Sale Committee meeting held January 21, 2009

Those in attendance were: Dustin Johnson, Dave Bohnert, Rob Fisher, Angie Ketscher, Karen Moon, Rachael McNeley, Rob Frank, Shana Withee, Jimmy Zamora, Lee McConnell and Michelle Tummonds.

The meeting was called to order at 6:10pm by Vice-Chair Angie Ketscher.

Minutes: Rob Frank moved to approve the minutes of the November 25th meeting with the correction of the spelling of Rob Fisher’s name. Rob Fisher seconded and the motion passed.

Additions to the Agenda: Letter of introduction and Breeding class changes

Packer and Stockyards Act: Lee McConnell is not yet present so we will table this item until later in the meeting.

Cool requirement: Dustin handed out some information sheets from the state of Iowa as a sample. Kids will need to have the affidavit’s filled out by the original producer of their market animal and they need to be kept for a period of two years. Kids in the project will also need to fill out an affidavit which needs to be given to the Stock-growers. Pigs and Sheep will also need affidavits as well as beef. It was thought that kids should include these in their record books as well as have a copy submitted to the extension office. It was thought that we should have a standardized form ready at tagging. Questions were raised as to whether or not this document needs to be notarized? Dustin and Shana will re-work the Iowa form and have it ready for tagging date.

Ear Tags: Dustin stated that we will need to order ear tags for the coming 4H season. Rob Fisher was going to check on ear tags at Red Bluff during the Bull and Gelding Sale. Discussion took place on whether to keep two different colors or to switch to a separate series of numbers for 4H and FFA. It was a general consensus that two separate colors was the easiest method with the least confusion.

Auction Marketing Ideas:

Questions were discussed as to the proposed buyer’s board. What kind of board do we want? Some suggestions were a painted board, poster or vinyl banner. Do we want to include volume buyers or just high sellers? Where do we want to place this? It was decided that we want this to be displayed inside the sale barn during the auction for sure. Recognition for buyers is our main emphasis. Buyers should receive more than one “thank you”. A “Thank You” could be submitted to the Burns Times Herald after fair.

Discussion was held on taking photos of the champions and reserve champions and the buyer of those animals. If this is to be accomplished we would need to have a “man” gate for the sale ring.

Rob Fisher volunteered to talk to Ruthie to ask about changing the photo day to Thursday instead of Friday at fair.

Inking’s Design is able to create a banner with both 4H and FFA emblems, rather than having two and having to change. He is all prepared to have a combined sign for next year’s fair. Do we want to add in the “Junior Livestock Auction” at this point? Right now the banner reads “Harney County Fair” with both 4H and FFA symbols. No decision was made as to adding “Junior Livestock Auction” on the banner.

Packers and Stockyard Act: Lee has been researching the Act and finds it very confusing. One conclusion he has come to is that we probably don’t have a bank in our area that can facilitate processing the auction funds within 72 hours.
We may have to search for other avenues if we want to change how the payments to kids are made. Lee McConnell and Rachel McNeley will look into this further.

**Auction Add-on dollars:** The committee would like to try to facilitate receiving more of this added money before the auction. It was thought that a letter could be sent out to those who have donated in the past, perhaps two months before the auction asking for donations to be made sooner.

It was noted that kids could write letters, and perhaps it would be good to send example letters out to leaders ahead of time. Dustin had the start to a letter and he will continue to work on it. There was an idea to create a standardized form for add-on sponsors (with a carbon copy) to help keep track of those who sponsor. A thank you in the Burns Times Herald was suggested also.

It was thought perhaps to create a poster recognizing “add-on” sponsors. We could recognize overall spenders and volume buyers. Angie Ketscher volunteered to work on a poster/sign.

Another suggestion was to create a power point presentation to recognize buyers and add-on sponsors.

It was discussed that add-on dollars should cover all animals and species unless the person donating specified specifically how the dollars should be spent.

A question was asked about where the postage for these letters would come from. It was thought that the postage could come from the 4% commission.

**Letter of Introduction:** Dustin has a start on the letter and was looking for more suggestions. Lee McConnell thought the letter should state who we are, what our purpose is, and it should be an invitation to prospective buyers and a “thank you” to past buyers. Questions were discussed on when this letter should be sent out. The list of buyers totals approximately 113, and last year there were 127 animals sold. It was thought that this introductory letter should be sent out soon. Then committee members could break up the list and contact each buyer either personally or with a phone call. Kids should send out invitations to previous buyers for the auction early this summer and tell them about this year’s project. So, totally, buyers should be contacted at least three times before fair. Angie Ketscher moved to have 4H clubs write buyer letters to past and prospective buyers. Dave Bohnert seconded and the motion passed.

It was noted that letters could be written from each club and not just individual 4H members. Again, giving the kids an example of how the letter should be written would be a good idea. Kids should include the date and TIME of the auction, and could also invite them to the BBQ as well.

**Junior leadership:** Rob Frank suggested inviting one or several junior members to our group. It could be a good learning experience and help those young people to gain knowledge and be able to step up into these positions in the future.

**Changes to the fair book:** Get changes to Angie or Shana before March 1, 2009

**Carcass contest:** It was discussed that we need to put more emphasis on this being a CONTEST, and the purpose of our market projects is to develop a *marketable carcass*. The carcass program needs more sponsorship. Harney Electric has been the main sponsor of the carcass contest and this last year the Ketscher Ranch also sponsored the rate of gain contest. Perhaps some of the add-on dollars could help support this contest? Rob Frank moved to have this year’s carcass contest and the rate of gain contest judged together and ALL animals need to be weighed in on tagging day or they are not eligible for either contest. Angie Ketscher seconded and the motion passed. A motion was made by Dave Bohnert to set the carcass award amounts at: Champion will receive $150.00, $75.00 to Reserve and $10 to $15 for the
rest of the carcass of merit winners. Jimmy Zamora seconded and the motion passed. If Harney Electric will continue to donate at the same rate they have in the past, we will find sponsors to cover the rest of the amount.

**Tagging:** It was decided that tagging at several places around the county would facilitate having more animals tagged on the same day. Locations decided on were Diamond, Roaring Springs Ranch, Drewsey and the Fairgrounds. Volunteers from this committee will cover all locations and hopefully we can get everyone tagged at once. Tentatively, Lee McConnell will travel to Diamond, Rob Frank will travel to Drewsey or Roaring Springs and Angie Ketscher will cover the fairgrounds. Beef tagging will take place on Saturday, March 14th. Pig and Sheep tagging will take place on Friday June 12th, 2009.

**Fair Board:** Lee McConnell would like to update the fair board on our group and our mission.

**Grants:** Karen is working on a grant application to replace the 4H bleachers at the fairgrounds. A question was brought up as to who could act as fiscal agent. The 4H leaders association could handle this, or the SW Oregon RC&D.

**Breeding rule changes:** Angie Ketscher handed out copies of the breeding class rule changes and they were reviewed.

**Next meeting date:** Our next meeting date is set for Tuesday, March 10, 2009 at 6pm in the basement meeting room of the courthouse.

The meeting adjourned at 8:21pm.