

NWLA Meeting – Conference Call 5/07

Attendance

Bruce Ankeny, Chairman
Donna Boekel, Vice Chairman
Shelley Dodd, Sales/Marketing Committee Chair
Nancy Chapman, Treasurer
Glenn Chapman, Show/Social Committee Chair

Call to Order

Chairman Bruce Ankeny called the meeting to order at 7:05pm and conducted roll call. Mary Goben and Bernalyn McGaughey were not present. Nancy was asked to take meeting notes.

Minutes of the Last Meeting

Donna read the previous meeting notes. A few corrections were pointed out. Nancy agreed to make corrections and attach with current meetings notes.

Shelley asked about the welcome letter. Bruce said he's working with Donna to put it together. Everyone will be getting a certificate of membership that will include a member number plus date they joined. They will also receive a welcome letter. It was also mentioned that everyone who's paid dues should be sent a receipt.

Discussion on the website and putting officer's names on the website. Glenn made a motion to have officer's names on website, someone else 2nd (didn't get name), motion passed.

Donna made a motion to approve meeting minutes with corrections, Glenn 2nd, motion passed.

Treasurer's Report

No report.

Old Business

Bruce reported on the Gerald Frye grass-finish clinic he attended in April. The focus was on a formula that takes linear measurements, such as poll to dock and other locations to determine the animal's potential for grass finishing. The objective is to finish at minimum 'choice', if not 'prime' – on grass. (Bruce took several lowlines to the clinic and was pleasantly surprised with the results.) Steve

Campbell, who is associated with the clinic Bruce attended, may be available for a 2-3 hour presentation at the Central Washington State Fair if we're interested. Note – the grass-finish market continues to grow at a rate around 20% each year. Gerald Frye will be the speaker at the 2008 lowline banquet in January.

Federal I.D. – Bruce asked how does NWLA want to approach this issue. Do we want to consider joining R-Calf, which is opposed to the Federal. ID program? He mentioned that Dean Snow is a former cattleman and may be a good source of information or may be willing to help. Glenn mentioned a recent article in the Capital Press where some R-Calf members left that group because it was too rigid and formed their own group. Bruce will investigate, more to follow.

Newsletter

Donna is putting the first newsletter together and needs news/articles plus committee reports by May 18 in order to meet the June 1 mailing deadline. Donna asked that everyone use the same font – Times New Roman 10. Bruce is working with Donna on our first edition.

Website

Shelley has a draft of the home page with a list of addition pages on-line. She emailed the website link to all the officers for their review and asked for any suggestions of additional pages. She will continue to work on the website and has a target completion date of June 1.

Advertising

Shelley wrote an article for the Western Farm, Ranch and Dairy magazine that will be out in mid-June. The magazine was excited about her article and stated we could obtain copies by contacting Steve at the magazine.

Cascade Cattleman will feature lowlines again in July. The ad deadline is June 18. Shelley will work on the ad for NWLA. Bruce suggested that Lazy G be featured this year, and Shelley agreed to work with Glenn & Nancy and the Cattleman magazine personnel for this article.

Western Cattleman didn't appear to be interested in featuring lowlines. They mentioned to Shelley that lowlines were featured 3 years ago and appeared more interested in selling advertising in their upcoming bull feature. They're focused on the commercial cattleman.

Show Report

Glenn contacted the Central Washington State Fair to confirm that the 2nd annual Northwest Lowline Classic would be held at their fair. Show date

is Friday, Oct 5th. For those showing the arrival date is Oct. 3, with release date Oct. 7. He confirmed flexibility of arrival time on the 3rd. The classes will remain the same with matching classes for percentage animals. The show information should be included in the first newsletter. Glenn suggested we contact ALR for their sponsorship. Glenn made a motion to pursue ALR sanction, Shelley 2nd, motion passed. Shelley will pursue getting this show added to ALR's calendar of events. Bruce suggested a 'broad ribbon' for grand and reserve champions and that NWLA sponsor them.

Youth/Education

No report.

Glenn made a motion to adjourn the meeting, Donna (?) 2nd, motion passed, meeting adjourned.

Next Meeting

The next meeting is June 12 at 7pm pacific, 8pm mountain time. The call-in number is 605 772-3800, access code 957159 then #.