

American Lowline Registry
Board of Directors Meeting
October 11, 2016
Conference Call

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

Others Present: Sherry Doubet, Dean Pike, Jan Effertz

President Janis Black called the meeting to order.

A motion to approve the minutes of the last meeting was made by Neil Effertz, seconded by Rick Dodd. Motion carried.

Sherry Doubet reported the ALR received a big influx of work the end of September. It has all been completed. Dues notices have been sent out. The Spanish format of the application for registration as well as the instructions has been completed.

Three board nominations have been received and they have been requested to send in biographies and have been sent 2 forms to sign, conflict of interest and conduct.

Dean Pike reported that he will be selling advertising for the Ledger.

Old Business:

Neil Effertz reported the World Lowline Congress will be held Labor Day weekend, 2017 in Dickinson, ND. A committee will be formed, Neil will assist even though his term on the board will end in January. Craig Walker and Dean Pike will also help.

New Business:

There was discussion about a request from a breeder to post additional coat color information on the website.

A motion was made by Rick Dodd, seconded by Neil Effertz that the ALR continue to post DNA coat color in its current format on the website. Any additional color information will be up to individual breeders to promote if they see fit. Motion carried.

Committee Reports:

National Sale Committee: Neil Effertz presented a proposed budget for the early National Sale advertising in four all breed publications to be paid for by the 1% of

the 2016 National Sale that was earmarked for the ALR. The ads will appear in the Western Livestock Journal, Weekly Livestock Reporter, Cattle Business Weekly and Livestock Plus, all regional publications in the mountain west, southwest and midwest. Ads will start the end of October and run 4 weeks and will consist of 3 rotating ads. The regular sale ads will run from mid December to January. The board liked the ads and ad budget.

Show Committee:

Wade Coffey reported he is developing a proposed show point system and will present it at the next meeting. Sherry Doubet said she has a system in place to score shows and can send it to Wade for his consideration.

Promotion Committete:

Nothing to report. Janis Black thought it might be nice to have a promotional piece to present in Denver.

Regional Association Committee:

Nothing to report.

Junior Committee:

They are having a hard time finding a headquarters hotel in the Denver area for Junior Nationals. The only one they can find has a rate of \$129 per night plus tax which is much higher than previous Junior Nationals. They can't find others that are close and of decent quality and in a safe part of town. It is possible Junior Nationals may have to be moved. This is a pretty big problem and will have to be solved soon.

National Meeting Committee:

Dean Pike reported they have found an entertainer for the banquet. She played for a Salers function last fall and was very good. No one has been found to provide the Lowline beef for the banquet. Sherry Doubet will send out another request. They need 85# of ribeye. The board agreed vests are a good prize for division champions in the National Show. There was discussion of a speaker before the annual meeting. Neil Effertz said David Lowman from Oklahoma State is a big advocate of smaller, more efficient cows. Neil will check on his availability. David Shockey recommended Dr. Allen Williams, the head of the Grassfed Exchange. Neil said he spoke to the ALR about 12 years ago and was very good. David will check with him.

International Committee:

Plans are progressing well for Houston.

Breeders Services Committee:

The bull test in Texas is coming along great. There is a bull test in Montana and the test in Kansas is still a possibility for next spring.

Janis Black requested the board think about possible candidates for the next "Meet the Rancher" article in the Ledger.

The next meeting will be November 15 at 6:00 PM MST.

A motion to adjourn was made by Wade Coffey, seconded by David Shockey.
Motion carried.

Respectfully submitted,

Jan Effertz