

American Lowline Registry
Board of Directors Meeting
April 12, 2016
Conference Call

Members Present: Janis Black, Craig Walker, Larry Watkins, David Shockey, Neil Effertz, Wade Coffey, Rick Dodd

Others Present: Sherry Doubet, Lisa Bard, Kelsey Pope, Jan Effertz

President Janis Black called the meeting to order.

Sherry Doubet presented the treasurer's report. Financials look much the same as last year. Payments to regional associations will be sent out in April. The National Convention expenses look higher than last year but that is because the premium check to the NWSS was sent in April last year and was paid in March this year.

A motion was made by Neil Effertz, seconded by Craig Walker, to accept the treasurer's report. Motion carried.

A motion was made by Craig Walker, seconded by David Shockey, to accept the minutes of the March 15 meeting. Motion carried.

Kelsey and Lisa updated the board on the Ledger. They found they would need to double their advertising to be able to offer the membership directory in the next issue for \$800 which is what the board agreed to spend so there will be no membership directory in the next issue. They will consider it for future issues. They are pursuing the Allturas Ranch story for this issue. Cover options will be sent to the board next week. Since the Best of Breeds sale has been cancelled, there will not be a catalog in this issue.

Old Business

Sherry Doubet reported the check mark to donate to the junior scholarship fund is on the breeder remittance form. The office staff will track the amount of work involved in tracking donations. She will contact Shelley about getting the change made on the online remittance form.

Sherry Doubet reported she has sent out a member connection about the member sign in feature. When logging on for the first time, members input their member number and the temporary password of LOWLINE and will then be prompted to update their password. When logged in a member can do all the queries they desire. When completed, the color search will be 6 combinations. A breeder's inventory might not be accurate because at this point the ALR offers no incentive for submitting disposals on inactive animals.

New Business

David Shockey opened a discussion about expanding the ALR to an association. The Promotions and Ledger Committee will discuss the issue.

David Shockey opened a discussion about developing a website to assist members in marketing grassfed beef. Board members felt the current online Marketplace might be a good place for this. Shelley Dodd will add that section to the Marketplace.

Sherry Doubet will be at Geneseek on Thursday and will discuss who they use for Spanish translation.

Committee Reports

National Sale Committee – Larry and Craig said they will begin looking for a national sale manager soon.

Show Committee – suggestions for NWSS judges are due Friday. Wade said the committee will meet to discuss this. Glenn Benjamin is on the committee so he will be in the loop.

Regional Associations – Janis reported financial reports are missing from SLABA and Western States.

Juniors – Wade reported rules and entry forms for the Junior National Show are going out this week.

Breeder Services – Neil reported the Forage Bull Test has been postponed for a year. The recent fires in Kansas have caused a problem in locating a feed supplier that can prepare a forage based pellet. We don't want to replicate other tests, the forage based test will very suitable for Lowline bulls. The Colby Community College staff is still very enthused about the bull test, just need a little more time. Neil also reported Dr. Lauren Hannah will be hosting a meeting May 10 in Bismarck for the NDSU cow efficiency study. While not open to the public, if someone wants to weigh in, they are welcome to attend.

David Shockey reported the results of the Treasure Bull Test are almost compiled. 28 Lowline bulls participated.

A motion was made by Neil Effertz, seconded by Larry Watkins, that the results of the Treasure Bull Test be included in the next Ledger. Motion carried. David will send the final results to the board this week.

The next meeting will be May 10, 7:00 PM CDT.

A motion was made by Rick Dodd, seconded by Neil Effertz, that the meeting be adjourned. Motion carried