

American Lowline Registry
Board of Directors Meeting
March 15, 2016
Conference Call

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

Others Present: Lisa Bard, Kelsey Pope, Jan Effertz

President Janis Black called the meeting to order.

Janis asked for a report on the Ledger.

Kelsey said the spring Ledger has started arriving in breeders' mailboxes. The Ledger staff will work with Shelley Dodd on designing a new masthead. Ads are due April 15 for the summer issue which will feature Houston show results and an article on grazing and pasture health. She asked for ideas for Meet the Rancher. She said they would like the summer issue to be a herd reference issue with the goal of making it an issue that breeders will keep and use throughout the year. They would like to have a one time ad special for Market Place ads, \$40 for a one time rate. She also suggested that this issue feature a membership directory which would cost \$800. Lisa said the \$800 cost would be just for printing, not for layout and design. The directory would not be a pull out to encourage use of the issue throughout the year.

A motion was made by David Shockey, seconded by Neil Effertz that Blue Print Marketing be permitted to run a one time ad special for Market Place ads for \$40. Motion carried.

A motion was made by Neil Effertz, seconded by Craig Walker to feature Alturas Ranch in the next Meet the Rancher. Motion carried. Neil will send them an email to give them a heads up.

A motion was made by Craig Walker, seconded by Larry Watkins that a membership directory be included in the summer issue of the Lowline Ledger and that the board will authorize a payment of no more than \$800 for the directory. Email addresses as well as street addresses and phone numbers should be included. An email blast should go out to members asking them to check the website and be sure their contact information is correct. Motion carried. Janis will let Kelsey know.

Old Business.

A motion was made by David Shockey, seconded by Craig Walker that the minutes of the February 9, 2016 meeting be approved as corrected. Motion carried. Jan will send the minutes to Sherry and Shelley.

There was no treasurer's report.

Nothing further has been heard about the check box on the registration billing form for donations to the juniors or about the red gene search. Janis Black said we will wait for Sherry to report since Sherry is currently dealing with a medical situation with a family member.

There was discussion of the letter sent to the Canadian and Ausline Associations about their use of the term Moderator TM.

New Business:

Committee chairmen and members were discussed. The new committees won't be published until new members have been contacted.

Show Committee: Co-chairs will stay the same, members will include Neil Effertz, Chris Spears, Wade Coffey, Glen Benjamin, Janis Black. The breeder representatives for each show are not show committee members but will continue to be listed as contacts for the shows on the ALR website.

Breeder Services Committee: Neil and David will be co-chairs. Add Nick Wells as a member.

Regional Association Committee: Larry and David will be co-chairs. Janis will check to see who ELAA rep should be.

Junior Committee: Mike Hudlow is too busy to serve, Wade will check with Jamie Wilkings to see if she will be a member.

National Meeting and Hotel Committee: no changes

Promotion and Ledger Committee: Take off Christy Kirtley, Charlie Waldroff and Mike Hudlow, add Chris Spears. (Correct Kirk Duff's name.)

International Show and Sale Committee: Larry and Craig will be co-chairs. Craig will ask David Miller to be a member. Take off Charlie Waldroff, add Neil and Wade.

Larry reported that the first Lowline calves are being born in Columbia and they want to register the calves in the ALR. We need to get registration and DNA instructions written in Spanish. He mentioned that Blue Print might have experience with converting documents to Spanish since they do the Santa Gertrudis magazine. Janis will contact Blue Print to see if they have ideas.

Wade said there is nothing new to report for the Show Committee. He has not heard back from the NWSS about the proposed changes in the Lowline schedule for 2017. There was a lengthy discussion about weighing all the Denver cattle to

accumulate data. It would take a tremendous amount of man power and would take most of Wednesday, the day of the Commercial Heifer Show. The board decided to think about it.

Nothing to report for the Promotion Committee and Regional Association Committee.

Junior Committee: Craig recommended we get the dates of Junior Nationals on the website.

Janis noted that Rick has signed a contract for the 2017 National with the Embassy Suites.

Breeder Services Committee: Janis asked for information on the May 10 meeting that Neil mentioned. Neil said NDSU is studying efficiency and longevity of smaller framed cows. He will find the time and place of the meeting and get it on the ALR website.

There was discussion of several different typical Lowline weights being listed in different spots on the website. They are listed in Breed Standards, in FAQ and on the information page. Neil and David will look into it and get a broad range that is not contradictory on the website and will report back to the board.

Neil reported the bull test information has not been published yet, they are fine tuning expenses. It should be ready to publish in the next week. He will ask Sherry to do an email blast about it when the entry letter is ready.

There was a meeting of the Breeder Service Committee on February 22 with Sherry Doubet, David Shockey, Janis Black, Neil Effertz and Dean Pike. They learned that ABRI can track data that is turned in by breeders but that feature had been turned off. Sherry will have it turned on. They can track dam production and get lots of information from the current system. Even if a calf isn't registered, a breeder can record the calf for \$2 so they can track the production of their cows. Neil said calving interval is an important measurement for our breeders to track. We need to educate our members to record accurate birthweights and keep track of dates. There was a lengthy discussion about submitting data on previous calf crops. It was agreed to wait until Sherry is available and to give the board time to consider.

David will send out results of the Treasure Bull Test.

There will be a Grassfed Exchange Conference in Georgia in April.

The next board meeting will be April 12, 2016 at 7:00 Central.

A motion was made by Craig Walker, seconded by Larry Watkins that the meeting be adjourned. Motion carried.

Respectfully submitted,

Jan Effertz