

American Lowline Registry
Board of Directors Minutes
February 3, 2015
Conference Call

Members Present: Janis Black, Craig Walker, Rick Dodd, and Wade Coffey

Others Present: Sherry Doubet, Shelley Dodd and Lisa Bard

President Janis Black called the meeting to order.

Old Business

The group discussed the website proposal and had asked Shelley Dodd to be on the call for this portion. Shelley noted she did get a “facelift” quote from Edge for approximately \$1120. It would include new background and new photos. The template size of the website would be the same.

Neil Effertz joined the call.

No motion action was taken.

Lisa Bard from Blueprint Marketing then talked to the group. She noted she enjoyed meeting everyone at the National Western events. She noted the upcoming issue would cover the National Western the Iowa Beef Expo and other topics. She asked about putting an Annual Meeting summary in the editorial for the next magazine. She also mentioned she still needs high quality Lowline photos.

Lisa then left the call.

Minutes

Craig Walker moved, with a second from Wade Coffey, to approve the minutes as presented. Motion carried.

Financial Report

No financial report was available yet for January.

Return to Old Business

Janis reminded the group that a motion and vote has already been passed for \$1,000 more on the website.

Much discussion including the possibility of putting the Website on the ALR agenda each month so Board Members think about updates that need to be made. The group also discussed budget considerations.

Neil Effertz moved, with a second from Rick Dodd, to table the discussion until next month. One nay from Craig Walker.

Neil Effertz suggested putting the NWSS champion photos as part of the four rotating photos. Start with Fullbloods then go to percentage animals in a couple of weeks.

It was also discussed that a calendar page may be able to be one of the four rotating photos. It was not known the process by which the website could be edited. If this would be something Shelley could do or if these types of changes were Edge changes.

New Business

Craig Walker talked about the Willoughby Auction Lowline On-Line Sale scheduled for March 12. The sale would have an approximate commission of 6% in addition to 2% allocated to the ALR for a total commission of 8%. The 2% commission for the ALR would go towards breed promotion. The idea would be to have an ALR auction every 90 days. No-sales would be a \$50 flat fee. They would be suggesting 15 to 20 lots per sale. The group would like to use the ALR mailing list to promote the sale knowing that the ALR will receive 2% of the sale proceeds.

Neil Effertz moved, with a second from Rick Dodd, to give Willoughby the ALR list if it is only used for the 4 planned Lowline sales and would not be used for any other sales and that the 2% ALR sale commission be designated only for Lowline promotions in other publications.

Motion carried.

Craig Walker will communicate with Willoughby Auction.

He also mentioned it is critical for the reputation of the Lowline breed to have high quality photos and Videos for these sales. Unacceptable photos or videos will be rejected and will not be allowed to be used. March 1 is the video deadline to Willoughby.

Committee Chairman

The ALR Board reviewed and edited the 2015 Committee listing. Results will be sent to each board member and will be posted on the website.

Committee Reports

National Sale Committee – Chairman Neil Effertz reported results of the 2015 National Sale.

| | |
|----------------------|--------|
| 8 FB Bred Heifers - | \$4594 |
| 11 FB Open Heifers - | \$3636 |
| 2 % Bred Heifers - | \$3400 |
| 6 % Open Heifers - | \$3058 |
| 4 PB Open Heifers - | \$2075 |
| Fullblood Bulls - | \$3983 |
| 5 % Bulls - | \$3760 |
| 1 Steer - | \$2000 |

10 Embryos \$2780

Neil mentioned John Reed would not be managing the National Lowline Sale in the future per his request.

Show Committee – No Discussion

Promotion Committee – Already Covered

Regional Association Committee – Already Covered in Committee Chair Discussion

Resolution Committee – No Issues

Junior Committee

All bills from the Junior events at the National Western have been sent out

National Meeting & Hotel Committee

Rick asked the group to be thinking about ideas for next year.

International Show Committee – No Business

Breeder Services Committee

Neil mentioned some discussion had taken place during the National Western but no formal decision has been made.

The next ALR Board meeting will be Tuesday, March 10th via conference call at 6:00 p.m. Mountain time.

Craig Walker moved, followed by a second from Wade Coffey, to adjourn the meeting. Motion carried.