

August 12, 2011

Dear Red Angus Breeder,

We are currently working on an upcoming Red Angus Auction that may be of interest to you as a potential consignor. The Great Northern Auction in Minnesota will be hosting its 17th annual event the weekend of November 18th and 19th and it is open to the world for Red Angus cattle consignments.

For many years, this auction was held the Saturday after Thanksgiving which caused challenges for buyers in traveling and being able to attend the auction. Last year, the move was made to the weekend prior to Thanksgiving into a fantastic new location (the Red Horse Ranch Arena) that can accommodate hundreds of cattle. With this move, the sale committee opened the restrictions to allow any Red Angus breeder the opportunity to participate as a seller.

The Red Horse Ranch Arena just outside Fergus Falls, Minnesota is a state-of-the-art facility with unlimited indoor heated accommodations that includes an arena, wash rack area, tie cattle areas as well as pens for non halter broke cattle. We will be revamping a few details including an improved auction ring and closer seating for the buyers, as well as increased cattle numbers and displays. The 2011 Great Northern will also accommodate and market groups of commercial Red Angus females. In all of my travels, I believe that the Great Northern has an enormous opportunity to become one of the super Red Angus sales in the country for 2011. To accomplish this, I encourage your participation in considering consignment of some of your top 2011 heifer calves, 2010 bred heifers and extreme top end cows.

Once you experience the Red Horse Ranch Arena atmosphere, I think you will agree that this is a Red Angus event not to be missed whether you are a buyer or seller. I have had interest from consignors across the midwest and need your help in securing a top end set of registered cattle and also for helping me locate some high caliber 50% or higher Red Angus heifers for this event. Enclosed in this mailing is an entry form/auction contract and it is also available on the websites:

**[www.redcows.net](http://www.redcows.net) or [www.mnredangus.com](http://www.mnredangus.com)**

If you have any questions regarding this auction, please don't hesitate to call me, Kathy LaScala or any of the Minnesota Red Angus Association Sale Committee listed below. Again, this auction will be open to the world and we encourage your top end consignments.

Best Regards,  
*Kyle Gilchrist*  
Sale Manager/Auctioneer

A summary of details for the **2011 Great Northern Auction** are:

Thursday **September 1st** -- Photo deadline for October ARA advertising

Monday **September 26th** -- Entry deadline for catalog -- (entries in Gilchrist office)

Friday **November 18th** -- Cattle arrive by 12:00 noon Social Hour/Banquet & Annual Meeting 6:00 p.m.

Saturday **November 19th** -- Pre Sale Lunch 11:00 a.m Auction: 12:00 noon

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