

AMERICAN LOWLINE REGISTRY

BOARD MEETING ~ July 8, 2014

Present: All ALR Board members were present.

Next Meeting: July 29, 2014, at 6 PM MST

President, Janis Black, called the meeting to order via conference call at 6:03 PM MST.

New Business

The floor was given to Lisa Bard, of Blue Print Marketing for discussion of the results of their feasibility study. Blue Print would like to go forward with publishing the Ledger, and it looks promising. Roughly, ad rates may rise about 50%. Adjustments can be found by increasing classified ad rates. The goal is \$650 for full page full color ads with a discount for contract (4 issues); *for example--* \$700/single and \$600/contract, etc.... Shows are taking too much space to include complete results, and needs to be pared. In the analysis, regional ads will not be free.

Board discussion followed. Motion was made by Mike, seconded by Neil; passed unanimously:

- 1) Blue Print Marketing to begin publishing the Lowline Ledger beginning with the next issue;
- 2) Keep the 8 prepaid premium contract ads* fixed through year end;
*Board members will contact each of them personally.
- 3) Waive ALR commissions in order to reduce ad rates;
- 4) Reduce costs as much as possible;
- 5) ALR will make up cost difference (deficiency) if needed.

Committee Reports

1. **National Show/Sale Committee** – Mike talked with Lime Lite Promotions regarding their bid for the National Sale. The committee will have a conference call next week to discuss all proposals. Motion was made by Mike, seconded by Wade, to require the sale manager to be bonded by Packers and Stockers Administration, Dept of Ag, in order to assure sale payments; motion carried. Neil abstained from voting.
2. **Junior Committee** – The Junior National Show went very well, and the judge did a good job.
3. **Promotion & Ledger Committee** – Cindy and Shelley Dodd had a very productive meeting regarding the website update. 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 clear links and more readable fonts. Basic functionality will not change a lot.
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 in the first week at Houston with the major breeds. The cattle move in on Tuesday and release on Friday.
7. **National Meeting & Hotel Committee** – The contract with Embassy Suites for 2015 has been signed.

Meeting adjourned at 7:43 PM MST