

ALR Board Meeting
March 22, 2011

The meeting was called to order by President, George Jenkins at 6:20 PM MDT. Members in attendance were George Jenkins, Janis Black, Rick Dodd, and Neil Effertz.

Janis reviewed the minutes of the 2-15-11 meeting. Rick moved and Neil seconded that we approve the minutes as printed.

We discussed having a board meeting in June during Jr. Nationals and decided to have it Thursday, June 23, 2011 at 5pm MDT in Laramie, WY.

George and Rick reported that two years ago it was decided that each region would get 1 free full page ad per year in the Ledger to promote a function in their region; however this was never recorded in the minutes. The ledger committee is supposed to have a meeting within the next 10 days and they will discuss options for regions and then report back to the board at our next meeting.

Neil reported that he heard at both the Iowa Beef Expo and at the Houston-Austin shows that people would like to see us have more of a focus on the commercial side and suggested we think about forming a committee for that. We will discuss this.

We talked about committees and George will send out a list of the members for us to correct.

Janis reported that all regions got their financial information to her by March 13, 2011, so she told Sherry to release the 2011 funding.

George reported that he talked to Larry Watkins and he said that SLABA wants to run 2 or 3 ads in local publications advertising Lowline bulls and asked if the ALR would help fund this. George reported that he told Larry that the annual regional money was intended for these purposes, but he would ask the board about this. Neil reported that there used to be a rule that we would match up to \$500/year for each region as long as the ALR logo and website information was in the ad. We don't think that rule had ever been stricken. It was set up on a reimbursement basis and the money would not be paid until the ALR office receives the paid receipt from the region. We all remember this rule and believe it should still be in effect.

Neil also brought up having a 8-1/2 x 11 brochure designed promoting the use of Lowline bulls on first calf heifers that would have a place for each region to put their information. Neil volunteered to come up with a design that could be emailed and put on the website for the use of all members. We agreed to have Neil work on the design of this brochure.

Rick brought up the juniors having to pay their bill for the NWSS premiums. The premium book stated that the juniors would pay up to \$1000. Rick made a motion that the juniors pay \$1000 and that the ALR pay the balance of approximately \$290. A lengthy discussion was held and we want it to be made clear that this is a one time deal if it is approved. Neil seconded the motion. Motion passed unanimously.

We decided that our next meeting will be on April 26, 2011 at 6:05 MDT.

Neil then excused himself from the meeting and we discussed a request from Jan Effertz to allow an exemption to register a cow as a full blood that does not have DNA, but does have blood match. It was decided to NOT allow the exemption for registration.

Rick moved and Janis seconded the motion that we adjourn the meeting at 7:45 pm MDT.

Respectfully submitted,

Janis Black
Secretary