

## **NORTHWEST LOWLINE ASSOCIATION**

Special Board Meeting via teleconference

April 10, 2012

Subject for special meeting: Northwest Lowline Expo marketing

### **PRESENT**

Alan

Shelley Dodd

Jacqui Duran

Diana Lillefloren

Rick Palmer

Beverly Shirts

Susan Hagle (joined about 7:30)

### **REPORTS**

#### *Treasurer's report*

Bank Account balance \$6096.94

Junior account balance \$456.33

#### *Secretary's report*

Minutes from the March 27, 2012 board meeting: Jacqui moved to accept the minutes as written; Bev seconded, and all voted in favor.

### **NORTHWEST LOWLINE EXPO**

#### *Schedule*

Starts 8 a.m. Saturday. Should be setup up Friday and teardown Sunday/Monday. As Events Director, Jacqui will coordinate and let us know what she needs.

Muddy Creek will head home Sunday morning. The Biotracking presenter must present on Saturday.

Nutrition and WSU speaker will be compensated.

Muddy Creek is coming a long way. They have been offered the guest house and should be called to be sure they got the email.

#### *Sale*

The quality of animals will be left to sellers' discretion. Bev needs to know ahead if people want her to clip. They need to be halter broke and clean.

#### *Marketing*

has posted our NW Lowline Expo event to the following publications' calendars: Cascade Cattlemen, Capital Press, Hobby Farms, The Exchange.

He put an ad in the Stockman Grassfarmer promoting the Expo. It costs \$255. Note: ALR will cost match advertising up to \$400 per year. It was agreed not to put an ad in the Capital Press because we haven't gotten very good results in the past and it might not be the right venue for us.

Everyone could help by putting an ad in craigslist for their area and please keep renewing it. Also, make sure it has the event registration deadline date of May 10, 2012. We will need to know how many

people are attending.

*NWLA newsletter*— Deadline for submissions to Shelley for newsletter is April 15.

**Membership drive**

Alice will determine who won the New Member contest for Members and BOD.

**Junior Livestock Show—FFA/ 4-H**

They have offered to display a Lowline cow/calf. They will be provided by Boekels.

Next meeting will be May 7 (my notes say May 9, but I'm sure it was supposed to be Tuesday), 7 p.m.

**MEETING ADJOURNED**

7:55 Pacific time

Shelley Dodd and Susan Hagle

Submitted May 6, 2012