



Document Name: Texas Angus Association Newsletter and Digital Services Guidelines
Effective Date: 05/13/2023
Document Status: Active

1.0 Purpose

The purpose of this document is to outline the process of producing the Texas Angus Newsletter.

2.0 Policy Details

The production process will include the different sections of the newsletter, advertising customers, deadlines and mailing procedures.

Training and policy updates will occur during first scheduled Newsletter Committee meeting in February of each year.

The **Newsletter Chair and TAA staff** will oversee all aspects of production. All communications and updates will be copied to his/her email.

The **Executive Director** will be responsible for contacting and developing advertiser list, assembling the periodical and getting the proof ready for review. The proof will be sent to all committee members for review. The advertisement proofs will be sent to each respective advertiser for approval with page location in periodical.

3.0 Policy Scope

The Newsletter committee should be able to put all components of the magazine together, contact appropriate advertisers and mail the publication using this manual.

4.0 Related Policies

The TAA newsletter will integrate with the directory annually and the American Angus Convention. The newsletter will also integrate with TAA sale publications.

5.0 Procedures

A. Pages

Covers

(Produced by Executive Director)

The **front cover** will contain a photograph or piece of artwork reflecting the theme for that issue. A drop box will contain several photos for selection, while the TAA office computer will maintain and save several photos for the newsletter's use as well.



Additionally, a list of contacts will be maintained to solicit photos and artwork (Appendix A and A1).

The **front cover** must include the following:

- The Title of “Texas Angus News”
- A subtitle of “Official Publication of the Texas Angus Association”
- A subtitle that names the theme of the issue
- Issue number (e.g. “Issue 4”)
- Volume number (e.g. “Volume 85”)
- Abbreviation of Month and Year of Publication (e.g. “Sept 2020)
- A list of major upcoming events and their dates (e.g. “Texas Angus Autumn Classic 10/10/2020”)

If over 48 pages, there will be a **spine**. If so, the **spine of the cover** will include:

- “Texas Angus News”
- Issue number
- Volume number
- Abbreviation of Month and Year of Publication

The **back cover** will include:

- Advertisements (see Media Kit)

Membership Application

(Produced by Executive Director)

A revised membership application will be inserted in each publication (Appendix B).

Contents Pages (Left and Right Page)

(Produced by Executive Director)

The contents page must contain a list of directors and contacts, a list For Sale items, a calendar of events, a page-by-page breakdown of the issue (excluding advertisements) and cover photo credits (Appendix C).

Presidents’ Letter

(Produced by President)

This page, devoted to the TAA president’s letter, will be entitled “From the President.” It will contain a subtitle that will act as a title for the letter, followed immediately by the letter itself. The page will also contain a picture of the president, captioned by his or her name and title (e.g. “Greg Dennis, President”).

The same format will be followed if a letter is submitted by the American Angus Association President, except for the requisite changes made to name, position, and letter title. The title of this page will be “American Angus President.”



Herd Management Letter

(Produced by Regional Manager or Director)

The format for this letter will generally follow the format of the president's letter. Requisite changes include: the page title of "Herd Management," name of contributor, name of ranch or business owned by contributor, contributor's email. It will also include a letter title.

From the Desk of the Regional Manager

(Produced by Regional Manager)

The title of this page will be "From the Desk of the Regional Manager" and will include a letter from a contributor. The format of this page will follow the general format of all other letters and will make the requisite changes.

Sale Reports

(Produced by Regional Manager)

The Sale Reports page must include the name of each sale, along with its date and location, the name of the auctioneer, the name of the sale manager, the name of the API rep and the top lots sold at the auction.

Texas Angus Auxiliary Letter (2 pages—L and R, Full Spread)

(produced by Auxiliary President)

This page will be entitled "Texas Angus Auxiliary" and will include a letter from its president or one of its members. It will follow the general format of all other letters, making the requisite changes. From time to time, it may also include a list of former Texas Angus Auxiliary presidents, as well as its current officers. Once a year, the page will also include a cookbook order form.

What's Cooking Recipes

(Produced by Auxiliary President)

The title of this page will be "What's Cooking." The recipes will be courtesy of the Certified Angus Beef brand and will be placed side-by-side on the page, appearing as they are sent from the brand.

Financial Forum Letter

(Produced by director with financial expertise)

The title of this page will be "Financial Forum." The title of the letter will reflect the subject-matter of the letter. The letter will be either by introduced by the name of the contributor and his or her titles, or it will be concluded by the bio and photograph of the letter's contributor, along with any disclosures and references that need to be made.



Committee Reports

Each committee chair will give a brief report to the membership in the TAA Directory Issue. If an executive meeting or general board meeting occurs, then the president will either report it in his report or as a separate report.

B. Timelines

The timeline will be orchestrated by the Executive Director. The Newsletter Chair is copied to on all development emails and reported to weekly. Chairman and committee members will be given a call list of 5 to 10 potential advertisers during "3 months out" committee meeting.

The timeline for each issue begins the previous year. Large companies require advertising to be budgeted for each physical year. Smaller companies prefer at least a 2 month lead time to budget and prepare for an event.

The "Start" timeline is as follows prior to the 1st day of publication month:

February: Review Media Kit . Update committee members and directors. Update cost and circulation numbers during Newsletter Committee meeting . Reach out to contributors to give themes and deadlines for year. Train new members.

August:

Call all known advertisers to budget for upcoming year. Place each one in "advertisers" spreadsheet for applicable month(s).

3 months out:

Committee meeting scheduled by Executive Director

Review theme for publication month.

Call prospective advertisers to review our theme for month and their events/marketing plans for that month.

Review articles and photos in Drop Box then place applicable documents in folder for that publication month.

Determine circulation list for publication month. This is a list of TAA members, regional customers and advertisers. AAA expanded list may also be included.

2 months out:

Committee Meeting scheduled by Executive Director

Secure advertisers and gather applicable art work.

Secure any new articles for newsletter.

Finalize front cover photo.

Reach out to letter writers to remind them of due dates and themes for month.



1 month out:

Committee meeting scheduled by Executive Director

Amend business card advertisements. Include businesses that give TAA member discounts.

Assemble newsletter by 10th of month.

Reach out to assist advertisers who have not completed artwork

C. Advertisements

The net minimum for each publication is 15 full page advertisements for member mail out and 30 full page advertisements for expanded mail out. This does not include business cards and free advertisements or half page and feature pages.

These minimums are required to cover the approximate cost of the 1000 issues for limited mail out and 3500 issues for expanded mail out.

The procedure for securing advertisements begins 12 months out. First, introduce TAA Newsletter if they are not familiar with us and give them a sample of our product. There are several subsequent conversations after the introduction which must include an understanding of their business needs and how we can help them. Gather contact information, type of business and prospective months to advertise. A positive relationship needs to be established. When an advertisement is purchased the business is placed in a call list for that month. The call list will be used to reach out during newsletter development, at publication to ensure copies are sent to all additional advertiser locations and after publication for feedback.

A. Advertising requirements: Cattle and/or genetic offering advertisers must have Angus cattle prominently displayed on the advertisement and if displaying multiple breeds, Angus will be the majority.

B. Deadlines

See Media Kit for hard deadlines.

C. Mailing and Production Costs and Procedures

Refer to Angus Media or Slate Group for Updated costs.

Sharon Mayes at Angus Media 816-383-5221 smayes@angus.org

Don Denny Slate Group 806-789-7713 don@slategroup.com



Completion checklist questions. (KPQ)

Customers -Members and Advertisers

- Is our membership growing?
- Are our advertisers growing?
- Is our revenue increasing?

Workforce- Megan, Wyman, Greg, Keith, Monte

- Is each member of workforce completing his/her task according to timeline?
- Are they properly trained for tasks?
- Do they actively participate in the committee meetings?
- Is our team reaching out to new or prospective advertisers and members?
- Is this being documented in membership list and advertiser list?

Information - P&P manual, Media Kit, Master and Monthly advertiser spreadsheet, Membership Survey, Committee meetings checklist, Drop Box

- Does each committee member have access to information and know how to use it?
- Is the information current?
- Are they measured by the current information?
- How are they measured?

Operation-Newsletter completed on time and on budget. Advertising and content goals are met according to P&P manual.

- What is the customer feedback from the publication?
- Do advertisers seek us out because of the publication?
- Do new members join because of the publication?
- Is Angus Media and Slate Group pleased with our production timeline and quality of work?
- Is profitability meeting budget?
- Are costs meeting budget?

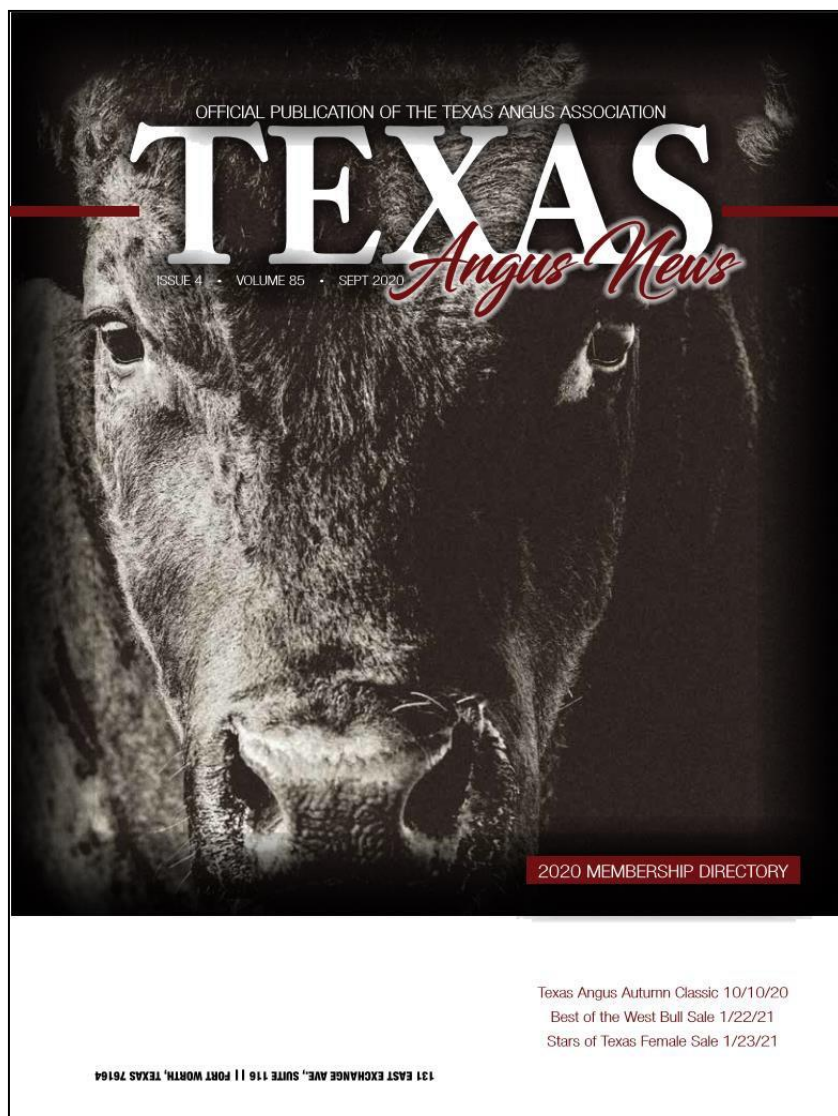
I have read the Policies and Procedures and understand my responsibility in the production of the TAA Newsletter.

Signature _____

Date _____

6.0 Exhibits / Appendices / Forms

Appendix A (front cover)



Appendix A1
Insert photographers and artists here



Appendix B (membership application)

ANGUS

Excellence

Creating New Horizons

The Texas Angus Association welcomes you to become an active member and to enjoy the benefits of the association. The Association has developed resources for our members to help them grow and thrive in the Angus market. Please join the family of Angus enthusiasts - the largest regional group of Angus breeders in the United States!

Membership Application

Type of Membership: New _____ Renewal _____

Life _____ Regular _____ Associate _____ Non-Resident _____ Junior _____
(\$750) (\$50) (\$50) (\$50) (TJAA memberships are separate.)

Membership Information:

Name: _____ Spouse Name: _____

Name of Farm/Ranch: _____ AAA Member Code: _____

Address: _____ City: _____ State: _____

Zip code: _____ Email: _____ Telephone: _____

County(ies) Ranch is located in: _____

Membership fees can be processed by cash, check or credit/debit card.
Option to pay online securely through www.texasangus.com

Member Benefits

TAA Consignment Sales -Providing opportunities to market valuable Angus genetics.

Annual Membership Directory - Mailed to all active members of the Texas Angus Assoc. as well as members of the American Angus Association in Texas, Louisiana, Arkansas, Oklahoma, Colorado and New Mexico.

Texas Angus News -Stay up to date with livestock industry trends, Angus sale dates, private treaty listings, membership news, TAA leadership updates and Board of Directors meeting minutes.

Breed Promotion -Sponsored livestock shows, trade shows, performance bull tests and supporting Texas Junior Angus Association events, and the Texas Angus Auxiliary.

Annual Meeting & Banquet -Provides an update on the Association and opportunity to mingle with Angus Advocates and meet the current Board of Directors.

Educational Seminars - Join us for educational events led by leading industry experts.

(817) 740-0778 131 East Exchange, Suite 116 Fort Worth, TX 76164
taa@texasangus.com www.texasangus.com

Appendix C (contents pages)

TEXAS ANGUS ASSOCIATION
In the heart of Fort Worth Livestock Exchange
131 East Exchange Ave., Suite 116 • Fort Worth, Texas 76164
817-740-0778 phone • 817-740-0877 fax
ttaa@texasangus.com • www.texasangus.com

EXECUTIVE COMMITTEE
PRESIDENT
Greg Dennis, Giddings
281-510-8508
1ST VICE PRESIDENT
Bobby Laughland, Lockhart
512-794-2217
2ND VICE PRESIDENT
Steve Smith, Huntsville
936-662-7907
Reyn Vay, Giddings
817-940-1111

BOARD OF DIRECTORS
TERM EXPIRING 2021
Joe Bush, Hamilton
254-338-1961
Joel Hopper, Dike
214-507-4854
Roger West, Stephenville
254-434-1995
Les Wortham, Houston
713-703-8444

TERM EXPIRING 2022
Monte Edgington, Rank
936-554-8933
Mike Estridge, Pilot Point
940-390-2842
Mike Kuck, Luling
512-844-6415
Van Purny, Midland
432-770-1482

Listed below are the monthly advertising rates for the Texas Angus Newsletter. This "monthly" newsletter is published nine times each year.

ASSOCIATION DUES: \$50 • WWW.TEANGUS.COM
Reader/Member Rate (Must be a paid member of Texas Angus Association)
• Full Page - \$500
• One-Half Page - \$250
• One-Quarter Page - \$125
• Overhead Business Card - \$50
• Business Card - \$40
• Non-Member Rate - \$50 + Cost of ad
Additional Charges
• Inside Front Cover - \$100 + Cost of ad
• Inside Back Cover - \$100 + Cost of ad
• Back Cover - \$100 + Cost of ad

PUBLISHED NINE TIMES ANNUALLY
May/June combined issue
July/August combined issue
Dec./Jan. combined issue

NOTICE TO ADVERTISERS
Advertising for sales scheduled in the month of publication accepted at the advertiser's risk. The Texas Angus Association assumes no financial responsibility for distribution.

FOR MORE INFORMATION
Please contact Texas Angus Association
at 817-740-0778 or email at ttaa@texasangus.com

ANGUS CATTLE FOR SALE

FOR SALE Spring and Fall bred cows/pairs. BUI 1.5 two-year-old to three-year-old bulls located near Franklin, TX. Many will break on heifers. All items include S.A.V. Final Answer 0035, Cautiously Thander, V D A R Really Wandy 4097, C C A Embazon 702 & Concrete Packer 447, Solid Rock Ranch, Mart Jones, Franklin, TX. Call: (979) 777-7571 Email: martj@solidrockranch.com www.solidrockranch.com

FOR SALE Heifer dispersal of a 30+ year Angus breeder due to health issues- featuring Spring & Fall bred cows/pairs. Cows are listed to a sale of Commodity Black Granite Ranch located near Ravenscroft, TX 75476. Please contact Jim Matrowaring at 972-416-0797 or email at jimmatrow@texasangus.com

FOR SALE Lake Valley Angus, LLC: 17 (9) Registered and 81 C Commercial Angus bulls for sale. 100% AI to top Angus bulls. \$1 range from \$2,200, emphasis on Calving Ease, Yearling Growth, Marbling and Ribeye. Daniel Lake Breeding, TX. Phone: 817-657-1180 Email: dan@laketexas.com

ADVERTISING IN THE ANGUS CATTLE FOR SALE SUBLINE:
This space is for TAA members to advertise their "Private Treaty Sales" with each member being allowed one ad per issue two times a year, at no cost to the members. Each ad must contain 75 words or less. Additional issues may be purchased at a cost of \$40 per ad and are limited to 75 words or less. One ad per issue.

CALENDAR OF EVENTS

09/09/20 WEST TEXAS FAIR & ROODED OPEN ANGUS SHOW, ABILENE, TX
09/09/20 PEABODY ANGUS RANCH FEMALE SALE, FARMY, TX
09/09/20 WEST TEXAS FAIR & ROODED JR. ANGUS SHOW, ABILENE, TX
09/09/20 44 FARM ONLINE FEMALE SALE, CAMERON, TX
09/09/20 CAPITAL ANGUS, WHITEHORSE, TX
09/09/20 EAST TEXAS STATE FAIR JR. ANGUS HEIFER SHOW, TYLER, TX
09/09/20 ANGUS OF CLEAR CREEK FEMALE SALE, BANGOR, TX
09/09/20 MCKELLAR ANGUS, MOUNT PLEASANT, TX
09/09/20 2 BAR/DOODIE ANGUS FEMALE SALE, HEREFORD, TX
09/09/20 TEXAS ANGUS ASSN FEMALE SALE, CANTON, TX
09/09/20 R.A. BROWN RANCH BULL SALE, THROCKMORTON, TX
09/09/20 WILKINS RANCH, EASTLAND, TX
09/09/20 HEART OF TEXAS JR. ANGUS HEIFER SHOW, WACDO, TX
09/09/20 TOP NOTCH ANGUS, WHEELER, TX

OFFICIAL PUBLICATION OF THE TEXAS ANGUS ASSOCIATION

TEXAS

ISSUE 4 • VOLUME 85

Angus News

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SEPTEMBER



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