

American Lowline Registry
Board of Directors Minutes
January 6, 2015
Conference Call

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

Neil Effertz later joined group as noted in minutes

Others Present: Sherry Doubet, Larry Watkins, Craig Walker and at times, Shelley Dodd, and Lisa Bard

President Janis Black called the meeting to order.

Due to schedule allowances, the agenda was changed to allow the *Lowline Ledger* to be discussed first.

Lisa Bard discussed the next issue. She noted the focus will be National Western events. Annual Meeting speaker, Jerry Doan will be the Meet the Rancher article for the next issue. She also asked members to make any suggestions for the next year.

Lisa requested board approval for a possible change in the size of Business Card Ads. This would offer breeders a less expensive alternative to advertise.

Mike Hudlow moved, with a second from Wade Coffey, to have Lisa Bard present a suggestion, including price and size, for *Lowline Ledger* business card ads prior to the Lowline events at the National Western Stock Show. Motion carried. Lisa will provide the information for the board to consider.

Lisa noted the publication is still looking for a person to sell the advertising for the *Ledger* magazine. She will keep the board updated.

Lisa Bard left the meeting.

ALR Website

Shelley Dodd discussed with the group the Lowline website. She noted it would be approximately \$5,000 for a new website as proposed by Edge Technologies. All ALR board members should have received the proposal. The price will be an additional \$700 to \$1,000 for Shelley to move all current materials over for the new website. Shelley would just bill for the actual time it took to move the materials. Shelley noted if the Board approved going ahead with the new website in the next couple of weeks, the site should be done by Mid-April

Shelley Dodd left the call.

The board would like to see the final year-end financials before moving ahead with the new website but will likely go ahead with the project. A final decision can be made by the Board at the National Western.

Minutes

Rick Dodd moved, with a second from Wade Coffey, to approve the minutes from the 12-8 meeting. Motion carried.

Financial Report

No financial report was available yet for December.

No Old Business

New Business

Sherry Doubet presented the Registry statistics for the 2014 year. She noted registrations were 2429 and transfers were 2250 which represents increased for both categories in 2014. The top states are Texas, Missouri, North Dakota, Minnesota tied with Oklahoma and Idaho. Lowline cattle exist in 46 states and two foreign countries within the ALR.

Committee Reports

National Sale Committee – It was discussed that Jerry Doan has plane tickets and a room for the show. The Western States is planning on lunch after the show of sale cattle and before the National Sale lunch and will encourage people to go to the National sale early to hear Kirk Duff speak. ALR will put the Western States information in the handout for the NWSS.

Neil Effertz joined the call.

ALR will send out another email blast to the membership emphasizing the NWSS activities including the January 16th cut off for on-line heifer tickets and NWSS banquet tickets.

Neil mentioned he has a producer that missed the NWSS sale entry deadline. The producer entered the animals in the show but forgot to get the animals entered into the National Sale. Neil asked for opinions from the board regarding late entries. After discussion it was decided the animals will be allowed to enter the National Sale. The information will be on a sale supplement sheet.

Show Committee – No Business

Promotion Committee – already covered earlier in the meeting.

Regional Association Committee

The group discussed the regional payout funds. Janis asked everyone to think about the Regional Association payouts and mentioned the group would have the discussion right after the National Western.

Resolution Committee – No Business

Junior Committee

Wade Coffey presented the report. He noted \$1175 has been collected to this point for the NWSS Junior Heifer. The Junior Auction is planned to be smaller this year with higher dollar items. The Juniors will distribute funds for 5 Scholarships. The Junior Board is busy promoting the sale of the heifer tickets.

National Meeting & Hotel Committee

Jerry Doan will speak at the Annual Meeting at 7:00 p.m. with a 20 to 30 minute presentation followed by 10 minutes for questions.

The group discussed the Supreme Champion Awards. It was decided to continue on with the two \$150-jacket gift certificates.

International Show and Committee

Larry Watkins reminded the group that the ALR has been sponsoring the International Room at the Houston Stock Show. The International Room opens the day the Lowline cattle arrive in Houston. The group discussed the video and then discussed maybe having the video play during the National Sale at the National Western. Janis will check with the NWSS regarding the video.

Neil Effertz moved, followed by a second from Rick Dodd, to continue paying the \$300 necessary to sponsor the International Room at the Houston Stock Show. Motion carried.

Breeder Services Committee

Neil noted the committee has not yet had a chance to get together.

The Next ALR Board meeting will be Tuesday, February 3rd via conference call at 6:00 p.m. Mountain time.

Mike Hudlow moved, followed by a second from Rick Dodd, to adjourn the meeting. Motion carried.