

AMERICAN LOWLINE REGISTRY

BOARD MEETING ~ September 17, 2013

Present: All ALR Board members present except John and Larry; Rick off at 6:25 PM.

Next meeting: October 15, 2013 at 6 PM MST

President, Janis Black, called the meeting to order via conference call at 6:04 PM MST.

Minutes and Financial Report

Motion was made by Neil, seconded by Rick, to approve the minutes as amended—motion carried.

Financial Report—motion was made by Rick, second by Wade to approve as submitted—motion carried.

Committee Reports

- 1 **National Sale Committee** – NWSS has determined the internet sale provider will be the same as last year. Neil will ask permission to change. The NWSS has chosen the judge, not someone from our list. Timing of our show in the NWSS schedule poses conflicts.
- 2 **Junior Committee** – Juniors are going to offer three \$500 scholarships, deadline is December 1, 2013, ALR board will be judges, and awards will be made at the Annual Banquet. Juniors want to make a power point presentation at the NAILE to promote next year's Junior Nationals. The raffle bred heifer this year will be donated by Muddy Creek, and most of the proceeds will be donated to children's cancer research—percentages have not yet been set. Next meeting is September 22, 2013.
- 3 **Show Committee** – Current show rules and age class breaks need to be updated on the ALR website. Clarification needs to be done in some cases as Senior Heifers, Cow/Calf, Bulls, etc. Neil will work on it and send to board and Sherry.
- 4 **Promotion & Ledger Committee** – Video is priority. Cindy spoke with Cattle in Motion, preliminary plan is to shoot at 3 locations, including perhaps Larry's ranch, Wade's ranch, maybe Muddy Creek—all in order to give us a price. Goal is to have the video ready for the annual meeting. Some video may be re-used from the International video. Script for the video will be a major task. New member section will be created on the website with a button on the lower left corner of every page. Moderator button will be added to the menu to link to new Moderator page. Dr. Ringwald article to be added to Ledger before Denver.
- 5 **Resolution Committee** – re-registering the calf in question to proper ownership will be managed through ALR office as an objective third party.
- 6 **National Meeting & Hotel Committee** – Embassy Hotel was flooded, but all will be well by January.
- 7 **International Show** – Efforts are in the works to increase interest for and attendance by the international visitors.
- 8 **Breeders Services Committee** – Dean's presentation at Spokane was challenging with regard to the DNA subject matter.

Old Business

Midline Angus Association request discussions are ongoing. There is a conference call set up for the possible cooperation between them and ALR. They have very unique requirements for their registrations, some of which are essentially Moderator Plus Angus cattle. We have a registration system in place, which might be useful for both parties so they won't have to start from scratch.

Other New Business

Sherry did visit GeneSeek and considered it very constructive. Neil shared some findings: 1) calls are a nuisance; 2) email is preferred; 3) use the barcode on the DNA (tail hair or blood) packet not the ID (tattoo or reg) number; 4) use their forms. Sherry will give us her report soon.

One of our members wants permission to copy the ALR logo and use it on his website. A motion was made by Neil, second by Wade, to allow members to use the ALR logo and, we investigate making a decal for cars and trailers for a nominal fee to add to our promotional material. Motion carried.

Encourage people to run for the ALR board. Due date for nominations is October 1, 2013.

Meeting Adjourned—at 7:06 MST motion to adjourn was made by Cindy, second by Neil. Motion carried.