

Sale Committee Meeting – “Reds” & “Blacks”  
Sunday, March 8, 2015 (7:00 PM)

Attending: Dusty Martin, Neil Johnson, Glenn Johnson, Paul Fehrman, Mike Nordlund, Kari Scholtz

Open discussion this evening to start the event planning for the “Elite Female Sale” that is planned this December for both associations.

Event date and location was confirmed by Kari. The McCloud County Fair Grounds have been booked for December 18<sup>th</sup> & 19<sup>th</sup> (Friday/Saturday). Main cost will be \$225 per day for the facility; with extra costs for additional services provided by the fair grounds. The Days Inn in Hutchinson will be the headquarters for the event.

Other basic items were discussed and agreed upon. These are bullet points of those items;

- 80 head of Angus females is desired for this sale. Each breed will be allowed 40 Live Lots.
- All animals must be halter broke (specifically related to open heifers). If it is the desire of the committee to allow bred females, they must be “broke to tie”. This would eliminate the need for individual pens.
- Video Auction platform will be used for the sale event, which would eliminate the need to run the cattle through the auction ring. Giving us better use of the facility if we were in need of more space.
- DV Auction will be contacted – It is our desire to have three locations throughout the state that the producer will have available for the videoing of the animal. It is the desire of the committee to make this a “Top Notch” sale event and individual videos will not be allowed.
  - Follow up on cost involved with DV Auction
  - Details for utilizing this layout for our sale
- Managers for each Association; Each breed association has expressed the desire to use their own sale managers, but will encourage them to work together to get the best outcome for both breeds. It is our intention to also use the same “Ring Men” that day since the advertising will be shared between the two associations.
- Catalog - It was the desire of the group to share the same catalog for this event. It will not only save costs, but get a better exposure throughout the state. We want the events to have separate times for each sale, but the promotion of this event as a combined effort will make this a more successful event.
  - Neil is to follow up with Katie on what our options for a catalog might be and some costs associated with it.
  - Sale Times suggested were; “Reds” @ 11:00 AM and the “Blacks” @ 1:00 PM
- Promotion – Utilize the managers of each breed to make suggestions and help decide where they will find the most success for the dollars spent. Vern and Kyle will both be consulted for this.

- Selection Committee is desired. But we may be able to utilize Vern and Kyle to help in the selection and solicitation of quality cattle for the event. There are some costs involved to do this, but everyone felt it was necessary to make sure that this is an group of elite cattle for the event. It is also good PR for the each association to get out and make contact with their members.
  - Bred Cows – If we are to allow the bred animals, it is our desire to have them be of a “Donor Quality” animal and at least broke to tie. We do not want to have to utilize if pens if we do not have to.
- Banquet – the “Reds” typically have hosted their annual banquet at this time. “Blacks” will determine what their plans are with the board of directors, since this is a entirely different format than what has been used in the past.
- Budget was not discussed, but will be necessary as we start finalizing some of the details. This will be on the agenda for the next meeting. Nothing was set up to meet again, but will work with Ashley to get the outline of details that we would like to present to our board of directors for release to our membership. Kari will follow up with Ashley.
- Mike Nordlund with follow up with Kyle for discuss of our event and his input. Neil Johnson will follow up with Vern to get his input and direction as manager for the “Blacks”.

Meeting was adjourned.

Respectfully Submitted,

Kari Scholtz  
Exec. Secretary/Treasurer  
MN Angus Association