



Comal County Junior Livestock Show Association, Inc.

P.O. Box 311976
New Braunfels, Texas 78131-1976

ccjlsa.org

Message from CCJLSA Auction Committee

A livestock project is a significant financial investment for the livestock participant and his/her family. The CCJLSA works hard to provide a forum for the participants to exhibit their project and provide an auction venue for the participants to sell their livestock project to recoup expenses. But the CCJLSA cannot put on a successful auction alone. **Every livestock family shares in the responsibility to promote the county stock show and foster a well-attended and financially successful auction sale.** Listed below are several ways in which each livestock family can help bring about a successful auction.

1. **Encourage business and individuals to personally attend the auction sale.** Do not take for granted that buyers will simply show up for the auction. A well-attended and energetic auction is key to a successful auction. Send invites to your previous buyers and find businesses and individuals who have never participated in the county auction and encourage them to attend. To be a registered buyer, the minimum contribution is \$300.00. While we are fortunate to have the attendance of many repeat buyers, our continued success relies on bringing new buyers to the sale each year.
2. **Promote Donations to the Buyer Groups.** There are individuals and businesses that want to support FFA/4H students; but it is not always feasible to send a company representative to a daylong auction. The Buyer Groups will accept monetary donations from the businesses and individuals and a representative of the Buyer Group will attend the auction. Some Buyer Groups require a minimum contribution of \$300.00. A listing of some of the more active Buyer Groups and a representative are:

"We're All In" – Jeff Dees (830) 708-0000

CCJLSA Auction Committee - Tyler Handrick (830) 708-6240

I want to specifically note the "Kids Feeding Kids" program run by the "We're All In" Buyer Group. In this program, "We're All In" will buy at the auction a certain number of animals and the processed meat of those animals is donated to a Comal County housing charity to feed its residents. This is a tremendous "win-win" concept for the FFA/4H student and our community, and your promotion of this program to individuals and businesses will help expand its reach to donors and increase contribution levels.

3. **Solicit contributions to the animal class clubs.** Contributions to these clubs are dedicated to the animal class which it represents; and like a Buyer Group, a representative of the Club will attend the auction and purchase animals during the auction. It is vital that these groups garner donations so they can be an active auction participant to help maintain the flow of the auction. There is no minimum dollar limit for contributions to these clubs. A listing of the animal class clubs and their representatives are:

Cabrito Club - Todd & Heather Wittig (830) 980-2091
Sirloin Club - Ann Walleck (210) 651-6185
Lamb Chop - Doug Dunlap (830) 832-4522
Bacon Bits - Larry Boos (830) 660-8850
Cotton Tail - Kay Doerfler (830) 822-5037
Backyard Birds - Gerard MacCrosson (830) 481-9483

4. **Actively participate in fundraising efforts that support the CCJLSA auction sale.** The CCJLSA has three main fundraising efforts, and over \$40,000.00 was raised for the year 2021 auction from these fundraising activities.

- Raffle tickets sales
- Silent auction purchases at the Gala
- Proceeds of the CCJLSA Wurstfest booth (volunteers to work the booth are always needed)

You should also be supportive of the Wade Busby Memorial fundraiser held each October in Seguin, Texas. The Wade Busby Memorial is a top buyer each year at the CCJLSA auction.

5. **Volunteer your time.** The auction does not just happen . . . there is a lot of activity occurring behind the scenes to make the auction a smooth and enjoyable experience. We are always in need of volunteers to lend their talents so we can have a successful auction.

Remember, every dollar raised at the livestock auction is a direct re-investment in your child. **Together we can make a difference for these youth.** Should you have any questions, please contact any of the Auction Committee members listed below.

Auction Committee:

Tyler Handrick (830) 708-6240
Patrick Pellerin (210) 332-0180
Doyle Parker (830) 708-9170
Dale Damerau (210) 378-9869

Youth Show Dates

February 28-March 4, 2022

Youth Show Auction

March 5, 2022

Or CCJLSA President:

Carl Plant (830) 708-5406