

# **AMERICAN LOWLINE REGISTRY**

## **BOARD MEETING ~March 13, 2014**

**Present:** All ALR Board members were present. John on at 6:30 PM.

**Next Meeting:** April 22, 2014, at 6 PM MST

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

**Minutes and Financial Report** – Motion was made by Neil and seconded by Wade to approve the corrected minutes of the January 24 and February 4, 2014 meetings, as corrected. There were no financial reports.

### **Old Business**

Notes from Sherry stated the information from GeneSeek of the SNP tested cattle is not yet available.

A motion was made by Neil and seconded by Mike to amend the language from the January 24, 2014 meeting to “all cattle over 9 months of age” to be reduced to the \$20 fee--instead of the 9-18 month group only. Motion carried.

### **Committee Reports**

- 1. National Sale Committee** – Guidelines for the 2015 NWSS premium book are being organized.
- 2. Junior Committee** – The Juniors are getting ready for the nationals. Juniors are in contact with American Angus Juniors for feedback in running our junior association. ELAA wants to sponsor a barbeque at the nationals.
- 3. Show Committee** – Critique after the 2014 national show, the committee believes that Friday’s schedule is too crowded. The Junior Show, Showmanship, Bull Pen Show, Bull and Steer shows will be requested for Friday in 2015, and move the Open Heifer Show to Saturday. These schedule changes will have to be approved by the NWSS.

The list of suggested judges will be completed ASAP and published in the Ledger.

- 4. Promotion & Ledger Committee** – There will be 3 open bids for the now expired Ledger contract. Cindy (John) will contact Lakota, Janis will advise her contact, Tammy, and Neil will also advise his contact. The bid process requests a sample editorial article on the benefits of Lowlines. The bids require a contract as a publisher not simply a printer. Cindy will write the letter to be submitted to all, prior to April 20, 2014 (for responses in time for the next meeting). All replies will be sent to John then shared with the board.

John suggested a regional ad to encourage membership in every issue of the Ledger. Someone needs to prepare this ad. Other promotions to benefit the ALR members include national cattle magazines—like NBCA, with articles like the Chain Ranch champion heifers--to keep up the momentum. Create and ad from the video script.

Revamp of the website is forthcoming.

- 5. Breeders Services** – Keep Dean active making the power point presentation to support our beef producers.
- 6. International Show** – The event went very well and the judge did well. The cattle were in on Thursday; the sale on the grounds on Saturday PM; the show all day on Sunday followed by cattle release that day; and all out Monday AM. There were 400+ translated brochures passed out. The video didn’t fully fill the screen. Work with Hannah to be sure the settings are corrected.

**New Business** – Committee chairpersons review and revise member list.

**Meeting adjourned at 7:22 PM MST** – Motion made by John and seconded by Cindy; motion carried.