

American Lowline Registry

Board of Directors Meeting

April 17,2017 Conference Call

Members Present: Janis Black, Wade Coffey, Craig Walker, David Shockey, Rick Dodd, Darwin Engelkes, Larry Watkins.

Others Present: Sherry Doubet

President Janis Black called the meeting to order at 7:02 MST.

Discussion was started on new development with the Aberdeen Plus program.

It was moved by David seconded by Rick that the board go into executive session, Motion carried.

The board came out of executive session.

Larry Watkins moved that a Corporate Resolution be drafted and filed by legal counsel to change the name of The American Lowline Registry to the American Aberdeen Association upon gaining a written letter of commitment transferring the Aberdeen Plus trademark to the American Aberdeen Association with-in 14 days. Wade Coffey seconded the motion. President Black called for the question. Motion carried unanimously.

Craig Walker moved that a new sub-committee be formed to make and review the rules for the Aberdeen Plus program, with Sherry Doubet being part of the committee . David Shockey seconded it, Motion carried.

Neil Effertz and Tanya Perez invited to attend meeting.

Neil reported on the World Cattleman's Cow Efficiency Congress, agenda shaping up nicely. He reported on the many avenues that the Congress would be advertised on all summer long, He also reported on the program that would be presented by the Dickinson Research Center, Dr. David Lalman , Dr. Kris Ringwall, and Dr. Clint Rusk all being presenters at the Congress. On Sat. also they will be touring the David Shetler Cattle Co. and will be having a meal there. On Sun. there will be a cattle photography workshop presented by Cow Camp Promotions, along with a golf outing in the afternoon.

Tonya was invited to give her thoughts on the rebranding going along with the Congress. On Fri. of the Congress will be a discussion about cow efficiencies and the rebranding strategies.

Tonya also added at this point we need to focus on a press release for rebranding and that free publicity is best, email blasts , social media.

Neil and Tonya left the meeting.

Discussion was had about how the Congress really defines our cattle and how to support the Congress. David commented on sponsoring the Congress, Rick commented about presenting the rebranding to commercial cattlemen and others at the Congress.

David moved to spend \$7500.00 to support the World Cattleman's Efficiency Congress along with having Agtown work to roll out the name change. Rick seconded it. Discussion was had about what if we do not receive the Aberdeen Plus trademark. David moved to amend his motion to include the Corporate Resolution being completed. Rick Seconded it. Motion carried, unanimously.

Wade reported they will be having a show committee meeting at 6 MST on 4,18,2017.

Darwin Engelkes moved to adjourn. Craig Walker seconded it. Motion carried.

Respectively submitted,

Darwin Engelkes, Secretary.