

American Lowline Registry
Board of Directors Meeting
January 10, 2017
Conference Call

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

Others Present: Tanya Perez, Jan Effertz, Darwin Engelkes, Dean Pike

President Janis Black called the meeting to order.

Tanya Perez, marketing specialist with Ag Town, reported to the board about the proposed name change. She is recommending that we keep the word Angus out of the name. American Aberdeen Association has a better chance for success. She recommends we design a logo and begin to use it and go after a trademark on the name in four to five years. It is more likely to be approved if it has been put into use.

Neil Effertz asked about using American Aberdeen Registry. He was informed there had been a meeting that he did not attend where the board decided to pursue Association rather than Registry. Tanya Perez said the word Registry sounds foreign or European and is out of the norm and does our group an injustice from a marketing standpoint. Neil Effertz reviewed the original intent of the ALR board to maintain Lowline registrations at low cost and let breeders do their own promotion.

Tanya Perez left the meeting. Janis Black said that in the last meeting Tanya explained the process for getting a trademark. Several board members expressed their preference for an association rather than a registry. Several also liked the name of American Aberdeen Cattle Association.

The board discussed added costs associated with the name change. There is a possibility of needing extra staff. It will be important to live within our means. The regional associations have been allocated funds for promotion and some are struggling with membership numbers. The board discussed the regional associations and how dependent they are on the annual allocation from the ALR. There was a discussion of the Lowline Congress and its cost.

It was moved by David Shockey and seconded by Wade Coffey that we change the name of our organization to the American Aberdeen Association. Motion passed, 5 yes, 1 no (Neil Effertz).

It was moved by David Shockey and seconded by Rick Dodd that the board wait until after the National Western for further discussion of funding for the regional associations. The motion failed 2 yes (David Shockey, Rick Dodd) 4 no (Neil Effertz, Wade Coffey, Larry Watkins, Craig Walker).

The board discussed who is preparing the presentation for the annual meeting and who will present it. The board needs to see it before it is presented. Neil Effertz said it is our responsibility as board members to give the membership some direction. The change to Aberdeen will help our breed prosper and will help our members in marketing their cattle. There will be some cost up front to change the website and printed materials. Some members will need to change the name of their ranches. The board voted to do this but it requires a change in bylaws.

The board asked Neil Effertz to make the presentation at the annual meeting. It is important to present a united front. We want to change two words in our bylaws. Change Lowline to Aberdeen, change Registry to Association. Craig Walker will prepare a power point presentation. He will include the mission statement and slogan (Because quality and efficiency never go out of style). There was discussion of preparing a new logo.

It was moved by Craig Walker, seconded by Wade Coffey that Neil Effertz contact Galen Struve (graphic artist) about creating a logo for the American Aberdeen Association. Motion carried.

There was discussion of making the annual meeting available via the internet to those who cannot attend in person. .

It was moved by Neil Effertz, seconded by Craig Walker that we use a conference call access code so member unable to attend the annual meeting could call in and listen. Motion carried.

We will notify the membership of this option in an email blast.

It was moved by Neil Effertz, seconded by Rick Dodd that when they get to Denver board members begin to discuss the general topic of rebranding the ALR as the American Aberdeen Association with other members to help get them to attend the annual meeting. Motion carried.

Janis Black said we are waiting to change the November 15 minutes and we don't have the minutes for the December 13 meeting yet.

Janis Black reviewed the ALR registration statistics and balance sheet that she received from Sherry Doubet. Both will be presented in Denver.

There was an update for the World Lowline Congress. If we are going to move forward a \$1000 down payment and contract are required by the hotel. Neil Effertz said he has been negotiating with the hotel. We will have space to set up 8 – 10 booths in our meeting room that we can sell. There would be room for more in the hallway. Rooms will be comped for our speakers. Room rate would be \$79 per night.

It was moved by Wade Coffey, seconded by Neil Effertz that we pay \$1000 down payment to the hotel for the World Lowline Congress. The motion carried 3 yes (Wade Coffey, Neil Effertz, Larry Watkins) 2 no (David Shockey, Rick Dodd) 1 abstain (Craig Walker). Neil Effertz will call Sherry Doubet to get it arranged.

Janis Black reported we have received contracts from Sherry Doubet for 2017. There are no changes in the breeder services contract, \$25,000 in 4 quarterly installments for 2017 with a one year extension. The contract with ASA might change based on the name change. They are proposing \$2750 per month with a built in safeguard if registrations go above a certain level.

It was moved by Neil Effertz, seconded by Wade Coffey that the breeder services contract be approved. Motion carried.

David Shockey reported the Western States regional association will be serving lunch before the National Sale in the pen close to the staging area for the sale cattle. They have not asked for any financial support for the lunch.

It was moved by Neil Effertz, seconded by Craig Walker that the Western States regional association put out a donation bucket at the lunch to help defray costs. Motion carried.

Dean Pike gave a Junior Association report. Ticket sales for the donation heifer are low. It is important to get some more tickets sold at the National Sale. This is their biggest fund raiser. It costs about \$25,000 to put on the Junior National and about \$5000 for scholarships. He discussed the other items that will sell in the Junior Auction at the banquet.

The board discussed the help needed to check in and line up show cattle. Sponsorships are needed for buckles for division winners. Sherry Doubet will mention this in the email blast.

The board will get together on Tuesday night in Denver to go over the presentation for the annual meeting.

It was moved by Craig Walker, seconded by Wade Coffey to adjourn the meeting. Motion carried.

Respectfully submitted,

Jan Effertz