rick Dodd has negotiated a great price with the Embassy Suites for our banquet. Darwin has signed the contract.

David Shockey and Jillane Pike reported on the strategic planning committee. There was a meeting but the invite did not come on time. Brianna sent out the survey.

Darwin Engelkes and Jan Effertz reported they met with Courteney Walker to discuss the changes to the Junior Bylaws that the AAA board approved. The meeting with the junior board to discuss the bylaws was cancelled because some of the junior board were unable to attend. They will meet this coming weekend. They are hoping to get the bylaw changes approved by the membership at Junior Nationals at the annual meeting. It needs to be presented at the meeting, the meeting needs to be adjourned, then reconvened then the vote can occur.

Jan Effertz moved to adjourn the meeting at 7:35.

Respectfully submitted,

Jan Effertz