

WESTERN ABERDEEN BREEDERS ASSOCIATION
Board Meeting via teleconference June 11, 2019

PRESENT

Katherine Wise
Diana Lillefloren
Jacqui Duran
David Shockey
Darren Wise
Shelly Dodd
Brian Walters
Julie Davis

Brian Walters called the meeting to order at 7:07 pm PDT.

REPORTS

Secretary's Report

Motion was made by Jacqui Duran and seconded by Shelly Dodd to accept. Motion Passes

Treasurer's Report

CK \$6116.55, SV \$8796.44 total 14,912.99

- Motion made by David Shockey to approve, 2nd by Darren Wise Motion Passed

STATA REP. REPORT

- NA

OLD BUSINESS

Spokane Show

- Still waiting for schedule. Will be on FB when available.

NEW BUSINESS

AAA Promotion Committee minutes provided by Shelly Dodd

- Agtown is on monthly retainer of 25 hours/month. Currently using only 15-20 hours. There is not currently a promotion budget.
- Last year's focus was getting assets and getting Dean to 4 trade shows. Agtown started out with 0 promotion assets. It's a work in progress but now they have photos, interviews, videos. Always working on more.
- Agtown is planning what trade shows Dean should go to. Options below:
 - OK Cattlemen's Assoc
 - TX Cattle Raisers
 - Montana Stockgrowers Assoc
 - Idaho Cattle Assoc
- The goal eventually will be to host trade shows with financial help from AAA. Also trying to get speaking engagements at some of the trade shows.
- There is a proposal to do a RFD-TV segment
 - Full segment – 15k plus travel/expenses to film or 13k if footage provided. 18-22 minutes of content.
 - Half segment – 8k plus travel/expenses to film or 6-7k if footage provided.
 - Example: theamericanrancher.com/watch-last-week-s-episode
 - Additional costs as well
 - Focus will be on commercial cowman and smaller grass-fed operations.

Things WABA can work on with Promotion Committee

- Help Shelly push items that would benefit ALL Breeders and the breed in general rather than those with their own agenda.
- We need to discuss with other people in other regions about just going along with the recommendations of a few without asking questions, understanding why this item is important, making sure that all sides of any situation are available for people to hear and then letting people make/voice their own opinions.
- Next Promotion Committee meeting is 6/20

Breeders Services Committee

- Office
 - The office is ineffective and burdensome.
 - The Office contract is up at the end of the year. Need to look at options to better service, transparency and processes.
 - Can the same dollars be more effective somewhere else?
- Dean's contract is up at the end of the year.
 - Can the dollars being spent on Dean be better allocated?
- Breeders Services Committee to address both the Office and Dean.

International Committee

- Meeting was cancelled

The AAA

- Anytime a new President is elected/place a financial audit should take place
- Currently, the accounting and financial accountability in the AAA is flawed.
- Statements presented to members at the annual meeting are far less than required by the Federal Government for a Non-profit. At some point this is going to be a problem and shouldn't the AAA be proactive rather than reactive?
- How can the individual work to make sure that the AAA is properly implementing all of the things promised in January? It appears that there are some that are making an effort but some things seem to be reverting back to the way that they were. This is unacceptable for an organization looking to improve itself in the industry, increase member retention, attract new members and build a strong foundation for the future based on transparency and the benefit for all.

WABA

- Need to continue working on boosting FB posts
- Add all events to events tab on FB
- Membership Retention/New Members
 - Bucket O Semen
 - Monthly/quarterly ranch profile of 100 words, and photo (no show photos), newsletter
 - New membership fee of \$35.00
 - New membership is up over last year.

Everyone should ad WABA to all FB Cattle posts

MEETING ADJOURNED

It was motioned by Diana Lilleflore and seconded by Shelly Dodd to adjourn the meeting. All voted in favor. The meeting was adjourned at 8:34 pm PDT.

Darren Wise, Secretary

Submitted JUNE 14, 2019