

American Lowline Registry
Board of Directors Meeting
February 7, 2017
Conference Call

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

Others Present: Sherry Doubet, Dean Pike, Lisa Bard, Neil Effertz, Jan Effertz

President Janis Black called the meeting to order.

Neil Effertz reported on the World Lowline Congress. He reviewed costs and said he expects the registration fees to cover cost. He hopes to find sponsors whose donations will help reduce the cost of registration to attendees. The golf tournament will be paid for by the golfing participants. Possible sponsors were discussed. He will get a schedule into the next issue of the Ledger.

Janis Black reported there are four sets of minutes that need approval. The board will do this via email tomorrow.

There was no treasurer's report.

Old Business

It was moved by Craig Walker, seconded by Wade Coffey that the board accept Tanya Perez's proposal and move forward. Motion carried.

Janis Black said she will initial the proposal and send it back to Tanya. Board members have assignments and need to get their information to Tanya right away.

Sherry Doubet said that if the name change passes and breeders want to change their ranch name and/or website address and/or email address, this will be done for them by the ALR at no charge.

Lisa Bard reported on the Lowline Ledger. Jessie Topp-Becker has joined their staff since Kelsey took another job. She has an ag background and it will be an easy transition. She is from North Dakota so she will be able to attend the Congress.

The plan is for the Ledger to go to print on February 23 and mail on March 3. There was discussion of the editorial content as well as the "in the mailbox" date. About half of the copies are expected to be delivered within a week of mailing. There would be room for an article about the rebranding.

There was discussion of mailing the ballot and what should be included with the ballot. Sherry Doubet said she is working on a draft of the proposed changes in the bylaws. The ballots will be ready to mail after Houston. Sherry Doubet reported the cost for mailing the ballots will be about \$700 for postage plus the cost of the copies and envelopes. There will be a cost to count the ballots.

New Business

New committees and committee chairmen were discussed. There will be a new Strategic Planning Committee, Craig Walker and Darwin Engelkes will co-chair. There will be a new Bylaws Committee. Janis Black will chair. Janis Black will email the committees to the board so they can fill their committees. It is important for committee members to be active.

Janis Black reported she has information from the attorney. We can change the name and we need a vote to change the bylaws. She learned nothing new.

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

The board came out of executive session.

Committee Reports:

National Sale Committee: Jan Effertz sent a National Sale report to the board.

Show Committee: Nothing to report.

Promotion Committee: Darwin Engelkes will make the presentation at the Iowa Beef Expo. His daughter will try to stream it live to the ALR Discussion Group Facebook page. There was discussion about the brochure and coordinating mailing. It could be mentioned in the Member Connection going out of the office later this week.

Regional Associations: Nothing to report.

National Meeting Committee: Nothing to report.

International Committee: Larry Watkins reported the Groesbeck sale has been cancelled. There will still be an online sale which will be mentioned in the Member Connection.

Breeder Services Committee: Nothing to report.

President Janis Black reminded the board to be cognizant of their social media presence and how what we say affects others.

The next meeting will be March 14, 2017 at 6:00 PM MST.

It was moved by Darwin Engelkes, seconded by Rick Dodd that the meeting be adjourned. Motion carried.

(In a text message meeting on February 20, it was moved by Larry Watkins that the ALR accept the Aberdeen Plus trademark offered by Kirk Duff and develop rules for the program with a committee appointed by the board of directors to include Kirk Duff, Craig Walker, Sherry Doubet and 4 others. When the rules are presented and accepted by the board, the program will be the Aberdeen Plus program and will be implemented as soon as possible. Seconded by Craig Walker. Motion carried unanimously.)

Respectfully submitted,

Jan Effertz