



RAAA Affiliate Update

by Clint Berry, RAAA Communications/Member Services Director

Red Angus Association of the Carolinas

On June 21, the Red Angus Association of the Carolinas held a field day at Bull Hill Ranch in Gray Court, S.C. The casual day was filled with Southern hospitality allowing the attendees to enjoy the activities and engage in widespread conversation. Those in attendance were able to view some great Red Angus cattle including bred heifers, cow/calf pairs and a well developed and sound set of bulls that the ranch is marketing. Millard Braswell, a sales representative for the Hodge Livestock Network was on hand to present the services his marketing group can provide for its customers. Red Angus breeders and their commercial bull buyers in the South and Southeastern part of the country have been given the opportunity to take advantage of a special Red Angus section in their August 7th video conference sale. The Hodge Livestock Network videos their customer's cattle, edits and burns the images to dvd's, then mails those and a prepared catalog to over 200 cattle buyers who join in on the date slotted through a conference call. For more information on this marketing tool, you can reach Hodge Livestock Network at (800)654-6181 or their website at www.hodgelivestocknetwork.com.

An interactive website demonstration explaining how to use the Red Angus Electronic Data System (REDS) was shown as part of the field day activities. REDS allows members to submit their registration work and access their herd's data electronically. This speeds up the time frame required to process a member's data and greatly

cuts down the labor needed to complete each work group as well as limiting possible mistakes made upon submission of the data. Kenda Ponder, RAAA's Registration Department Manager, was able to perform a live walk through of the program to the group in South Carolina from the National Office in Texas. Her demonstration was shown using a projector on a large screen. The group was able to ask questions and listen to Kenda as she explained the available features by joining in on a conference call. While we had the group together and the equipment set up, I also did a walk through of the newly launched Red Angus website; detailing the features, imaging and services the site provides to the membership and our customers.

The Carolina affiliate has recently created a website at redanguscarolinas.com. They are making preparations for their state sponsored consignment sale (The Stocking Stuffer Sale) in December and searching for ways to help their customers obtain higher premiums for the quality calves they're marketing. I'd like to thank the President, Johnny Rogers and the entire membership for allowing me to be part of the day's activities. A special thanks to Jim and Alvina Meeks for opening up their home to host the event and to Raymond and Susan Prescott for all the preparation and attention to detail they gave in order to host the field day.

Texas Red Angus Association

On June 21 the Texas Red Angus Association (TXRAA) held its annual field day in Miles, Texas at Halfmann

Red Angus. A large crowd was on hand to participate in various activities including officer elections, cattle viewing, a JR Futurity Show and presentations on controlling costs in range and pasture feeding programs by Dr. Bruce Carpenter, Texas A&M Beef Extension Specialist, and Greg Comstock, new RAAA Executive Secretary, on genetic selection in seedstock and Red Angus market share. The members of the affiliate also held a donation semen and embryo auction to raise funds for the induction of Sal Forbes into the Saddle and Sirloin Club in Louisville, Ky. The auction generated over \$5,000 to help defray the portrait expenses, and the TXRAA challenges other affiliates to creatively fundraise for this prestigious cause.

The TXRAA is discussing the creation of a part-time Assistant/Director Position to help coordinate the affiliate's newsletters, membership drives, sale preparation, field day organization and accounting responsibilities. The membership is currently working on a job description and then will be searching for candidates to fill the position. This position should free up a lot of time required by the affiliate officers and ensure that a continual and consistent effort is progressing to accomplish the goals of the affiliate.

Do to scheduling conflicts; I was unable to attend the TXRAA field day. However, as mentioned, Greg Comstock as well as new staff member Mikalena Randazzo, Commercial Marketing Specialist, took part in the activities. Thanks go out to the entire TXRAA membership and Past President John Eklund for allowing RAAA staff to be involved. Congratulations to Glenn Halfmann and his family for hosting such a successful field day. The Halfmann's will be holding their first bull sale this fall on October 21 - 22 at the ranch and I'd encourage everyone interested to contact Glenn at (325)468-5391. ■