

## **NORTHWEST LOWLINE ASSOCIATION**

Board Meeting via teleconference

January 12, 2012

### **PRESENT**

Alan Bradshaw

Shelley Dodd

Jacqui Duran

Rick Palmer

Beverly Shirts

Diana Lillifloren

Susan Hagle

Meeting called to order 7:04 Pacific time

### **REPORTS**

#### *Treasurer's report*

Alice is out of town so although no official report was submitted, Alan stated that there had been little activity on the accounts since the last meeting (Oct. 25, 2011). Alice has a few membership dues checks to deposit and a few dues are still outstanding. Alice will email a report to the board at a later date.

#### *Events committee*

Jacqui plans to send the board information on the possibility of NWLA hosting the Western Lowline Expo, this was discussed in greater detail later in the meeting.

Jacqui is also planning to meet with the North Idaho Fair board about their plans for the Lowline shows. They have been relegating the Lowlines to the "petting zoo" area for the past three years. She feels they need to demonstrate a willingness to get serious about giving us a division in the cattle show.

#### *Website and newsletter committee*

Shelley has added Rick Palmer and Diana Lillifloren to the board mailing list. She asked the board if it would be alright to remove Jim Eldridge from the list because he is unlikely to resume his position before it expires. We agreed that this was appropriate.

Shelley reminded the committee chairmen that she needs input by February 1 for the winter newsletter.

### **OLD BUSINESS**

#### *Election results*

The membership voted by mail and email in December 2011 and results were announced to the membership via email on January 4, 2012.

The 2012 board positions were filled as follows:

Treasurer: Alice Bradshaw, 2-yr term

One-year terms:

Events Committee Chair: Jacqui Duran

Marketing Committee Chair: Rick Palmer

Youth Committee Chair: Beverly Shirts

Website and Newsletter Chair: Shelley Dodd

### **NEW BUSINESS**

#### *Selection for Vice Chairman position*

The board had been canvassed last fall for approval of Diana Lillifloren as interim Vice Chairman to serve the remainder of Alan's term for the year 2012. According to the NWLA Bylaws Article IV, Section E,

*"Vacancy and Absence:*

*1... A vacancy in the office of Vice Chairman, Secretary and/or Treasurer shall be filled by the Directors for the remainder of the term. "*

All were in favor of the appointment so Diana was invited to attend this meeting to avoid delaying her participation on the board. However, we did conduct an official vote to appoint her. She was nominated by Shelley, seconded by Jacqui, and all were in favor of selecting Diana.

### ***Membership drive***

We agreed that we should hold a membership drive for the Northwest Lowline Association.

First order was to identify the benefits of membership. Which includes:

1. Lowline classic show at the Spokane Fair
2. The Newsletter
3. The Website listing of members contact information and websites
4. Clinics that have been presented in northern Idaho but are open to everyone.

We discussed ways to enhance these benefits

#### *Reducing entry fees for members in association-sponsored events*

All agreed that there should be no difference in fees between active and associate memberships. None were in favor of requiring mandatory membership to show animals at NWLA sponsored events. Shelly and Bev will check with other divisions to see if they offer discounts to members and make a recommendation for amounts of fee reductions.

#### *Website classified ads for members*

A space will be provided for classified ads to sell Lowlines on the NWLA website. Members would be able to list animals for free. We discussed charging non-members to use list their animals on the site but decided the ad service should be available only to members.

1. The site will be restricted to Lowline or percentage Lowline cattle. They do not have to be registered.
2. There will be a three-month expiration on ads.
3. Shelley will oversee the service.

#### *Membership drive period and awards*

#### Individual recruitment

The membership application needs to be modified to include a line to list the name of the individual who recruited the new member so they get credit for the recruitment.

The membership drive period will be from January 1 to March 31, 2012.

There will be two prizes awarded for the most members recruited. One will awarded to board members and the other to the general membership (either active or associate members). A VISA gift certificate for \$50 will be awarded for each winner. If two people tie for the award, they will split it. If more than two are tied, the winner of the gift certificate will be drawn from a hat.

#### Mail contact

ALR members in our area who are not NWLA members and past NWLA members who are no current will be contacted by mail. We can get a listing of ALR members living in our region (Idaho, Washington, Oregon) who are not NWLA members. We need to write a letter inviting them to join the NWLA. The letter will cite the many benefits of membership and provide a membership application. Jacqui and Alan will prepare the letter.

#### ***Western Lowline Expo***

Jacqui, Shelley and Diana have been discussing this event. They plan to hold it Memorial weekend at Diana's ranch. They would like the NWLA to sponsor this event, although they hope it will pay for itself. They are debating what kind of sale it should be. We generally agreed that a private treaty sale would be most appropriate. Jacqui is hoping to have a flier ready to take to the Denver Show at the end of January so time for preparation is very short. A catalogue needs to be developed with quality photographs of each animal. They will be trying to get quality animals in the sale. They need to be well-fed, halter trained, washed and clipped for the sale. The event will be open to the public and include both a sale and clinic. They have several ideas for presentations including bio-tracking, AI, carcass quality, an executive chef demonstrating creative cooking, and ultrasound. Jacqui will head up the committee for this event. She asked for other ideas. We need to have a special meeting soon to push this event.

### ***Promoting the breed***

We sponsor several events throughout the year.

Rick can use this list to develop marketing materials

1. Lowline Classic at the Spokane Fair
2. North Idaho Fair Lowline exhibit
3. Other fairs as locals get involved in setting it up
4. The spring clinic (Western Lowline Expo this year)

Rick will work on some ideas to promote the breed and association for the next meeting,

### **Next meeting**

Our next meeting will be January 26<sup>th</sup> at 7 p.m. Pacific. It will be a special meeting to discuss the Western Lowline Expo.

### **MEETING ADJOURNED**

8:31 Pacific time

Susan Hagle, Interim Secretary

Submitted 15 January, 2012