

Growth & Development Report
Annual Report/Summary
January 1, 2014 ~ December 31, 2014

The Growth & Development Committee consists of Dale Miller, Jessie Driggers, Bob Lanting, Erika Kenner, J.W. Brune, Gordon Hodges, and Bill McDonald. Staff contacts are Will Townsend & Luke Keller.

The Growth and Development Committee's focus is on advertising and promotion along with the continued support of the ASA Representative Program.

This last year we had a three-part approach to advertising. Our National Advertising led by Will Townsend, Regional Advertising led by Luke Keller and starting last September, Bert Moore accepted the position of State Association Liaison to develop a stronger relationship with state associations.

We plan to take advantage of more electronic advertising as well as hard-copy print. We worked with Superior, Progressive Cattlemen and Feedlot for our national advertising and promotion. Regional has a more specific target for advertising; both complimenting each other in the messages and promotion.

We continue to keep members informed through *the Register* and *SimTalk* as well as electronically with two blogs, a science forum, Facebook, eBlasts, and eNews. ASA's website is also a good reference source.

We will broadcast three episodes on RFD-tv's American Rancher. This will give us 9 airings of promotion. About ½ of the cost will be recovered by selling ads to our members.

ASA Representatives are armed with a pull-up booth and promotional material this year. This will help better define their role at events and create a place for breeders to visit with the ASA representatives. We now have 13 Representatives with a wealth of knowledge to attend ASA and ASA Publication events.

This concludes my report. I move that it be accepted into the Official Minutes of the Annual Meeting.

Chairman Jon Willis
January 18, 2015