

2019 Western Aberdeen Breeders Association Meeting Coeur 'd Alene, ID
February 16, 2019

Members in Attendance:

Ellen and Jeff Archer, ID
Cliff and Nancy Marks, MT
Bill and Donna Boekel, ID
Shelley, Rick and Jalyn Dodd, WA
Karen and David Shockey, MT
Jacqui Duran, ID
Darren and Katherine Wise, WA
Diana and Jay Lilleflore, ID
Allen and Karen Sieverkropp, WA
Ilene and Ken Shirts, ID

David Shockey and Jacqui Duran ran the meeting

American Aberdeen Association

- The AAA is going through a major change in the way that it is going to operate. The AAA will be changing from a top down to a Bottom Up Management System.
- There will be a number of committees charged with establishing the direction the AAA will move forward. Each region will have 1 vote per committee with a regional member representing their respective region on each committee.
- Voting will consist of 5 votes, one each from each region with the chair of the committee, a AAA Board of Director overseeing the committee.
- There is no limit to the number of individuals that can be on each committee however there will only be one voting member from each region.
- Communication will be the most important thing for these committees.
- In order for a member to be considered for the voting position representing WABA, that individual will need to be a member in good standing in both WABA and the AAA.
- The following are the committees proposed by the AAA:
 - Regional/Awards – Gary Gilbert / Presidents of each region
 - Juniors – Allen Sieverkropp, Shane Goss, Darwin Engelkes / WABA Ellen Archer, Diana Lilleflore
 - Sales – Rob Fanning / WABA Rick Dodd
 - Shows – Wade Coffee / WABA Jacqui Duran, Theresa Baldarama
 - Strategic Planning / Marketing – Neil Effertz, Darwin Engelkes / WABA Darren Wise, Jeff Archer
 - Breeder Services – Neil Effertz, Wade Coffee / WABA Karen Shockey
 - Promotion – Wade Coffee / WABA Shelly Dodd, Jeanie McDaniel
 - International – Apparently this will be added in the future
 - Ledger – Neil Effertz / WABA Darren Wise

- Bylaws/Rules/Resolutions – Gary Gilbert, Darwin Engelkes, Allen Sieverkropp / WABA Brian Walters, Jeff Archer
- Finance – Neil Effertz / WABA Bill Boekel
- Nomination – Rob Fanning / WABA Rick Dodd
- There was a fair amount of discussion about the fact that in the presentation in Denver there was only to be one AAA Board Member overseeing each committee and that the way things have been presented by the AAA will not allow the AAA BOD to be enough involved in their committees. Discussion involved the creation or combining of a few of the above committees to bring it down to 7 total committees so that each AAA BOD would only chair a single committee and there would be no co-chairs.
- Additional discussion regarding the International Committee being left out of the committees at this point was met with a fair amount of frustration. The International Market needs to be addressed with a great deal of importance as we move forward and the fact that it is a “Future” was deemed out of touch regarding the possibilities available internationally.
- People interested in representing WABA of the AAA Committees need to contact Jacqui Duran no later than Wednesday February 25th.

WABA Committees

- Strategic Planning
 - Jeff Archer
 - David Shockey
 - Darren Wise
 - Shelly Dodd
 - Rick Dodd
- Member Retention
 - Katherine Wise
 - Diana Lilleflore
 - Karen Shockey
 - Shelly Dodd
- Juniors
 - Ellen Archer
 - Diana Lilleflore
- Rules/Bylaws
 - Brian Walters
 - Jeff Archer
 - Katherine Wise
- Sales/Shows
 - Ellen Archer
 - Theresa Balderama
 - Jacqui Duran
 - Ken and Ilene Shirts
 - Diana Lilleflore
 - Katherine Wise

- Marketing/Promotion
 - Jeannie McDaniel
 - David Shockey
 - Jacqui Duran
 - Shelly Dodd
 - Katherine Wise
- Additional individuals can and should get involved with WABA Committees if they are interested. Please contact a WABA BOD to show your interest.

WABA Bull Test

- WABA has been testing bulls for the past 7 years at various testing locations.
- 2019 is taking place in Colorado and there are 20 bulls on the test.

WABA Member Communication

- Discussion about how WABA needs to better communicate with its members not only to keep them informed but also to garner input as to things the membership would like to see.
 - Facebook
 - WABA Website
 - WABA News Letter
- These were all discussed as outlets/avenues that should and can be used to accomplish better communication.
- Ellen Archer brought up the idea of using “Sponsored” FB posts to better reach membership when important dates (renewal) or events are coming up.
- Daily FB Posts were mentioned as a way to keep people connected.

WABA Membership Retention/New Members

- There was much discussion regarding this issue and that it is important for us as WABA Members to be able to show the benefits WABA can provide its members. The following were ideas mentioned:
 - A drawing the 1st of February/March with each current member in good standing being entered: The Prize “A Bucket ‘O’ Semen” donated by current WABA members.
 - Complete removal of the \$75.00 New Member Fee.
 - Make FB more open to WABA members allowing for animals/Semen/Embryos etc. to be posted for “For Sale” – All adds would be approved by the WABA FB Moderator.
 - Monthly or Quarterly “Ranch Profile” to put on FB and Website
 - Sending out Via Mail as well as putting on FB and Website a Quarterly WABA Newsletter
 - Daily FB Posts
 - Weekly additions to the Website
 - WABA T-shirts
 - WABA Hats
 - WABA Calendar
- The following are items currently being worked on for implementation this year 2019

- WABA Brochures
- WABA Banners that can travel to various events with members
- 2019 WABA Membership Directory
- WABA Koozies

Grass Fed Exchange

- The Grass Fed Exchange has been going on since 2006
- 1000 people attend at a cost of \$300-\$400 per pass
- 2019 GFE will take place April 3-5 in Santa Rosa, CA
- WABA is making a large investment in this years GFE sponsoring 2 outside pens where Aberdeen Cattle will be displayed and 1 inside pen where WABA member will be to discuss the benefits of Aberdeen Cattle in a Grass Program.
- The Membership Directories will be available as well as brochures and additional information on Aberdeen Cattle
- WABA Members attending the GFE will be Karen and David Shockey, Rick, Shelly and Jaylen Dodd, Diana Lilleflore and Darren Wise.

WABA to Compile DATA

- Karen Shockey has requested that breeders send her Birth Date, Birth Weights, Weaning Weights and Type (Fullblood, Moderator %) for 2019 Calves. Gathering as much data as we can is essential.

WABA State Reps

- Montana – Karen Shockey
- Idaho – Donna Boekel
- Washington – Julie Davis
- Oregon –
- Arizona –
- California –
- Utah –
- Colorado – Shane Goss
- Wyoming –
- Nevada –
 - As you can see additional State Reps are needed

WABA Shows/Events

- All Shows and Events Need to be SUPER PUBLISHED.
- Billings, MT
 - The Nile will continue to be the Regional Show for WABA
 - Bull Battle
 - Heifer Futurity
- Spokane, WA

- Discussion as to what occurred last year and the possibilities of have a show there this year
- Looking at 2nd half of fair
- The Fair is meeting 2/20
- Chehalis, WA
 - 3rd weekend in August (16-18)
 - 15 head minimum
- Redmond, OR
 - HOT
- Kootenai Spring Livestock Show
 - May 18th
 - Lots of Kids
 - Aberdeen Divisions
 - Heifer and Steer
- Kootenai County Fair
 - Possibly 2020
 - August
- Yakima County Fair
 - Late September, really close to Billings
- Colorado State Fair
 - September

WABA Field Day

- ILC had the Expo/Wine and Bovine event in the past with a great deal of participation and interest.
- MCR has offer to do a Field Day in 2019
 - 2 day event (dates yet to be determined)
 - Much more to it but some ideas listed below.
 - Consumer Tour of the ranch and facilities on day one
 - Breeder day at the ranch on day 2
 - Ear Tagging
 - Castration
 - Tim Zupan to discuss Embryology: How it works and its benefits

Questions/Concerns

- The idea of a Heifer Merritt Program was introduced
 - Ellen Archer has been discussing with Duncan Haiar
 - 1 heifer from each region would be donated
 - Juniors would apply to be considered to win the heifer
 - ALL Interviews and Selection of each regional winner would be done by 3rd, uninvolved party.
 - Video as well as written would be required
 - Can only work if all regions participate

- There would be a class at Junior Nationals and Denver to compete head to head.
- It was agreed that this would need to be presented by a Junior to AAA so that all the details could be worked out and presented to each region.

Aberdeen+

- AAA Doesn't own the Trademark but they are using it.
- Breeders have been receiving papers with Aberdeen+ when they have not been requested and the AAA doesn't have the legal right to use it.
- AAA received a rejection letter from the US Trademark office May 10, 2018 and continue to use the Aberdeen+
- Why are we continuing to fight for this when it is not necessary?
- This is a concern to breeders and may wonder why the AAA would continue to use something they have no right to.
- Does this put individuals who have received Aberdeen+ papers in a position where they could be brought into this?
- This is a problem that the AAA has not been open, forthright, transparent and honest with its membership.

Ilene and Ken Shirts

- It was asked of Ken and Ilene the following
 - What are we doing right?
 - Talking – The fact that we are all here discussing, in an open forum, the issues and future of WABA is a great thing
 - The People – Great people and wonderful friends
 - WABA Member are always will to help each other
 - Working on Establishing a Direction for WABA
 - What could we be doing better?
 - Looking more into the commercial beef and how Aberdeen Cattle could be promoted there.
 - Bringing the “regular folks” into the association.

Going Forward

- Need to make sure that we all stay focused
- Committees – be active and thoughtful
- COMMUNICATION
- New AAA Members need to be contacted about WABA if they are in our region.
- Look into a Meet and Greet at the Grass Fed Exchange to get more in touch with folks in that area.