

May 10, 2010

Dear Members of the Northwest Red Angus Association and the Red Angus Breeders of California and Nevada

Seth Leachman has taken a position with the 5L Ranch in Sheridan, Montana and will not be the "Bet On Red" Sale Manager this year.

Since Bet On Red was launched in 1998, Seth's management skills, combined with consistent selection and presentation of the top phenotypically and genetically correct Red Angus cattle in the breed, has without a doubt, elevated the sales reputation of Bet On Red to arguably the premier presentation of Red Angus females in the entire country. Thank you Seth for a "job well done"!

Gilchrist Auction Company has been retained as the new sales manager for the Bet on Red sale and both Kyle and Bet on Red are committed to make this transition as smooth as possible. Kyle will continue as our auctioneer, but will be taking on the additional services of sales management. Kyle has retained Mike Owings, of Owings Cattle Company to travel to the individual ranches and select the cattle for the sale. Mike will be responsible for selecting cattle that meet Kyle's criteria, and will also be taking and submitting the photographs. He will be traveling the month of July finishing up in early August, and will contact consignors to coordinate the ranch visits. If you need to contact Mike his home phone is 541 548-6289 and cell is 541 410-8446.

The dates for the 2010 event are November 3<sup>rd</sup> through the 6<sup>th</sup>. The format will be as in prior years with cattle arriving on Wednesday and Thursday, the Red Western Classic open and junior shows on Friday and the sale will be Saturday, November 6<sup>th</sup> at 1 pm. Sales headquarters will again be at the Silver Legacy. More information will be sent out later in a consignor's letter, and will be available on our websites [northwestredangus.com](http://northwestredangus.com) and [calnevredangus.org](http://calnevredangus.org).

You must be a paid member of either the Northwest Red Angus Association, or the Red Angus Breeders of California and Nevada to consign to the Bet on Red Sale. Information to join either association can be found on their respective websites.

We also want to thank all the consignors ahead of time for your dedication to our sale and most of all your commitment to the Red Angus breed; when we are able to put on an event like this people get excited! Looking forward to Reno in November and hope to see you there!

Bet on Red Sale and Committee