

NWLA Meeting-Conference call 8/07/07

**Attendance**

Bruce Ankeny, Chairman

Donna Boekel, Vice Chairman

Shelley Dodd, Sales/Marketing Committee Chair

Mary Goben, Promotion/Youth Committee Chair

Nancy and Glenn Chapman, Treasurer and Show/Social Committee Chair

**Call to Order**

Chairman Bruce Ankeny called the meeting to order at 7:15 and conducted roll call. There were no corrections to the minutes of the last meeting. Motion was made by Mary Goben and seconded by Donna Boekel to pass them as written. Motion passed.

**Treasurer's Report**

Treasurer reported a balance of \$1373.80 with a portion of the 2007 dues paid. Not everyone received a bill for dues, so 7 members have not paid. There was a discussion about late fees. Nancy will send out a reminder to those that have not paid. Chapman's have paid out \$127.62 for flyers, \$41.00 for stamps and \$57.19 for the park at Yakima for a total of \$225.81. It was approved to pay expenses to Chapman's.

**Old Business**

The Cascade Cattleman and Farm and Ranch magazines were discussed. Opinion was that the Cascade Cattleman was informative and enjoyable with good color and exposure while the Farm and Ranch was not as impressive and prices were high.

Breed standard question was raised in relation to the way it was handled. At Denver things didn't change, but did define height, length and color.

There was a discussion about what to sell, mugs, hats, pins. Motion was made by Mary Goben and seconded by Glenn Chapman to purchase 500 advertising pens with the NWLA logo. Shelley Dodd will choose a suitable color and order them.

Mary Goben has been looking for someone to make a NWLA banner. She found someone, but has had no response from them. She is now looking for someone else. The banner will have the NWLA logo and name to the left. It will also say **Small cow with a big future**. She will get the design made up and email it to the committee. She quoted \$150.00 for the cost of the banner.

**New Business**

The ALR reimbursed our regional <sup>association</sup> for expenses at our Classic in Yakima. Glenn Chapman received a check for \$400.00.

### **Standing Committee Reports**

Mary Goben discussed the get-together Friday in Yakima. Saturday activities were also discussed. Mary will see if she can get a speaker from Cascade Cattleman or Steve Parish from Washington State University to suggest someone to speak. Bruce offered to M.C. a discussion about marketing lowline steers. It was thought that we could have an hour or so discussion about 10:30 and the other one after lunch.

### **Sales/Marketing Committee**

Shelley Dodd asked where to put names of our new NWLA members on the website and how to mark charter members. She also asked about adding our website to other websites as a link, examples Cattle Today and Bull Shop.

Shelley and Glenn put together the brochure that was sent out about the 2<sup>nd</sup> annual Northwest Lowline Classic. Glenn and Nancy sent it out.

### **Show/Social Committee**

Glenn Chapman reported that the flyers and premium books were out for the Northwest Lowline Classic. He received \$400.00 from the ALR for food and a place for our get-together in Yakima. He is checking to see who might be interest in catering it for us. The show standard was discussed. It was decided to go more natural with no fluff. Trim heads and tails, wash, blow and comb.

### **Newsletter**

The next newsletter goes out in September. Articles are due to Donna Boekel by August 30, so the letter can be out by the 10<sup>th</sup> of September.

### **Post Card**

Bruce will send out a post card before the 1<sup>st</sup> of September reminding breeders about the Classic. He will send them to all ALR members in Washington, Idaho, Oregon, Montana, Wyoming, Utah and California.

### **Adjournment**

Motion was made by Glenn and seconded by Mary to adjourn the meeting at 9:00. Motion passed. Next meeting will be September 4<sup>th</sup> at 7:00.

Donna Boekel  
Acting Secretary