



# RAAA Affiliate Update

by Clint Berry, RAAA Communications/Member Services Director

If you missed the 2008 Red Angus National Convention in Cheyenne, then you missed one of the best Conventions ever. A large crowd of more than 270 were in attendance and enjoyed a much more open format that encouraged interaction from the membership. The Commercial Cattlemen's Symposium was well attended and helped pull Red Angus customers from the region to the Convention.

Following tradition, the State Affiliate Breakfast was held Friday morning before the caucuses and voting took place. The meeting was well attended as extra seating was needed. The meeting started with a brief report on Affiliate happenings during the year, the increasing options in imagery, outlets and products that qualify for the Cooperative Advertising Program and the financial report on the cost share results that doubled the previous year's participation.

After some questions and answers on the Cooperative Advertising Program, the floor was open to discuss ideas and issues

that anyone wished to share. The open format proved fruitful as several ideas emerged to sharpen the effectiveness of cooperation between the National Office and the Affiliates.

1)The importance of a regular presence in state, regional or local agriculture publications through the utilization of free press releases was stressed.

2)Each Affiliate and its members are encouraged to continually update their email addresses with Clint at [clint@redangus.org](mailto:clint@redangus.org) to help improve the distribution of information to these publications and the Affiliates.

3)Each of the Affiliates are encouraged to send Clint the email contact information for the agriculture publications in their area that they wish to include in the RAAA press release distribution list. These will be cross referenced and if needed, additions will be made.

4)Affiliates are encouraged to send news and events that could be utilized in press releases to Clint. Increasing the flow

of information and adding to the printed presence of Red Angus.

Thanks for everyone's participation throughout Convention.

Through cooperation by the Missouri Red Angus Association, Illinois Red Angus Association and the Iowa Red Angus Association, a regional field day was held in Chillicothe, Mo. on August 30th. These Affiliates joined forces to promote and host a field day designed to draw Red Angus breeders and commercial cattlemen. The field day focused on improved practices that enhance the success of artificial insemination (AI) and embryo transfer (ET) techniques. Samantha Graves of Trans Ova Genetics discussed procedures for in-vitro fertilization and ET, as well as the use of sexed semen. Dr. Dave Patterson, University of MO Beef Specialist and industry leader in the use of fixed time AI techniques, discussed the current protocols being utilized to achieve successful conception minus the time and labor restraints of heat detection. For more information you can check out their websites at [www.transova.com](http://www.transova.com) or the Beef Reproduction Task Force at [www.westcentral.unl.edu](http://www.westcentral.unl.edu). Congratulations on the impressive cooperation by multiple Affiliates on the regional field day.

See y'all in the pasture! ■