

## **NORTHWEST LOWLINE ASSOCIATION**

Board Meeting via teleconference

March 8, 2011

### **PRESENT**

Jim Eldridge

Shelley Dodd

Jacqui Dodd-Duran

Beverly Shirts

Allen Bradshaw

Susan Hagle

Meeting called to order 7:14 Pacific time

### **OLD BUSINESS**

#### **Jan 11, 2011 Meeting notes**

Jacqui made a motion to approve the Jan. 11 minutes. Bev seconded and all were in favor.

#### **Rules for NWLA sponsored shows**

Jacqui was tasked with recommending amendments based on events at the 2010 show. There were six rules and Jacque recommended amending one and adding two.

Rule 2 currently reads: All animals with the exception of steer must be registered with the American Lowline Registry. Proof of registration is required.

Jacqui recommended amending rule 2 to:

*"All animals must be registered with the American Lowline Registry. Proof of registration is required."*

This would establish the parentage of steers. It is consistent with other Lowline shows that currently require all animals be registered.

Shelly made a motion to accept this amendment. It was seconded by Beverly. It was passed with no dissenting votes.

The requirement that all animals shown must be at least 50% Lowline was passed by the board in 2010. Jacqui's proposed rule 7 is as follows:

*"7. There must be at least three entries in each class to be considered full. Management has the right to combine classes with less than three entries."*

Jim recommended clarifying the term management by replacing it with the phrase "Northwest Lowline association show committee."

Jacqui moved to accept this amendment to the rules with the change in wording. Shelley seconded the motion and it passed without opposition.

Jacqui's proposed rule 8 is as follows:

*"8. There will be a \$20.00 entry fee for all group classes."*

Jacqui explained that this was intended to bring in more award money for the shows. In most cattle shows, entries are charged per animal rather than class. Any animal entered can also be shown in a group entry without additional fees. So charging a fee for the group classes would be different from customary practice. However, the prizes for group classes paid out a total of \$300 to six places last year. So an entry fee would help support this payout.

Beverly suggested increasing the per animal entry fee from \$20 to \$35 instead of charging for group entries. This fee would be more consistent with other shows of similar size without requiring a change in the types of fees charged. She felt that our payout of \$90 for first place is generous so the \$35 entry fee would not be excessive. She also suggested that we could pay only to third place rather than fifth, to save money since most shows of our size pay only to third.

Jacqui stated that our shows are well attended, in part because of the generous payouts, so she wants to be careful not to curb the interest. She wants to be sure it is equitable with other breed associations. She also observed that combining classes would not have saved us much money last year; perhaps about \$500.

There are other sources of funds for the show. The American Lowline Association will be providing some funding for the show, based on the number of entries. The Spokane fair is planning to pay \$4400 to NWLA for the show (the same as 2010).

We decided to defer the decision on proposed rule 8 until we have more information and can discuss it further. So, with the passed amendments, the NWLA show rules are currently as follows:

**Rules:**

- 1. Participants must abide by all Spokane Interstate Fair Rules and Guidelines. See [www.spokanecounty.org/fair/sif/](http://www.spokanecounty.org/fair/sif/).**
- 2. All animals must be registered with the American Lowline Registry. Proof of registration is required.**
- 3. Bulls over one year must be shown with a nose ring.**
- 4. Fullblood and Purebred steer with be shown together and Halfblood and  $\frac{3}{4}$  blood will be shown together.**
- 5. All percentage Lowlines must be at least 50% Lowline.**
- 6. All showmanship participants need to be members of the NWLA and/or ALR.**
- 7. There must be at least three entries in each class to be considered full. Management has the right to combine classes with less than three entries.**

**DUES**

Jim asked to discuss a possible change of dues to \$40/year with no herd assessment. The current dues are \$25/year plus \$1/registered Lowline up to 50 head. [The bylaws (D.2) state that the dues are set by the Directors for active, associate and junior members.]

Shelley is concerned that we have relatively few members now and that an increase in our dues may turn potential new members away. She recommended that we look at what the proposed change would do to our income. It could result in less money coming in at a time when we have minimal operating funds. "Cutting our own throat", in Jacqui's words.

We also have the change in fiscal year coming up January 1, 2012. The dues paid July 1 will be for six months and assessed at \$12.50 plus half their herd assessment. Dues will be due again on January 1 for the year. We will be sure to give people plenty of notice of the change and suggest they pay the July-December 2011 and 2012 dues at the same time. For active members that would be \$37.50 plus 1.5 X the herd assessment.

We will revisit changes in dues after we have looked into how much it might change our income.

## **MARKETING AND MEMBERSHIP**

Ben Fairfield prepared a marketing proposal for NWLA in March 2011. One of his ideas is to contact ALR members in our area who have not joined NWLA by mail and offer free registration at one of our spring clinics to get them in touch with NWLA members. Hopefully the clinic would show them the value of learning and networking with fellow Lowline cattlemen. Alternatives we discussed centered on discounts for members as a reason to become a member. For example, offer free clinic attendance (one time) for new members, or offering regularly discounted clinic registrations or show entry fees for members.

Ben needs input on his marketing plan. He wants to include it in the regional update for the Lowline Ledger.

Sue received a blog on February 17th from Chad Galloway about his thoughts and experiences with Lowline cattle for possible dissemination to the NWLA membership. She approached the board regarding the outlets we have available or the appropriateness of passing the article on. Jim didn't find evidence that he was a member of NWLA, although he is a member of ALR. Jim will give him a call to see if he wants to join the NWLA thereby gaining access to the member's forum to release his blog.

Ben Fairfield, our Marketing Director, has drafted a letter to be sent to potential members to help convince them to join. This letter should be used to contact people like Chad.

## **TREASURER'S REPORT**

Treasurer was not able to join us but Jim estimated that we have about \$3400 in the account. He was not sure if that included payment from the ARL. This would be the total of checking account, where the regular NWLA funds reside and the savings account that holds the NWLA youth funds. The total seems higher than expected.

[Shelley will check with Janis Black to be sure the ALR has our current BOD list.](#)

[Jim will check the account balances and send an email to the BOD.](#)

## **NEXT MEETING**

Next meeting will be May 10 at 7 p.m. Pacific time.

## **MEETING ADJOURNED**

8:17 Pacific time

Respectfully submitted, March 10, 2011

Susan Hagle, Interim Secretary

## **ADDENDUM**

1. Jim Eldridge sent this information to the board via email on March 8, 2011 for the treasurer's report:

The NWLA account has a total of \$3007.41 as of today.

Regular account is \$2345.79

Junior account is \$661.62

2. In early April, Jacqui received notice from Dick Blakely that the fair will be providing us \$2200 for our show rather than \$4400 as expected at the time of the March 8, 2011 meeting.

SHK