



Missouri Red Angus Association Conference Call

January 2nd, 2019

Via Go to Meeting

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

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

Secretary Report (Callie Curtis)

- December Meeting Minutes
 - Ray Paslawski moves to accept minutes, Micah Bristow seconds
 - Motion passes

Treasurers Report (Sarah Odell)

- Junior Account \$18,427.51
- MORAA \$28,113.64

New Business

- Affiliate Grant Program Application - Due May 1st 2019
 - Apply for to help subsidize some of our activities, have applied before and have received it. Help offset some of our costs.
 - Ray will look over and get back to us by February meeting.
- Discuss & Consider the Possibility of MORAA Paying for Annual Meeting Dinner
 - Ray is in favor and will hopefully encourage more attendance at sale, more participation in meeting and shows members we appreciate them.
 - Micah moves to pay for annual meal. Ray seconds.
 - Motion passes unanimously.
 - RSVP for attendance
- National Jr Red Angus is looking for funding.
 - In years past the MORAA has sponsored \$500.
 - Table until February meeting.

Open Items from Previous Meetings

- Finalize Conference Call Provider
 - \$348/year approximately



- Sara is going to look into what the cost is through her works discount.
- Review & Discuss Possibilities of National RA Convention Sponsorship
 - Steven: great way to highlight MORAA at a National event that will have a large attendance of Midwest cattlemen.
 - Most other state associations do around the \$2-2500 range in past years.
 - Consider having door prizes from MORAA as well.
 - Great way to promote brand we are building here in Missouri and highlight what we are doing here.
 - Dan table until next meeting so that we can all look it over more.
- Discuss Possible Ways to Receive Online Payments?
 - Pay Pal is the easiest way to accept payment for us as an association.
 - Table

Area Director Reports

- **NE Director (Matt Mefford)**
 - Kirksville Livestock would like to be a member. Membership form and check is in the mail.

- **SE Director (Micah Bristow)**
 - Nothing to report

- **SW Director (Linda Campbell)**
 - Email out to Monett Chamber of Commerce to see when their Beef Conference is in February. Haven't set a date yet but have asked them about booth opportunities for the association.

- **At Large Director (Ray Paslawski)**
 - FYI-North Dakota state sale was very successful. 40% of their consignments were from out of state. Consignment that were coming from out of state sold after all the North Dakota cattle in each different category.

Committee Reports & Updates

- **Membership Committee (Callie Curtis)**
 - Newsletter planning sending out first part of month

- **Marketing Committee (Ray Paslawski)**



- Get early sales that Callie has received sent to Marketing Committee as she gets them.
 - Suggestion to create a folder that would include educational items that we feel are important to hand out at booth events.
 - Ray suggested we transition everything over to the new logo based on feed back from Board of Directors.
 - Put it on the right-hand side of publication and bottom if possible if asking someone to design something.
 - Callie to get switched over on the website.
- **Junior Committee** (Susan Smydra)
- Process of wrapping up all the financials from the American Royal advertising.
 - Working on ticket sales for the donation heifer for the sale.
 - Working on 2019 budget for juniors
- **Sale Committee** (Linda Campbell)
- Mailed consignment packages out Jan 2nd
 - Running an E-Blast in the next couple weeks that is just sale related.
 - Talked to Marriot in past 2 years we had 20 rooms reserved, so Linda blocked 20 rooms for this year, but if we don't have 80% reserved we will have to pay for 80% of the remaining rooms not booked.
 - Will be \$100/night if mention MORAA
 - Dan or Bud will need to sign contract with Marriot to reserve rooms.
 - Updating the ad schedule for sale:
 - Ozark Farm and Neighbor
 - Farm Talk
 - Cattlemen's News (Joplin Regional)
 - Midwest Cattlemen
 - Missouri Beef Cattlemen (might reach more northern members)

Dan moves we adjourn meeting. Matt seconds.

Meeting adjourned 9:43 pm

MORAA Board of Directors

Dan Lacy: President
Bud Thomas: Vice-President

Callie Curtis: Secretary
Sarah O'Dell: Treasurer



Ray Paslawski: Director At Large
Linda Campbell: SW Director
Micah Bristow: SE Director

Dwight Harper: NW Director
Matt Mefford: NE Director
Steven Rogers: Ex-Officio (Education)

Committee Chairpersons

Junior Committee – Susan Smyrda
Sale Committee – Linda Campbell
Education – Stephanie Smith

Membership – Callie Curtis
Marketing – Ray Paslawski