

**Annual Meeting of the NWLA Membership**  
**November 3, 2007**

Call to Order

The meeting was called to order at 1:15 PM in the Roundup Room of the Pendleton, OR Red Lion Inn. This is the first annual meeting of the association, following our inaugural meeting in November 2006. Bernalyn summarized the minutes of the meeting held on November 11, 2007. There were no additions or corrections and the minutes were approved as read.

Treasurer's Report

Nancy Chapman reported on the Income and Expenses of the NWLA. Her report is attached as a part of these minutes. She noted that we do have \$400 coming back from ALR to support the expenses of the breeder's reception. The treasurer's report was unanimously accepted.

Vice Chair and Standing Committee Reports

Donna Boekel was called upon to give a report on the association newsletter, which we have agree to do four times a year. She thanked the membership for contributions to the newsletter. At this point the newsletter is aimed to informing members of the operations and activities of the association as it implements its vision. Donna invited improvements to the newsletter. It was suggested that more people contribute so that, delegated, it could be a lesser burden on Donna. The membership and Board extended their appreciation to Donna for her work on getting the newsletter into production.

Mary Goben reported on the Promotion and Education Committee, noting what outreach activities she had made to collect information on what other related organizations are doing, noting that in the early days of the programs of others, there were not a lot of good models for us to adopt. The main message seemed to be "to start small." Using articles on the website and the energy of members having children involved was recommended as the best strategy. Mary noted that she has a youth proposal from **Celina Goben** to start a junior program. Copies were distributed. She also noted that the initial youth show at the Yakima fair was successful, although we did not take advantage of the premium money that could have been tapped. Considering that there were few youth at the Nile, our turnout at the Yakima Fair was quite good. Mary expressed the desire to provide the model for youth that currently seems to be lacking throughout the various Lowline associations. She also reported on possible sources for clinics and educational presentations, such as ultrasounding, grooming (various sources, including Brad and Treavor), and other educational opportunities.

Shelley Dodd reported on Marketing and Sales, noting that we successfully created a logo, established a domain name and created a website. The website was maintained throughout the year, and some advertisements were placed. An article in the Western

Farm, Ranch and Dairy magazine was run twice and an article for the winter issue will report on the show. A brochure for the show was also developed, and promotional pins and a banner were developed. Shelley was thanked for the work on the website, noting that her many activities set us ahead of where we expected to be.

### Chairman's Report

Bruce noted that it was a good year, reflecting on the milestones that we've accomplished in putting together an organization and approving the final draft of the bylaws. Our vision statement, "To actively educate, promote, develop, increase market demand and the acceptance within the beef industry of the Lowline breed in the Northwest." By March, we had a significant number of members, a website and moving into the year, the association was featured in 2 farm magazines (Cascade Cattleman and Farm & Ranch). The ALR has provided matching monies for the Breeder's Reception and money has been approved for the show, although this process is still in development and the means by which matching funds will be provided is not yet fully understood.

Regarding our future, Bruce referred back to his article in the newsletter, "working together to make it better." While we have individual goals, we also have common needs. We have a choice in dealing with this, in that we can work alone, or together, to promote the breed in the Northwest. The NWLA must reach out to other markets and we must be pioneers in the industry because we are breaking new ground. To do this individually is possible, but independent work, such as that Bruce related from his own experience at the Red Bluff bull show, ends up really being an effort that benefits the breed as a whole. Consequently, combining our efforts capitalizes on the opportunity to promote and expand our reach. Individually, we could take a hit because singly there would be a lack of credibility at a function such as a bull show. However, a consistent cooperative effort to develop recognition and a marketing system gives more promise for the future. A second opportunity is cooperatively marketing meat. Perhaps the organization needs a committee to work on this. Another opportunity may be to create a market for grass-finished veal. This niche would overcome the fear that people have about the husbandry associated with typical veal production. Ideas and efforts such as this will bridge the gap between Lowlines and their current status (specialized and "backyard" markets), and is something we can make happen.

Moving to new areas to think about, Bruce proposed several ideas: a new venue for the Northwest Classic, the possibility of combining our efforts in a bull sale venue, and other cooperative breed promotion efforts.

The Northwest Classic could combine a show, sale, and our annual meeting, perhaps over Labor Day weekend, giving time for multiple events. It would cut down the time of the fair (the Yakima Fair is a very long commitment), save money for attending multiple events, and bring the opportunity for other activities. Bruce invited the membership to consider this idea and whether it could be developed further. Bruce noted that he had no particular site in mind, but sited examples that could be explored. Different venues were discussed by members in attendance, along with the advantages or disadvantages of

having shows at certain locations or sales in isolation of an event that would “draw” an audience.

Glen Chapman was invited to present on the Show and Social Committee. While it was not a good year for the fair itself (traffic was low), we did have 41 animals. Moving the venue is certainly something to consider, but fairs will be easier to deal with as a more lasting relationship is developed. We need to review results of this year’s fair with the fair managers, pointing out the issues that need to be resolved. Yakima presented challenges that might be overcome over time. The Monroe and Spokane fairs were also discussed as a venue. Different sites have different audiences, but one key to reaching any of these is promotion of the site. Dean suggested that we examine and reach out to our non-members and strategically inspire them to join our organization and raise the profile of an event, wherever it is held.

Glen reported that we had 35 breeders attend the reception, but next year having such a get-together would be easier and more cost effective at a restaurant. He noted that there was some inequity in what ALR contributes to events like this.

#### New Business

Bruce introduced some new business for the group to consider. First, he presented a modification of the standing committee:

“Marketing and Sales” to “Marketing and Promotion”  
“Education, Youth and Promotion” to “Education and Youth”  
“Shows and Social” to “Shows and Sales”

A motion was made and seconded to go forward with changing committee names and roles slightly (as described above), and presenting this modification of the bylaws to the membership for ratification. Discussion followed as to where the role of “social” should be. Richard suggested that the role of “social” be associated with the event at which a social gathering would take place. The motion passed unanimously. Social aspects of the duties will be handled as activities demand, assigning a responsible person based on the venue and location.

Bruce raised the Youth proposal and it was moved and seconded that the Youth Proposal be accepted. The motion was passed by majority vote.

There was a proposal to delete the 30 day notice for special meetings. After discussion of the existing language of the bylaws and the ability of standing committees to meet and make recommendations, the proposal was dropped.

General ideas of what some additional activities can be were exchanged, with ideas for how they can be “downloaded” the appropriate standing committee.

#### Nominations

Nominations were opened for standing committee chairs, upon expiration of their existing terms. The slate of committee chairs was as follows:

Show and Sales: Glen Chapman  
Education and Youth: Mary Goben  
Marketing and Promotion: Shelley Dodd

Ballots were distributed one per farm. The election took place and ballots were counted. New terms were voted upon as follows:

Show and Sales: Glen Chapman  
Education and Youth: Mary Goben  
Marketing and Promotion: Shelley Dodd

The meeting was adjourned at 3:15.