

## **American Lowline Registry**

Board of Directors Meeting

February 9, 2016

Conference Call

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

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

President Janis Black called the meeting to order.

Janis asked Lisa and Kelsey to give a report on the Ledger.

Kelsey updated the board on the upcoming Spring Issue. Two news articles are being prepared, one featuring the University of Findlay in a Meet the Rancher piece and a Bull Buyers Guide. If advertising is adequate, both of the articles will appear in the Spring issue. This issue will also feature the National Show, Sale, Meeting and Banquet and NWSS Junior activities. In Denver she was approached by a breeder who thought the Ledger masthead needed a new "look". She asked for board input. The board agreed a stronger masthead would be better and she will put together some options. Ads are due February 15 and they plan to print this issue February 26. Lisa expressed concern about 3 advertising accounts over 120 days past due and asked if these advertisers' registry work can be held up until the accounts are paid. Janis told her that can be done and no board members objected.

A motion was made by Craig, seconded by Wade that the November 10, 2015 minutes be approved with this correction: Neil Effertz was present. Motion carried.

There was a discussion of the January 15, 2016 minutes, particularly the part pertaining to the Canadian Lowline Association's use of the term Moderator. The board agreed to amend the minutes to be clear the Canadian Lowline Association may use the term Moderator only if:

1. The animal is registered with the American Lowline Registry or
2. The rules governing registration of such animals by the Canadian Lowline Association are exactly the same as those of the American Lowline Registry and the Canadian Lowline Association asks and receives permission from the American Lowline Registry to use the term Moderator.

The board also requested that a letter be sent to the Canadian Lowline Association to clarify this.

A motion was made by Wade, seconded by Rick that the January 15, 2016 minutes be approved as corrected. Motion carried.

Sherry read the minutes of the 2016 Annual Meeting. A motion was made by Neil, seconded by Rick that the minutes be approved as read. Motion carried.

Sherry will write the minutes of the January 22, 2016 board meeting.

There was no treasurer's report.

### **Old Business**

A motion was made by Larry, seconded by Wade that an option to donate to the Junior Scholarship fund be added to the paper and online self billing form, with blanks for donating \$1, \$5, \$10, and "other". Motion carried. Sherry will track the donations and will let the board know if it requires too much "housekeeping."

There was a discussion of the Ausline website use of the term Moderator. A motion was made by Neil, seconded by Larry that a letter be sent to the Ausline association informing them the term Moderator is trademarked by the American Lowline Registry and may be used only if:

1. The animal is registered with the American Lowline Registry or
2. The rules governing registration of such animals by the Ausline Association are exactly the same as those of the American Lowline Registry and the Ausline Association asks and receives permission from the American Lowline Registry to use the term Moderator.

Motion carried.

The board discussed the red search feature on the website. Sherry said the 6 gene combinations for color can be used as a search feature and the programming is already written. She thinks there should be an explanation on the website of what the various gene combinations mean. Neil will prepare an explanation and have it put on the website. Sherry take care of getting the search feature turned on.

Janis asked Sherry about using the member sign in function on the website to track AI certificates. Sherry checked and the cost of programming for this feature would be \$940.

A motion was made by David, seconded by Craig that we accept the quote from ABRI for \$940 for programming changes so a member may track their AI certificates. Motion carried. Sherry will contact ABRI.

#### Committee Reports

National Sale Committee – Neil gave a National Sale report at the annual meeting. It was a good sale and there have been no issues after the sale.

Show Committee – Wade reported the committee met on February 4 and recommended changes for the 2017 National Show. They propose no fit junior showmanship on Thursday at 8:00 AM with the People's Choice Show at 10:00 and National Sale at 1:00. Friday schedule is proposed to start at 8:00 AM the Junior Show followed by the new Pen Heifer Show, followed by the Pen Bull Show, followed by the Open Bull Show. Saturday would be the Open Female Show followed by the Supreme drive and group classes. They also discussed the National Western's rule that juniors under 9 cannot show in a junior show. Glenn Benjamin will propose the changes to the National Western.

Promotion Committee – Nothing to report

Regional Association Committee – A meeting of the presidents of the Regional Associations will be arrange sometime after Houston.

Junior Committee – Dean reported he is concerned that the Junior Association operated at a loss this year. Fundraising efforts have not been as successful this year. He thinks it's important to teach the juniors financial responsibility. There was discussion of the Junior Association's cash reserve and some donors feel it should be used. The board agreed the scholarship program is good.

National Meeting and Hotel Committee – Rick reported he has received only positive comments this year. He is in negotiations for next year already since other groups want to use our time slot. This year 167 meals were served at the banquet, the most ever which is very encouraging. He is working with the Embassy Suites to have some rooms in the block start earlier for those breeders who arrive a few days before the show with their cattle.

A motion was made by Neil, seconded by Craig that Rick Dodd, Dean Pike and Muddy Creek Ranch be commended all they did to contribute to a very successful banquet. Motion carried.

International Show and Committee - Larry reported they will have a new display this year. He reminded the board that any breeder who wants to provide a one page brochure that is half English, half Spanish can have it displayed in the Lowline display in the International Room at the Houston Stock Show. No sale catalogs will be allowed. He needs the brochures by February 27. Sherry will send out a Member Connection so the membership is aware of this. He also announced the Houston sale has been cancelled due to lack of entries.

Breeder Services Committee – Neil reported he talked to breeders in Denver about traits to track but the committee of Dean, Neil and David hasn't met. Dean recommended a face to face meeting. He will check his schedule and talk to Neil and David this week about setting up a meeting. Neil reported a meeting in Bismarck on May 10 that will discuss the NDSU Dickinson Research Center's study of frame size. The study so far is very favorable for Lowline genetics. Neil also reported there will be a bull test in May in Colby, Kansas, information will be on the website.

The next meeting will be March 15 at 7:00 PM CT.

It was moved by David, seconded by Craig that the meeting adjourn. Motion carried.

Respectfully submitted,

Jan Effertz