

American Lowline Registry
Board of Directors Meeting
May 10, 2016
Conference Call

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

Others Present: Dean Pike, Jan Effertz

A motion was made by David Shockey, seconded by Rick Dodd to approve the minutes of the April 12 meeting. Motion carried.

A motion was made by Wade Coffey, seconded by Rick Dodd to approve the minutes of the May 6 email meeting. Motion carried with Neil Effertz abstaining.

Janis Black opened discussion of the Registry Report submitted by Sherry Doubet. Rick Dodd said the expenses of the National Convention looked higher this year. Janis said Sherry had reported this was a timing issue, most of the income for the 2016 Convention was received and reported in 2015 and the ALR is on a cash, not accrual, basis.

A motion was made by Craig Walker, seconded by Neil Effertz to accept the Registry Report. Motion carried.

Janis Black reported that Sherry Doubet said the red gene search feature is now working. Craig Walker said it still won't search by black/red carrier. He will discuss this with Sherry.

No new business.

Committee Reports:

National Sale Committee: Craig Walker reported the committee has received two bids for managing the National Sale and are waiting for one more. The committee wants to let the successful bidder know before the Junior National so they can begin to solicit entries.

International Committee: Craig Walker reported the committee is still trying to decide if the Houston Stock Show is a good place for a sale. Neil reported there has been discussion of a sale at the fairgrounds in Groesbeck, TX just prior to the Houston show. It would offer Houston exhibitors, especially those travelling a long distance, to sell cattle to help defray the cost of their trip. Many exhibitors already stop in Groesbeck to rest their cattle before going into Houston. Buyers could come to the sale on Saturday then attend the show a couple of days later. The sale would offer consignors an opportunity to sell unaltered cattle. The time of year is good, it would not conflict with the Get Back to Grass sale which is

held in the fall. There was agreement among the board that this was a good idea.

Show Committee: Wade Coffey reported the committee met April 13 and selected three judges to recommend to the National Western for the Lowline shows. The show committee discussed and passed a motion not to require mandatory weighing and ultrasounding of National Show cattle, it will still be optional. The National Western has approved all the changes that were requested by the show committee, including the new terminal steer show, a part of the junior show.

Neil gave a report about the terminal steer show. Dave Ellicott of Innovative Foods works with the National Western on other terminal shows and will harvest the cattle on the Monday after the show. We will have to arrange transportation to Innovative Foods for the steers. Colorado State University's meat judging team coach Dr. Dale Warner will judge the carcass contest. The steers will be placed in classes according to weight, percentage and fullblood steers together. The top five steers will be placed and premiums paid for the live show – Champion \$1000, Reserve \$500, 3rd \$250, 4th \$150, 5th \$100 . Champion carcass gets \$750 reserve \$250. NWSS gets the entry fees and will provide their normal ribbons. \$3000 will be raised by donations, \$200 per sponsor. Innovative Foods will market the carcasses at market value or the junior can retain ownership of the carcass. Carcasses will be sold on a hanging weight basis. There will be an official weigh in on Wednesday before the show. $\frac{1}{4}$ blood steers are eligible, must be a registered Lowline steer owned by a junior.

Craig Walker asked if the steers will be ultrasound measured and Neil said it was not planned. Craig said it would be very valuable information to compare to the actual carcasses. Craig also asked if market heifers could be shown with the steers and the board saw no problem with that or with ultrasound measuring the terminal show cattle.

Promotion Committee: Larry Watkins reported the committee hasn't met yet.

Janis Black reported Bill Kauffman inquired about cost share for regional association advertising. Hobby Farmer magazine is producing a breeder directory issue and the NE region wants to place an ad. He wanted to confirm the ALR cost share policy. The board agreed the policy is the ALR will reimburse half the cost of the ad if the ad states: "For more information go to www.usa-lowline.org".

Janis Black reported they had a meeting with representatives from each regional association. They shared the financial status of the ALR. There was discussion of methods to promote nationally. One recommendation is developing 1 – 2 minute videos, perhaps our own You Tube channel. There was also a request for the National board to design ads for the regional associations to use. The

promotion committee will consider the ideas. The board was receptive to the concepts of short videos and the production of ads to be used by the regional associations that convey a universal message.

Craig Walker made a motion, seconded by Neil Effertz that the promotion committee pursue the ideas of ad design and short video production with the power to act. Motion carried.

Resolution Committee: Janis Black reported there is a situation with a bull syndicate providing AI certificates to the members of the syndicate. More information is needed and the resolution committee will get that information.

Junior Committee: Dean Pike reported the entry materials for Junior Nationals have been sent out and the deadline is May 15. They are looking at facilities in Colorado for the 2017 Junior National.

National Show Hotel and Banquet Committee: Rick Dodd said there is nothing new to report.

Breeder Services Committee: Neil Effertz attended a meeting in Bismarck on May 10 of the ongoing NDSU Cow Efficiency study. This is a 10 year study. They have one year of data, 89 heifers, all Lowline cross, in the initial group and will eventually get up to 292 head. The heifers were sorted into two groups, over 5.5 frame and under 5.5 frame, then each group was split in half, half bred to Lowline bulls, half bred to Red Angus bulls. They have tested each heifer plus their sire and dam for 128,000 DNA markers to try to sort physical traits and the associated DNA. In the gain test, the smaller framed heifers had a higher ADG than the larger framed heifers on a forage diet. There will be another update in the fall. It was a very good meeting.

A motion was made by Craig Walker, seconded by Wade Coffey that the ultrasound data on the terminal show cattle not be given to the live show judge.

There was a lengthy discussion regarding the ultrasound data of the terminal show cattle, the cost of the testing and use of the data in the show. Some board members felt there is a difference between a live and carcass show and a live show should be based only on the live animal. Some board members felt presenting the ultrasound data to the judge and the audience would help highlight the strengths of the breed and would assist the judge – it is a terminal show. The judge could use the data as he saw fit.

A motion was made by Neil Effertz, seconded by David Shockey to amend the motion that the ALR pay for the ultrasound testing for the terminal show cattle and the results be given to the live show judge. Motion passed. (Neil Effertz, David Shockey, Rick Dodd and Larry Watkins voting yes, Craig Walker and Wade Coffey voting no.)

The amended motion carried. . (Neil Effertz, David Shockey, Rick Dodd and Larry Watkins voting yes, Craig Walker and Wade Coffey voting no.)

Next meeting will be June 14 at 6:00 PM MDT.

A motion was made by Craig Walker, seconded by Neil Effertz to adjourn the meeting. Motion carried.