

March Meeting

Members present: Janis Black, Rick Dodd, Larry Watkins, Wade Coffey, Neil Effertz, and Craig Walker.

The board got an update on the Lowline Ledger from Blue Print Marketing.

A motion was made by Neil and seconded by Craig to pay for the free advertisements in the Ledger that the other regions received in 2014

There was a lengthily discussion about whether we should have a new website built, revamp the old website or just update the old website. No conclusion to the discussion and it will be taken up at the next meeting after the board gets more information.

Show committee: The board discussed the possibility of having the Bull Battle next year at the Houston International Lowline Show. It was discussed how it didn't work out in 2015 but the show committee will work with SLABA to get it in next year.

Promotion Committee: Craig is working on an online sale. The New Beginnings Lowline sale will be done with Caldwell Willoughby. Two percent of the proceeds of the sale will be used for promotion of Lowline cattle by the ALR.

It was discussed that SLABA and the promotion committee will be working together to build a new display for the international room in Houston.

Regional Association committee: After a long discussion a motion was made by Neil and seconded by Larry to send 2500.00 of the Mountain states region money to the Western States region since they were now combined in the Western States.

Resolution committee: Nothing to report

Breeder Services committee: Nothing new to report.

The next meeting will be April, 14th 2015

