

American Lowline Registry
Board of Directors Minutes
November 10, 2015
Conference Call

Members Present: Janis Black, Craig Walker, Rick Dodd, Larry Watkins, Mike Hudlow, Neil Effertz and Wade Coffey

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

President Janis Black called the meeting to order.

Janis asked Kelsey Pope to give a report on the Ledger.

2016 Editorial was discussed including the feature story on Larry Watkins and the Lowline Advantage article. Show in the magazine will include the Big E, Northwest and the Tulsa State Fair. They are still waiting on the American Royal results and the NAILE show will also be included. They are still working on the cover. Currently, 11.5 pages are advertising are sold and 11.5 pages of advertising are needed to support the current editorial. Lisa and Kelsey would like an opportunity to speak for 5 to 10 minutes about Ledger opportunities. We suggested they do this at the annual meeting on Friday.

Old Business: -- We discussed changes on the website. We will be turning on the member sign in option which will help in individual searches. We also discussed having a search on the website for red gene cattle. Craig moved to amend the motion that had been tabled and Larry seconded the motion. The motion will now read " We pursue a search for true red and wild red DNA color coat testing in the herd book. This DNA testing must be done be an official lab as approved by the ALR board of directors and submitted by the members". Motion passed. Sherry will communicate this to the members with an email blast when it is working.

Craig moved and Rick seconded the motion that we approve the minutes of the September 22, 2015 and October 13, 2015. Motion carried.

There was not a treasurers report.

National Sale Committee – Neil reported that the deadline for consignments is this coming Sunday. He feels that the interest has been good and expects approximately the numbers as we had last year. We discussed the schedule in Denver.

Show Committee – No progress has been made on the show rules/classifications.

Promotion Committee – Craig reported that they are still planning on having a meeting before the end of the year.

Junior Committee -- Dean Pike noted the Juniors had spent the weekend in Stillwater, Oklahoma to plan the 2016 Junior National. They do have a heifer to be raffled at the 2016 National Western having been donated by Dana Baldrige, Baldrige Lowline Angus, West Monroe, La. She is a Fullblood heifer. Dean noted the group talked about the Ledger pages. The center spread may not be part of the auction to allow for different producers to advertise upcoming sales. No decisions were made.

National Meeting and Hotel -- Dean noted he had located 12 different sponsors to sponsor the Brenn Hill/Andy Nelson concert to be held during the banquet at the National Western. Each sponsor will donate \$250. The concert should be about 1.5 hours and should start at 7:00 p.m. in conjunction with the ALR banquet.

Rick Dodd did note all is currently good at the hotel and the room block reservation capability runs through December 31, 2015.

International Committee – Nothing new to report

Breeder Services Committee – Neil Effertz noted things were still underway for Colby College Forage test with bulls to arrive May 1, 2016 for 2015 Spring Born. Fall 2014 bulls would also be accepted. The test would end in October of 2016 with a sale in October of 2016.

New Business

Herdsmen of the Year names were discussed. No decisions were made.

It was suggested that we be able to track a members AI Certificate online. The office is getting a specific quote from ABRI regarding member account on-line access to account AI certificates. ABRI will be getting a specific quote to ALR.

Supreme Sale Report.

Fullblood females averaged \$3500 to \$3600, open females were approximately \$2900, percentage bred females were \$3500 and percentage open females were \$1880. Fullblood bulls were \$2360, percentage bulls were \$1800, percentage steers were \$1550 and Fullblood steers were \$800.

Other Business

Craig Walker moved to allow 25% Lowline market steers and market heifers to show in Lowline Shows. Neil seconded. Motion carried.

The next meeting will be December 8, 2015

Mike Hudlow moved with a seconded from Wade Coffey to adjourn the meeting. Motion carried.