



# Membership Update

by Ben Spitzer  
Communications/Member Services Director

## 2007 NCBA Convention

Red Angus staff attended the 2007 NCBA Convention and Trade Show in Nashville, Tenn. There was a lot of interest in Red Angus and Red Angus Marketing Programs. Thanks to everyone who stopped by the booth and inquired about Red Angus.

## 2007 Iowa Beef Expo

I was able to brave the snowstorm and make it to the Iowa Beef Expo in Des Moines. The Iowa Association always does a great job, and they had a good sale in spite of the weather. Red Angus had the highest sale average of any breed at the Expo.

## 2007 Nebraska Cattlemen's Classic

The Nebraska Cattlemen's Classic in Kearney saw a large crowd of people interested in Red Angus. The Nebraska Association held their annual meeting the evening prior to the Expo Show and Sale. They are making great strides and have a lot planned for the coming year.

## 2007 Illinois Power of the Reds

I was able to make it to Congerville where the Illinois Association had their annual sale. They held a business meeting and made plans for a field day to coincide with the Illinois Beef Convention.

## New RAAA 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.

## RAAA 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 their operating budget might be. Contact me for more details on how your Association can utilize this program.

## Coming Events

Be sure to email me your Affiliate Association news and events at [ben@redangus.org](mailto:ben@redangus.org).

- Georgia Beef Industry Convention and Expo (Perry, Georgia) - April 4th - 7th
- Kansas Red Angus Association Directories are available - [www.kansasredangus.org](http://www.kansasredangus.org).