

American Lowline Registry
Board of Director Minutes
October 25, 2011
Conference Call

Members Present: Larry Watkins, Janis Black, Rick Dodd, Neil Effertz and Trevor Smith

Others Present: Sherry Doubet and Steve Meyer

President Janis Black called the meeting to order.

Minutes

Trevor Smith moved to approve the minutes from the 9-20-11 meeting. Neil Effertz seconded. Motion carried.

Financial Report

Neil Effertz moved to approve the September financial report. Trevor Smith seconded. Motion carried.

Committee Reports

National Sale Committee

Chairman Neil Effertz presented the report. He noted cattle are coming in for the National Sale, many of top quality. He talked about the National Western agreement with Cattle in Motion as the only service provided for internet sale access. The Lowline breeders are more familiar with Live Auction TV. The group will just need to work through this.

Show Committee

Chairman Trevor Smith presented the report. The Herd Sire space at the National Western was the first item of business. Cattle will need to be on display from January 12 to 4:00 p.m. on January 15, 2012.

Sherry Doubet noted the NWSS contract asks for the number of head ALR will be displaying and if a banner will be ordered through the Stock Show. These deadlines are November 21.

Trevor noted he has visited with Brian Reid regarding a banner and believed Brian can design a banner for the booth and one to put on the catwalk during the Yards show for about \$150 each. The banners could also be used at other Lowline events.

He noted Brian could also design a postcard for ALR for about \$0.70 each which would be printed on two sides. One side would be a description of what Lowlines excel at and the other side could be the ALR schedule at the NWSS. He was thinking about 1,000 to 1,500 postcards. Any ideas should be sent to Trevor.

Trevor believes ALR should display two animals at time and could rotate animals throughout the event. He is also looking into renting a tent for ½ of the display space.

The hotel will be contacted to make sure ALR has about 5 rooms reserved for this event starting on Tuesday.

The group then discussed National Western Awards. It was decided to ask for a \$100 sponsorship to sponsor the awards for the Champion Pen Bulls in both the Fullblood and Purebred Division.

Percentage Steer Proposal.

Neil Effertz had submitted a potential percentage Steer resolution to the ALR board. The resolution would allow the Lowline percentage requirement allowed for market steers to be 25% Lowline rather than the current 50% Lowline allowance. The thought was that this would allow Lowline to be more competitive at other market steer shows.

Neil Effertz moved to have the 25% Lowline requirements for Lowline Steer Shows start at the Iowa State Fair. After discussion motion died for a lack of a second.

Neil Effertz moved to table the percentage Lowline Steer motion for a later date and ask that the Junior Association review the proposal at their next meeting. Rick Dodd seconded. Motion carried.

Promotion Committee

The first agenda item was the Ledger timeline. Steve Meyer was asked if a 30 Day deadline would work from the deadline to the mailbox. It was noted Steve Meyer did agree to that timeline earlier before the meeting actually started. Steve will also have a 2011 Financial Report to the ALR to present at the National Western Stock Show. It was also noted that deadlines will be firm for the Lowline Ledger.

Member Roundup Program

Computer programming is in place to allow the ALR Member Roundup Program to begin with the 2012 year. The membership application will be changed and the on-line membership application will be changed. ALR will mention the program in the next Lowline Ledger and in upcoming Member Connection reports.

Meet the Rancher

The next commercial story for the Lowline Ledger will be on Brian Walters. Jim Doubet will write the story. Everyone was encouraged to be ahead of the Ledger deadlines if possible. Larry Watkins let the group know that the previous article written about Jerry Adamson was printed in several other livestock publications. The program has been a success to this point.

Regional Association Committee

Janis Black will be communicating with the Regional Groups to start revamping the Regional Payout system.

Junior Committee

Committee Chairman Rick Dodd reported that the Juniors are working on auction items for the National Western banquet. He also noted that the Junior Board would be meeting in Stillwater, Oklahoma to plan the 2012 Junior National.

Ambassador Committee
No committee report

National Meeting & Hotel Committee

Brain Walters has signed all of the contracts for the 2012 National meeting in Denver. The group still needs to decide on the banquet menu but that would be done in December or early January.

National Show Location Committee

Chairman Neil Effertz presented the report. Neil noted he will be getting input from the breeders at upcoming shows about doing something like a rotation for the National. Larry Watkins suggested having different purpose for each of the major shows. An example would be to have Houston as the International Lowline Show as many International visitors come to the Houston show and the Houston show itself caters to outside visitors. We could possibly have presentations from other countries about Lowline in each country.

The NAILE show in Louisville could potentially be the World show as many Canadians and some Europeans attend that event. Neil and Larry will visit with the Eastern States group and report at the next meeting.

Old Business

Trevor Smith will turn in his Conflict of Interest and Code of Ethics documents to the ALR office.

New Business

The ALR Election mailing is scheduled for November 1 to go out to the eligible membership. Ballots will be sent back to the auditor's office in Iowa.

The group then discussed the letter from Patrick Ahr concerning By Law changes and questions. It was decided that the board had not had enough time to adequately review the letter from Patrick. A special meeting to discuss this issue will be November 1, 2011 via conference call.

Trevor Smith moved to adjourn the meeting followed by a second from Larry Watkins. Motion carried meeting adjourned.