

ALR Board Meeting
September 21, 2010

The meeting was called to order at 6:15 pm by President George Jenkins. Members present were George Jenkins, Rick Dodd, Trevor Smith, Neil Effertz and Janis Black.

Trevor moved and Rick seconded that we accept the minutes of the July 27, 2010, meeting as printed.

We talked about who was going to be at the shows in the next few months. Janis volunteered to go to Billings and Trevor said he would also be there. George and Neil are planning on being in Kansas City. George is planning on going to Louisville right now. We discussed the show in Louisville and the requirement that all cattle be born in 2009 or 2010. It was also discussed that the ELAA is advertising that they are holding a "eastern National Sale" with the emphasis on NATIONAL and de-emphasis on eastern. We talked about how all other shows follow the classifications following the national show and that the ELAA should follow this as well. We discussed the fact that we may need to make a rule to make sure this is followed if we can't find that it has already been written. We discussed putting a trademark on "Lowline" and will check with Sherry to see if she has any paperwork that this might have already been done.

We discussed a request from Astrid and Scott Jobe, of Ari Hill Farm Lowline Angus, asking to be able to register two percentage animals that they purchased a year ago, Chlorese XF1665 and CCR Carmel Sundae XF6354. They have not been able to get the seller to cooperate with them to get DNA on the bull. The DNA might be on file with MMI. **Neil made a motion that we try to get the DNA from MMI and if not we allow them to register the animals. Rick seconded the motion. Motion passed.**

We discussed the Ledger being so late and what the cause was. George said the Steve had a lot of advertisers send things in on the last day and a couple days after. We need to talk to Steve about sticking to deadlines and getting the Ledger out in a timely manner. If Steve sends the proof to the board he only needs to give us 48 hours to make changes or he is to go to press.

Juniors board members Beverly Shirts and Shea Esser along with Dean Pike joined the call at 7:45pm. They brought up their proposal to raffle off a heifer at Denver instead of having the auction like they did last year. George talked about the risk they might be taking if they don't raise enough funds. Dean Pike explained how this has worked with the Saler association and that they have raised between \$7,000 and \$12,000. Neil talked about having a few silent auction items during the banquet. Trevor discussed the value of auctioning off the advertising spaces in the Ledger. Dean suggested auctioning off the right to sponsor the trophies for the Jr. National Show. Shea suggested having a semen tank with different semen from breeders to auction. We discussed the pros and cons of a dry tank vs. a tank with semen, maybe limiting the semen to 20 to 25 straws. The Juniors will continue to discuss their options and keep us informed.

We discussed the regions and the current dissention in some of the regions and why the regions were formed. Rick asked if we should be asking the regions what they are doing with the ALR funds. He reported that the organizers of the Spokane show had issues with the percentage

animals showing so the NW regional show organizers opted to hold their own Lowline show and paid premiums equal to what Spokane would have paid. Neil brought up the fact that regions were originally formed to help with advertising and promotion of the breed and that this has not happened. George reminded us that the regions don't really want the national board telling them what to do and that we need to let them do things that they feel will work for their regions. Neil asked us to think about going back to cost share advertising and maybe only paying the regions based on regional due paying members. Right now, we are going to wait and see what happens in the regions, but we will be thinking about solutions. Neil explained how breeders clubs with specific goals have been formed in other breeds and that is what the people in Texas are suggesting. We talked about Breeders clubs being valuable as long as they aren't asking the national organization to throw money at them.

Janis asked how the board feels about the reach of the problem resolution committee and if that included one person owing another person money. We agreed that if it is strictly a money issue, it is not the ALR's jurisdiction. Janis will write an article for the next ledger giving people some general advice when purchasing animals.

We talked about the issues with the online herd book and what still needs to be done to make it a little easier. Breeder numbers were discussed and we talked about requiring the use of them in both the name and tattoo of an animal. We talked about printing a picture with an example of how to tattoo in every ledger so people could see what we require. **Neil moved that we require all registered Lowline animals have a breeder letter tattoo, an individual number tattoo and a year letter tattoo effective January 1, 2011. Trevor seconded. Motion passed**

The next meeting will be on October 19, 2010 at 7:05 pm Central time. Trevor moved that we adjourn. Janis seconded. Motion passed.

Respectfully submitted,

Janis Black
Secretary/Treasurer