

# MINNESOTA HEREFORD BREEDERS

## *Go-Pher Sale Update:*



One of the upper midwest's premiere consignment sales for the past 30 years has been the Go-Pher the Purple Sale. This sale has been the Minnesota state sale and sponsored by the Minnesota Hereford Breeders. This sale has been used by other states have used as a model for sales of their own. Surprisingly, the format has basically remained unchanged for the whole 30 years, a select sale managed by a committee of three or four breeders held on the second Saturday in December with the same auctioneer for all thirty years. This has and continues to be an extremely successful sale due to the loyalty of the consignors and all of the hard work of each and every breeder and sale committee member.

Recently, the board of director's has met and continue to talk with each other about how to proceed into the future with our state sale. As you would likely agree, the times are not exactly as they were twenty or thirty years ago. Purebred livestock sales are an ever changing dynamic business affected by the internet and all of the effects it has on promotion advertising and actual sales. The board of directors are very proud of the breeders they represent and our great state functions. We feel the majority of the details of the sale should be and will be left as is however, to keep up with change the board felt that outside our membership management would be worth a try. We feel an outside manager will bring greater expertise on what is right for the market currently.

*(continued on Page 4)*

## *MHB State Tour: September 15, 2012*

You are invited to join us for a day filled with events for the whole family! Tour buses will be making a round-trip to see Hereford cattle in the West Central MN Area. Events for the kids are being planned, and other stops along the tour are part of the schedule. A sponsored 12-noon dinner will be provided, and coffee and rolls throughout the day! **Please watch for more information to come, as the Tour is still in the planning process!**

Stops include: Whispering Pines  
Carlson Farms  
Dublin Dairy  
Flower Family Hereford Farms  
Tony Hilleran  
...and many others!

*Next issue: Fall 2012*

*Pictures and news are welcome!*

*Contact Makayla:*

*[jmflower.11@hotmail.com](mailto:jmflower.11@hotmail.com)*

**Sponsors wanted!** Sponsoring an issue of the MHB Newsletter entitles you to a full page insert that is distributed to all MHB members and posted on the MHB website. The cost is just \$100 payable to the MHB. Please contact Jared and Makayla Flower, or Ross and Beth Carlson if you are interested in sponsoring a future issue.

[www.mnherefordbreeders.org](http://www.mnherefordbreeders.org)

## *Spring 2012 minutes of the Board of Directors of the Minnesota Hereford Breeders- March 24, 2012 at Water's Edge, Starbuck, MN.*

The meeting was called to order by President Jim Hanson. All current board members were in attendance. The meeting began with comments by board members on the recommendations made by the Gopher Sale Improvement committee. Members of the sale improvement committee were: Dave Jones, Kent Heins, Chad Williamson, and Les Krogstad. Thoughts of what the sale committee's responsibilities were and how those individuals should follow up on calls by consignors was commented on. In addition, the board members agreed that we were mailing out too many catalogs to an old, outdated mailing list. Perhaps the use of catalog request post cards could be implemented to save on postage and printing.

The board members also felt that advertising on "Craig's List" would be worth while as many breeders have got in contact with buyers though this type of advertising. Dave Jones conveyed the idea of moving the sale to a new site when our contract with Mcleod County expires. Maybe to a location where there is more cattle population and to stimulate a new pool of buyers. After more thoughts and comments on location, the majority, is the board felt we should stay in Hutchinson and work to improve the sale in other ways. The board began discussing the management of the sale, the discussion turned to the idea of hiring a professional sale manager from outside of our membership. This subject is necessary because our current manager, Jamie Brown, would like to be replaced as soon as possible. Jerry Delaney shared with the board that Steve Wolff of Oaks, ND is looking for a start in the business of purebred sales management. A quick phone call was made to Steve Wolff by Jim Hanson with the question, "Would you be interested in meeting with some of the MHB board members sometime in the near future to discuss the possibility of being our Gopher sale manager?" The answer was 'Yes', he would like to meet and discuss the position. Other details of the state sale were the jackpot offering and the sale expense. Daryl Rupprecht asked the question if we should continue the jackpot, which costs \$1000 dollars. Dale Bellefy felt the cash payout of 50 dollars at the State Fair 4-H show was money more well-spent, as all exhibitors benefit. As to the sale expense, Jerry Delaney felt the up front nomination fee should be raised to 200 dollars from 100 dollars, reason being that consignors would have too much invested to back out on their consignments. A couple of final recommendations were talked over, one being the removal of the word "select" from the sale in the sale name, and to allow substitutions to keep our numbers through the sale ring up. The board concluded the sale discussion by agreeing to revisit the topic at special meetings throughout the spring and summer after a final decision on sale management was made. Jerry Delaney made a motion to seek and contract with an outside sale manager, the motion was seconded by Kory Kruse. All members voted in their favor.

Ross Carlson read the meeting minutes from the previous Spring board meeting followed by a financial summary handout. The handout included anticipated income and expenses, as well as the savings balance. Dave Jones moved, and Troy Williamson seconded the motion to accept them as the secretary and treasurer report.

President Jim noted that there should be a reminder printed with the annual meeting notice that this is a directory auction year, so all members can plan to purchase ads whether they are present or not at the banquet.

There was no old business brought forth after it was called for by President Jim Hanson. The meeting then moved on to our new business. First item was introduced by Jim Hanson relating to the 4-H show rules at the Minnesota State Fair. Due to the fact that he felt there was and potentially will be a need to verify the parentage of some of the cattle exhibited, he felt maybe we should be allowed to pull DNA samples from some cattle. Dave Jones recommended we reserve the right only on the champions. This was concurred by Dale Bellefy. Daryl Rupprecht felt we should just leave the rules as they are. The subject concluded because of a lack of motion.

The State Fair open show was touched next. The money was approved by the board for meal expenses and Ross Carlson will call Bonnie Reed on the update. Also, Dave Jones, Kent Heins, and Dale Bellefy will assist as ring stewards during the open show.

There will be a fall tour this year, Jim Flower of Benson was in attendance and will serve as the tour chairman. The tour will be a single day event held on Saturday September 15<sup>th</sup> in the west central area.

The next agenda topic was our delegate list, which is the names of interested individuals who would be willing to attend the AHA annual meetings as delegates. Those breeders are Jerry Delaney, Jared Flower, Jim Hanson, Dave Jones, Ross Carlson, and John Schmidt.

Moving on, discussion about the Purple Ribbon Auction centered around the hope that our Association could continue to find new bidders and monies to support the Hereford steer(s) in the auction. Our treasury will continue to have up to 1000 dollars available for this use.

The state newsletter is a nice way to get information out to our membership. Lately, Katie Delaney compiled, printed and mailed out the newsletter (Thank you Katie!). However, she would like to have someone else take over as she has moved, and no longer has time. Jared Flower stepped forward and said that he and his wife Makayla would be interested in taking the job (Thank you a bunch Makayla and Jared).

Troy Williamson gave a short update on the Minnesota Beef Expo. He threw out the idea of using 300 dollars cash for prizes to fund a comeback show for heifers and steers that sold through the auction. No decision was made.

Dale Bellefy asked if there was a list of breeders who are willing to donate heifers to the junior association for fundraising at the Gopher Sale. Jim Hanson said he would seek out the original committee set up to do that.

The last issue discussed was the banquet honorees for our annual banquet. A motion was made and seconded on this matter, all voted in favor.

The meeting was adjourned at 3:10 p.m. (motion Jones, second Flower).

Secretary Ross Carlson

## From the President...

Hello Fellow Breeders!

As you read this first newsletter of the year, I hope everything is well with each one of you. The cycle of life continues to move on – hoping your calving season was a good one and breeding season is well under way.

Your board has been busy with different issues early this year. The spring meeting was a successful one with a lot of dialog from everyone on the issues presented. The big item was to review the Sale Improvement Committee's recommendations. I want to thank that committee for its time and input. There was a lot of thought put into this process.

I want to welcome Steve Wolff into our MHB fold as our new sale manager. Most, if not all of us know Steve, and look forward to working with him. He has ideas and has reviewed the sale improvement committee's recommendations. Let's move ahead with a positive and open-minded approach to make the 2012 Gopher -the-Purple Sale the best that we can! Remember – this is NOT one person's sale, it is EVERYONE'S state sale. I know the sale is still six months away but we all have that calf that caught our eye at calving – let's do what we can to get that calf to the sale. Some members have indicated they may need some help getting cattle "sale-ready". If this interests you, please call Steve as he may be able to match you up with someone interested in doing this.



Steve Wolff

Remember to keep taking "good" pictures of your cattle at all times – this helps to advertise/sell them in the future. That brings to mind that this year is a DIRECTORY YEAR. We never want to leave out a member from the directory but it does happen – so please, start thinking about it now.

I want everyone to remember that by working TOGETHER, we become stronger and better as an organization. It is YOUR organization – we as a board do our best to represent you and your thoughts. If you have ideas, questions, or concerns that you want to share, always feel free to give me a call at 507-829-6756.

Have a good summer; hope to see you at the shows and as always, thank-you for your time!

Jim Hanson

✦ **Want to bring cattle to the 2012 MHB 'Go-Pher the Purple Sale', but don't have time or facilities to bring a 'sale-ready' animal?** A few breeders have agreed to take on this job, and would love to help you be a part of the Sale. As we all know, Fall is a busy time of year, so if you would like assistance in feeding, clipping, and getting your animal 'sale-ready', please contact Steve Wolff (swolff318@yahoo.com) or Jared Flower (320-491-2746 / 320-392-4563) to match you up with someone who is willing to help you!

...(Continued from Front)  
**Go-pher Sale Update**

Four MHB board members met with and agreed to contract the management duties of the sale to Steve Wolff of Oaks, North Dakota. Steve is a third generation Hereford breeder with several years of sales and marketing experience. He has traveled extensively to promote one of the most successful sales in the country. Furthermore, Steve has gained a lot of contacts both purebred and commercial and hopes to start a new consulting business. Steve shares a lot of the same philosophies as our board members - make a few changes but basically proceed into our future with good, honest, practical cattle and to keep a positive and open mind.

A couple of potential new ideas from Steve would be to sell unaltered groups of heifers and cow/calf pairs in addition to the use of Facebook and Craig's List as advertising. As many of you have experienced recently, video advertising is huge. We want to move the sale in that direction. (Thank you to the consignors who got their cattle videoed last year.) We will still have a three person committee in place to assist Steve however we are relying on him to use his expertise in genetics and production for selection and selling order.

In closing I would like to congratulate all you consignors for the first thirty years of a great sale and many thanks to the sale managers of the past. As we go into the future lets keep Minnesota on the Hereford map by continuing the tradition of supporting the sale with your best cattle as well as supporting your fellow consignors in the auction. If you have any questions or comments feel free to contact a board member or Steve Wolff (swolff318@yahoo.com).

MHB Board of Directors



*Jared and Makayla Flower* are excited to become the new editors of the MHB Newsletter! Please send all information, including: upcoming shows and sales, weddings, birth announcements, etc., and we would be happy to place them in the Newsletter! Feel free to contact us anytime! Thank-you!

**Pictures Wanted!**

*We would love to place your pictures in the MHB Newsletter! If you have any photos you would like to share, please send them to Jared and Makayla: [jmflower.11@hotmail.com](mailto:jmflower.11@hotmail.com)*

***Upcoming Shows and Sales:***

- June 23, 24 — Midwest Classic  
Pipestone, MN
- July 2-8 — Jr. Nationals  
Grand Island, NE
- Aug. 23-26 — MN State Fair 4-H  
Livestock Shows
- Aug. 31 - Sept. 3 — Open Show  
MN State Fair
- Sept. 27-Oct. 2 — Whispering Pines  
Internet Female Sale,  
Jason McDonald
- Oct. 18-21 — Minnesota Beef Expo  
St. Paul, MN
- Dec. 2012 — 'Go-Pher the Purple Sale'  
Hutchinson, MN

## JUNIORS:

Greetings to all Minnesota Junior Hereford Breeders!

In about one month, many of you will be heading to the Junior National Hereford Expo in Grand Island, Nebraska. We just want to update you on some information concerning this exciting time.

Our block of 15 double rooms at the Super 8 Grand Island are all filled and a few other families have found rooms elsewhere. If any of you are still interested in going, give the hotel a call(308-384-4380) and ask that they put you on a list in case any rooms are left after the cut-off date of June 7<sup>th</sup>. However, keep in mind that June 1<sup>st</sup> is the final date to register any cattle to the shows. We are very excited with the number of participants this year!



We also need to come up with a theme for our “state basket”. Keep in mind, the theme of the show is “Livin’ the Hereford Life”, so we can somehow connect with that theme. Last year we had a grilling theme and one idea received so far is Hereford home décor. If anyone has an idea, please let us know so we can get the information out to all that are going. We will also have a meeting for all participants at the Midwest Classic in Pipestone where we will discuss travel arrangements, tack, possible food supplies, and the state basket.

As the time draws closer, think about what activities you would like to participate in – there is something for everybody – speech, bowl or judging contests; Hereford idol contest; 3 on 3 basketball; grill off; team marketing and team fitting contests. Have fun working with your cattle and we look forward to seeing you this show season! Call or e-mail us with any questions or ideas.

Jim and Jeri Hanson

507-877-3631(home)  
507-828-2211(Jeri cell) 507-829-6756(Jim cell)  
[jerihanson@hotmail.com](mailto:jerihanson@hotmail.com)

✿ **If you have news to be placed in the newsletter, please contact:** **Jared and Makayla Flower**  
**[jmflower.11@hotmail.com](mailto:jmflower.11@hotmail.com)**  
**(605) 690-6050 or (320) 491-2746**  
**Home: (320) 392-4563**

***Mark your calendars!***

**MHB State Tour: September 15, 2012**

Location: West Central Minnesota

***Please look inside for more information!***

***Thank-you to the MHB Tour Committee for sponsoring the  
Summer 2012 Newsletter!***

MINNESOTA HEREFORD BREEDERS

Ross and Beth Carlson, Secretary  
1470 10th Street NE  
Murdock, MN 56271

