

American Lowline Registry
Special Board of Directors Meeting
August 23, 2016
Conference Call

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

Others Present: Jan Effertz

President Janis Black called the meeting to order. This meeting is to discuss the next issue of the Ledger and the shortfall in advertising income. Lisa Bard has reported to Janis they have sold 16.39 pages of advertising. With a 28 page magazine, that is about 58%. The board has the option of paying the difference to allow for a 32 page magazine. If the board does not choose to make up the difference, Blue Print will cut some editorial including regional news, the Junior Futurity results and sale reports.

The board discussed the content of the upcoming issue. They also discussed their recent decision to increase dues so they have they can, at their discretion, subsidize the Ledger, if necessary.

The board recommended the Ledger get an ad sales person who is familiar with the Lowline breed and breeders. The board also thought there may be a couple of more ads coming in which would improve the revenue for this issue.

A motion was made by Neil Effertz, seconded by David Shockey, that Blue Print proceed with publishing this issue of the Ledger and make the decisions necessary to have an issue that will sustain itself financially. Motion carried.

A Lowline Ledger Committee was formed of Neil Effertz, Sherry Doubet and Janis Black. The committee will meet in the next week or two to formulate recommendations for the board.

A motion to adjourn was made by Neil Effertz, seconded by Wade Coffey. Motion carried.

Respectfully submitted,

Jan Effertz