



Missouri Red Angus Association

Board of Directors Conference Call

November 7, 2018

8:00 pm Via freeconferencecall.com

Members Present: Dwight Harper, Callie Curtis, Ray Paslawski, Dan Lacy, Sara O'Dell, Steven Rogers, Linda Campbell, Susan Smydra, Bud Thomas, Stephanie Smith

Called to Order by President Dan Lacy at 8:04 pm via freeconferencecall.com

Secretary Report (Callie Curtis)

- Emailed out to the board for approval prior to meeting. Minutes approved

Treasurers Report (Sarah Odell)

- Regular Account \$28,980.38
- Junior Account 18,968.89

Committee Reports & Updates

- **Education Committee** (Stephanie Smith)
 - Booth: Farm Fest (Bud Thomas & Linda Campbell)
 - Every day was busy and active
 - Brochure with cattle on it drew people towards it
 - Confusion on new BOLT EPD's
 - Future Sales of members wanted by attendees (hard copy)
 - Farmington about 25 attendees, not a lot of interest
 - Poplar Bluff about 35 attendees was at 3 Rivers Community college and they have land and are going to start a Red Angus herd
 - Missouri Livestock Symposium end of November
 - They are supposed to be sending an email packet out of arrival times, etc
 - People who are going to work booth: Danny & Sara O'Dell, Ray, Micah
 - Ray going early Friday to set up booth
 - Friday 4-10 Sat 8-5
 - NO Booths at MO Cattlemen's or Western Farm Show
 - Table these Douglas/Wright County (West Plains) & South Central Cattlemen's meetings until next meeting. Stephanie to talk to Harold to get his feedback.
 - Would be approx. \$1,200 to sponsor meeting
 - Show Me Select in Joplin –Do we want to do anything there?
 - Area Directors be thinking about what's going on in your area and if there's an event you want to attend.
- **Junior Committee** (Susan Smydra)
 - Social at American Royal: great turn out
 - 60 Animals shown

- 21 juniors (7 Missouri)
 - Anticipating that we will be getting a much better time spot next year
 - Heifers & Harvest Weekend Chillicothe, MO (November 3-4)
 - Scott Bachman donation heifer was selected
 - Fall heifer will be bred in December
 - Will be bred to ALT Regency Bull of Lowery's/Double A's
 - Sell tickets for the heifer or win \$1000
 - Calendar: Mail out with initial launch of the Show Me Reds Sale
 - All coming out of the junior fund for printing and will do a bulk mailing
 - Hope to have them by the Thanksgiving/end of November
 - Save the date w/ Calendar
 - Bulk mail
 - Use MORAA mailing list
 - More pictures
 - Show Season for juniors starts in March
- **Sale Committee** (Linda Campbell)
 - Would like take entry fee money online and all entries submitted online (jotform) (paypal)
 - Consignors must enter 2 females (must be 50% Red Angus) to sell 1 bull, exclusion of juniors (limit 1 bull)
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 - Tabled to next meeting
 - We need to take care of our membership before out of state consignors on bulls. Want bulls that have been raised on fescue.
 - 20-25 Bulls
 - Weight requirements WW (550) & YW (1050)—Leave performance of as a requirement in selection
 - April 19, 2019 (Good Friday)
 - 1A bulls pay \$20 to receive 20 yellow tags to give to buyer of bull to promote FCCP yellow tags
 - Commercial Females selling that meet requirements sell with FCCP Yellow Tags—Dwight Harper
 - Bud afraid that this will run off consignors of commercial females
 - Maximum age on females? Do we want to put that back in?
 - Ray go back to 8 years old max on all females
 - Keep live lot for frozen genetics & semen
 - No donation semen during the sale
 - Table marketing platform until next meeting
- **Membership Committee** (Callie Curtis)
 - E-Newsletter end of November
- **Marketing Committee** (Ray Paslawski)
 - Robin with Focus Marketing is willing to work with us in the future if we want too.
 - Ray & Linda to work together on sale marketing. Have a consistent ad campaign

Consider, Debate & Set Policies

- Mailing List
 - All agree we want to make it available to members for a fee, but have a confidentiality agreement to sign.
 - Callie to investigate it. Talk to Red Angus Association and MO Cattlemen's on how they do it. What they charge, etc.
- E-Blast Service to Members:
 - If a member could purchase an eblast through MORAA.
 - Supply graphics and wording, 2 weeks prior to sending out
 - How much do we want to charge per E-Blast? Need to charge up front. And electronically payment? PayPal? Email Invoice?
 - Table payment amounts and methods

Define Marketing Committee Objectives & Responsibilities (Tabled from last meeting)

- Develop & Implement Consistent Advertising Campaign
- Tabled on 11/7/18

Hear & Consider Nominees to Fill Vacant Board Positions

- Director At Large:
 - Matt Mefford (NE) indicated he would be willing
 - Ray Paslawski to move to Director at Large up in 2020 and Matt Mefford take over NE district will be up in 2019
 - Bud move to Matt Mefford NE Director and Ray Paslawski to Director at Large Linda seconds
 - Motion passes
- Ex:Officio - Industry Support
 - Leave open until we find someone that meets the requirements to fulfill this position

Meeting adjourned: 10:20 pm by President Dan Lacy