



# The Missouri Red Angus Association

**Citrix Go-To Meeting  
January 19, 2016**

**Attendees:** Dwight Harper, Mark Garges, Kelly Massey, Buck Massey, Clint Berry, Harold Bertz, Randy Meyer, Pat McCarty

## **ARA Update from Harold Bertz**

- 197 head on the hill
- 13 pens bulls
- 2 pens heifers
- Good Braintrust - Introduced Tom Brink as new CEO, announced investment in Top Dollar Angus, Unveiled Strategic Plan

**Database** - not quite up to speed, staff working extremely hard, hired temps to help out answering phones in office, outside programmers have been hired to resolve issues, ask for member patience as we will have a state of the art system to be proud of once it is up and running

**Time Table** - none, no explanation as to why it is taking so long

- Simmental association program is similar, but not the same
- Struggling with checks and balances
- FCCP Program - not for everybody, but can be very helpful to
- Tom will have limited involvement in Top Dollar Angus, it is a stand alone business, so not a conflict of interest
- Isolates cattle that maintains premiums and brings more \$ to sellers

Clint - Top Dollar Angus an excellent program, differentiates market place between high quality cattle and market cattle

## **Kelly - Read Previous Minutes**

Motion to approve previous minutes, 2nd, passed

## **DV Auction**

\$1500 Down

Optional - 500 per day to video + \$20/head to edit - Kelly will send to consignors

Expected Total Expenses: \$3,500

## **Treasurer Report:**

\$5,190 Junior Account

\$27,468.60 Regular Account



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## **Citrix Go-To Account**

Unanimous Vote Yes to sign contract and continue meetings for 2016  
Dwight will set up, and will schedule the next meeting

## **Bull Report**

18 Bulls at Dwight's  
Bulls gaining 3+ lbs/day  
Bulls staying really clean per conditions  
Ending weights coming up toward the end of February

## **Dwight Idea on Marketing**

Clint to write up an article about bulls - Kelly to help distribute to publications  
Write-up for Midwest Cattlemen (Feb Issue)  
MO Beef Cattlemen

## **Suggestion from Clint**

- DV auction to go to Dwight's and video bulls
- What about the bulls at Green Springs? How will that work?
  - Clint to call and ask Scott how many and what bulls he will be contributing

## **Donations**

ADM reps do the weights on bulls - Dwight to ask his reps for a donation  
MO Cattlemen's - look at vendors list and ask for donations from them (Mark)

**Clint to sit on block with Kyle** - charge same as last year (Clint to e-mail what he charged last year)

Motion to approve Clint to sit on block, 2nd, passed by unanimous decision

## **Clint to step down from Ex-Officio position this year**

- Suggestion to add a different livestock market partner to replace him
- Bring in someone with a new perspective
- Someone who knows red angus cattle and interested in serving
- suggestion - Justin Angell - Bowling Green, someone from Joplin Regional Stockyards (Jackie Moore) who is an advocate for red angus cattle, Kevin Johansen of MO Cattlemen's Association



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## **Juniors Program**

- Add a junior on the board?
- Need to do something to find someone to lead the juniors
- Reservations on a voting Board seat for a junior, but allowed on go-to meeting calls to learn what goes on in meetings
- For sure need someone to represent the juniors
- Keep a spot open, allow juniors to decide amongst themselves who represents them
- Bring up in mass e-mail or at the annual meeting

## **Ideas for Junior \$**

- sending kids to ARA activities on a national level (Clint)

## **Kirksville Livestock Symposium - Pat**

- Several people stopped by the booth to visit
- No new members

## **MO Cattlemen's - Mark**

- Several people stopped by the booth to visit
- Getting new memberships is tough
- Sponsor something rather than sitting in a booth

## **Western Farm Show - KC**

- we are on the list to get in, but have not been called
- Dwight in charge of this - and is main contact

## **Affiliate Grant Receipts**

- Dwight has sent to Beth at ARA and is waiting on reimbursement

## **Breeders Directory**

- Lots of directories left over
- Send to border states also
- Add bull transfer list from previous 2 years
- Increase mailing list through Missouri Cattlemen's
- We should continue to do a yearly directory to raise \$ for the association and keep current information out there
- Kelly to distribute remainder of directories to Southern cattle markets - sale barns, feed stores, etc.



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## **Move Sale Date?**

- Board agrees we should keep the sale in Springfield, MO
- Kelly - call Tom Kisse and lock us in for 2018 and 2019 for 3rd Saturday in April
- Check availability for other dates, then bring it up in the annual meeting

## **Someone neutral to look at bulls at Dwight's and Green Springs?**

- Dr. Gourley
- Wes Tiemann

**Next Board Meeting: Tuesday February 16, 7:00 PM**