



# RAAA Affiliate Update

by Clint Berry, RAAA Communications/Member Services Director

Where has the summer gone? Seems like only yesterday I was traveling to the last of the Spring bull sales. Now with most of the field days and county fairs behind us, we look ahead to the Fall marked by replacement female and feeder calf sales. The National Convention was held in Cheyenne, Wyo., this year. It's always nice to gather with friends and fellow cattlemen of this great breed. Once again we held the State Affiliate Breakfast early in the morning on Friday, prior to the start of the general session. This meeting is designed to allow the National Staff, RAAA Board of Directors and any State Affiliate Officers in attendance to exchange ideas, suggestions and comments about the programs and policies of the Association.

The main topic of discussion for this year's meeting centered on increasing the promotion of Red Angus at the regional level to gain additional recognition by our customer, the commercial cattleman. The RAAA can assist each of the Affiliates by providing high quality, repetitive and eye appealing advertising that follows the RAAA National Advertising Campaign. This advertising qualifies for the Cooperative Advertising Program and its cost-share funding, providing an affordable outlet. Last year several options were added to the program including new images, banner stands and electronic advertising, which provided Affiliates with greater choices for their selection. Due to increased awareness of the program and the new advertising options, the use

of the Cooperative Advertising Program has more than doubled. If your Affiliate wasn't represented at the meeting, feel free to give me a call to learn more about promotions and advertising, as well as to share your ideas, comments and suggestions.

I'd also like to remind everyone about the induction of Sal Forbes into the Saddle and Sirloin Club in Louisville, Ky taking place during the NAILE on November 16th. Fund raising efforts to help offset the cost have been successful, but more is needed. Both the Forbes family of Beckton Stock Farm and the Dunning's of Tongue River Red Angus donated the pick of their heifers which were auctioned during the Convention. The TXRAA and the KSRAA have also donated funds raised through activities they hosted and are challenging all the Affiliates to pitch in for this worthy Red Angus cause.

See y'all in the pasture. ■