

American Lowline Registry  
Board of Directors Meeting  
September 6, 2016  
Conference Call

Members Present: Janis Black, Craig Walker, Larry Watkins, 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 Rick Dodd, seconded by David Shockey. Motion carried.

Sherry Doubet reported she sent the Spanish version of the application for registration to Larry Watkins and it looks good. It will be put on the website.

She reported that only one board nomination is complete and the deadline is October 1.

Janis Black reported there was a meeting of the Lowline Ledger committee of Janis Black, Lisa Bard, Sherry Doubet and Neil Effertz. The committee felt the best solution to the income problem would be to involve Dean Pike in advertising sales.

Lisa Bard reported subscription cards inserted into the Ledger are expensive. She computed the cost of producing the Ledger and determined \$15 is a reasonable subscription cost for a year and they will offer a discount to \$13.50 per year for 5 or more subscriptions. They will promote the subscriptions in the upcoming issue, make a big splash on their Facebook page, put a form on the ALR website and promote subscriptions as a great gift for customers. Invoicing for the subscriptions will be through Blue Print. Members and Juniors will continue to receive the Ledger as a part of their membership as well as non-member bull and heifer buyers for three years. The board was in agreement with these Ledger improvements.

A motion was made to approve Blue Print's subscription proposal by Larry Watkins, seconded by Rick Dodd. Motion carried.

Show Committee.

National Western judges will be Jake Scott for the Open Show and Matt Leo for the Junior Show. Carcass show details were worked out.

Promotion Committee.

There was discussion of the location of the ALR monitor used for showing video at events.

Regional Associations Committee.

Nothing to report.

Resolution Committee.

Nothing to report.

Junior Committee.

Nothing to report.

National Meeting Committee.

There was a discussion about entertainment at the National Meeting Banquet. Bryn Hill is a possibility; cost would be about \$2500. Sherry Doubet knows a song writer that might be a possibility; she wants to go to a performance before she makes a recommendation. The board agreed the entertainment was well received at last year's banquet.

A motion was made by David Shockey, seconded by Rick Dodd that the ALR should contribute up to \$1000 for entertainment at the banquet. Motion carried.

Larry Watkins said he thought the ALR should pay the entire cost of the entertainment.

David Shockey amended his motion: The ALR should pay for the entertainment at the banquet. Rick Dodd seconded the amended motion. Motion carried.

Janis Black asked about the beef for the banquet. They are looking for a breeder who can provide Lowline beef. The Embassy Suites will pay for it. Sherry Doubet will mention this in the Member Connection.

Neil Effertz reported potential dates for the World Lowline Congress are Labor Day 2017 or 2018. He is waiting to hear from Dr. Laura Hannah to see when data will be collected and can be presented.

National Sale Committee.

Larry Watkins reported they are working with Auction Effertz to produce the ads that will promote the National Sale that are paid for by the 1% of the sale proceeds of the 2016 National Sale earmarked for the ALR.

Neil Effertz reported he has talked to four regional all breed livestock publications for the National Sale ads: Weekly Livestock Reporter (southwest US), Western Livestock Journal ( western US), Livestock Plus (corn belt), Cattle Business Weekly (northern plains).

International Show.

Houston Stock Show move in will be March 6, during International Days and Lowlines will be in the International Room again this year. There will be a sale in Groesbeck on March 4 and an online sale during Houston, sponsored by SLABA. Craig Walker and Chris Spear will head it up.

Breeder Services Committee.

They are discussing a forage bull test in Kansas for the spring of 2017. We need to book a farmer to grow feed for the test, about 40 acres of winter wheat.

David Shockey reported they will be doing a pasture raised test in Ft. Lupton, supplemented with alfalfa.

The next meeting will be October 11 at 6:00 PM MDT.

A motion to adjourn was made by Rick Dodd, seconded by David Shockey.  
Motion carried.

Respectfully submitted,

Jan Effertz