

American Lowline Registry
Board of Directors Meeting
December 6, 2016
Special Planning Meeting
Conference Call

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

Others Present: Jan Effertz

President Janis Black called the meeting to order. The purpose of this meeting is for planning. She asked each board member to discuss their one and five year goals for the ALR.

These short terms goals were mentioned:

More non board members serving on committees.

Identify our objective. Develop a motto. Promote Lowlines as a method of moderating cow size and for calving ease.

Register Lowline cattle efficiently, accurately and conveniently with good communication between the registry office and the members.

Promote the World Lowline Congress and make it a success with good attendance. Get commercial cattlemen to attend.

Develop a mission statement.

These long term goals were mentioned:
Whole herd reporting

Marketing committee with a budget for advertising – some board members expressed concern that we don't have enough breeders raising at least 100 cows that could meet the demand generated by national advertising.

Help commercial cattlemen find a market for the calves produced by their first calf heifers bred to Lowline bulls.

Develop more breeders that raise 100 head of Lowline cows.

Provide support to regional associations to help them promote Lowlines beyond the show ring.

Special Lowline feeder calf sales.

Open houses to educate commercial cattlemen about the use of Lowline genetics.

There was discussion of developing a mission statement. The board came up with: "To register Lowline cattle with integrity, accuracy and efficiency in order to maintain the herdbook with confidence and support the success of Lowline cattle producers."

Janis Black said we can take 5 – 10 minutes in our meeting next week to look this over and polish it. She asked members to mull it over and think of how to promote the World Lowline Congress. She also asked board members to suggest motto ideas at the next meeting.

Janis Black thanked the board for their work. She said this kind of meeting is sometimes more effective if held face to face. We should think about possibly meeting in Denver or maybe before Houston at the Groesbeck events.

The next meeting will be December 13 at 6:00 MST.

Respectfully submitted,

Jan Effertz