

AMERICAN LOWLINE REGISTRY

BOARD MEETING ~ April 16, 2013

Present: All ALR Board members present except Neil and John. Sherry was also present.

Next meeting: May 21, 2013 at 6 PM MST

President, Janis Black, called the meeting to order via conference call at 6:02 PM MST.

Minutes and Treasurer Report

Motion was made by Rick, second by Larry, to approve the minutes as amended from the last meeting—motion carried. Sherry reported that year to date registrations are ahead of last year, and 2013 is going well. Motion was made by Larry, second by Cindy, to approve the financial statements as submitted by Sherry—motion carried.

New Business

Committee reports:

- 1 **Show Committee Report** – Tulsa show will not take place, currently looking at the Oklahoma State Fair instead. There will be a display and brochures at the Oklahoma Farm Show. We urge entries to NWSS to be made by mail instead of online. There have been more problems with those who entered online. Everyone be sure to get a confirmation number in order to avoid being left out. *Junior Show is a separate entry requiring some to enter twice.*
- 2 **Promotion & Ledger Committee Report** – Moderator® promotional ad has been approved by the committee. The Board also approved a full page full color ad to be included in the next issue of the Ledger. There is funding to assist regions, as they deem appropriate, to carry this promotion across the US. It will be added to the ALR website with blank space for individual farms and ranches to access and use as a promotional tool. We will ask Shelley Dodd to share her ideas about updating the website. The committee will also work on a professional video to pass along with the monitor. (See also Breeders Services Committee.) Future articles for the Ledger may be taken from the program speakers at the National Junior Show. Material will probably supply 2-3 issues. Motion was made by Larry, second by Rick to do so—motion carried. New member statistics will be included in each issue. Wade will address a future article to educate breeders about genetic defects that potentially may come from other breeds.
- 3 **Regional Committee Report** – Get the Houston Stock Show photos on the website. The Western States region is working on a new show in Reno. All regional funding has been disbursed.
- 4 **Junior Committee Report** – The Junior newsletter with information regarding the National Junior Show will be mailed this week. Juniors will have the first Queen contest this year. Rules will be on the Junior website. There will be a Q&A session at the show with those ALR Board members present.
- 5 **Breeders Services Committee Report** – Dean will make a power point presentation regarding beef production at each region and the next will be at the SLABA field day on May 4 at Flying J&L Ranch. Dean asks to gather ideas for future presentations. We plan to record the program at the National Jr Show for some material. Sherry suggests we ask for the Powerpoint presentations while there.

Old Business

There is a newer process—called SNP—for DNA samples. We will work with Geneseek (Neogen) at the appropriate time to be sure we remain current.

Meeting Adjourned—at 7:06 MST motion to adjourn made by Larry, second by Rick. Motion carried.