

American Lowline Registry  
Special Board of Directors Meeting  
January 24, 2017  
Conference Call

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

Others Present: Tanya Perez, Jan Effertz, Sherry Doubet

President Janis Black called the meeting to order.

Janis Black said the purpose of this meeting is to talk to Tanya. Some people are concerned about push back from the American Angus Association regarding the proposed name change.

Craig Walker reported that some breeders have proposed we become the North American Aberdeen Association and include Canada and Mexico. Russ Crawford and Cathy Monteith have called him with this proposal. They said the Canadians would follow our rules and not answer to the Canadian government. The board has declined this idea in the past but it might be a good idea to talk to Tanya about it.

Janis Black reviewed the process of presenting the rebranding idea to the membership for Tanya.

Tanya recommended we begin getting some drafts of a new logo and begin developing some marketing strategies so they are ready if the proposal passes. However, if it fails, the funds used to develop them are lost. If it looks like it will pass, we should get a new look ready.

Janis Black asked what Ag Town would charge to do this.

Tanya reported they can bid on a per project basis or on a contract basis for logo design and press release and social media roll out.

A motion was made by Craig Walker and seconded by Rick Dodd that we have Tanya Perez from Ag Town work up a proposal including cost for logo development and marketing.

Darwin Engelkes said he wanted Tanya to be aware we have already unveiled a motto and mission statement.

Janis Black said that is correct. We need help with the logo to tie it in. We need help building the brand.

Motion carried.

Craig Walker will get the mission statement and logo to Tanya. It might be nice to have something soon to promote this now.

Tanya Perez discussed various ideas for a rebranding campaign and will include them in her proposal. They have designers, project managers, social media specialists on staff.

There was discussion of the reaction among breeders on social media to the name change proposal. There has been some misinformation.

It was moved by Darwin Engelkes, seconded by David Shockey that the board pay for a membership for Tanya Perez so she can observe the reactions of the breeders on the Facebook page. Motion carried.

Larry Watkins asked if the name American Aberdeen Cattle Association would have any advantages.

Tanya Perez said the lawyer said "cattle" isn't enough of a description to make a difference and the shorter the name, the better. She will send the proposals the middle of next week.

Sherry Doubet reported the Salers Association attempted to do a North American Association with Canada a few years ago. They discovered that Canada has several requirements that apply, even if an association is located in the United States. They would have been required to pay GST, the papers were required to be printed in Canada. The American Salers Association could not overcome these regulations. Russ Crawford or Cathy Monteith could not be expected to know about these regulations. The Canadian Associations receive government funding. There are questions that need to be asked and answered.

There was discussion about the timeline required and whether or not there is a way to accommodate the Canadian regulations.

Sherry Doubet reported in the case of the Salers Association, the Canadian Association eventually ended up making an agreement with some other breeds in Canada. They were able to get out of CLRC and keep their funding. She could give the Canadian Lowline president a starting point so they could research the idea. David Shockey will have Cathy call Sherry Doubet.

Janis Black said we have received a contract with the Salers Association. Sherry Doubet doesn't foresee the name change taking more time. If it results in more registrations, there is a qualifier of 3150 annual registrations built into the contract. We registered 2829 in 2016. The contract is for two years with the option to extend it for a third year.

Larry Watkins asked if we will go over 3150 this year and Sherry Doubet said she hopes so. Darwin Engelkes pointed out that the increase in registration fees will more than cover any increase in office fees and means we are growing.

It was moved by Craig Walker, seconded by Rick Dodd that we accept the American Salers Association contract. Motion carried. David Shockey abstained because he wants to see the actual contract but has no problem with it. Janis Black will send a copy to the board and won't sign it until David Shockey sees it.

Darwin Engelkes said he can to the presentation at the Iowa Beef Expo. The Midwest regional association has a meeting room scheduled for Saturday evening February 11.

Larry Watkins, Craig Walker and Wade Coffey will all be in Houston.

There was a discussion of minutes that need to be approved. We will also discuss bus transportation for the Lowline Congress at the next meeting. We also need to think about committee assignments.

The next meeting will be February 7, 2017 at 6:00 MST.

It was moved by Larry Watkins, seconded by Rick Dodd that the meeting adjourn. Motion carried.

Respectfully submitted,

Jan Effertz