American Red Poll Association
Annual Meeting Minutes
Friday, October 24, 2025
Lexington, TN

Call to Order:

Tim Montague

Roll Call:

Present: Tim Montague, Brant Sanders, Jeff Talbot, Chet Miller, Gary Taylor, David McCall, Joe Jackson, Becky Ebersole, Jim Jackson.

Absent: Phil Wyrick. Willard Gardner.

There were 27 voting members present and approximately 5 guests that signed in.

Approval of Minutes:

The minutes of the September 27, 2024 Annual Meeting were presented. Gail Spegal moved to approve, and Daid McCall seconded. Motion passed.

Committee reports:

Membership committee:

David McCall reported that the committee had met a couple of times and their goal was to determine how to retain membership and to grow membership. They are in the process of creating a welcome letter to send out to people to new members or new purchasers of cattle.

Publication committee:

Brant Sanders noted that we have a new person Jessie Shook handling the journal now. We have been working hard to get new advertisers, articles, and pictures for the Journal. When a few late payments come in, we will be running in the black.

Tim Montague noted that we need advertising to grow the magazine. Please consider advertising in the Journal. If you are already advertising, please consider jumping up to the next larger size ad. We welcome input on what everyone would like to see in the magazine. Also reach out to businesses that you work with to see if they might advertise in our Journal.

Jim Jackson noted that you can also subscribe to the Journal if you are not a member. $25 per year for a subscription.

Promotions committee:

Brant Sanders noted that a couple of years ago, the board voted to increase our registration and transfer fees by $10 each and for that $10 to go into an advertising account. Previous advertising in a national magazine resulted in 9 phone calls as noted in last year's annual meeting minutes. These ads were approximately $1600 each. Recently the board agreed to use some of this account on Facebook advertising.

June 1 to Oct 23, we had a total of 112,000 views, 50,000 organic views, from ads we had 62,000 views. We had a total of 7500 interactions where someone clicked on something. 1900 page visits where someone sought out our page. We had 653 link clicks from posts to go to our website.

On October 19, we started running ads for the national sale. The last ad we ran as of Oct 23 it had almost 35,000 views.

National Meeting/Banquet/Sale committee:

Sidney Coleman announced that we have had a number of promotions dollars come in to keep our expenses to where there wouldn't be any extra commissions on the sale cattle. We had 29 of the 30 cattle entered show up.

Tim Montague announced we would be having our banquet this evening.

Junior Association committee:

Becky Ebersole reported that the JR preview show was held in Indiana this year. Small numbers at the show but everyone had a great time and the Platt's did an awesome job preparing for it and getting sponsors and speakers. We are looking for a site for next year. Tim Montague mentioned that it might be a possibility to have it in Tennessee in 2026.

Chaplain committee:

Brant Sanders noted that we had lost Robbie Tomlinson of Washburn, Illinois. He read an obituary for Robbie.

Nominations committee:

Gary Taylor announced that the committee was nominating Jeff Doll, Bob Carson, and Justin Platt. There were no nominations from the floor. Each of the nominees gave a speech. Outgoing board members are Phil Wyrick, Brant Sanders and Willard Gardner. The 3 new nominations were elected to the board by acclamation.

Election of new members:

Moved by Jim Jackson, seconded by Joe Jackson to accept the 26 new members that were on the list that was in the packet. Motion passed.

Finance committee:

Jim Jackson reported that 17 additional service fees or new members this last fiscal year over the previous one. Registrations have been stagnant in the last 3 years with 356, 365 and 363 in the last 3 fiscal years.

We had to do a couple of $3000 transfers into our operating account. For the year, we ended with a positive $10,000 balance. This was due largely to the interest we make off our investments. Our expenses are greater than our income otherwise.

National Show committee: Becky Ebersole noted that we have 30 entries this year which is up. Show day is Monday, Nov 17, and we are back in Freedom Hall. The show will be livestreamed online. The Limousin's show at 1pm and we follow their show.

New business:

Justin Platt wondered what we might be able to do to increase numbers at our Junior Preview show. Perhaps we could look at having it in conjunction with another event to help boost numbers. Tim Montague noted that the board would investigate this.

Chet Miller presented information on genomic DNA and what would be needed if ARPA was to start using this process to register our cattle. The process involves sending in a DNA sample for each calf you want to register. This sample can be done easily by taking a hole punch sample out of the ear and the hole can then be used for the ear tag. Current financial numbers we are looking at would be paying the Australian Red Poll Society $20 per animal which would cover all expenses to get the DNA analyzed and the cattle registered. ARPA would need to add an amount to this for their income that needs to be decided. We are currently paying ABRI approximately $5500 per year. We registered 363 head last year which comes to about $15 per animal. With the proposed program, this would go up to $20 per animal and we get the added genomic DNA data. Also of note is that our current contract with ABRI has expired and it is unknown what expense will be incurred with a new contract. ABRI is also in the process of changing to new software. Much discussion occurred. A straw poll of whether we should proceed with investigating this process was requested by a raise of hands. Everyone who voted except for 1 family was in favor of ARPA proceeding with the investigation.

Tim Montague read off the names of our sponsors for this event. John and Bette Micheal, George and Sue Shaffer, Miller Family Farm, Jim Jackson, Little Creek Farm, Lost Creek Farm, Jackie Stieber, First Farmers Coop, Tipton County Farm Bureau.

Meeting adjourned.

Submitted by Jim Jackson, Executive Secretary/Treasurer