

American Lowline Registry
Board of Director Minutes
December 12, 2011
Conference Call

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

President Janis Black called the meeting to order at 6:00p.m.

Neil Effertz moved to accept the minutes as previously sent out. Larry Watkins seconded.
Motion carried.

Trevor Smith moved to accept the Treasurer's report. Larry Watkins seconded.
Motion carried.

National Sale Committee

Neil Effertz presented the report. He noted that the National Western will not allow any other internet sale companies to broadcast sales at the National Western. We will need to follow the National Western wishes. The sale currently has 74 lots cataloged. 8 bred FB females, 6 FB Bulls, 2 % bulls, 22 FB heifer calves, 18 percentage heifer calves and various embryo packages.

We will get the internet sale information on the website.

National Show Committee

Trevor Smith presented the report. He noted things were coming together. He would be proofing the banner by the end of the week. Trevor asked Neil to send him the "PDF of the "What are they Good For" information for the postcard. He still has some unanswered questions for the hill section of the Lowline display.

Breeders will be invited to have promotional items on the Lowline booth.

Sherry will see if Dean Pike can work the booth for ½ day on Jan 12 and Jan 13.

Promotional Committee

Larry Watkins presented the report. He asked for suggestions for the next Ledger article. Tall Grass and Leo Oliver were discussed. Kris Ringwall from North Dakota State University was also discussed. It was decided that Neil would call Kris Ringwall and see if he would be interested.

The Ledger cover was discussed. ALR would encourage breeders to email potential cover photos to the Board.

Neil Effertz will contact Tracey Koester to see what she would charge to design the cover for the Ledger for each issue.

The group discussed the International Show and Sale in Houston. ALR would like this status designation to have as much importance as the National Western

Trevor Smith moved to form an International Committee to consist of Larry Watkins – Chair, Neil Effertz, Janis Black plus SLABA. Larry Watkins seconded. Motion carried. Larry will talk to Mark Roesler.

National Meeting & Hotel Committee

Rick Dodd presented the report. He noted everything is currently on track.

He asked if the Mike Hudlow family might be an excellent candidate for Herdsman of the Year.

Neil Effertz moved with a second from Trevor Smith, to present the Herdsman of the Year to the Mike Hudlow family. Motion carried.

Trevor Smith will present the award and Neil Effertz will assist. ALR would like to talk about the Hudlow family as a great ambassador for the Lowline breed.

National Show Location

Neil mentioned he still needs to work on this committee

Old Business

Neil Effertz will communicate with the Louisville group about and designation they might want to have for the NAILE show.

Restructuring Board Committee

Janis and Sherry to work on getting information out.

New Business

Board Meeting in Denver. The group discussed possible times to have the board meeting at the National Western. It was decided that all, including Sherry and Dean could make it on Tuesday evening at 6:00 p.m.

Sherry will contact the candidates and let them know about the meeting.

The group will schedule a Conference call for Tuesday January 20, 2012 at 6:00 p.m. for the board restructuring committee.

Meeting Adjourned 7:18