

## **WABA's Board of Directors' Meeting**

**November 3, 2021**

**Members in attendance:** Jacqui Duran, David Shockey, Julie Davis, Renae Stentz and Holli McElwee

**Meeting Called to Order:** President Jacqui Duran called the meeting to order at 8:12 PM.

**Meeting Minutes:** The October Meeting Minutes from the Annual Meeting were reviewed. There included changes to the spelling of two board nominees and two winners of the door prizes. David made a motion to accept the minutes. They were seconded by Renae and approved by all.

**Board of Director Nominee Follow-up:** These are the six nominees for the Board of Directors for 2022/2023: Ellen Archer, Jacqui Duran, Shelley Dodd, Darla Fletcher, Terri Harper and Holli McElwee. Holli will follow up with those nominees who have not formally accepted the nomination and remind all nominees a bio and headshot is due to Holli McElwee at [hollimile@gmail.com](mailto:hollimile@gmail.com) by November 10<sup>th</sup>.

**Nile Futurity Results:** Renae sent Jacqui and Holli the result paperwork. As instructed, Holli typed up the top two places. This information will be put on the Western Aberdeen website.

**Nile Feedback:** Those Board members who attended shared these thoughts:

- Heifers were represented well.
- There were high-quality cattle.
- The show was nice.
- The judge complimented the quality.
- Some entries were entered incorrectly. This was the case for nearly every contestant except one.
- There was a misprint in the class listings in the book.
- Whoever is running the back gate may need to use a marker to cross out pages where there are not entries. Another idea was to eliminate those classes without entries.
- The Championship was confusing. One suggestion was to look for the contestants versus calling by numbers. David mentioned he could help with this in the future since he knows many of the contestants.
- Renae did a phenomenal job! She kept calm and was very patient with all the writing.
- Contestants did well in being present and on-time to show.
- Next year Aberdeens and Moderators will be in the early rotations, which is good.

**Treasure's Report:** There is \$7,723.40 in checking and \$8,799.99 in savings. The totals reflect the Futurity money, two WABA member renewals and one new member. Julie made a motion to accept the Treasure's Report and Holli seconded it. All approved.

**Old Business:** The Yakama Show had 14 head of Aberdeens and 4 breeders. The attendance was down; however, Julie was able to talk to quite a few people about the Aberdeen breed and handout the WABA Directories. There appeared to be vast interest in the breed for sure. For the Shayllus Cattle Show in the Southwest, there were a couple of breeders. Attendance was down just a little. Overall, the juniors are very excited for next year.

**New Business:** David had a Strategic Planning Meeting recently. Two questions arose from that meeting. 1) *How do we obtain more member retention?* 2) *Why register with the AAA versus NEOGEN?* The Board provided constructive feedback for David to take back to the Strategic Planning Committee. The suggestions included these below:

- Members are upset about the new fee schedule changes.
- There is some confusion on the actual cost for parent verification. Currently, the website shows \$15, but there is another fee schedule that was shared on social media. It showed \$30. The BOD was not aware of a fee change. More research needs to be done to verify the validity of the fee schedule.
- Some members mentioned NEOGEN provides a nice report/dashboard, but with registering cattle through the AAA, the two CMS interfaces will not “talk to each other”. Therefore, members will not be able to see their information in one spot.
- Parentage Plus verification.
- Members have received emails from the AAA, but the email address is sometimes a personal one not tied to the AAA. This causes confusion and members to ignore emails since their email address is not an official one of the AAA.
- Members are no longer receiving the quarterly magazine.
- Annual dues went from \$20 to \$40 and jumped to \$80. How did this happen? Was there a vote? There was no notification to the Strategic Planning Committee prior to registration and the fee increases.
- There is the feeling the execution and communication could be better when changes are set to occur by the AAA to the membership. EX: The social media DNA roll-out.
- One idea included the AAA creating a survey and sending it to the membership for their feedback on what is working well and what is not.
- There should be one full-time employee dedicated to the Aberdeen breed to conduct registrations.
- The turnaround time is sometimes several months with the registration process.
- Some members shared with the BOD individuals they felt they were not treated well when they tried to register and had issues.

**National Western:** The Annual AAA Meeting will be in Denver in January 2022. The thought is likely on Friday night but that is TBD. The sale is on Sunday at 3PM.

**Presidents’ Committee:** This committee has not met the last three months. The majority of communication is being conducted by text in the interim. This Committee is currently in charge of interviewing for the National Board.

**Q&A:** Julie asked, “Where are the Junior Nationals?” David was going to look into it and reply on the BOD’s Facebook page with the date and location after the meeting. It was mentioned the majority of juniors are in the Midwest, hence why the show will be in Missouri.

Rena asked, “When is the AAA Meeting?” Julie asked whether Zoom would be available or not. Jacqui is going to look into both questions and reply back to the group with answers.

**Meeting Adjourned:** David made a motion to adjourn the meeting. Holli seconded it.

