

NORTHWEST LOWLINE ASSOCIATION

Annual Meeting
September 9, 2012

BOD PRESENT

Diana Lillifloren
Shelley Dodd
Jacqui Duran
Beverly Shirts
Rick Palmer

Meeting was called to order by Diana Lillefloren at 10:15 am Pacific time.

Diana is filling in for Alan Bradshaw. Alice Bradshaw is also not present due to their daughter's wedding which fell on the same day. Diana read a letter that Alan wrote to the members.

REPORTS

Treasurer's Report

Since Alice was not present, the Treasurer's report from the June 19, 2012 meeting notes was reported. As of June 19, 2012, there was over \$7800 in the checking account and over \$700 in the junior account.

Youth Chairman Report

Beverly held a showmanship clinic at the North Idaho Fair in August which was well attended with 15-20 participants. There was also a showmanship clinic held at the Expo in May with at least 15 participants. At the fundraiser at the expo, over \$300 was raised for the junior fund. There was also a pizza party at the expo which the kids seemed to enjoy.

Events Chairman Report

Jacqui reported that NWLA held 3 major events this year: NW Lowline Expo, North Idaho Fair Show and NW Lowline Classic show. The Expo had guest speakers and a Lowline sale. Next year we are looking at having the Expo the weekend before Memorial weekend. The North Idaho Fair show had 30 animals and there was a lot of interest from the public. The NW Lowline Classic had 54 head - all very high quality cattle and it was an excellent show.

Marketing Chairman Report

Rick said there were ads run in 3-4 newspapers to promote the Expo. It was determined that these were not successful because those that attended the expo did not find out about it as a result of the ads. This is something to consider for future promotions. He would like to find someone to speak on marketing grassfed beef or just marketing Lowlines in general for the expo. He contacted Carolyn Nation (of Stockman Grassfarmer) but she will not be available. He will continue to look for possible ideas for a speaker.

Website and Newsletter Chairman Report

Shelley stated that the newsletter has gone out each quarter and she is keeping the website up to date with news and information. She also said that new this year is a Classified ads section which is free for members to use. Members can send her their ads for Lowlines for sale and Shelley will post.

OLD BUSINESS

NWLA's Expansion of the Region

The NWLA Board has been considering the expansion of our territory to include Arizona, California, Nevada and Utah. This discussion has been going on for several months. Members in those states fall under SLABA's region. However, several members of the ALR board have stated that those members do not feel a part of that region due to that region having so many states and spread out over such a wide area. It has been suggested that NWLA pursue having those states included in our region. There was discussion on this at the meeting. Pros that were discussed include: (1) Opportunity to have a large cattle show within our region. This would mean that we would garner more respect for our regional show. A possible venue would be Reno. We would still have smaller show such as the NW Lowline Classic, North Idaho Fair Show. (2) More members may possibly mean more people who may be interested in serving on the board (3) More sponsorship \$ from the ALR. Cons include (1) being that we would be more spread out, it would be more of a challenge to run the association. (2) Just because there are more people in the Association, does not necessarily follow that we will get more people to volunteer for positions.

NEW BUSINESS

Possible Fundraiser

Jacqui and Diana are looking into possibly holding a NWLA fund raiser. This would be wine tasting event to be held at Idaho Lowlines. Along with the wine tasting would be a silent auction and live music.

Election

Elections for all positions will be coming up in December. Ballots will be mailed out in November. Anyone who is interested in running for the board needs to let a board member know so they can be nominated.

MEETING ADJOURNED

11:10 am Pacific time