



Jan 15, 2021

Fellow MORAA Members:

The MORAA Board of Directors would like to invite you to the 2021 “Show-Me Reds Spring Sale”. SW Area Director Linda Campbell will once again be heading the Sale Committee as well as managing the sale. To continue to build upon our past success, the MORAA Board of Directors remains committed to improving the sale offering and how the consigned animals are presented.

Things to remember:

- 1) All bulls must be born & raised in the U.S. Fescue Belt Region. (visit our website for more information)
- 2) The “Fescue Belt Certified” catalog logo will designate cattle bred & owned in the region.
- 3) Age limit for commercial females is 4 years old.

The primary purpose of the sale is to allow members, specifically members with small herds the opportunity to consign their animal(s) in a well-publicized venue. This exposure not only can provide you with a premium, but it places your name in view of many cattlemen around the Midwest and beyond. With that being said, I would like to take this opportunity to not only invite but encourage each & every member to consign an animal(s) if possible.

Please review the sale guidelines and entry information (on back). If you have any questions or concerns, don't hesitate to contact Linda Campbell, your area director or any MORAA Board Member. If you know someone that might be interested in consigning, please direct them to our website for the entry information.

Regards,

Dan Lacy
President, MORAA

MORAA Board of Directors

Dan Lacy: President	Linda Campbell: SW Director
Bud Thomas: Vice-President	Micah Bristow: SE Director
Callie Curtis: Secretary	Jerry Ellis: NW Director
Sara O'Dell: Treasurer	Matt Mefford: NE Director
Steven Rogers: Director At Large	Jordan Thomas: Ex-Officio – Education
	Jeff Jenkins: Ex-Officio – Industry

Committee Chairpersons

Junior Committee – Rachel Jones	Marketing – Steven Rogers/Dan Lacy
Sale Committee – Linda Campbell	Membership – Callie Curtis

Schedule of Events – Friday & Saturday April 23-24

Cattle Arrival:	Friday	10 a.m. – 2 p.m.
Cattle Available for Viewing:	Friday	3 p.m.
Annual Meeting/Dinner:	Friday	6 p.m.
Cattle Available for Viewing:	Saturday	9 a.m.
Sale:	Saturday	Noon