

**American Red Poll Association  
Board of Directors Meeting Minutes  
Saturday, June 29, 2024**

**Call to Order:**

David McCall

**Roll Call:**

Present in person: David McCall, Willard Gardner, Brent Raines, Joe Jackson, Becky Ebersole, Jim Jackson.

Present on phone: Tim Montague, Phil Wyrick, John Rager, Gary Taylor.

Absent: Brant Sanders

Guests present: Regan Logan.

**Approval of Minutes:**

The minutes of the May 7, 2024, meeting were submitted for approval. Brent Raines moved to accept, and Phil Wyrick seconded. Motion passed.

**New Business:**

Jim Jackson presented an insurance policy provided by Tim Montague. The policy quote was from Farm Bureau Insurance for liability coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate. It also covered Personal and Advertising Injury up to \$1,000,000, Medical Expense (any one person) up to \$5000, Damage to premises rented by ARPA up to \$50,000, and Products Completed Operations at \$1,000,000 and \$2,000,000 aggregate. The annual cost of this policy is \$286. Phil Wyrick moved to accept, and Tim Montague seconded. Motion passed. Tim to have the agent contact Jim for details.

Jim Jackson presented the 5 generation pedigrees of 3 Australian bulls, Almora Amos, Turanga Why Such a Fuss, and Turanga Curly Wurly. AI approval is being requested of these 3 bulls by Tim Montague and Gary Taylor. The DNA profiles of these bulls are on file in the ARPA office. Phil Wyrick moved to accept, and Joe Jackson seconded. Motion passed.

**Junior committee:**

Becky Ebersole thanked everyone for coming to the preview show. We had 15 head entered. 1 bull and 14 heifers. We had a new Sales Talk contest last night with 6 participants. Elected new officers for the year. Banquet tonight at Stonebrook farms. Show at 9am tomorrow. Brent Raines commented on the fact that we need to be encouraging more Juniors to be active in the organization. Tim Montague noted that he knew of a family of 9 kids with 3 of them very interested in showing Red Polls.

**Publication committee:**

Phil Wyrick noted that they moved the ad size up to a half page for approximately \$300 more in Progressive Cattle. The first 3 ads are focused on the momma cow and the 4<sup>th</sup> ad will focus on the bull.

Jim Jackson noted that he had already received 6 phone calls requesting sale catalogs and some requesting a breeder list. David McCall noted that he had received a messenger request for information.

Phil Wyrick requested that Jim Jackson contact the Editors of at least 5 different magazines to see if we can get a profile on Red Poll cattle ran in their publication. Publications mentioned included Progressive Cattlemen, Working Ranch, Progressive Farmer, Homesteader and Drivers. Jim Jackson to report back to the board feedback from these inquiries.

Regan Logan noted that the last Journal had about \$50 more expense than income, but overall, we have about \$400 more in the account than we started with. She would like to explore Social Media advertising with the surplus. Phil moved to give Regan Logan the authority to do social media advertising. Gary Taylor seconded. Motion passed.

**National Meeting/Sale committee:**

Tim Montague noted that he had secured approximately 70 head for the sale in preliminary numbers.

Jim Jackson questioned if we wanted to leave the sale entry fee at \$75. It was decided to do so.

Jim Jackson requested that the packet info be updated as soon as possible so he could get the mailing out soon. Tim Montague noted that the committee was having a meeting the upcoming week and would be getting the information back to Jim Jackson.

Jim Jackson noted that he had received a quote from The Messenger Press in OH for printing and mailing the Sale Catalog. Their quote for doing the catalog the same way we have been getting it done at Livestock direct was \$1765, which is about \$100 less than what we paid last year. A second quote was provided for the same catalog size, but if it was folded in half and mailed at a 5.5 x 8.5 size, the postage would be reduced, and the quote would be \$1490. Several members mentioned that would be a good idea.

Phil Wyrick noted that we need to be thinking about and discussing a site for the following year. He thought perhaps we should consider the same site as this year.

**National Show committee:**

The Indiana State Fair open show is on Aug 7. Entry deadline is July 1. The Kentucky State Fair open show is on Aug 25. Entry deadline is July 10. It was noted that the National sale was before the National Show entry deadline of Oct. 10 and animals purchased could be entered. Any sale prospects that are entered in the show by the sale consignors should note that in the catalog footnotes.

**Meeting adjourned.**

Submitted by Jim Jackson, Executive Secretary/Treasurer