

March 20, 2012

The meeting was called to order at 7:10 PM CST by President, Janis Black. Members in attendance were Neil Effertz, Rick Dodd, Larry Watkins, and John Kaeshoefer. Sherry Doubet was also in attendance.

John made a motion to accept the February 28th minutes as corrected, it was seconded by Rick. Motion carried.

Promotion committee:

Jim is working on the article for the next Ledger. There was a discussion about some copies of the Ledger that were not printed correctly. Rick and Larry had discussed this problem with Register Lakota. There was a lengthy discussion about improvements to the Ledger.

The Moderator and Moderator Plus program was discussed at length. Trademarks were discussed for the Moderator and Moderator Plus names. A motion was made by Neil to adopt the Moderator and Moderator Plus program pending the trademarks, motion was seconded by Rick. Motion passed.

The trademarks were discussed by email for several days after the meeting. Scott Compton of Buche & Associates, P.C. who specializes in trademarks gave us a price of \$950.00 per trademark. It was decided unanimously to accept the price with the understanding that the price could go up depending on trademark process and any problems that may occur. By all indications there should not be any problems since the names are not trademarked at this time. It was also decided that the program will start as soon as the registry can print the names on the registration papers, as advised by the Lawyer applying for the trademarks. The program will run as follows:

Moderator Plus

Qualifications:

- 1) A. Only percentage cattle (25% to 50%) qualify with Lowline Genetics on at least one side of the pedigree, and must be registered with the American Lowline Registry.
B. Second generation (Cattle with Lowline genetics on both sides of the pedigree) that are 50% Lowline or higher, do not qualify as a Moderator Plus. They would qualify as a Moderator.
- 2) Either the sire or dam (or both) of a Moderator Plus must be registered with the American Lowline Registry to qualify.
- 3) Moderator Plus shall be added to Registration papers for those animals which qualify.

Moderator

Qualifications:

- 1) Only percentage cattle (50%-87.499%) qualify with Lowline Genetics on both sides of the pedigree and registered with the American Lowline Registry.
- 2) Both sire and dam of a Moderator must be registered with the American Lowline Registry to qualify.
- 3) Examples of breeding are, but not limited to any order to achieve Moderator with a minimum of 2nd generation status:
 - A) $\frac{1}{2}$ Blood x $\frac{1}{2}$ Blood
 - B) $\frac{3}{4}$ Blood x $\frac{3}{8}$ Blood
 - C) $\frac{5}{8}$ Blood x $\frac{3}{8}$ Blood
 - D) $\frac{3}{4}$ Blood x $\frac{1}{4}$ Blood
 - E) $\frac{7}{8}$ Blood x $\frac{3}{4}$
 - F) Fullblood X .25 through .7499
- 4) Moderator shall be added to Registration papers for those animals which qualify.

Regional association committee:

Regional funding will remain the same for 2012. John has a meeting scheduled with the regional presidents.

Treasurer's report was presented by Sherry Doubet: There was some discussion and the report was accepted.

National Sale committee:

Neil will be having a meeting with the committee at a later date to discuss improvements to the national sale.

Show committee:

Neil has had discussions with members about improvements to shows. The committee will have several meetings throughout the year. A show criteria has been posted on the ALR website. Neil suggested the ALR fund the translation of brochures into Spanish. They will be available for any show wanting to use them.

There was a lengthy discussion about the ALR giving member email lists to the regions. A suggestion was made that the ALR do email blasts for regional events. The email blasts need to be copy only and ready to send with hot links to the information. These email blasts will be part of the member connection emails which can go out as needed, up to two times per month.

Motion was made by Neil and seconded by Rick that the member email addresses and email blasts be done by the ALR office. Motion was passed, with John as a nay. There was discussion after the vote that Larry and John didn't understand the exact way the emails would be distributed. Larry and John thought the regional email lists would be distributed to the regions. The issue was tabled by Janis and will be discussed at the next meeting.

New business:

The question was raised: Should non registered Lowline cattle be advertised for sale on the ALR website? After a lengthy discussion it was decided that the words non or un registered should not be used in any ads on the ALR website since registrations pay for the website. Rick will be monitoring this closer. A motion was made by John and seconded by Neil that the classified section on the ALR website be used only for registered cattle or cattle being sold for beef. Motion passed.

After a call for any other business: John made a motion to adjourn seconded by Neil. Meeting was adjourned.