



The Missouri Red Angus Association

Greetings MORAA and MOJRAA Members:

Over the last few years, our membership numbers have grown by leaps and bounds! We believe that by placing the right marketing tools in Missouri breeders' hands, the Red Angus breed continues to grow and thrive in and around our geographical area.

The Missouri Red Angus Association has found the Breeders Directory to be one of the most powerful advertising tools for our members. If you are new to the MORAA, this is a 5" x 8" membership directory that showcases ads from various breeders and ag-related businesses, as well as a map of geographical locations of our members to aid prospective buyers in finding animals in a desired area. The late-summer printed directory is distributed by mail to commercial and seedstock producers throughout the state of Missouri, displayed at sale facilities and feed stores, as well as offered at trade shows and events throughout the year. Also accessible on www.missouriredangus.com and social media sites, the directory reaches an audience far beyond our state.

The MORAA Breeders Directory is a valuable tool that remains in circulation all year, providing an attractive opportunity to advertise your business. Enclosed you will find more information on the Advertising Rates & Specifications sheet. Additionally, our directory designer, Robin Kleine of Focus Marketing Group, Inc. offers her design services for individual ad creation within our directory. Her pricing information is listed on a separate enclosed sheet as well.

All current paid memberships include a listing in the breeders directory. If you have not yet paid your 2017-2018 membership, please do so by July 1 to be included in the 2017-2018 directory. The current list of paid members is always available on the Members page of www.missouriredangus.com under "2017-2018 Paid Members."

Please contact the MORAA Secretary, Kelly Massey at kmassey.moredangus@gmail.com // 417-962-0181 with any general questions, and Robin Kleine at robin@focusmarketinggroup.net // 219-306-0323 with specific ad questions.

We appreciate your membership in the Missouri Red Angus Association, and look forward to working with you to market your cattle through the 2017-2018 MORAA Breeders Directory!

Kelly Massey - Secretary



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