

**Texas Red Angus Association
Board of Directors Meeting
Conference Call
April 14, 2011**

Call to Order

Tony Clark called the meeting to order at 7:35 pm

Opening Prayer

Jim Moore offered the opening prayer

Mission Statement-Vision Statement

Tony Clark read the Mission Statement and Vision Statement

Roll Call

The following Board Members were present: Tony Clark, Jim Moore, Larry George, Cody McCollum, Mark Harbin, Sullivan Bradley, Tony Balinger, Kirt Basinger, Randy Glascock, Mayna Haggard, and Ken Bower.

Minutes

Jim Moore made a motion to accept the minutes of the previous meetings, Mayna Haggard seconded. Motion carried.

Treasurer Report

Jim Moore presented a summary of the financials from the West Sale. Dinner Sponsorship was \$2000; Basket Sales \$5635, and the Donation Heifer sold 531 tickets. Additional memberships of \$245 were collected.

West Cattle Sale

Kirt Basinger presented an overview of the West Sale. At this time there is total gross sales of \$124,035 and a sales expense of 15.33% with a few additional expenses to be paid.

Directory

Mark Harbin presented the information below concerning the Directory and asked for input from the Board regarding which option to pursue. Jim Moore made a motion to select Option A. Kirt Basinger seconded the motion. Motion carried. There was a suggestion to have a coming events page in the Directory

PAST & PROJECTED SALES

	2009 (Actual)		2010 (Actual)		2011(A)		2011(B)		2
Premium Pages **	\$800 - \$1000	\$3,575	\$475 - \$650	\$2,250	\$800	\$3,200	\$750	\$3,000	\$
Premium Pages *	\$550 - \$900	\$2,700	\$450 - \$500	\$1,900	\$600	\$2,400	\$550	\$2,200	\$
Regular ads:									
Full Color	12	\$5,100	9	\$3,825	9	\$3,825	9	\$3,825	

1/2 page Color		3	\$675	3	\$675	3	\$675		
1/4 page color		10	\$1,500	10	\$1,500	10	\$1,500		
1/2 page B&W	8	\$1,200	1	\$300	1	\$300	1	\$300	
1/4 page B&W	5	\$500	3	\$300	3	\$300	3	\$300	
Brands	28	\$3,710	28	\$3,500	28 @ \$200	\$5,600	28 @\$150	\$4,200	28 @\$1
TOTAL SALES		\$16,785		\$14,250		\$17,800		\$16,000	
Est. PRINTING COST						-\$6,509		(\$6,509)	
Est. NET PROFIT BEFORE POSTAGE						\$11,291		\$9,491	

2010 Directory Graphics 2 1500 books @ \$6152 (plus postage) = \$4.10 per book
 2011 Directory Graphics 2 1500 Books @ \$6,509 (plus postage) = \$4.34 per book
(To print 1250 would be about \$0.40 per book higher but several hundred dollars cheaper)
(Postage in 2010 was \$416)

Adjourn

Motion to adjourn was made, seconded and passed. Adjourn 8:30 pm