

WESTERN ABERDEEN BREEDERS ASSOCIATION

Board Meeting via teleconference March 14, 2018

PRESENT

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

David called the meeting to order at 7:08 pm PDT.

REPORTS

Secretary's Report

Brian motioned, Jacqui 2nd vote to accept: APPROVED

Treasurer's Report

The WABA checking account balance is \$8581.82, savings balance is \$8793.14, for a total of \$17,374.96.

Brian motioned, Shelly 2nd vote to accept: APPROVED

OLD BUSINESS

New LOGO

- Ranch House Design was chosen to do design work
 - o New pricing schedule provide to Diana along with recommendation (Silver Package)
 - Diana to follow up
 - Sub-committee had good ideas will narrow down and get more focused

Registration

- Still poor numbers
- Shelly to send out email to members telling them time is almost up.
- David to put together letter/email discussing events, benefits to being a member etc.

NEW BUSINESS

Membership

- Sub-committee to work on value added ideas for attracting new and previous members
 - o Jacqui, Brian and Rick
 - Survey Monkey
 - Bi-annual News Letter?
 - Increase web site traffic
 - Videos (MCR doing a few already)
 - David to put together a letter

Kootenai Classic

- Trying to pin down final numbers looks like 60-100 entries
- Jacqui to communicate with Rolly regarding donation made

Midland

- JDA email blast 2 times, this week and then just before the sale
 - o Email to include reference bulls, calving ease, carcass traits, participants and FREE (CHEAP) DELIVERY
- David will assist with "Floor" if needed
- Ultrasound
 - o Top IMF 6.03 John Olson owner Stars & Bars Sire
 - o Average IMF 4.02
 - o Average BF 0.19

- Average REA 9.4
- Contact Midland if you have specific people for catalogue delivery
- Brian – Letter analyzing results and what they mean
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MEETING ADJOURNED

It was motioned by Brian, Rick 2nd to adjourn the meeting. All voted in favor. The meeting was adjourned at 7:52 pm PDT.

Darren Wise, Secretary

Submitted March 17, 2018