

## **WESTERN ABERDEEN BREEDERS ASSOCIATION**

Board Meeting via teleconference February 6, 2018

### **PRESENT**

Shelley Dodd  
Rick Dodd  
Diana Lilleflore  
Jacqui Duran  
David Shockey  
Darren Wise  
Katherine Wise  
Brian Walters

David called the meeting to order at 7:07pm PST.

### **REPORTS**

#### ***Secretary's Report***

Rick motioned, Jacqui 2<sup>nd</sup> vote to accept: APPROVED

#### ***Treasurer's Report***

The WABA checking account balance is \$9138.06, savings balance is \$8792.94, for a total of \$17,931.

Jacqui motioned, Diana 2<sup>nd</sup> vote to accept: APPROVED

### **OLD BUSINESS**

Add for Midland Bull test

- Ledger, full page, paid for by participants (MCR, TMR, 4D, Topline, High Point, Olson)
  - o Not sure if there are others
  - o Believed to be due 10<sup>th</sup>
- Western Ag Reporter
  - o Being looked into, believed to be expensive
- Progressive Cattleman
  - o Being looked into

New LOGO

- Ranch House Design was chosen to do design work
  - o Creation of LOGO Committee with a meeting scheduled for 2.12
    - Shelly, Diana, Katherine, Brian
  - o ranchhousedesigns.com
    - go the Services>Logo and Branding for inspiration

### **NEW BUSINESS**

Taxes to AAA March 15

Registration Late Fee Waived until 3.31.18

- Diana motioned, Rick 2<sup>nd</sup> vote to approve: APPROVED

Membership

- 15 for current year 2018
- 37 for 2017
- Discussion ensued as to how to increase membership and create a "Value Added" association
  - o Newsletter on a quarterly or bi-annually schedule
    - Upcoming Events
    - Networking opportunities
    - Send in paper and or email to all AAA members in our region
  - o Collective Marketing (DS)
  - o Branded Beef for Brian (DS)
  - o Networking (DS)

- Print Marketing available on Web Site (SD)
- Discounts for members (SD)
  - Shows
  - Advertising
- We are Leaders in collection Data (RD)
- Meet and Greets with members (BW)
- Field Days
  - How to properly give shots
  - Assistance/Discussion with/on Vaccine Programs
  - How to properly Tag, Tattoo, take Tissue Samples
  - To Cut, Band or Leave: How to make the decision
- Have an Event on California
  - Mercedes has offered her facility in Woodland
  - Arizona
    - Speeches
    - Demonstrations
    - Education
    - Opportunity to meet other breeders in our region
- Quarterly Email to all AAA members in our region
  - Promotional Adds for Breeders
  - Upcoming Events
  - For Sale
- Kootenai Classic
  - Field Day
  - Open House
  - June 15-17
  - Jacqui is very involved and can help with involvement and participation if we get our act in gear and decide What, Where, When ASAP
- Rolly has asked us to donate his fees from judging to Youth Organization or event
  - Percentage Heifer, Steer at Kootenai Classic
  - Rolly donation \$250, WABA donation \$250
  - Katherine motioned, Diana 2<sup>nd</sup> for approval: APPROVED

**MEETING ADJOURNED**

It was motioned by Brian, Jacqui 2nd to adjourn the meeting. All voted in favor. The meeting was adjourned at 8:02pm PST.

Darren Wise, Secretary

Submitted February 11, 2018