

AMERICAN LOWLINE REGISTRY

BOARD MEETING ~ August 20, 2013

Present: All ALR Board members present. Sherry was also present.

Next meeting: September 17, 2013 at 6 PM MST

President, Janis Black, called the meeting to order via conference call at 6:06 PM MST.

Minutes and Financial Report

Motion was made by Larry, seconded by Wade, to approve the minutes as amended from the July meeting—motion carried.

Sherry presented the Financial Report; motion was made by Larry, second by Wade to approve as submitted—motion carried.

Committee Reports

- 1 **National Sale Committee** – Neil will ask permissions from the NWSS to allow us to have a different internet sale company than last year. Need was expressed for improvement of sale consignment quality, as well as good photos and good presentation. Sherry will add a two page spread for the NWSS schedule to this issue of the Ledger and promote sponsorship of the National Show awards. Motion was made by Rick, second by Larry to have John Reed manage the 2014 sale at 2013 rates—motion carried. Neil will ask John to work up a sale ad as well. Shelly will add sponsorship requests to the website.
- 2 **Junior Committee** – The next Junior meeting will be held on Sept. 9, 2013. The meeting will discuss ways to promote the 2014 Junior Nationals, to be held at the Wilson County Fairgrounds, Lebanon, TN, June 18-22, 2014. Be sure to include Junior spotlight and Junior National results in the Ledger.
- 3 **Show Committee** – Encourage participation in the fall shows. Spokane has 69 head entered. A future show at Reno to combine mountain and western regions is in early planning stage. Judge is in process for NWSS. Vests were well received as awards and will be used again. Include Iowa State Fair Show results in the Ledger.
- 4 **Promotion & Ledger Committee** – The creation of a video to send with our monitor and Dean to regional shows and other events is first priority. “Cattle in Motion” has been contacted. Motion made by Cindy, second by Neil to add the “Hitch a Ride” section to the website—motion carried. Changes to the website will first be made within current cost parameters. A thorough update will come later, pending board approval. The committee suggested better information for new members and the Moderator section. Also expressed is the need to make the site more user-friendly. Discussions included getting all material to the Ledger on time.
- 5 **Resolution Committee** – Motion was made by Neil, second by Cindy for issue resolution: to invalidate a registration made by a party that didn’t own the calf at birth—motion carried.
- 6 **Regional Associations Committee** – The NELAA now has 14 members and is seeking candidates for their board. Their first annual meeting will be held at the Big E on Sept. 25. E-blasts are currently being posted by the ELAA as well as giving support as needed. Funding from ALR begins in 2014.
- 7 **National Meeting & Hotel Committee** – Ideas are requested for speaker at the National Meeting.
- 8 **Breeders Services Committee** – Dean’s presentations are being very well attended and well received everywhere.

Old Business

Sherry discussed the continuing work with Geneseek. She will be visiting them soon, and she will update members after her visit. Members are encouraged to email Jesse at Geneseek instead of phone calls. They prefer hair samples because that process is quicker and more accurate. The ALR office will provide DNA submission packets for hair samples on request. It was mentioned that the Igenity website is a better overall source than the Geneseek site.

Other New Business

Geneseek made a request on behalf of the Midline Angus Association for ALR to share DNA data with them. Consensus is to pursue further discussion; meanwhile permission denied.

Ausline Cattle Association has requested that we accept them. We agree, so long as they maintain ALR fullblood standards.

Meeting Adjourned—at 8:05 MST motion to adjourn was made by Neil, second by Rick. Motion carried.