

American Lowline Registry  
Board of Directors Meeting  
December 28, 2016  
Special Meeting  
Conference Call

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

Others Present: Jan Effertz, Darwin Engelkes, Sherry Doubet

President Janis Black called the meeting to order. She asked Sherry Doubet to report to the board.

Sherry Doubet said she has done a quick review of the bylaws and she thinks if we change the name of the registry to American Aberdeen Registry, it would require a bylaw change. Regarding the genetic issues in Angus and Red Angus cattle, it will be in our best interest to keep the defects out of the Lowline herd. This would require staff time to research the pedigrees of animals submitted as parents of Aberdeen Plus cattle. If the research revealed a possible genetic problem in the pedigree, we would require genetic testing of the animal before it would be registered in our registry. This would result in extra cost due to the extra staff time.

She also said we should be careful about requiring DNA parentage verification to registered Angus parents while not requiring it for other Moderator cattle. Geneseek is moving toward requiring parentage to be done by the registry offices and in our case, Salers will go first. Limousin has 1 fulltime person devoted to DNA work and they don't have as many members as we do. We need to plan on this change in how DNA work is done to cost approximately  $\frac{3}{4}$  FTE for our staff.

Janis Black asked if the Angus Association had DNA on file on a parent of an Aberdeen Plus animal, would they share it with us.

Sherry Doubet said the Angus Association doesn't share anything. It would be possible if the owner of the Angus parent contacted both the Angus Association and Geneseek and gave permission, it might theoretically be possible.

Janis Black said the intention of this meeting was to discuss talking to the regional presidents about the name change but she is concerned about releasing the idea prematurely.

Larry Watkins said he didn't want it all over Facebook but felt it was ok to take the idea to a few people we trust.

Wade Coffey said he got a phone call from a concerned breeder who threatened litigation against board members. The breeder was concerned that the Aberdeen name change would decrease the value of Moderator cattle he had recently purchased. Wade didn't know how the breeder found out about the idea.

Sherry Doubet said the ALR has a directors and officers policy. She has had some experience with litigation. She doesn't remember the exact details but the policy has a deductible from \$5000 - \$10,000 and then covers legal costs. There are two policies, liability and directors and officers.

Rick Dodd said there are many issues to be resolved. He is interested in moving forward. If we are going to change the name without a national marketing campaign, why are we doing it? We need a game plan before we talk to the regional presidents. He doesn't think the name change would result in any lost value to Moderators. We need a uniform direction and we need to all be on the same page.

David Shockey said we need to be careful but we need to move forward. He doesn't want to drop the Moderator category and does not foresee a drop in the value of Moderators. He sees adding a valuable Aberdeen Plus program but keeping the Moderator program.

Neil Effertz said he wants to move forward. How the idea is presented to the membership is the key to making it work. The members need to understand we are doing this for the benefit of all breeders. The key to making it acceptable to those who have invested lots of money in Lowlines is to make the change for everyone, not just the owners of Aberdeen Plus cattle. We are making the change because it has marketing advantages. He thinks we should have Aberdeen Fullbloods, Aberdeen Purebreds and Aberdeen Moderators with the same rules we have now and add Aberdeen Plus with a registered Angus or Red Angus base. The Angus or Red Angus genetics need to be free of genetic defects, in his opinion. We would need a watchdog in the office to look at pedigrees and require genetic testing of animals with a potential carrier parent. The expense would have to be paid by the breeder registering the cattle. We can't make this change just for Kirk Duff. We do it for everyone or not at all.

Sherry Doubet said the Angus and Red Angus associations keep up to date information on their websites about carrier animals. Even if we don't go forward with this, we will probably need to look at genetic defects. In the other two breeds her office handles, a registration is not allowed if it is a potential carrier, testing is first required.

Neil Effertz said he has given this a lot of thought. When we present this to the membership, it must be for all breeders. If Aberdeen is a better marketing tool and a better description of our cattle, fullbloods will benefit just as much as Aberdeen Plus cattle. The most concerned breeders will be those who raise Moderators and purebreds without an Angus base. There are lots of repercussions if we don't handle this correctly. The breed needs to be unified. There are some very interesting scenarios that come from the use of Aberdeen Plus cattle.

Craig Walker said it is the right thing to do. Are we talking about using Aberdeen across the board, changing the name to Aberdeen?

Neil Effertz said that is what he is thinking.

Craig Walker said he keeps going back to the bylaws, will changing them require us to put this off?

Neil Effertz said we need to develop a program and take it to the membership. We can't work against some segments of the breed.

Rick Dodd said we should not be playing favorites. He talked to Shelley about changing the website – it would not be too hard and could be accomplished in about five hours.

Sherry Doubet said the same would apply to the bylaws, it would just require changing Lowline to American Aberdeen.

Janis Black said we are still selling the same cattle, are we just repackaging the same thing? The cattle will look the same.

Neil Effertz said it works for Kirk Duff.

Craig Walker said he agrees, it works pretty well for Kirk Duff.

Larry Watkins said it's a good plan, we don't have to make a lot of changes.

Craig Walker asked what kind of time frame would it take to make these changes. Do we have enough time to do this at the annual meeting?

Janis Black said she doesn't think so. There are lots of details to work out, cost, registrations etc.

Neil Effertz said the vote can be done by mail. If we could present the idea in Denver and Houston, we could have a vote after that. It might be doable.

Sherry Doubet said we have voted to change the bylaws by mail in ballot in the past. Sherry can help us with it. January is a very busy month, her first NWSS event is January 5.

Neil Effertz said we should put the proposed program on paper and run it by everyone. We can't ask for a vote in Denver, there isn't enough time to digest the idea. We could continue to tweak the plan between Denver and Houston.

Sherry Doubet said she likes where we are going with this from a registry prospective.

Neil Effertz said we should also present the idea at the Iowa Beef Expo, in February in Des Moines, Iowa.

Craig Walker said he would like to have the plan up and running by the time of the World Congress. We need to go as fast and carefully as we can.

David Shockey said it may be easier to change the name to Aberdeen for everything then work up the Aberdeen Plus program.

Sherry Doubet said it is very easy to manage genetic testing without parentage verification.

Larry Watkins said parentage verification on the Angus side of the pedigree is not necessary.

Neil Effertz said it will take staff time for the Aberdeen Plus program and that should require higher fees.

Sherry Doubet said the cost for inputting a pedigree now is \$12 and she anticipates a cost of maybe \$25 - \$30, which would be a one time fee, once an Angus parent is found to have a clean pedigree, it would be in the database and further offspring would not require the research.

Larry Watkins agreed we want to keep the pedigrees free from genetic defects.

Craig Walker said part of the trademark requirement is to have a name and show its use in commerce. We need to move forward with that. Do we trademark first or vote first?

Neil Effertz said we can't decide this, the membership has to decide.

It was moved by Neil Effertz, seconded by Craig Walker that we move forward to develop a plan to present at Denver, Houston and the Iowa Beef Expo to change the name of our breed to American Aberdeen with a vote in March. Motion carried.

Neil Effertz said toward that end, he will make some notes, send them to Sherry Doubet to be sure it is acceptable from a registry perspective then send a draft to the board. The board should feel free to tweak the draft and we can then make it into a Power Point presentation for Denver.

Janis Black said we now do not require DNA testing for Moderators.

Neil Effertz said DNA would be required only if a parent were a known or possible carrier of a genetic defect. No parent verification would be required on the Lowline side.

Janis Black asked if Kirk Duff would still give us the Aberdeen Plus name if we don't parentage verify the Angus side.

Larry Watkins said this plan is very close to what Kirk Duff suggested.

Janis Black said email might be better than text to send this out to the board.

Neil Effertz said it will be a draft, feel free to build on it, the plan must be salable to the membership.

Janis Black said this may require a change to our contract with American Salers. We will try to work on the contract at the January 10 meeting.

Sherry Doubet said she can put in some additions based on certain things occurring.

Janis Black said she assumes we are not ready to talk to regional presidents at this point.

Darwin Engelkes said he is all for the idea but he has some concerns. We need to present a united front that it's a benefit for every breeder. We are rebranding, not reorganizing. We can be bigger and better than before.

The next meeting will be January 10.

It was moved by Larry Watkins, seconded by Craig Walker that the meeting be adjourned. Motion carried.

Respectfully submitted,

Jan Effertz