



Membership Update

by Ben Spitzer
Communications/Member Services Director

2007 Spring Sales

I am looking forward to the spring sale season. It is always enjoyable to visit with Members and view some great cattle. There is a great deal of demand and enthusiasm for Red Angus genetics as evidenced by attendance and results of several sales this past fall. Red Angus staff attends sales in a customer service role; we are there to help explain Red Angus genetic predictions (EPDs), marketing programs and answer any questions you may have. One of the most rewarding parts of my job is to help members and customers better utilize programs and tools available to them through RAAA.

Co-op Advertising

State and Regional Affiliates should be thinking of leveraging their advertising dollars by using the Co-op Ad program offered by RAAA. I am encouraged by the number of Affiliate Associations who are thinking about and using the program more effectively this year. Now is the time to begin thinking 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 a schedule that will get the most exposure for your dollar.

Coming Events

Be sure to keep me up to date on your Affiliate Association news and events. Send information to ben@redangus.org.

Iowa Beef Expo Red Angus Classic Auction
Feb. 13 - Des Moines, Iowa

NC Cattlemen's Convention
Feb. 23 and 24 - Hickory, North Carolina

Missouri Red Angus Spring Female and Bull Sale
Mar. 10 - Springfield, Missouri

Texas Red Angus Sale
March 23 and 24 - Glen Rose, Texas

Kansas Red Angus Association Directories are available -
www.kansasredangus.org