

American Lowline Registry
Board of Directors Meeting
August 9, 2016
Conference Call

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

Others Present: Dean Pike, Jan Effertz, Lisa Bard

Lisa Bard reported on the Lowline Ledger. She has discussed potential changes in the Ledger with Janis Black to stop it from losing money for Blue Print. Blue Print has a new sales person who has begun to contact Lowline breeders to sell ads. In spite of this, she isn't sure the next issue will have enough advertising to support the proposed editorial. She needs some input from the board.

The board discussed Blue Print's cost of producing the Ledger and methods of increasing revenue. The magazine is mailed 4 times per year to approximately 1100 ALR members, 300 – 400 Junior members plus non - member buyers and inquiries from the past few years. All breeders benefit from the Ledger and having it mailed to prospective as well as existing breeders. The board also discussed the Lowline Ledger's accounts receivable. Lisa has requested that breeders with Ledger accounts over 120 days past due be suspended from registration and transfer privileges until their advertising bill is paid.

Lisa has worked on the new masthead with Shelly Dodd. She shared the new masthead with the board. She also discussed proposed editorial content for the next issue. Ad deadline will be August 15.

A motion was made by Neil Effertz and seconded by David Shockey that the registration and transfer privileges of members be suspended if they have a past due advertising bill with the Ledger that is over 120 days past due. The member would receive a letter from the ALR notifying them of the action. Motion carried.

A possible solution for keeping the Ledger above water would be to increase membership dues to more accurately reflect the benefit of receiving the Ledger 4 times per year. Dues have been \$25 per year since 1997.

The board suggested the Ledger include a subscription card in each issue. Breeders could purchase a subscription for their banker or county agent or neighbor or grandparents. It would be a possible way to increase revenue and circulation.

A motion was made by Craig Walker, seconded by Wade Coffey to increase annual membership dues to \$40 per year, starting January 1, 2017.

Neil Effertz moved to amend the motion, seconded by Craig Walker, that the dues increase of \$15 per member be set aside for Ledger editorial as needed in case of a shortfall at the board's discretion. Amendment carried.

The amended motion carried.

The board requested that Sherry Doubet send out an email blast regarding the increase in dues.

A motion was made by Craig Walker, seconded by Neil Effertz to approve the minutes of the July 19 meeting. Motion carried.

Old Business:

Janis Black reported Sherry Doubet said there will be an email blast coming out soon with notification about turning in paper AI certificates.

New Business:

No new business

Committee Reports:

National Sale Committee: Neil reported they haven't placed the ads yet that will be paid for by the ALR's 1% share of the National Sale. He will work with the National Sale Committee to select the publications and place the ads for the fall, well before the sale. The next issue of the Ledger will include sale entry information.

Show Committee: Wade Coffey reported we have a judge for the National Show. Jake Scott will judge the open show and Matt Leo will judge the junior show. The terminal steer and heifer show has been lined up with Erin at the NWSS. Quarterbloods can be shown in the terminal show. This will be a junior show. The premium schedule needs to be clear before the premium book is printed. Neil will talk to Erin.

Promotion Committee: Craig Walker reported they are still in the process of developing the video.

Regional Association Committee: The board discussed upcoming shows and use of the ALR's monitor and Lowline video.

Junior Committee: Dean Pike reported the next Junior National will be in Aurora, Colorado. The facilities have been booked. The juniors will work on thank you cards at their next meeting. A very nice heifer has been donated for the raffle by Idaho Lowlines.

Neil Effertz discussed the proposed World Lowline Congress in Dickinson, ND in 2018. He discussed the possibility of holding it in conjunction with the 2018

Junior Nationals. Dean Pike reported the junior board has not yet decided where to hold the 2018 Junior Nationals. They have two proposals for 2018, Dickinson and Iowa and he wants the juniors to make the decision.

There was a lengthy discussion about the World Lowline Congress and the Junior Nationals. There was discussion about the benefits of showcasing our successful junior program as well as discussion of the juniors choosing the location of Junior Nationals. There are many interesting activities around the Dickinson area and the NDSU Dickinson Research Center is very enthused about the idea and presenting their research to the Congress. The board likes the idea of a World Lowline Congress.

It was moved by Neil Effertz, seconded by Rick Dodd that the ALR encourage the juniors to hold the Junior Nationals June 13 – 16, 2018 in Dickinson, ND as a part of the World Lowline Congress. Motion failed (Neil Effertz and Rick Dodd yes, Wade Coffey, Craig Walker, Larry Watkins and David Shockey no).

Annual Meeting: The board was asked to think about entertainment ideas.

International Committee: Houston still has not provided dates for the Lowline Show for 2017.

Breeder Services: The lease form discussed at the last board meeting is not online yet.

The board asked that the upcoming board election be mentioned in the email blast.

The next meeting will be September 6, 2016 at 6:00 PM MT.

A motion to adjourn was made by Rick Dodd, seconded by Craig Walker. Motion carried.

Respectfully submitted,

Jan Effertz