

ALR Board Meeting
April 26, 2011

The meeting was called to order by President, George Jenkins at 6:05 pm MDT. Members in attendance were George Jenkins, Janis Black, Rick Dodd, Trevor Smith, Neil Effertz and Sherry Doubet.

Janis read the minutes of the last meeting. Rick moved and Trevor seconded that we accept the minutes. Motion passed unanimously.

Sherry Doubet reported that she has asked ARBI to give us an update on the inventory of all cattle. She is planning on emailing March financial statements and current membership numbers in the next couple days.

We talked about the board meeting in Laramie in June and the times of events. The team marketing competition goes until 5:30 on Thursday and Janis asked if we could change the start time of our meeting until 5:30pm. We all agreed to that. Shelly will change the time on the website. Sherry will email all members the information about Junior Nationals.

George presented the minutes of the Ledger Committee meeting and they are printed in their entirety below:

Ledger committee meeting
April 14, 7:05 Central time

Members in attendance via internet teleconference: George Jenkins, Rick Dodd, Betty Deeney and Christy Kirtley.

Goals of the meeting:

Establish guidelines for each regional association and what is available to them

- ◆Costs
- ◆pictures per show
- ◆articles
- ◆Cover
- ◆Youth

Regions

- already been voted/passed that each region gets one free full page ad per year, must be print ready
- use it for anything, no limitations
- cannot use 4, quarter page ads in 4 separate issues
- regions can also provide quarterly news and updates for the ledger, a word limit was discussed, but no specifics we noted
- The guidelines should be sent to the Presidents of every regional association directly, e-mail blasted by the ALR to all members, and posted on the ALR website

- Christy asked if a discount could be offered to regional associations for additional ad space. George said that the Ledger cannot afford to offer such discount, but maybe in the future.
- A situation with an ad for a Lowline show in Tennessee was discussed. The ad was submitted with the ELAA regional news with the understanding/assumption that the Ledger publishes such promotional pages at no cost. Had the ELAA known that there would be a charge, it would never been submitted. Rick and George said they would bring it up with the ALR board to see if concessions could be made due to the misunderstanding and lack of posted guidelines.
- ALR Juniors were discussed and whether or not they should have the same or different privileges as the regional associations. The group agreed to offer one full page per year, the opportunity to report in the quarterly blog, and 1 full page black and white page to thank the supporters of the Junior Auction. If the Juniors do not have an auction at the National show, then they revoke the privilege of this Ledger space

Guidelines for Published pictures in Regional shows

Regional shows will be limited to the 8 Grands and Reserves:

Fullblood Champion and Reserve female

Percentage Champion and Reserve female

Fullblood Champion and Reserve Bull

Percentage Champion and Reserve Bull

*Cow/calf pairs will not be pictured, although there was discussion and disagreement on this point

* if applicable, a Supreme Champion will be pictured

The 8 photos will be limited to one page, if a Supreme Champion is pictured, 1 and ½ page will be offered

George suggested that discretion be used in publishing show pictures. In the future, we will discuss a possible show entry minimum to be eligible for publication.

The Collage of pictures in the previous Ledger was discussed. Over all, the group thought it was a positive thing for the breed to show candid photos of the members.

Captions and names would be a nice addition to this spread if done in the future.

Cover- setting guidelines for the Ledger cover was discussed in brief.

Suggestions: High resolution photos

Avoid pictures with people

Seasonally appropriate

Encourage ALR members to submit photos to the committee, not to Lakota

We discussed the ELAA request for Tennessee show ad charges and solutions to this. Rick moved that we allow the ELAA to pay half price for that ad. Neil seconded the motion. Motion passed unanimously.

We discussed Junior Nationals and decided that we will publish pictures of all winners as we would for the National Show.

George still needs to get the 2011 committee list updated. He will work on this.

Sherry said that we need to get more brochures. She is going to send out a copy of what they are currently using for our review before she has them reprinted. Neil is working on the brochure about using Lowline bulls on first calf heifers.

George let us know that he has been discussing moving our National Show to Houston with the Houston officials. He presented a proposed tentative schedule from Houston. The discussion continued with what had been previously discussed about moving the national show, but not printed. We all agree that the proposed schedule for the 2012 National Western is not ideal and we need to be where we can have the most exposure for our cattle. It was brought up that we are not with commercial breeds of cattle in the proposed Houston time frame either. We will continue to investigate possibilities.

The next meeting will be May 17, 2011 at 6:06 pm MDT.

The meeting was adjourned at 8:00 pm MDT.

Respectfully submitted,

Janis Black
Secretary