

American Lowline Registry  
Board of Directors Minutes  
November 11, 2014  
Conference Call

Members Present: Janis Black, Wade Coffey, Neil Effertz, Rick Dodd, Mike Hudlow

Others Present: Sherry Doubet, Dean Pike, Lisa Bard and Kathie Bedolli

President Janis Black called the meeting to order.

#### Ledger – Blueprint Marketing

Lisa Bard discussed the Ledger storyboard sent out to all the previous week. She mentioned the Meet the Rancher suggestion declined to be interviewed. Neil will communicate and let Lisa know if the story can still be written. The group discussed getting more items into the calendar of events. Blueprint mentioned the difficulty of finding room for all of the show photos. The current ALR policy was restated. ASA prints show photos from one primary event for each region in addition to the National Western Stock Show and Junior National. The Regional events currently include the American Royal, the North American in Louisville, the Spokane, Washington show, the Houston Livestock Show and the Big E. Photos should include the Fullblood and percentage champion and reserve champ bull and heifer and cow/calf pair if applicable. The Supreme Champion will also be listed but will come from one of the above mentioned photos.

Deadlines for the Ledger were again discussed. It was decided to keep the current deadlines.

Lisa and Kathy left the call

#### Minutes

Wade Coffey moved, with a second from Rick Dodd, to approve the minutes from the 10-17 and 8-27 meeting. Motion carried.

#### Financial Report

Sherry Doubet presented the Balance Sheet for October 2014. The comparative Income Statement for October will be emailed to the board.

#### Old Business

Janis Black noted the ALR sent a response letter to ALCA. No correspondence has been returned at this time.

Janis Black noted the Board needed to address the resent ALR Board of Director acceptance. In July of 2012, the ALR Board voted to not allow more than 3 directors from one Region. Incoming in 2015, the ALR Board will have more than three members from one region. Group discussion occurred.

Rick Dodd moved to have a one year exception to the 3-Person maximum Regional Board Member representation motion and that incoming Board Member Craig Walker receives the 1 year term. Neil Effertz seconded. Motion carried. Janis will contact Craig Walker.

No New Business

National Sale Committee – Chairman Neil Effertz reported National Sale entries are coming in. He suggested Kirk Duff speak for 30 minutes prior to the National Sale. Neil also suggested starting a hospitality table at noon before the sale. Neil will take care of the arrangements.

Show Committee – No Business

Promotion Committee – Shelley Dodd is continuing to work on revamping the ALR website.

Regional Association Committee – No Business

Resolution Committee – No Business

Junior Committee – Dean Pike and Wade Coffey discussed the recent ALJA planning meeting held in Manhattan, Kansas. The group finalized the schedule including visits to Kansas State University. Ken Odde, Animal Science Department Head, stopped in to visit with the Juniors. K-State provided suggestions for judges for various events and activities. A Junior Heifer Futurity will be initiated at the 2015 Junior National with Heather Fanning as the Futurity Chairman. Futurity Memberships are \$100 for adults and \$50 for Juniors. The group discussed the NWSS Donation heifer from Rick Lloyd and the Banquet auction. Raffle tickets will be \$25 per head. The 2015 Lowline Ledger premium pages will again be auctioned off at the ALR Banquet. The Juniors are awarding 3 - \$750 scholarships at the banquet as well.

National Meeting and Hotel Committee – Rick Dodd noted the banquet tickets are \$35 for 2015. Reservations can be made from the website

International Show and Committee – No Business

Breeder Services Committee – No Business

Herdsman of the Year – The group discussed several options for Herdsman of the year. Voting will be done via individual email to Janis Black who will then order the award.

The Next ALR Board meeting will be Tuesday, December 9<sup>th</sup> via conference call at 6:00 p.m. Mountain time.

Mike Hudlow moved followed by a second from Wade Coffey to adjourn the meeting. Motion carried.