

WABA – Western Aberdeen Breeders Association Board Meeting

Minutes | July 7th, 2026

Call to Order:

Meeting was called to order by John Tomlinson at 6:30 p.m. PST.

Present:

- John Tomlinson
- Renae Stentz
- Ruth Holcomb
- Sue Newman
- Darla Fletcher

Financial Report:

None at this time

Approval of Previous Meeting Minutes (June 2nd, 2026):

Motion to approve minutes made by Renea Stentz; seconded by Ruth Holcomb. Motion carried unanimously.

Old Business:

- Social Media/Website:
 - Traction has slowed but still some growth. Its up to people to 'Like' or click links on posts to continue to have it show up in their algorithms.
 - New content that involves state other then the PNW would help a lot
 - When 'googling' Western Aberdeen Breeders comes up with an address and phone number of a previous member. This is editable, need to decide a home base.
- State Rep aka Membership Committee
 - Tabeling for now as need to grow members to be able to have a committed person for the spots
 - List of AAA members living in Western States was emailed to Ruth to contact via phone about become WABA members and to send Email blast out to encourage membership
 - Darla and John offered to split the list to begin contact via phone
 - Ruth will get an email together to send a blast
- Modern Homestead Conference Update:
 - Nancy, Darla and Ruth attended with a WABA booth

- Unanimous frame of minds that there are hundreds of people out there looking for what an Aberdeen is and represents. Highlands and Dexter have promoted their breeds well to this culture of people.
- It has been agreed that Aberdeen can market the breed to homesteaders and small acreage owners that are looking into a good beef cow, even a dual purpose with being milked
- Conference attendees had many questions about the traits of Aberdeens and what they have to offer. When explained and show the AAA brochures, we have the breed they have been looking for other than Dexter and Highland. They like our breed is naturally polled, calving ease, docile, small to moderate framed and No genetic defects that a lot of the 'Mini' breeds have.
- Attendees liked the brochures and directories. Nancy, Darla and Ruth wished they had more WABA directories
- There was discussion on the board whether to make more directories or not vs directing them to go online. The pros and cons, time commitment, expense. Nancy, Darla and Ruth said the people would consistently pick up the directory, look at the cattle photos, ask questions, search for breeders near them and even wrote and took notes on the copy they were keeping. For online only, a lot of these people do live almost off grid where signals are a hit and miss.
- Data Collection – Subject added in from Aberdeen discussions with attendees from their questions
 - WABA Website still has Bull Test Results listed
 - What would it take to do something like this again
 - People want numbers and data, such as birth weights and weaning weights, even rib eye measurements
- Merchandise and promotional Materials Update:
 - Nancy and Ruth discussed a personalized WABA pop up to do more events like the Homestead Conference throughout the West
 - Nancy and Ruth mentioned getting WABA Logo Cups for multipurpose utilization to hand out at events
 - Motion to approve Cups and Pop Up made by Darla Fletch; seconded by Nancy Marks. Motion carried unanimously.

New Business:

- AAA Update
 - DNA Pre-Order for DNA Processing coming soon. A more efficient way and less hand

passing of samples and paperwork

- AAA March and April Minutes now posted on the Website, 3 more meeting minutes were approved this day will go up soon
- Renea gaining ground on information needed to be in the Treasure position
- New Management/Lead person uncovering issues that were not known and working to fix. He seems to be helping the office move forward and more organized.
- AAA Show/Sale Committee WABA Representative
 - No deadline yet for numbers but need a baseline for numbers to be able to hold a National Sale, animals must be shown at NWSS
 - Looking into bidders online as well as in person
- Nile Prep
 - Nancy and Sue mention possible change of Host Hotel from Boothill to Country Inn and Suites, Country has a room to reserve to hold the Annual Waba Meeting and can bring in a caterer.
 - Rooms for Waba Block will be open from Oct 10th to 14th
 - Futurity Info
 - Renea will communicate via group text/email for information needing to set in place by July 15th.
 - Need to know entries by Sept 1st to be able to have buckles made
 - Need 3 in a class to have a class
 - Show itself Buckles and Banners, needs to be decided before next meeting
 - John will communicate with Shelby at the Nile for Showmanship classes between Jr and Open
 - Including an Adult Showmanship class
 - WABA Promo Booth will be held within Idaho Livestock Space on the edge and corner to bring people into the cattle and save some expenses.

Adjournment:

John Tomlinson called for adjournment at 7: 38 p.m. PST.

Motion to adjourn made by Nancy Marks Seconded by Darla

Fletcher