

American Lowline Registry  
Board of Directors Meeting  
July 19, 2016  
Conference Call

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

Others Present: Sherry Doubet, Jan Effertz, Lisa Bard, Kelsey Pope

President Janis Black called the meeting to order.

Lisa Bard and Kelsey Pope reported on the Ledger. They have been producing the Ledger for two years now. It is going great and they love producing the Lowline magazine. They have been using a 50/50 ratio of advertising to editorial, lower than most breed publications, which usually run 60/40. Advertising rates have been the same for the last two years. They are still not covering cost. They discussed several options:

1. Change the advertising ratio from 50/50 to 60/40. On a small issue of 28 – 32 pages, editorial space is very limited.
2. The ALR could pay for editorial space.
3. Increase advertising rates – the rate for a full page in 4 color is undervalued and does not cover the cost of production. Cost of production is \$500 for black and white and \$735 for 4 color.
4. Reduce circulation – addresses come from Sherry Doubet and are dupe detected. If there are several memberships from the same address, each gets a copy and currently, juniors receive each issue as well as non-members that own registered Lowlines and those who have inquired about the breed.
5. Increasing ad sales is a challenge, many small breeders feel they cannot afford to advertise.

The board discussed the options. Lisa said they are bringing this up now to allow the board ample time to make a decision. A committee of Janis Black, Neil Effertz and Sherry Doubet will discuss the options and report back to the board.

The next Meet the Rancher article was discussed, all agreed Dale and Candee Newman would be a good idea.

A motion was made by Craig Walker and seconded by Wade Coffey to approve the minutes of the last meeting. Motion passed.

There was no financial report, Sherry Doubet reported they are still working on reconciling for May.

Old Business

The phasing out of paper AI certificates was reviewed. Members should be given plenty of time to react. Sherry Doubet reported she will get an email out in the next week or two and will list it on the home page of the website. Janis Black will also mention it in the President's Message in the next Ledger. The change will go into effect January 1, 2017.

The Spanish teaching staff at Chapparel High School will be getting to work soon on translating the Genesee forms and registration forms into Spanish. The translated forms will be on a hot link on the ALR website.

#### New Business

Larry Watkins reported SLABA will be attending the Beef Short Course at Texas A & M and wants some Ledgers to distribute. Sherry Doubet will send some to him.

National Sale Committee: The committee will work with Auction Effertz on the additional advertising to be paid for with the 1% of last year's sale.

Show Committee: We are still without a judge for Denver. The three judges recommended by the committee are not available. The committee will work with Glenn Benjamin to figure this out. The board agrees it is important to have a well-known judge for the National Show.

Promotion Committee: They are gathering video footage to use in the Lowline promotional videos.

Regional Association Committee: Sherry Doubet reported regional payments have been made.

Junior Committee: Wade Coffey reported the Junior National went great. Next year the Junior National will be held at Arapaho County Fairgrounds in Colorado. Neil Effertz reported there is discussion of a World Lowline Congress to be held in conjunction with the 2018 Junior National in Dickinson, North Dakota. NDSU animal scientists would report on their research project involving Lowline cattle. They have been gathering data since 2002 and began an extensive project last year.

National Meeting Committee: Nothing to report.

International Committee: They have not received a date for the Houston Stock Show Lowline show yet.

Breeder Services Committee: There was discussion of leasing bulls and the best form to use to allow the party leasing the bull to be able to register calves. The form doesn't seem to be on the website. Sherry Doubet will look into this.

Resolution Committee: Nothing to report.

Janis Black asked the board to encourage breeders to run for the board. Neil's term will be up. Sherry Doubet will put this in the next email blast.

The next meeting will be August 9 at 7:00 CDT.

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

Respectfully submitted,

Jan Effertz