



# The Missouri Red Angus Association

To: Missouri Red Angus Association (MORAA) members

From: Scott Bachman, President

Date: 4/26/2017

RE: Changes to next year's sale date

I want to take the opportunity to give all of you an update on next year's sale date. We were informed by the Springfield Livestock Marketing Center (SLMC) that no Saturday dates would be available to us in April next year. Evidently, SLMC has decided to keep our historic date in April and plan for their own special cow-calf sale. As you know, they held their sale on Saturday this year and they don't want to have conflicts with us on that date.

There were only two dates available to us where we also could continue to have Kyle Gilchrist's services as our auctioneer and those dates are Saturday, March 3 or Saturday, May 5. The newly elected Board of Directors along with Linda Campbell (our new Sale Committee Chairperson) evaluated the various options and have chosen to have our sale on Saturday May 5, 2018. We unanimously voted to approve this date based on some of these factors:

- We have a successful track record of selling at SLMC.
- Our customer base prefers to come to Springfield for this sale and prefers our Saturday sale format.
- The SLMC is simply the best facility to accommodate our sale needs combined with a great venue to hold our annual meeting.
- Currently only 5-7% of our Revenue is generated from bull sales.
- 93-95% of current revenue generated from registered & commercial females with some genetic lots thrown in that mix.

We will need to address how we are to proceed with our bull development-marketing program. Most people feel May 5 will be too late to be marketing bulls. As the Board, Sale Committee and Bull Test & Development Committee meet over the next several weeks, we will inform you about how we feel we can add value as MORAA for your bull test and marketing needs.

Feel free to contact us if there's any questions or concerns.

All the best,

A handwritten signature in black ink that reads "Scott Bachman". The signature is written in a cursive, flowing style.

Scott Bachman

President, Missouri Red Angus Association