

June 14, 2011

To: Bet On Red Consignors

The 2011 Bet On Red Auction is scheduled for Saturday, November 5th at the Livestock Event Center in Reno, Nevada. Plans are well underway and the Donation Heifer has already been pledged from Loosli Red Angus of Idaho -- be sure and give them a big thank you when you see them ! Last year's auction featured 35 consignors with 60 Lots of cattle and embryos and some of the regions best Red Angus genetics. I am excited to be managing the auction again this year and appreciate your support of last year's event. With the addition of Bryan Mackenzie on the block and increased catalog mailing and circulation, we look forward to an even better sale this fall.

I encourage you to get involved in this NWRAA event and consign cattle. Please read this letter carefully as it outlines deadlines and details that are very important for the success of this auction. An entry form is enclosed and it can also be accessed on my website at: **www.redcows.net** If you need help, we are certainly here to make your Red Angus presentation and sale the best it can be. I will be locating photographers in the region that will be available to hire and come take professional photos of your cattle -- be sure and give me a call if you need this service.

A few changes to this year's auction are: if you are a first or second time consignor, a member of the BOR committee or their designee will come to your ranch and select your cattle for this year's auction. If you have been a consignor in three Bet On Red Auctions, there will be no selection requirement for your cattle, but feel free to contact me, or any committee member, for help and guidance with your selections. We will be looking at increasing the number of bred females among the consignments this year and ask that you search hard into your young cow herd for a bred female for this year's event. A couple of key details to be ready for the November 5th event are:

- 1). Select cattle early and get them conditioned and ready for photos
- 2). Get photos of animals early and often. If you are unable to get photos of your cattle by yourself, we will be using Mark Frisbee as a photographer that you may hire to come to your ranch and take photos. His contact number is 208/890-4517. Many of you may know Mark as the Western Ag rep and he will be a ringman at the Bet On Red Auction this fall as well as the official photographer of this event. It is of utmost importance that you have all of your photos to my office by **September 20, 2011** for inclusion in the catalog and by August 1st for inclusion in the September ARA ad.

If you would like to consign cattle to this year's Bet On Red Auction, you must be a paid member of the NWRA Association (you may get info for membership on the website: north-westredangus.com) and will need to complete the enclosed entry form and submit \$250 per ranch or member and return to my office by July 15. Your \$250 nomination fees will be used for up front expenses and will be deducted out of your final settlement which will be the greater of the auction percentage or the \$250 entry fee.. If your cattle do not make the sale or if you decide not to consign **before catalog deadline** -- September 23-- these fees will be returned to you.

Finally, I am glad to announce that Kathy LaScala has joined forces to help me manage many of the office details as well as work with me on the road during auctions. Kathy has a strong background in advertising/sales and many of you may know her from past RAAA Conventions where she was representing Drover's Journal. You can contact Kathy LaScala at 913/486-7184 or by email at: katelascala@gmail.com

Please help us make this the best Bet On Red Event ever by doing the following:

**-- Return your entry form and \$250 deposit to: Gilchrist Auction Co. by July 15th**

**-- Begin making cattle selections and condition cattle for photos  
(contact us if you need assistance).**

**-- Promote your cattle all summer by showing, sending out information on your cattle,  
getting quality photos early and talking them up to prospective buyers.**

**-- Get excited about the 2011 BOR and begin planning for the  
2012 BOR during the National RAAA Convention !!**

Remember we are here to help with your Red Angus success -- feel free to call or email.

Best Regards,  
**Kyle Gilchrist**  
redcowseller@yahoo.com  
641/919-1077

Please watch for updated information on the Bet On Red Sale at:

**www.northwestredangus.com**  
or **www.redcows.net**

Kathy LaScala  
Gilchrist Auction  
913/486-7184  
katelascala@gmail.com

Jeff Chatburn  
NWRAA President  
208/673-6660  
chatburnranch@yahoo.com

Ronda Avery  
NWRAA Treasurer  
541/279-1189  
6rranch@rsaco.com

Al Bryant  
NWRAA Director  
206/200-1552  
alcougar@aol.com