



# Membership Update

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**The fall of 2006 was a busy and rewarding time for the Red Angus breed.** There is a great deal of demand and enthusiasm for Red Angus genetics as evidenced by the attendance and results of several Affiliate Association consignment sales.

## **Bet On Red**

I traveled to Reno, Nevada for the California/Nevada and Northwest Red Angus Associations' Bet on Red Sale and the First Red Western Classic Show November 10th and 11th. The Red Western Classic show had over 100 entries and was a great show. The banquet on Friday night had over 180 people in attendance. What a turnout!

## **Great Northern**

I attended the Minnesota Red Angus Association's Great Northern sale on November 25th. There was a good turnout and very mild weather which was appreciated by all. The Association had a business meeting the night before the sale with a large group in attendance.

## **Co-op Advertising**

State and Regional Affiliates should think about leveraging their advertising dollars by using the Co-op Ad program offered by RAAA. I am encouraged by the number of Affiliate Associations who have thought about and used the program so far this year. Now is the time to think about your advertising campaign. Spring bull sale season will soon be upon us and it is important for your Affiliate to have exposure to commercial producers looking to purchase bulls. Those of you interested in the program should contact me to discuss your options. I would be glad to help your Association develop an insertion schedule that will get the most exposure for your dollar.

## **National Western Events**

Those of you planning on attending the National Western Stock Show (NWSS) in Denver this month have a number of opportunities to visit with other breeders, take in the National Red Angus Show, as well as the annual Red Angus Brain Trust educational seminar. Red Angus events kick off with the January board meeting on Saturday, January 13th. The Brain Trust will be on Sunday the 14th at the Doubletree Hotel. The NWSS Pen Show will be on Monday the 15th. The final Red Angus event at the NWSS will be the 2007 Junior and Open Red Angus Shows "on the hill" at the NWSS complex. Be sure to take in all of these events while in Denver. ■