



# RAAA Affiliate Update

by Clint Berry, RAAA Communications/Member Services Director

## Montana Red Angus Association

Following the 2008 National Show at the NILE in Billings, the Montana Red Angus Association held its annual business meeting and banquet. The MTRAA meets during the afternoon for their business meeting which is typical of any other affiliate meeting. However, the banquet is a chance for their membership to enjoy an evening with fellow breeders and usually includes an opportunity to laugh at the expense of a few friends. The evening's entertainment was designed, plotted and executed by the creative genius, JoDee Watson of Spear J Red Angus. JoDee is known throughout MTRAA circles as the "devil lady" and her skits have become notorious at spreading laughter throughout the room. This year's plot featured both of the political candidates from the Presidential race. "Special guests" were asked to play the parts of Obama and McCain while being asked questions gathered from the audience. A lot of laughs were had by the group and a great big thanks to the MTRAA and JoDee for allowing myself and those of the RAAA Staff in attendance to be part of the evening.

## Promoting FCCP Sales

I'm writing this article during the last few days of October, in the heart of feeder calf sale season. I mention this because as I travel around the country to various FCCP sales, speaking with our Red Angus customers as they market their calf crops, I see the additional dollars returned on Red Angus calves when marketed in vol-

ume during these specified sales. It's exciting to see volume Red Angus feeders come into an auction and draw added interest from the buyers in the seats. I strongly encourage each of the Affiliate Associations to direct their efforts toward establishing FCCP sales in their area to give their commercial customers additional marketing avenues. Another marketing outlet is through forming working relationships with the representatives of video sales. This past year, Red Angus feeders were featured in special sections on Superior Livestock Auction, Northern Livestock Video Auction and the Hodge Livestock Network. These efforts return huge dividends to Red Angus breeders by improving opportunities for increased profits for their customers, taking action to provide additional marketing outlets and drawing added attention to Red Angus within your region. Not to mention, introducing many sale barn owner/operators and video representatives to the value and market potential of Red Angus. It truly is a win-win-win situation. As an Affiliate Association, trying to find ways to promote the use of Red Angus, amplifying the value and interest in your customer's calves is the greatest means of advertising. If you have questions on how to start an FCCP sale or are interested in directing your efforts to adding marketing outlets for Red Angus customers, feel free to give me a call. I'd be glad to visit with you as well as stopping by to visit with interested sale barn owners or video reps.

See Y'all in the Pasture. ■