

American Lowline Registry
Board of Directors Minutes
June 9, 2015
Conference Call

Members Present: Janis Black, Craig Walker, Rick Dodd, Neil Effertz, Mike Hudlow, and Wade Coffey

Others Present: Sherry Doubet

President Janis Black called the meeting to order.

Janis asked Kelsey Pope of the Lowline Ledger to give the Blue print report. Kelsey noted she will be attending the Lowline Junior National Show. She plans on taking photos for the next Ledger and also marketing the Ledger magazine. She mentioned Blue Print was working to develop a list of influencers within the industry. This list would also be available to send the Lowline Ledger publication to.

Rick Dodd mentioned he would need extra copies of the Ledger to use at the upcoming June event.

Old Business

Janis received a website update from Shelley Dodd regarding EDJE. They are working on the Shopping Cart and Classified ads and are now loading content into the new site. Janis had emailed the board earlier a link to a proof of the new site.

Sherry Doubet noted a copy of the ALR video was received on flash drive at the ALR office. Also, the National Sale royalty check was received in the office from the sale manager.

Minutes

The Board has previously approved the May 5 meeting minutes via email. The April minutes are not yet available.

Treasurer's Report

Sherry Doubet emailed earlier a copy of the Balance Sheet and Income Statement for ALR - May 2015. It was noted the regional payments were on the Financial Statement.

New Business

Committee Reports

National Sale Committee

A National Sale management proposal has been received from the combination Conover/Esser. An additional proposal is expected from Neil Effertz.

Show Committee

It was noted Wade Coffey, Craig Walker and Sherry Doubet at the ALR have been working with the SLABA group to get the show divisions in Houston consistent with the other ALR shows.

Promotion Committee –The group discussed the video monitor. The current monitor belonging to ALR may not be as useful for new technology such as playing the ALR video. The current monitor is best suited to continuously play photos. The ALR video should be able to be used by anyone with the laptop computer and a larger monitor or just the monitor on the laptop computer.

Regional Association Committee – No Discussion

Resolution Committee – No Issues

Junior Committee – Wade Coffey noted number for the Lowline Junior National will probably be at an all time high with more than 90 head entered and more entries expected.

National Meeting & Hotel Committee

Rick Dodd noted the contract with the Embassy Suites has been signed for 2016.

International Show Committee – No Business

Breeder Services Committee

Neil Effertz again reminded the group Colby has agreed to go ahead with the Forage Based Bull Test. Rick Dodd mentioned Treasure Bull Test will have another Lowline section in the fall of 2015.

The next ALR Board meeting will be Tuesday, June 7th via conference call at 6:00 p.m. Mountain time.

It was moved and seconded to adjourn the meeting. Motion carried.