

AMERICAN LOWLINE REGISTRY

BOARD MEETING ~ June 10, 2014

Present: ALR Board members present were, Janis, Neil, Cindy, Mike, Rick, and Wade.

Next Meeting: July 8, 2014, 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 Wade, seconded by Rick to approve the minutes from the last meeting; motion carried.

Old Business

Programming to show tests done is now complete and on file, will be included in the data base and will be sent to ABRI. SNP tests will be noted per animal (software in process) and will be completed soon. ALR will need the barcode and registration numbers from the lab.

Beef Improvement convention will be next week in Lincoln, Nebraska with a tour of GeneSeek.

New Business

A very professional and informative proposal was presented by representatives of Blue Print Publishing for consideration to assume the publication of the Lowline Ledger. Blue Print has been in the business for 15 years, coming from a livestock/cattle background. They operate using a virtual office with employees all over the country. Sherry has worked well with them on other projects. Printing, postage and circulation determine advertising rates. Our circulation is about 1,100-1,300. There is a \$2,500 mobilization fee up front for analysis and complete redesign, plus a \$1,000 analysis (feasibility study) contract which can be applied to the mobilization fee if we go forward. Commercial ads will be solicited and will be considered. Using different paper and size will save costs and improve print quality. Discounts will be given for camera ready ads. Ad design and logo design (or redesign) are included in ad pricing. Ads are always approved prior to print. Print quality issues are rare and policy is to “always” make it right. Go to print date will be 2 weeks or less, usually 1 week. Who pays postage should be in the contract. Blue Print will do proofreading and generate the front cover.

Considerations: 1) Is it necessary for ALR to make a profit? 2) ALR profit could be returned in order to reduce ad rates. 3) ALR needs to cover any losses. 4) Presold premium pages to be honored.

The study normally requires 30 days and needs to start ASAP. Next Ledger deadline is Aug 20. The Board has asked for the study to be ready by the next meeting (July 8).

Committee Reports

- 1. National Show/Sale Committee** – A second choice for judge is needed and will be contacted. ALR needs to select the judges, rather than NWSS. Lime Lite Promotions requested permission to submit a bid for the National Sale. The committee will meet to entertain their bid.
- 2. Junior Committee** – The Juniors held 3 meetings in the last 2 days. The show is ready to go on Monday with 60 head and 35 kids entered. Registration papers need to be transferred by appropriate date.
- 3. Promotion & Ledger Committee** – Cindy and Shelley Dodd had a very productive meeting earlier today regarding the website update. The cost is reasonable and will coincide with the new look of the Ledger. Motion was made by Rick, seconded by Wade to refresh the website at a cost of \$1,000; motion carried. Shelley’s costs are undetermined at this time. Basic functionality will not change a lot. High quality photos are needed for the new slide show. Moderator page, grass-fed info, commercial info, online payments and member info sections, ALJA, and marketing sections will be added and/or improved. Overall the site will be more “user friendly” with more readable fonts.

- 4. Regional Associations Committee** – Regional checks will be out this week. There will be approximately \$7,500 in proceeds coming from the disbanded Mt States region.
- 5. Breeders Services** – Dean gave his presentation at the field day at Effertz ranch, and it was well received.
- 6. International Show** – The 2015 “bull battle” will be on Saturday night, cattle come in on Thursday, and the committee is working with the Houston facility. [Inquiries can be made to SLABA.]
- 7. National Meeting & Hotel Committee** – The contract with Embassy Suites for 2015 has been signed.

Meeting adjourned at 7:51 PM MST – Motion to adjourn was made by Mike, seconded by Cindy; motion carried.