



Affiliate News

by Clint Berry, RAAA Communications/Member Services Director

I've been traveling across the country, working with various Affiliate Associations trying to identify the challenges and successes that each has experienced. I hope that by combining the efforts of the National Office and the Affiliate Associations we will increase the promotion of Red Angus, develop a larger share of the seedstock market for our genetics and increase premiums in the beef market for our customer's calves.

The sharing of ideas, successes and failures amongst the Affiliates and the National Office is the most cost effective and productive method to reach the goals we have set for our breed and our own Red Angus programs.

This column's purpose is to assist in cultivating the communication amongst the membership, within both the Affiliates and the National Association. We will accomplish this by reporting on activities such as field days, annual meetings, Affiliate sponsored sales and FCCP sales, changes in leadership or any other activities involving our members and their customers. Look to this column for updates to the happenings of the National and Affiliate Associations. If your Affiliate Association is planning an event or has news to report, please contact me to keep the National Office and the entire membership informed.
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One of my challenges is to increase the utilization of the cooperative advertising program available to Affiliate Associations to promote Red Angus in their areas. Each Affiliate is budgeted \$2000 per fiscal year (July 1 - June 31) that they can use to run ads that are pre-approved by the National Office, and have their contact information located on those ads. The Affiliate chooses the ad and the publication; once the publication bills the Affiliate for the ad, simply send a copy of the invoice and the ad to Clint at the National Office and the Affiliate will be reimbursed for 1/2 the cost of the ad. This gives each Affiliate an additional \$2000 for their advertising budget each year. There are several ads to choose from, featuring different images such as a "yellow tagged" feeder calf, cross bred females with Red Angus sired calves or more traditional pure bred females with calves. We are expanding the available images to offer even more choices. Each ad runs with a similar editorial content that is consistent with the national marketing campaign. Using a similar and consistent promotional campaign builds brand recognition and loyalty, while ensuring that both the National Office and the Affiliate Organizations are working towards the same goal.

Several Affiliates have utilized the coop ad program this year as well as in the past, however, the vast majority fail to claim their share of this resource for a variety of reasons. The

cost share money can be used to promote any event or function the Affiliate is hosting, including sponsored sales, field days, commercial customer educational programs, FCCP sales or even local shows and Junior activities. Some Affiliates have run an event schedule that lists each of their member's annual production sales or private treaty sale days along with these coop ads. Any function involving Red Angus and the Affiliates can be advertised and is cost share eligible, as long as pre-approval is obtained and consistent advertising is used. Simply call or email me prior to running the ad(s), Kevin LeMaster will build the ad and include your contact information. The ad will be sent to you for final approval, and then sent on to the publication in the requested format. Keeping in touch also prevents overlapping of the ads the National Office is running and the ads an Affiliate wishes to run. This improves the effectiveness of each dollar spent.

Affiliates can now use the cost share resource for electronic advertising as well as promotional materials for various events. For instance, the Southeast Red Angus Association (SERRA) has an electronic hot link on the Cattle Today website. Cattle Today is a major printed publication that covers the Southeast as well as the entire Gulf Coast region. This hot link is a small banner on the Cattle Today homepage that reads SERRA - Red Angus Cattle. When a customer clicks on the link it takes them to the SERRA website where they can then search and/or inquire about Red Angus with any of the SERRA's membership. The SERRA's website

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is linked with the RAAA's website and that link is prominently displayed on their home page. Another example is the pop-up banners that the Red Angus of the Carolinas recently purchased. The banners are housed in a 10 - 12 lbs. small metallic case that sits on the floor and is very portable. The selected image springs out of the case and stands about 6 feet tall. It retracts in and out of the case similar to a window shade. These pop-up banners are ideal to use as displays at trade shows, county cattlemen's functions, shows and sales or even at field days. The current cost for each pop-up banner is about \$400, so after the cost share it only costs the Affiliate \$200. For more information please contact me at (417) 844-1009 cell or (940) 387-3502 office, my email is Clint@redangus.org. Your ideas and comments are always welcome; give me a call to discuss promotional opportunities for Red Angus or your Affiliate's activities and events.

Affiliate Activities

On February 16, a group of Red Angus breeders came together in Odon, In., and established a new Affiliate Association. Ted Riggins was elected President of the Indiana Red Angus Association (INRA). Their plans include entering Red Angus bulls into the Purdue Bull Test and Sale this fall, improving the demand from the commercial cow/calf sector for Red Angus genetics and developing marketing opportunities for their commercial customer's feeder calves and replacement females. The INRA is committed to improving the commercial market for their Red Angus genetics and is encouraging participation from any Red Angus breeder or commercial customer in the state of Indiana or the surrounding states. Contact Ted at (812) 636 - 7570 for more information and/or a membership application. I'd like to congratulate the INRA for their commitment and efforts, thank you for allowing

me to be a part of your inaugural meeting and I look forward to working with y'all in the future.

The Nebraska Red Angus Association (NERA) held their annual meeting in conjunction with the Nebraska Cattlemen's Classic Show and Sale in Kearney, Neb., on February 19 - 20. Newly elected President is Ross Knott. The number of head at the show and sale was down, but the quality was nice and the cattlemen in attendance were enthusiastic and expressed great interest in Red Angus. The NERA is encouraging any Red Angus breeder in Nebraska or the surrounding states to get involved. A field day is in the planning to take advantage of Red Angus breeders and customers traveling to the National Convention in September at Cheyenne, Wyo. NERA is challenging its members for ideas to improve the NE Cattlemen's Classic and ideas to better promote Red Angus in the region. I'd like to thank all the members of the NERA for allowing me to be a part of your meeting and the Classic, special thanks to Kim Siebert for the invitation and his dedication to the association.

The Kentucky - Tennessee Red Angus Association (KTRA) held its annual meeting at the Kentucky Beef Expo in Louisville, Ky., on February 29. The activities included the Red Angus Show, including a select group of pen cattle, and their annual banquet and business meeting that evening. On Saturday March 1st, the KTRA sponsored the sale of all the cattle entered in the previous day's show. The KTRA is preparing for the NAILE this fall in November and looking to increase their efforts in improving the commercial demand of Red Angus and the marketing options available for their customers in their region. This Affiliate's leadership structure is unique in that no president or vice-president positions are elected. The leadership consists

of directors with a chairman elected by the directors. This format has worked successfully for this organization and encourages increased participation for its members. Thanks to the members of KTRA for allowing me to be a part of your meeting and the Expo and a special thank you to Johnnie Cundiff for his dedication to this organization.

The Illinois Red Angus Association (ILRA) sponsored the Illinois Power of the Reds Sale in Congerville, Ill., on March 1. A strong set of cattle were on hand for buyers to sort through, the breeders had the cattle in great condition and the buyers responded accordingly with consistent demand. I'd like to thank the IRLA and President Dick Kealy for allowing me to be a part of their meeting and sale. The IRLA also established an Illinois Junior Red Angus Association with the help of Amber Leaf, a past National JRA President. For information contact the ILRA through their website or Nancy Krueger at (815) 337 - 3907. The IRLA will also be participating in an Applied Reproductive Seminar in Moline, Ill., in late August. This seminar will revolve around fixed timed AI protocols and the newly developed steps researchers are taking to make them more successful. The IRLA, along with the Missouri Red Angus Association (MORA) and the Iowa Red Angus Association (IARA) are looking into the possibility of combining efforts and resources into promoting and marketing Red Angus in their region. This is an exciting effort based on cooperation and increased effectiveness through shear size and numbers. I'll be working closely with them and report their progress in this column as it develops. Contact any of the Affiliates mentioned for details of the seminar and the group's plans. Great job, and way to think outside the box, special thanks to Stephanie Smith of Mo., for initiating and organizing this effort. ■