



Membership Update

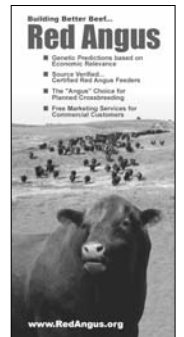
by Ben Spitzer
Communications/Member Services Director

Brochures

Several new Red Angus brochures have appeared in ARA Magazine over the last several months. These are updated versions and should replace any materials that you have from past years. It is important to present the most current information to our customers and those interested in Red Angus genetics. Those of you hosting bull sales or state associations hosting consignment sales should be receiving these updated promotional items in the coming weeks. If you have not received materials or would like additional literature please contact me.

Banner Stands

By popular request, we are making the banner stands available to Affiliates at a cost share price through the Co-op Advertising program. This really makes these affordable to Affiliates no matter what your operating budget might be. Contact me for more details on how your Association can utilize this program.



Co-op Advertising

State and Regional Affiliates should leverage their advertising dollars by using the Co-op Ad program offered by RAAA. 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.

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

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

NCBA Spring Legislative Conference
March 27 thru March 30 - Washington, D.C.

Southeast Red Angus Association Grasstime Auction March 31 - Cullman, Alabama

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