



The Missouri Red Angus Association

MORAA Management Meeting June 29-30 Holiday Inn - Columbia, MO

Attendees: Scott Bachman, Dwight Harper, Dan Lacy, Randy Meyer, Ray Paslawski, Steven Rogers (06/29), Bud Thomas, Linda Campbell, Stephanie Smith, Susan Smydra, Rick Steinbeck (1:30 – EOD 06/29); Matt Boatright (06/29 evening portion)

Not Present: Greg Bailey, Buck Massey, Kelly Massey

DAY 1 (11:00 AM – 10:00 PM):

Goals for this meeting:

Scott:

- To conduct business
- To provide opportunity for comradery, team building
- To have an open mind to committees; see what they are doing, come to agreement on the direction and support them moving forward

Meeting Minutes:

Dan Lacy moved to accept Susan Smydra as the sit-in Secretarial role for the purpose of taking meeting minutes; Bud Thomas 2nd; Board approved.

Committee Formation:

Scott:

- Recognize bylaws grant authority to form committees
- Important to have board support and officially recognize committees and how they will operate in the presence of the committee chairpersons
- Opened for discussion

Ray: Asked these be defined and the following be clearly and succinctly communicated to the board and its members:

- Roles & responsibilities of committees
- Expectations
- Board approval needed before spending
- Need for Board support due to the amount of time committee chair and their teams are investing with no vote

Scott:

- Agreed with need for Board support and believes in this direction and that this is what the membership has asked for
- Very important that the board completely support the committees and their direction
- Reinforced everything to date is supported by the Bylaws
- Very comfortable with decentralized management
- Committee plans and budget are to be reviewed and approved by the Board prior to execution

Dan:

- Fully supports the committee idea
- Concern with too much authority to someone appointed versus elected; not that the committee chairperson shouldn't have authority but okay with it if yearly plan is presented, discussed, revised as needed and approved by the board; to come back to the board with any changes (if there are any) and keep the board updated on progression
- New concept so acknowledges our need to work through this
- Risk of a lot of people wanting to be involved now and no one wanting to be involved in future years

Scott:

- Noted we have 2 ex-officio members in attendance that are appointed, not voted in, that have voting authority
- Not advocating any voting authority for the committee chairs

Dwight:

- Believes this is a step in the right direction
- Easier to have a few focused on committee subject areas versus the whole board – good path
- Comfortable with what is going on

Randy:

- Likes what is happening – going in the right direction
- Ex. With Sale Committee, it's still all our responsibilities to get cattle for sale

Ray:

- Supports involvement - committees allowing anyone to be involved
- Has already seen more communication this year than last 4 years combined
- At least members are being asked how they feel and can provide input
- Believes bylaws need to define specifics on authority and expectations of the committee and of the board toward the committees – keep measurement of results realistic so it doesn't scare away future chair/committee members

Steven:

- Agrees with formation of teams / committees
- From role as ag teacher: need to explain how committees work, have some skin in the game and let them run with it
- Roberts Rules & Order say President can select Chair and all committee members; but okay with President appointing only the chair and letting the chair select the members
- Good with committee themes; suggested considering Finance and Nominating Committees as well
- Need to communicate we have a core team and other leaders (committees), committee mission, member driven

General Board discussion all agreed the President is limited to selecting only the Chairperson and the Chairperson selects the committee members.

Ray:

- Will have more buy-in from the Board if the Board is involved in confirming committees to be created and the chairperson selected for each committee – then have full support of the Board from the beginning

Scott:

- Agreed and why we are having this meeting – to go back and do this and work out details

Bud:

- Previously, Board thought they were communicating and doing best of their ability – members obviously didn't agree
- Committees get more people involved; Some of board members have full time jobs and no time to be a conference call 1 – 2 x / week; For the love of “the cow”, if we all work together and promote the breed and the cow, our association will be more successful
- Welcomes the additional help
- Previous committees didn't do as well as they could have; Without new committees they were doing everything themselves; members have to now see there is more of an extension
- Like people not afraid to speak their mind – have an awesome group
- Don't need to micro-manage – just be responsible back to membership
- Need to expand leadership

Scott:

- Acknowledged unfortunate that there are 3 missing board members and that those in attendance wish to have their full support on our new direction

MOTION: The MORAA Board has discussed, voted and approved the formation of the following committees for inclusion in the operation and management of the association:

- Sale Committee (Linda Campbell, Chairperson)
- Junior Committee (Susan Smydra, Chairperson)
- Educational Committee (Stephanie Smith, Chairperson)
- Bylaws Committee (Ray Paslawski, Chairperson)
- Bull Test Committee (Rick Steinbeck, Chairperson)

Motion made by Bud

2nd by Ray

Unanimously approved by the MORAA Board

Meeting Expenses:

MOTION: That the MORAA cover the meeting room, lunch and working dinner expenses for this meeting; attendees to cover the expense of their own hotel accommodations

Motion made by Scott

2nd by Steven

Approved by the MORAA Board

Sale Committee:

Handouts: Provided agenda, copy of welcome letter, proposed plan and budget for discussion

Linda:

- Sale Guidelines – to be shared with membership for proposed changes; Guidelines must be enforceable
- Encouraged sellers to stay in contact with buyers to help market their animals
- Recognized that sale revenue is hard to predict; but we are working to tighten the expenses with a goal to keep commission rates under 12%
- Photos – improving the quality of catalog photos was the number one suggestion by members to improve sale image; Focus Marketing suggested no cell phone photos should be accepted going forward; all photos subject to final review by sale committee for inclusion in the catalog
- To meet sale guidelines, education needed on body scoring and animal presentation

- Noted difficulty in being able to obtain sale information provided previously to the Secretary of the MORAA; Kyle Gilchrist volunteered additional time and expense to resend this information

General Board Discussion:

- Quality of cattle being consigned – agreed we need to bring in more high quality, maintain mid and remove those animals not meeting the guidelines. Agreed Area Directors will take active role in procuring and pre-screening.
- It was agreed by all costs last year at 15+% were well beyond what is appropriate for this sale
- Clerking the Sale – discussed and agreed to leave clerking responsibilities with Kyle Gilchrist Auction. Board to finalize contract outlining fees, duties, and expectations
 - *Contract to include that auctioneer rate includes any sales day help they need, registration transfers are to be submitted to RAAA within 7 days after receipt of funds for that animal, 2% rate with a cap, 0.1% penalty per day to a maximum of 1% point reduction in Gilchrist Auction Company fees for late payment to MORAA beyond 30 days after the sale.*
- Commentary in Auction Box – agreement to discuss volunteer status with Clint
- Semen Sales – remove from the sale due to the amount of time and impact on sale progress
- Embryo Sales – must consign a live lot in order to sell embryos
- Stall Cards – To cut expenses, Linda will design and print one per pen instead of one per animal; Linda will create stall cards when making pen assignments as well as design a diagram for workers who complained previously about having difficulty finding lots when arranging cattle in sale order
 - Dan: One per pen also allows easier viewing of the animals
- Mailing List – will compile our own data-driven mailing list for a more direct marketing effort
- Catalogs – quantity to correspond with above mailing list, requests and sale day needs
 - Ray: Suggested all Board members have the ability to review the catalog prior to printing; not just those that have animals consigned.
- Marketing / Advertising – agreed Focus Group will continue to make, size and place approved ads on our behalf but third party invoices will come direct to us going forward to manage payments
 - Postcards – Discontinue MCA services; discussed using post cards for broader messaging, i.e. “Save the Sale Date”, catalog advertising opportunities, sale donations and consignments; Also consider if name isn’t highlighted on label, they have to RSVP to receive a catalog
 - Recommended to consider advertising in the “Midwest Marketer”
 - “Ozark Farm & Neighbor” and “Farm Talk” – agreed this should be reduced from three placements to two; “Midwest Cattleman” from four to two
 - Scott: Suggested also considering i-Contact and boosting Facebook postings

- MORAA Management Fees:

Dwight: felt it was important for the MORAA to continue to receive some benefit from putting on this sale

General discussion noted that the proceeds from management fee used for Red Angus breed promotion benefits the entire membership, not just those that have consigned; therefore, the burden should not rest solely with consignors; it was agreed to request an increase in dues at the next annual meeting to help contribute toward the association's costs for promotional / marketing activities

MOTION: To accept the general plan of work as presented by the Sale Committee.

Motion made by Bud

2nd by Randy

Approved by the MORAA Board

MOTION: 1) If we stay within a 12% target, registered consignors pay 12% + 0.5% management fee for a total consignment fee of 12.5%; if above the 12% target, no management fee is to be charged as part of the commission;
2) Commercial consignors will be assessed a 4% + 0.25% management fee for a total consignment cost of 4.25%; and
3) We propose an increase in dues to \$40 / adult membership at the next annual meeting

Motion made by Dwight

2nd by Dan

Approved by the MORAA Board

Sale Committee & Bull Testing Committee:

Scott:

- Discussion of SW MO All Breed Bull Sale in Springfield MO; discussed participating in this event in lieu of having bulls in our April sale

Linda- summarized details of SW MO All Breed Bull Sale:

- 89th year of this sale – held last Monday in March and last Monday in October
- Average sold for \$3,554 with \$2,000 floor
- 44 consigned; 43 sold (13-22 months old) – known primarily as a black sale
- Sale limited to 22 counties; but they will allow us to hold our own sale in conjunction with theirs, we can open consignments to all of Missouri – we would share in overhead expenses
- They do an educational event before the sale (ex. 4-5 calves should pay for a bull)

Ray:

- Suggested staying focused on increasing the quality of bulls but consider allowing home development (in order to be more inclusive)
- Look at lowering restrictions (not quality however) on the bulls in the April sale
- Noted lower prices with increased restrictions in past 2-3 years
- “Performance Tested’ has a wide definition open to varied interpretation

Dan:

- Asked about general feeling of bull program
- Consider going back and incorporating some of what we used to do prior to the program

Bud & Linda:

- Current guidelines restrict bulls from MORAA sale when outside the age window

General Discussion:

- Bull Testing as Requirement for the Annual Sale – it was discussed and agreed to open the requirements to include those that are home developed but yet maintain certain restrictions
 - To include opening up dates
 - Bull Development committee to come back with new guidelines / language
- Bull development:
 - Need to meet performance (ww)
 - Drop entry fee to \$100
 - \$ Blood parent ID
- Discussed possibly having Clint Berry score bulls before allowed in the sale
- Target number of bulls is 15

MOTION: Continue to market bulls in the MORAA April sale

Motion made by Dan

2nd by Ray

Approved by the MORAA Board

MOTION: To empower the Bull Committee to present a new set of criteria (for bulls consigned). Move from a mandated performance test to a “select” bull sale with objective to be more inclusive to bull sale entries while still maintaining high standards.

Motion made by Steven

2nd by Bud & Dwight

Approved by the MORAA Board

Linda: Consignors are still encouraged to develop bulls at Brickhouse Farms, but not mandatory.

Treasurer Update:

Matt to supply a Treasurer's Report separately.

Bylaws Committee:

Handouts: Agenda, summary of bylaw concerns brought forth from the membership with suggested means of resolution, a reference copy of the Bylaws and Officer and Director Code of Ethics and Conduct.

Ray: Mission of the Bylaw Committee:
To oversee the development and maintenance of the Missouri Red Angus Association's Bylaws so they are clear, concise, and effective in guiding the operation of the association; providing interpretation of its meaning when needed; recognizing the need for amendment in order to keep the association current, relevant and responsive to positive change.

Committee members were listed as Ray, Larry Ellison and Steven Rogers

Key Issues Currently Raised by Membership (in order of degree of concern):

- Preferential Voting Rights for Board Members – Members “One Farm / One Vote” vs. Board’s “One Farm / Two Votes”
 - Dwight – believes one spouse needs to give up their voting right
 - Steven – one “member” should only be allowed one position on the board
- Allowing non-Missouri residents to be eligible for governing the board
 - Did a quick vote amongst management team in attendance at this meeting – votes were a solid “no” with all votes being a no but one
 - Since this didn't pass in the management meeting, this was taken off the table for consideration; that section of the bylaws to remain as is
- Ex-Officio board members being appointed by the President
 - Concern is with the President appointing these positions and thus giving the President too much power of votes within the Board
 - Scott – lot of Boards are shrinking; we're expanding the view of the Board
 - Steven and Randy felt they wouldn't participate if they didn't have a vote – no skin in the game
 - Scott – have checks and balances in place; need to increase education and talk more about the value the ex-officios offer
 - Since the bylaws currently allow for the President to present candidates for these positions and the candidates have to ultimately be approved by the Board, it was agreed to leave this section as is

- Clarification of Membership and Voting Rights
 - The current bylaw definitions are very vague and there are major discrepancies between the types of memberships listed on the enrollment form and that listed in the bylaws.
 - Dan suggested changing “a cow” to “an animal”
 - Steven: Could remove the “registration” part on Associate members as its not relevant; dues should not be quantified in the bylaws
 - It was agreed the Bylaws committee is to review this section and provide a recommendation
- Ballot Bias for Members Wanting to Run for Office
 - Scott: suggested opening it up to have a nominating committee
 - General discussion concluded we’re not large enough to need a nominating committee
 - Randy: voting needs to be member driven
 - Scott: notifications should not be limited to email only; should also be mailed; need to define what “qualified” is; Board to review candidates to ensure they meet qualifications
 - Bud & Dan: change 3 days notification of desire to run (in the recommendations) to 2 weeks (14 days) prior to the annual meeting
 - Linda: Bios used to come out before the meeting – Scott suggested we could post on Facebook
 - Steven: suggested President, Secretary, Treasurer, and Vice President officer positions have to have previously served on the Board
 - Linda: want to make sure we have the right skills in the Treasurer position
 - Steven: as long as pay dues, should be eligible
 - Dwight: Just the President has to have served on the Board before
 - Scott: one of jobs is training your replacement
 - Committee to propose new wording
- Authority of Committees & Working Together with the Board
 - Scott: feels recommendations are fair and outline two-way affair between committees and the Board
 - All good with recommendations
- Annual Treasurer’s Report Lacking Details
 - Need to provide more detailed reports of exactly what has transpired

Officer and Director Code of Ethics and Conduct:

- What is considered confidential:
 - Scott: Ex. mailing list is our intellectual property, therefore, considered confidential; can’t sell / give out member information
 - Need to define what is confidential more clearly
- What are consequences if Board member does not follow Code of Ethics?
 - Needs to be addressed

Steven & Bud: Due to the amount of updating/revising the bylaws need to bring them up to date, suggested the bylaws be re-written and then proposed to the membership in their entirety for review.

Management team agreed. To be sent to the membership in advance of the next annual meeting.

DAY 2 (8:00 AM – 1:30 PM):

Membership Directory:

Scott: A budget presentation needs to be made on the design and printing of the directory; The directory is well over a \$200 spend so should be brought before the Board for pre-approval; Will discuss with Kelly; Board will need to have a conference call to get this approved

Junior Committee:

Handouts: Agenda, Junior Attendance Summary, Budget

Scott: Couldn't be more proud of the progress being made by the Junior Committee; Junior members very happy with the progress being made;

Dan: Acknowledged work being done for the Juniors – very pleased

Bud: Thanked committee for all they have done to date

Overall: Very excited to see all that is being done on behalf of the Juniors

Susan (discussion led by Susan unless otherwise noted):

- Presented a slide show highlighting Junior activity since April meeting
- Current Enrollment: At 35 current members, the Juniors are 22% of the overall Missouri Red Angus membership
- Previous programs perhaps relied too much on the Juniors to drive the events and progress of the Junior program; Now adults taking a stronger leadership role while still fostering leadership roles of the Juniors and hoping this will better help perpetuate a growing Junior program
- Hurdles: Juniors all across the state with varied ability to make it to meetings, events, etc.; Differences in internet access / modes of communication; Ages and who we are communicating with (ex. Juniors themselves or with the parents)
- Re-introduced committee team members and strength each brings to the team
- Discussed new logos (formal and more fun versions)

Operating Guidelines / Bylaws:

- First bylaws written for MO Junior Program
- Written with open mind on what we'd like the Junior Program to be rather than what is traditionally done
- New Officer Positions – bringing these current and with the times
 - Secretary – now “Administrator”
 - Social Media & Communications Coordinator – for Facebook, Instagram, etc.
 - Member Services Coordinator – for member outreach (both new & existing)
 - Expectations of each Officer position and Junior Advisory committee outlined in the new bylaws
- New Officer terms so not switching in the middle of show season; to start after the State Fair
- Election process now via proxy to accommodate majority of the Junior membership as most are not able to make it to the annual meeting
- Bylaws to be emailed to the Board; asked for quick review / turnaround on feedback as the election process needs to be launched this coming week

Scott: Juniors could very well be shaping the future of the MORAA!

Recruit, Enhance & Retain Membership:

Susan - New Member Packets:

- Goal is to immediately welcome new members into the organization with a personal note from a current Junior members (i.e. Member Services Coordinator) and advisor
- Have requested and not received notification of new members from MORAA Secretary to date; having to continually check the internet for new members or those not renewing

General Discussion was had regarding difficulty in separating regular MORAA donations and dues from those funds that should be allocated to the Juniors.

MOTION: To have the Junior funds separated back into their own bank account and all new Junior enrollments and funds come direct to Susan (Junior Chairperson).
(However, the Treasurer is still the only position to cut checks as approved by the Board.)

Motion made by Bud

2nd by Scott

Approved by the MORAA Board

Next Actions:

- New Enrollment Form specific for Juniors to be designed and included in the Directory and on website
- Set up “home” mailing address for Junior communications

Other Expanded Communication:

- Newsletters – to supplement email, website and Facebook communications
 - To include:
 - a sponsorship opportunities section
 - Thank you to sponsors section
- Promotional Flyer – to use with Junior table at Ozark Empire Fair, State Fair, annual sale, etc. (and Area Directors can hand these out as well)
- Cards – want to use for inter-team communication, congratulations, thank you's, etc.
 - Goal is to use these for writing thank you's to donors; Scott & Susan have requested a list of Junior donors be provided from the April sale; to date, this has not been provided; Scott to follow-up and discuss with Kelly
- Social Media: Facebook and Instagram in place; Website being updated; working on GroupMe as well
 - Linda: Suggested doing a like & share contest for social media
- Apparel
 - Ray and Susan covering costs for NAJRAE t-shirts
 - Extra shirts made – produced extra heat transfers for quick application on future shirts, bags, etc.
 - Collared shirts – made for those ordered; digitized logo available for placement on additional shirts, bags, chairs, etc.
 - Being made at cost (i.e. no margin)
- Press Releases / Email Blasts – send out more frequently to get the word out about all the Juniors are doing
- Directory – submitted info for Junior pages to Robyn at Focus Group (need to send new enrollment form and current membership list)
- Magazine Ads - if advertisements are to include Junior events, there should be a call to action included for Junior enrollment / sponsorship
 - General Discussion – MORAA advertisements should always have a call to action and marketing should cover Junior programs as well
 - Discussion was had over forming a Marketing committee to ensure we are marketing the whole association and unifying our message
- Dwight: Suggested also getting name of local newspapers and regional magazine on the Junior enrollment form so we can issue articles in the local newspapers on that Junior's Red Angus activities
- Junior Spirit Awards – discussed special and officer recognition plaques, etc. included in the budget

Support & Encourage Red Angus Involvement: *Not that it's the only method of involvement but showing is one of the more intimate ways for a Junior to get involved with Red Angus so want to make sure we support this level of involvement*

- County Fairs – discussed what we could do to encourage Red Angus involvement on the county level
 - Dwight: Donation Heifer competition to Ag instructor

- Dan: “Legacy Heifer” concept like what the NAJRAE does
- Bud: On donation heifer, recipient has to breed it – first calf becomes the next donation animal – perpetuates the program (do by Area with Area Director’s?)
- Dwight: Add a jackpot if Red Angus win!! (ex. Belt Buckle award) – go from county, to state, to national
- Essay Contest: why to show Red Angus
- FFA Speech contest – incent about Red Angus
- Susan – Consider Marketing Message contest for Red Angus amongst Juniors
- Susan to discuss VoAg / FFA options with Steven
- Missouri Club Calf Association (MCCA) – no special funding for now due to budgetary limitations
- MO Cattleman’s All Breed Junior Show – reviewed awards given this past June and those suggested for next year – suggested giving gift certificate only next year – revised \$ amounts to \$25 for Grand; \$15 for Reserve – no cash
- North American Junior Red Angus Event (NAJRAE)
 - Normally just lunches provided by NAJRAE
 - Want to cover 2 breakfasts at event & travel expense help
 - Basket – 100% donated by Juniors, parents & advisor
- Ozark Empire Fair
 - Director’s Chairs
 - Metal Plaques
 - Dan: No need to give plaques for open classes as Ozark Empire Fair already gives banners, etc. – what they give is enough
 - Scott: Thought plaques were okay to give for open
 - Compromised and approved giving to Grand recipients only in Open classes
 - Open awards to be covered by the MORAA
- MO State Fair
 - Director’s Chairs
 - Metal Plaques
 - Same guidance above holds for the State Fair Open class awards as well
 - Steer Carcass Contest – all award money’s to come out of the MORAA general fund
 - Registration Fees – MORAA Board agreed to reimburse the open registration fees for all Junior animals registered in BOTH Junior and Open classes and that are shown on show day
 - FOR NEXT YEAR:
 - % Female Contest
 - Ways to promote bred and owned by Juniors
- American Royal
 - Livestock Committee wants to wait until 2018 to add Red Angus show
 - 2 year probation: must provide 100% of premiums to total at least \$1,000; must have at least 30 animals / year; and provide 100% of staff to manage show
 - Susan to contact Kansas to see if they’d like to share in the hosting of this national event since the American Royal will be moving to Kansas

Offer Other Educational / Leadership Events (NonShow):

- MO Cattleman's Show Me Beef Tour – last weekend in August in Springfield area; want to pay up for up to 5 to attend; if more, fee for 5 gets split evenly across those wanting to attend and Junior families pay for the difference
 - “Bingo” Red Angus Bull will be at Genex – Susan to call MO Cattleman's and inquire if we can do something with this bull while the Juniors are there. Bud to check to see what schedule is for Bingo while he's there and what options might be available for showing him.
- MOJRAA Show University, November 3rd – 5th with Mr. & Mrs. Chuck McCullough
 - Must pre-register
 - Being held for Juniors interested in showing AND producers for getting cattle ready for sale
 - Non-members pay \$100 to attend
 - Linda: good venue to possibly discuss what photos are good and not good to put in a catalog
 - Need to work to get more sponsorships for this event
- JRA RoundUp:
 - Will be in July next year in Springdale, Arkansas – since close to Springfield area, hoping more Juniors will consider attending
 - Requested paying for up to 5 to attend; if more, total cost of 5 gets split across those attending and Junior families pay the difference
- Judging Contest or other Event at April Sale – discussed; difficulty in getting Juniors there this year due to the annual meeting being on a Thursday night and the sale on a Friday night
 - Linda: Suggested Juniors be asked to water the animals at the April sale – consignors would be asked to offer tips to the Juniors – Juniors keep all tips

Sponsorships/Donations:

- Junior Calendars – doing as a means of replenishing funds back into the Junior account
 - Bud: Suggested we include dates for next heat to due date like the Genex calendar has on it (same idea suggested by Clint Sartin) – Bud to email Susan an image of this feature on the Genex catalog
- Shirt Sales – have on hand to sell at the Ozark Empire Fair, State Fair, Annual Meeting, etc.
- Stuffed Animal Sales – another fund raising option being considered
- Sponsorships – Dwight: Juniors to give a speech or write a paper for event sponsorships
- Need to do more fundraising to be able to spend more than 50% of what's currently in Junior fund
 - Scott: Suggested we look into website/apps for securing donations (online auction apps, etc.)
 - See newsletter comment about Sponsorship Opportunities as well

Support of RAAA

- logo and promoting attendance at JRA Roundup
- Genna VanWye, JRA First Vice President & Region C Director – family just moved to NorthEast Missouri; her Mom (Connie) is the current Illinois Junior Advisor
We welcome them to Missouri!!

MOTION: Junior budget should not exceed 50% of the current balance in the Junior fund unless the Board approves a special project; From June 2017 point of view, the 2017-18 budget limit would be \$10,000.

Motion made by Scott

2nd by Dwight

Approved by the MORAA Board

Educational Committee:

Handouts:

- Summary Sheet with list of committee members, Mission Statement, National educational efforts and potential educational programs per Missouri area
- Banner quotes

Stephanie: Summarized regional proposals that were developed in cooperation with each regional director and were based on what the respective area director thought would be the most strategic first step in outreach to their region. This considered both potential customer base and education of registered seedstock association members. Recommended use of Harold Bertz as a speaker, especially on marketing outreach, as he is known in the state and his travel costs would be covered by the national association. Also, mentioned that two of the committee members have spent time exploring activities that could be useful for member seedstock education. At this time, udder scoring and feet scoring are not really ready to move forward with, but could be by next year. We have opportunities to host events both as Missouri Red Angus events and also by co-sponsoring existing events. As part of the strategic planning process, priorities can be discussed that have both statewide appeal and also those more specific to each of the 4 regions of Missouri.

Scott:

- Believes we need to initially emphasize marketing outreach to our potential customers and defer educational programming to our registered breeders. Focus on “Why Red?”
- Reinforced need for Marketing Committee – message should be coordinated by Marketing versus Education (i.e. what info goes in the exhibit, newsletter, etc.)
- Keep education focused on why to buy Red Angus cattle; show why you need Red Angus cattle – need to educate and promote the breed; show they are going to get money with Red Angus
- Show no discount on premiums with Red Angus

Randy:

- TAG program – not good for the average producer that only has 50 calves / year
- Takes a “potload” (60 head) to take advantage of this program

Scott:

- We need to attack myth that Reds are penalized at sale barn
- 3 regions still face this
- Message in each area needs to be the same

Ray:

- Increasing Red Angus market share should be our mission
- Need to do an awareness program first re: Red Angus; focus on “Why Red Angus?” and market share before investing in other educational, etc., topics

Dan:

- Would add to the mission “for our members” and to buy from our area versus out of state
- Invite them to become a member
- Directories provide avenue for referrals

Scott:

- Measure success by increased bull sales
- Right now 20% of producers in MO drive 80% of the bull sales

Randy: We need to get more commercial breeders to join the MORAA

Linda: What do you see as the benefit for commercial members to join the MORAA and how do we communicate that?

Randy:

- Interaction with registered breeders
- Where to buy
- Get to know what’s going on

Dan: It’s an outlet to sell commercial heifers

Randy:

- Especially fall open heifers ready to breed
- Help one another promote what we are doing for the breed

Scott:

- Need to educate to a base that is measurable
- Should be able to measure

Ray: All of this discussion is beneficial to RAAA so they can create educational tools to address

General Discussion: "Potloads" are the key; can we help producers create these?

Banners:

Stephanie: Presented pricing for new banners; currently have 2 which are in use right now with the MO Junior Red Angus team; these were made in 2012

Scott:

- Suggested we get 4 new sets made – 1 of each kind – so each Area Director has 2 new banners
- Board willing to fund
- Juniors get the 2 existing ones

MOTION: Board is comfortable with budgetary spend on whatever costs are to buy 8 additional banners (est. currently at $\$500 \times 8 = \$4,000$)

Motion made by Dwight
2nd by Dan

Approved by MORAA Board

Dwight: Believes the female banner should be changed to reflect the "Red. Right Now." marketing message of the RAAA

Stephanie: Harold can modify his talks to emphasize our priorities. He has many slides already developed.

Scott: We should define what message we want Harold to deliver

Conclusion:

Scott:

- Thanked everyone for attending
- Would like to meet in person at least once a quarter – keep to one day
- Appreciate the teamwork by all in attendance
- "This is the Management Team of the MORAA" – will continue to have the operating committees in attendance