

American Lowline Registry
Board of Director Minutes
November 22, 2011
Conference Call

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

Others Present: Sherry Doubet and Mark Roesler

President Janis Black called the meeting to order at 6:02 p.m.

Rick Dodd moved to accept the minutes as previously sent out. Neil Effertz seconded.
Motion carried.

Mark Roesler joined the group.

The group discussed the potential designation of the Houston Lowline Show as the International Lowline Show.

Mark Roesler commented as a representative from SLABA. Mark noted that the SLABA group would be in favor of designating Houston as the International Lowline Show. The Houston show already specializes in providing translators and already caters to an International crowd. He believes that over time we would be able to develop the Lowline Show into an International Show. Mark believes that nationwide, this designation could be good for ALR. It could create more recognition for the Lowline breed.

Neil Effertz noted that ALR could network with people that already have experience in doing an International event. He suggested ALR could establish a hotlink to the Houston Website.

Rick Dodd moved to designate the Houston Stock Show as the International Lowline Show and Sale. Neil Effertz seconded. Motion carried.

The ALR board will work with SLABA and the Houston Show Committee. The goal will be to have this designation in place for the 2013 event.

Trevor Smith joined the group.

Treasurer's Report

The Treasurer's report was sent earlier via email to the group. Rick Dodd moved to accept the report. Larry Watkins seconded. Motion Carried.

Committee Reports

National Sale Committee – Neil Effertz noted there are 60 plus lots in the National Sale. Many have consigned Fullblood heifer calves and the sale should have a good cross section of percentage cattle.

Neil did note the National Sale would still like to utilize Live Auctions.TV as the internet service provider. John Reed will communicate with the National Western to see if an additional provider can be used in conjunction with the National Western provider.

National Show Committee – Trevor Smith

Trevor noted he has been working with Brian Reed on a handout and banner for the Herd Bull Display at the National Western. The cattle are selected for the Herd Bull display. ALR will have a banner for the catwalk.

Trevor noted he is having a little difficulty finalizing plans for the hill cattle display area. He welcomed suggestions. The cattle on the hill will need to be on display during the show. He believes 4 or 5 stalls are available to the ALR on the hill. He is trying to think of a person to man the booth on the hill that is very familiar with Lowline cattle. Trevor will continue looking into someone to man the hill booth.

It was noted the Show committee already discussed the International designation for Houston while Mark Roesler was on the call.

The ALR board will communicate with the Eastern Lowline Angus Association regarding what designation they might be interested in for the North American Show in Louisville. Neil will communicate with ELAA.

Shea Esser joined the call.

Shea Esser noted the ALR Junior Board members discussed the potential new Steer classifications at their recent Board meeting in Stillwater. He noted the Junior Board decided to not participate in the 25% Show steer rule at the 2012 Junior National.

Neil Effertz provided a little more background on the issue. He noted the intent was to have a separate 25% division which would not be competing with the current 50 to 75% or Fullblood division. The purpose is to allow those Lowline animals that are from 25% to 49% Lowline the chance to be competitive at the County Fair Level. He reminded the group that this division is for market animals only not breeding animals.

As this was going to be a long discussion and Shea Esser needed to go the ALR board temporarily moved on to the other Junior items.

The Juniors will be auctioning 4 semen bundles from top bulls, 6 award sponsorships, a pheasant hunt, a cowboy hat, maybe a semen tank, the right to sponsor the Junior National T-Shirts and the advertising pages in the Lowline Ledger. Shea mentioned they wanted to have fewer items to auction in 2012.

The board asked with the percentage breakout is for the Ledge advertising pages. It was thought the breakout was 75% to ALR 25% to the Juniors.

Neil Effertz moved to allow the Junior Association to sell the Lowline Ledger pages again at the 2012 auction. Larry Watkins seconded. Motion carried.

The ALR will put the auction items in the December issue of the Lowline Member Connection.

The group then continued discussion regarding the percentage steer idea.

Neil Effertz moved to allow the creation of a market animal class representing Lowline animals from 25% to 62.5% (5/8) Lowline at Junior Shows. With the allowance for the class beginning July 1, 2012. Larry Watkins seconded. It was a given that any cattle over 62.5% Lowline would be in another division.

Discussion

Trevor Smith noted that Lowline cattle within the above mentioned breed percentages are actually more like each other in physiological type. This ruling would then just keep two divisions. Neil Effertz agreed.

Motion carried.

Trevor Smith will communicate with Shea regarding the ALR Board ruling.

The Board then discussed a show classification.

Neil Effertz moved that if a breeding female of any age has calved prior to any show that breeding female would be moved into the Cow/Calf class designation regardless of age of the female. Trevor Smith seconded. Motion carried.

Sherry Doubet will email the American Royal, Houston and the NAILE regarding the Show Classification change.

Trevor Smith asked about encouraging exhibitors to wear the show numbers in the front of the harness at the National Western. It would make the classes easier to line-up at the National Western. Exhibitors need to be reminded bulls must have a nose ring. It was suggested Trevor write a short note in the Ledger. Might also consider putting this in an email blast.

Promotion Committee

Member Roundup is ready to go and will be in the next Ledger. Larry will talk about the program at the Annual meeting.

Larry noted the Ledger should be available to review in tomorrow for the board.

Meet the Rancher. Neil Effertz asked who the next article would be on in the Ledger. He suggested J O Miller from Absarokee, Montana. The man is 70 to 80 years old and used higher percentage bulls. He has been using Lowline bulls on commercial heifers.

They talked about having Clifford Miller write the article.

Trevor Smith suggested John DeBruin from California Lowlines.

Neil Effertz noted the Jerry Adamson article was in the Cattle Business Weekly.

Regional Association Committee

Janis asked the Regional Association groups to provide a listing of expenditures. At this point it looks like most of the funds have been spent at the Lowline Shows.

The group did discuss the NAILE Lowline Show. Neil asked how the show works in reference to entries and premium disbursements with the NAILE. It was noted the entries all go through the ELAA group but no one had the exact details. Jeff Zinner and Kristy Kirtley will be contacted.

ALR Board Election

Rick Dodd suggested announcing the new ALR members prior to the National Western. Any new candidates could then be up and running in time for the Stock Show. Rick Dodd will contact Board candidates to see when they are arriving to see if a Tuesday meeting might work.

Trevor Smith moved to announce the new ALR Board in early January previous to the National Western Show. Rick Dodd seconded. Motion carried.

The group talked about having a regional meeting at the National Western. Janis will continue to work on this.

Resolution committee

Janis noted she may have one item. It was discussed having that breeder contact Sherry Doubet at the ALR office to see if she can help him work through the issue.

National Meeting

Rick Dodd noted that they will be looking at the food the first part of December. Everything else should be going fine.

Neil Effertz asked if Kris Ringwall had a room. Rick thought so but will check on it. Neil will call Kris to make sure he gets in touch with Rick regarding Lodging requirements.

Herdsmen of the Year.

Several candidates were discussed including Shane Goss and David Shockey. The Board will continue to think on it. Brad Tummons was also discussed.

National Show Location Committee

Neil noted it might be very effective to designate the other shows. This might be more effective than moving the National Show. Neil mentioned he will again communicate with the ELAA group regarding the Louisville Show. Each may then have an excellent niche.

Old Business

Janis noted she contacted all of the regions and each group will have a member on the Committee. She is asking for ideas by November 30.

Neil noted he thinks it is important to have representation from each region. We would have to worry about making a region appoint someone who really does not want to run. Janis is working on the committee.

Larry Watkins noted Bill Cabaniss mentioned he did not want to wait another year to make some of these changes. It is probably important to have these changes made before the next election cycle.

Next Meeting

The next ALR Board meeting will be Tuesday, December 13, 2011.

Meeting adjourned