NORTHWEST LOWLINE ASSOCIATION
Special Board Meeting via teleconference
January 26, 2012

This meeting was convened to discuss the 2012 Northwest Lowline Expo

PRESENT
Alan Bradshaw
Shelley Dodd
Alice Bradshaw
Jacqui Duran
Rick Palmer
Diana Lillefloren
Susan Hagle

Meeting was called to order 7:06 Pacific time.

REPORTS
Treasurer's report
We have about $4900 in the regular account and $400 in the youth account. Another $380 is ready to be deposited from dues. Of our 27 members, 15 have paid their dues. There are several new members and only one that has stated an intention to suspend their membership. With the change from July to January due dates in 2011, some members may be confused about whether they paid for the entire year of 2012. Alice will send notices to remind unpaid members.

Secretary's reports
Minutes from the October 25, 2011 board meeting: Shelley moved, Jacqui seconded for approval. All voted in favor of accepting the minutes as written.
Minutes from the January 12 board meeting: Rick moved and Shelley seconded for approval. All were in favor of accepting the minutes as written.

NORTHWEST LOWLINE EXPO
Jacqui had sent the board an outline of preparations and considerations earlier in the day. We more-or-less followed this outline for the discussion.

Objectives (from Jacqui's notes)
1. To attract new breeders.
2. Networking for current breeders.
3. Attract commercial cattlemen
4. Youth clinic and activities
5. Marketing of cattle through private treaty sale

The event should be educational and informative for existing and potential Lowline breeders and interested youth. The addition of the sale is intended to attract buyers and sellers in addition to information seekers.

Facilities

Jay and Di Lillefloren will host the event at their location in Hayden. They have indoor and outdoor facilities available. In addition to outside grassy areas and pens, they have inside seating for 40-50 people, and could utilize a covered arena/barn that has a stage. This building could hold up to 200 people. Parking area should not be a problem.

Host Hotel (From Jacqui's notes)

Holiday Inn Express with water park, goofy golf, etc.

Clinics/Presentations

Things to cover at the expo (from Jacqui's notes)

1. Benefits and advantages of Lowlines
2. Future of Lowlines
3. Nutrition
4. Marketing
5. Youth clinic
6. Ultrasounding
7. Biotracking

Speakers and clinicians (from Jacqui's notes)

Confirmed:

1. David and Karen Shockley
2. Beverly Shirts
3. Someone on Biotracking

Possible speakers:

1. Kris Ringwald—from NDSU who has conducted Lowline studies
2. Brian Walters-- nutrition
3. Dean Pike
4. Someone who can speak to grass-fed management.

Private Treaty Sale

We are shooting for at least 20 head to sell in the private treat sale. We need to set a deadline for breeders to commit to bring animals for sale so we need to decide on the fee. To hold down costs, we should consider an electronic-only catalogue.

We will allow non-members to bring animals for sale but they will pay a higher fee.

Possible schedule

Saturday	12 noon to 4:00 p.m.	Speakers and clinics
	4:00 p.m. to 6:00 p.m.	Show private treaty cattle
		Appetizers and no-host bar
Sunday	9:00 a.m. to 4:00 p.m.	Speakers and clinics?

Advertising

We should try to market to people outside the Northwest as well as locally. We have a better chance of getting quality animals for the sale if we can assure potential sellers that we will advertise the sale well. The NWLA will help with advertising costs.

The entire event needs to be advertised.

The sale catalogue should be well-done. Look into the possibility of hiring Shelley to do it. Advertising in the Lowline Ledger—Di and Jay bought an extra ad space in the Ledger and plan to donate it to the Northwest Lowline Expo. We need to get the ad designed right away to get it into the spring issue. We also have a free ad space provided with the ARL that we can use in the summer issue in May.

Food

1. We can have concessions available for the entire event.
2. Appetizers provided 4:00 p.m. to 6:00 p.m. Saturday during the private treaty sale viewing, to include some Lowline beef. During this time there could be a no-host bar, the proceeds from which could benefit the youth program.
3. Di and Jay have a big smoker that could be used to produce meat samples to hand out.

Covering costs

1. Entry fee: Options considered were--
   A single fee for the entire event or a daily fee with reduction for registering both days.
   Decision was made to charge a daily fee of around $15 and a two-day fee of around $25.

2. Fee for breeder with animals in sale is appropriate but amount was not decided. We need to get a better feel for costs. At Western National sale, the fee is 12% plus $100 catalogue fee.

3. Fee for breeders to exhibit animals not being sold should be flat fee for exhibit.
4. Flat fee for other commercial exhibitors.

5. NWLA contribution-- We intend to cover some of the cost to improve the quality of the program, advertising or sale-related materials (catalogue, advertising, etc).

Help for the event

1. Jacqui, Diana and Bev will be the main committee. They will pull in others to help as needed.
2. Set up and tear down – everyone help on Saturday morning and Sunday evening or Monday morning as needed.
3. Marketing will be headed by Rick with help from Shelley.
4. Food arrangements will be handled by Jacqui and Diana.
5. Logistics (parking, chairs, tables, projectors, etc. will be handled by Jay Lillifloren.
6. Registration can be covered by a rotating schedule. The youth members can help here but will need to have an adult present because they will be handling money.

Time sensitive items

1. Within the next week-- Jacqui needs ideas for speakers, particularly on grass-fed management or other topics of broad interest. They need to be committed so their participation can be advertised.
2. ASAP—an ad needs to be designed to take advantage of ad space in the spring issue of the Lowline Ledger
3. ASAP—Breeders need to be notified of a deadline to commit cattle for the private treaty sale.

Next meeting will be the regularly scheduled board meeting on Thursday, February 16 (Tuesday Valentine's Day)

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MEETING ADJOURNED

8:13 Pacific time

Susan Hagle, Interim Secretary
Submitted 31 January, 2012