



March Meeting Minutes

March 5th, 2020

Members Present: Dan Lacy, Ray Paslawski, Jerry Ellis, Micah Bristow, Steven Rogers, Callie Curtis, Sara O'Dell, Veronica Sartin, Matt Mefford, Bud Thomas

Meeting called to order by President, Dan Lacy @ 8:02 pm

Secretary Report (Callie Curtis)

- February Meeting Minutes – Ray moves to accept minutes. Jerry seconds. Motion passes.

- New Members

- EEI Cattle Company—Jeffery & Leigh Stevens Seymour, MO
- Spring Hills Cattle Company—Ron & Donna McNaughton Mt. Vernon, MO
- JS Cattle—Cody & Jim Holt, Harris, MO
- Bell Farms Red Angus—Tom Bell, Friendship, TN

- E-Blast Use Review

-EEI Cattle Company had an e-blast sent yesterday, only one since last meeting.

- E-Newsletter Update

- Plan to send out after the annual meeting & Show Me Reds to publish results from the sale
- Encourage any newsworthy items send them to Callie.

- Annual Meeting Preparations

○ 30 Day Notice– Nomination Process via internet, email & hard copy.

Ready to send out in the next week.

○ 14 Day Notice – Publish Bio's of Candidates via internet & email

- Dues increase send out then, as well as the request to change our fiscal year.
- Fiscal year change (Jan 1 to Dec 31). Dan will try to get a letter together explaining why the dues increase & the change of the fiscal year.
- Dinner Caterer—
 - Linda to make it easier since Callie will be gone that we use Kyra again. If the meal isn't satisfactory this year, then we will go elsewhere in the future. Linda thinks if we want to keep using that sale facility that it will make them happy if we use her to cater.
 - Linda we need to pick something safer than steaks.
 - Dan doesn't feel like the sale barn cares if we are there or not.
 - Callie to check with Kyra to see what the options are with something that is beef focused menu. Dan would like us to check with the caterer that did Stevens recent event to see what that would cost.
 - Ray would recommend that we have a caterer that will do serving so that members don't have to help out.



- Members will be paying for their own meals this year.

Treasurers Report (Sara Odell)

- Current account balances minus outstanding debts

- MORAA \$18,283.75 includes the window stickers, DV Auctions, Midwest Cattlemen Ad, 1 catalog ad
- MOJRAA no change \$17,809.91
 - Bud moves to accept to Treasurers Report, Callie seconds. Motion passes.

Junior Association Update (Clint/Veronica Sartin)

- Maya Huffman Sponsorship Request

- Jerry—where would the money come from? Veronica says the Juniors account.
- Dan—if we do allocate the funds, we would like her to give us a written report of her trip.
- Sara—I am all for it as a sponsorship. Sara would like to hear her message. Veronica said that she will be giving her speech at the annual meeting.
- Bud moves that we accept her sponsorship request for \$100. Sara seconds. Motion passes.

- Online Fundraiser Sale & Junior Spring Field Day Update

- April 28th
- Deadline for items are now March 11th
- Putting together an ad to put in the sale catalog
- Rogers will be giving the juniors a tour of Show Me Genetics on Saturday Spring Fling event. Pizza party will be held at Show Me Genetics.
- Juniors set up outside during the annual meeting upstairs. Veronica won't be available to help with check-in.

American Royal Update (Dan Lacy)

- New Show Date = Sunday, October 18th (AM) more than likely a 9:00 am show, we requested a late must be in place of 7:00 pm Thursday & check-in Friday am.

- Probationary Period Complete

- Premiums—now that we are off probation the American Royal will help with premiums. of that premium money the American Royal will match that premium money we put in, but only up to \$1000.

○ Junior Show = \$1,000 (minimum required) of that premium money the American Royal will match that premium money we put in, but only up to \$1000.

- Missouri Juniors would do \$250, Kansas Juniors would do \$250 & American Royal would do \$500 for a total of \$1000

○ Open Show = \$1,000 (minimum required)



- KS Jr's provide \$250, MORAA provide \$750 & the American Royal \$1000 for a total of \$2,000
 - We will sell sponsorships & ads in the program again like we did last year, so the \$750 could be reduced based on what we sell.
 - Bud moves that we commit to the \$750 added premium for open show & \$250 for the junior show. Callie seconds. Motion passes
- American Royal will Match 50% Up To \$1,000
- RAAA to Consider Adding 2020 AR to its Regionally Sanctioned Shows.
- If approved, RAAA Will Provide Additional Funding

Marketing Committee Update (Ray Paslawski)

- Upcoming Publication Features & Ads
 - March 3 ads running—MO Beef Cattlemen, Midwest Marketer, Ozark Farm & Neighbor
 - March/April run it in the MO Beef Cattlemen in the directory section.
 - That will take care of ads for this 2019-2020 year.
- Web Page Update – Commercial Cattleman & Education
 - Decided to remove Events tab and replace w/ Commercial Resources tab. Provide EDJE with the educational pieces and they will be placed on the page and will be able to click on that and be able to print them. \$360 cost
- Fescue Belt Certification Activity Report (Dan Lacy)
 - Feb Activity = 9 Requests >>> 200 Bulls & 51 Females
 - 7 Fraudulent Animal Listings
 - Ludvigson Ozark Sale; Robert Babb (MO) & James Ranch (OK)
 - Review Detailed Requirements (attached)
 - Commercial Cattle? How do we include them? Do we want to include them? How do we verify they are born & bred in Missouri?
 - Steven: What about cattle that are Red Navigator or FCCP tagged cattle?
 - Dan will talk with Chessie to see what she can offer us on her thoughts.
 - Bud maybe we can work on this and offer it next year.

Sale Committee Update (Linda Campbell)

- Early Consignment & Catalog Ad Summary
 - 85-90 Registered Females
 - 4 Bulls



- Estimating between 20 & 40 Commercial Females
- Advertising Plan
 - Ozark Farm & Neighbor (MO, AR/OK), Farm Talk Newspaper, Ozark Spring Round Up insert, Cattlemen News
 - Ray would consider putting an ad in the Midwest Marketer since it covers a more northern area since the other publications are more southwest Missouri.
 - E-Blasts
 - Radio spots
- MORAA Hats – Consignors and/or Buyers?
 - Dan has 44 hats left. Linda has 33 consignors. We will give them to consignors this year.

Other Business (Dan Lacy)

- Consider “Commercial Breeder of the Year” Award - Discussion

- Table to next meeting

- Upcoming Events

o Member Production Sales

- Mead Farms - Performance Tested Bull Sale – March 7th
- Red Tie “Spring Fling” – March 14th
- Silver Spur Genetics Annual Production Sale – March 22nd
- Rogers/Lile Red Angus – March 28th
- Maplewood Acres & Lamine Valley Annual Production Sale – March 28th
- Hankins/Bradley “The Fusion vol 3” – March 30th
- Shoal Creek Land & Cattle – April 4th □ Bradley Bred Heifer Sale – April 18th
- Annual Meeting & Dinner – Saturday, April 25th
- “Show Me Red” Sale – Sunday, April 26th
- MOJRAA “Best of Missouri” Junior Red Angus Online Fundraiser

Adjourn—Ray seconds. Meeting adjourned 10:03 pm

MORAA Board of Directors

Dan Lacy: President
Sara O’Dell: Treasurer

Bud Thomas: Vice-President
Ray Paslawski: Director At Large

Callie Curtis: Secretary

Linda Campbell: SW Director
Matt Mefford: NE Director

Micah Bristow: SE Director
Steven Rogers: Ex-Officio (Education)

Jerry Ellis: NW Director



Committee Chairpersons

Junior Committee – Clint Sartin

Sale Committee – Linda Campbell

Education – Stephanie Smith

Membership – Callie Curtis

Marketing – Ray Paslawski