



June, 2022

Dear Red Angus Enthusiast,

I would like to take this opportunity to extend warm greetings to each of you on this somewhat cold and blustery day in the Northeast. It's days like this that we can really rejoice the fact that our red-hided cattle have been raised and developed to thrive in all types of weather conditions across this vast countryside. As we all know, the Red Angus breed had demonstrated tremendous growth and transformation in the past decade, and projections for Red Angus Genetics continues to be unprecedented.

The winter months has been an incredibly productive time period for the NY Red Angus Association. With the momentum created by the "Red Revival" last August, the Association appears to be in a fantastic position to be able to support and to strengthen the breeders and the producers of our highly demanded, Red Angus Cattle.

At the recent Annual meeting of the NYRAA, the following officers were elected to lead this Association. We look forward to working with breeders and producers through out the entire Northeast Region, and please feel free to use the contact information below if we can help you in any way:

President:	John Kriese (315) 856-0234	(hereford@frontiernet.net)
Vice President:	Jason Teneyck (315) 246-1359	(jasonteneyck@yahoo.com)
Secretary:	Meghan Gerlock (585) 698-7345	(mgerlock94@gmail.com)
Treasurer:	Kendra Lotz (315) 651-1956	(klotz24@yahoo.com)

As the presiding officer, I would like to personally thank Jason, Meghan, and Kendra for stepping up to assume a leadership role in this organization. I have been blessed in my life to have served on many committees, Boards, and Associations. With that said, I feel that this core group will be one of the most action-packed and results-driven teams who take great pride providing services and opportunities for the members of our Association.

The NYRAA has also approved it's 2022-23 Action Plan. This plan will be the primary tool which will be used to strengthen and improve the Red Angus Association of New York State. We have attached a copy of our plan, which also list the volunteers who have expressed an interest in being involved. The entire Officer team would certainly appreciate it if you were to take a moment and read through our plan, and also to consider lending a helping hand and your personal skill sets to the strengthening of the Red Angus Association and breed.

We also took the opportunity to extend our highest level of appreciation for decades of service to Ellen Teneyck. Ellen has served as the only treasurer which the NY Association has ever known, and she truly has been a tremendous asset to this Association. Although Ellen is no

RED ANGUS

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longer our treasurer, I am confident that she will remain engaged in our many projects and activities planned in the future.

Action Plan Updates

Promotions and Member Services - Meghan Gerlock is the Chair of this committee. Meghan has met with the ARA media specialist, and the web page is officially under construction. We have identified several really effective State Association web sites, and are beginning to create a framework for our Association site. We have received several quotes, and we have applied for, and have received funding from the ARA Affiliate Grant Program to help fund this project. If you have an interest and skill set for Web site design and integration of social media platforms, we would love to hear from you, and invite you to be part of this really cool project.

Finance – Kendra Lotz is the Chair of this committee. Kendra has sent out membership invoices, and wishes to remind you prompt payment of your dues is appreciated! As of January 1st, 2022, the NYRAA has a balance on hand of \$2,286.36. The NYRAA Executive Council has determined that we would like to publish a membership directory for the NYRAA, and that this will not only serve as a useful tool to strengthen our group, but this will also be used as a major fundraiser for our organization. Kendra has solicited quotes from printers, and we are now in the process of launching our Directory Drive. We ask that each and every one of you consider purchasing ad space to help promote your Red Angus operation, but also to help us by selling ad space to the various agribusinesses in your area. Our goal is to sell \$5,000 in advertising, but we'll need your help with this one! Wouldn't it be great if we sold \$4,000 in ads and benefit from a great fundraiser?

Commercial Connections – Jason Teneyck is spearheading the Commercial Connections Committee. We are pleased to announce that the NYRAA will be hosting it's inaugural “**Power of Red**” Bull and Female Sale on Saturday, April 22nd 2023! The goal of this committee is to help Red Angus producers to market their high - quality genetics into profit-driven herds. In order to help you to prepare for this sale, Jason will be managing a bull and heifer feeding and development program for interested Red Angus breeders. The goal will be to develop 60 bulls and 60 females on a forage-based diet with target gains of 3.5 lbs. per day for bulls, and 1.5 lbs. per day for females. Consigned cattle will be weighed on 56 day intervals, ultra sounded for carcass qualities and foot scored. Bulls will also be semen-checked.

We have retained the services of Black Belt Cattle Marketing and will be using their extensive experience in managing and conducting beef cattle sales. This sale will feature Purebred Bulls and Females, and will also offer source-verified commercial females. The Blackbelt staff will be in the Northeast during the middle of August 2022. They will be keynote presenters at the NYRAA summer meeting which will be held on Sunday, August 14th. During this time frame, staff will be touring herds, assisting in the sale lot selection process, and will be picturing sale lots...especially mother cows and their calves. At this meeting, we will also be presenting the rules and guidelines for the sale, and will be providing information on our bull development options and services. The Black Belt Team is looking forward to their tour of New York State and of your cattle operation.

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The cattle display and video sale will take place at the Seneca County Fairgrounds in Waterloo, New York. Please stay tuned for more information, or feel free to call myself or Jason to express your interest for being involved.

Education and Outreach – John Kriese is the chair of this committee. Our new NYRAA breed promotion booth materials have been ordered, and we will be using common themes from the ARA, which includes “Profit. Repeat.”, and “America’s most Favored Female”. These items will be available for use by any member who would like to help in the promotion of our breed at agricultural shows and events. In addition, the NYRAA will be designating Sunday, August 14th as our Summer meeting and educational forum day. Modeled after the 2022 Red Revival”, we promise a great day of red-haired fun, fellowship. And educational programming.

New York State Fair – Linda Montross is the Chair of this committee. We are pleased to announce that the New York State Fair Red Angus Show is on August 25th at 1:00. We are also excited to reveal that Sheila Jensen of Courtland Kansas will be serving as our official judge. Please refer to the NYS Fair web site for entry dates and information. Please consider bringing some of your cattle to this show so that we can continue to host one of the only Red Angus Shows in our region.

Bylaws – Ted Kriese is committee of this chair, and has completed the initial draft of our State Association By-laws. Once we get this into a written format, we will be sending the bylaws out to each of you for your consideration, and will plan to adopt this organizational guide at the August 14th meeting.

National Convention – Meghan Gerlock and Kyle Coryne will be attending the ARA National Convention in September, as they have been chosen to participate in the National Young Leader Training. We are honored to have Meghan and Kyle represent New York, and we would like to encourage additional New York participation at this event.

If you took the time to read this entire newsletter, is very obvious that this officer team has accepted the opportunity to lead this Association. Their individual talents and passions have created an aggressive action plan to help the members of this group. Please consider joining the efforts of the NYRAA as we strive to promote opportunities for all Red Angus breeders, producers, and enthusiasts.

Thank you,

John Kriese, presiding Chair