



Missouri Red Angus Association

Board of Directors Conference Call

December 5, 2018

8:00 pm Via Go To Meeting

Members Present: Steven Rogers, Dan Lacy, Linda Campbell, Susan Smydra, Ray Paslawski, Micah Bristow, Sara O'Dell, Callie Curtis, Bud Thomas, Matt Mefford

Called to order by President Dan Lacy at 8:04 pm

Secretary Report (Callie Curtis)

- November Meeting Minutes
 - Bud Thomas moves to approve the minutes, Ray Paslawski seconds
 - Minutes approved

Treasurers Report (Sarah O'Dell)

- No Changes to either account since last meeting.
- Turn in any reimbursements by end of 2018

Committee Reports & Updates

- **Membership Committee (Callie Curtis)**
 - Need more information for the newsletter. Haven't received many sale reports. Harold wasn't able to attend the FCCP sales in northern Missouri so he doesn't have anything.
 - Include bull sale guidelines in newsletter
 - New Show Me Select Qualifications for genomic tested
 - Any upcoming sales
 - Info state fair & steer show money added
- **Marketing Committee (Ray Paslawski)**
 - Advertise members sales
 - Support FCCP yellow tag sales
 - Advertise junior program & shows where heavy Red Angus presence
 - Come up with a plan and budget to use over a year period
 - Local meetings we are going to attend the area director should be in attendance.
 - Lacking quick read, easy to use marketing pieces
 - Annual list of upcoming Red Angus Sales to hand out at events
 - Promote our members business no matter what size their operation

Why Should I Join? Put on the main website page.

- Discounted E Blast
- Free Classifieds
- Sale Listing on Event Page

- Access to mail list
- **Breed Improvement & Member Education Committee** (Stephanie Smith)
 - Short article in newsletter regarding education that we can put in newsletter about Red Angus or beef industry.
- **Junior Committee** (Susan Smyrda)
 - Start conference calls last Wednesday of each month.
 - Junior Area directors are doing a great job!
 - Heifer Selection:
 - Have raffle tickets
 - 1 for 5 10 for 20
 - Pictured in the catalog and footnotes in the front of the catalog
 - Calendar: Cancelling the Calendar
 - Missouri State Fair barn improvements kids to help with painting stalling panels, etc.
- **Sale Committee** (Linda Campbell)
 - Female to Bull ratio—1:1
 - Max age on cow 8—can't be 9 by sale date
 - FCCP tags cannot be given out to bull buyers
 - Stick to current bull guidelines 550# WW 1050# YW

Area Director Reports

- **NE Director** (Matt Mefford)
 - Welcome Aboard!
 - Symposium—attended Friday night
 - Low attendance Friday night
 - Saturday attendance better, but not the numbers expected
 - People wanting to know when and where sales are located who come by the booth.
 - Should we continue to do this?
 - Ray doesn't feel like we should spend \$500 to do it in the future based on Friday's attendance and interest.
 - Sara—people use Red Angus bulls, but not on red cows. They want Red Angus replacement heifers, but want to put on black bulls so that they can still have black calves. Traffic might not have been as good because one of the major speakers didn't speak. Approx. 10 names added onto the catalog list.
 - Micah—first thought is have to get thick skinned and bare with it. If we aren't there where will we be. Thinks that many contacts was good.
 - Kirksville sale in March—female sale
- **SE Director** (Micah Bristow)
 - Farmington feeder calf sale—250 head Red Angus influenced (no yellow tag) 600# brought over \$1000/hd
 - 20 contacts that have commercial Red Angus cattle and contacted them and made them aware of the yellow tags.
 - Trying to get Cuba sale barn to have a sale in June.

- **SW Director (Linda Campbell)**
 - Spring Forage Conference? (Steven says it is a very well attended event)
 - Monnett Beef Conference (#1 Beef County in the State) Feb 19th 150 people approx

Open Items from Previous Meetings

- Price & Method to Provide MORAA Mailing List to Members (Callie Curtis)
 - RAAA sells their mailing list for \$150 they sign an agreement to not share this with others. If they find out that the no sharing agreement has been broken they can press charges.
 - They send a spreadsheet with approx. 15000 names on it and will not separate by state or customize for anyone. It's all or nothing. They do not share any email lists.
 - Linda—approach livestock direct about sending them business for our mailing list if we can get discounts to help keep it confidential.
 - Susan—If a mail house is sending it, it should be simple
 - Dan what will a mail house charge us? Concern about keeping it confidentiality if we don't go through a mail house.
 - Linda—why should it cost us if we just supply a list to a printer and make them sign a confidentiality form?
 - Idea of bundling membership ideas to have access to the mailing list.
 - Table to next meeting
- Process & Pricing for Providing E-Blast Service to Members (Callie Curtis)
 - See attached document sent Tuesday.
 - Members Only
 - \$100/e-blast for members
 - Linda Campbell moves to E blast to members \$100/eblast. Matt Mefford seconds
 - Motion passes
- Continue Sponsorship of Local Cattlemen's Meetings?
 - Micah against them
 - Linda against them
 - Dan against them
 - Dan leave it up to Area Directors to decide what they want to do.
 - Ray any cost share available at these? Or even just set up a table then we can offer to help with meals, but not pay for everything.
- Steven Rogers—Red Angus Convention 2019:
 - Red Angus Convention Dubuque IA Sept 2019
 - Looking for sponsorships
 - Good advertising that goes with being a sponsor (ARA Magazine)
 - Lodging should be cheaper than in the past
- Meeting Conference Call Platform Options
 - Go to Meeting—everyone is happy with this service
 - Susan look into which direction we need to go, us take over her account or create a new one.
 - Dan switch to Go to Meeting
- Discuss Possible Website Redesign by EDJE

- Make Mobile Friendly?
- Enhance to Receive Online Payments?
 - Conference call with EDJE 12/6

Dan Lacy moves to adjourn meeting Callie Curtis seconds.

Meeting adjourned 10:33 pm by President Dan Lacy