



Good afternoon,

Great work on all the exhibitors working with their stockshow projects. Mr. Lux has mentioned in a prior email the importance of taking time to visit with prospective buyers and donors. Taking a moment and tell them about you, your projects and inviting them to come out to our stockshow.

Buyer Representative for each exhibitor is needed by Wednesday of stockshow week - This is the person that will represent you at the buyer's social and up through the sale. **Please text or email Rodney Kalich (979-208-9414) or Robin Guenther (979-561-6657) their name/phone number.** The remaining board member phone numbers are in trifold brochure to assist you with questions.

The board also has some marketing tools that may help you reach the family, friends and businesses that may not be in the immediate vicinity. These tools are made to COMPLIMENT/ not replace your reaching out to prospective buyers inviting them to the show.

1 Radio: KVLG (community spotlight on Tuesday, Jan. 17th) and KULM radio in Columbus will be announcing the SJLS show on their hourly community activities updates up to the show.

2 Website: www.sjrlshow.com (pronounced sjrl show – one word) - As you make your visits, please remind them this is a good information source. **Please familiarize yourself with the first page that has all the important links and the subsequent pages.**

SJLS Quick Reference – very nice 1 page graphical image that you can text/email to family/friends/business associates anywhere as you make contact with them.

SJLS trifold brochure pdf, exhibitor listing and Supporter Letter inviting public to stockshow and how they can support the exhibitor projects.

A link to make a donation online if they mention they cannot make show but would like to donate - *in Exhibitor Name or Buyer Group or Animal Type box - specify exhibitor name, in memory of (i.e. former Ag Leaders: Mr. Elmo Meyer, Mr. Ron Mathis, Mr. Mac Lamascus or anyone else).*

Video links for those who want to know more about the show (currently 3 are staged). Remember this is our 20th year at the Expo Center and we would like to invite the public to help us come celebrate. Please view the History/Memories / 20 Years at Expo Center as this may allow your relatives/friends relate to their stock show experience in Expo Center/other facilities.

3 Invite them to like the Schulenburg Jr. Livestock page on Facebook. Please make sure to share and like posts on this page

We will begin posting on Facebook more regularly the next 2 weeks.

Thank you for doing your part in making as many contacts as possible with your family, friends and business acquaintances.

Wish you the Best – Schulenburg Jr. Livestock Show Board.