

01 December, 2009

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Dear PCRBA Member,

It is time once again to prepare for the PCRBA Annual Sale. It has befallen me to organize and conduct the sale. I have heard your concerns and wish to address them.

When I was first put in this position I went to every breed association that held sales to see what they did and selected from each what I believed to be the best ideas. I do believe that in order for the PCRBA and more importantly Pineywoods cattle to gain their just and due respect and recognition we must put our best foot forward and do so we shall.

First. Any cattle that aren't registered will not be accepted. You all are capable of completing registration forms and getting them to the registrar. Should you need help I or someone else will assist you.

Second. No more poor cattle. These are ambassadors of the breed and people at the sale are looking for pretty fat cattle to buy not hides.

Third. The numbers will be kept low. This a promotional sale. We are promoting the breed and a limited number of the very best will better serve our purposes. Breeders are encouraged to bring literature promoting their farm or ranch so other stock may be sold private treaty. Set up a booth and promote your cattle. I've seen this in other sales and it works like magic.

Fourth. It is perfectly alright to volunteer to help. This sale has been run since it began by a majority of good old boys that don't own a Pineywoods but are there to help because they love the breed or had relatives that had them. Help from the membership isn't a crime.

We are planning to put together a sales bulletin complete with pictures of the cattle you have for sale and with advertising for your farm or ranch. Ads may be purchased and sponsors are welcome.

I sincerely wish all of you the very best and hope that you will support the PCRBA. Remember you will get out of anything what you put into it.

Best Regards,  
Justin B. Pitts