

*****Important Information For Invitation Letters to Buyers*****

- ** Auction Date, Time, and Location — stress that auction is starting at 6:30 p.m. in 2018 on July 6th at Marquette Co. Fairgrounds, Show Barn
- ** Buyer's Appreciation Meal Date, Time, and Time - July 6, 2018, Marquette Co. Fairgrounds, Westfield, 5:30 p.m. Highway Shop.
- ** Auction Options Sheet-Explains purchase options: outright vs. support price. Consider enclosing a copy with your invitation letter.

At this time, please extend an invitation to your potential bidders/buyers to come to the Auction as well as the "Buyers Appreciation Meal." As bidders register this year, they will go directly to the food line and enjoy a plate meal with other bidders and youth registered to sell in the auction. The "Buyers Appreciation Meal" will be a time for potential buyers to register with our auction clerk, Royal Bank, Oxford and a time for us to say "Thanks for coming to the Marquette County Fair and participating in the Youth Meat Animal Auction!" We all feel strongly that we need to continue to work to establish a positive auction and we hope you, the participants, will make that a goal as well.

Again in 2018, the Buyers Appreciation Meal will be for the registered bidders and youth meat animal program participants (the animal sellers) and their immediate family members. Important: Please be sure to inform your bidders that they can now register at the meal in the highway building or at the show barn as in the past.

The 2018 Youth Meat Animal Auction will also set the tone for the future, so every effort must be made to treat our potential buyers like friends and not have unrealistic expectations of them. We all will be doing our part, but important things for you, the seller, to remember are as follows:

- ✓ Write a good invitation letter that is easy to read.
- ✓ Send your letters in a timely manner (at least two weeks before the auction).
- ✓ Greet your potential buyers prior to the start of the auction.
- ✓ Thank the buyer of your animal in person after the auction.
- ✓ Thank the contending bidders for your animal in person after the auction.
- ✓ Don't bad mouth a bidder who didn't buy or bid on your animal—remember, buyers only have so many dollars that they can spend at youth meat animal auctions, so be happy that they supported the auction and don't discourage them from coming back next year.
- ✓ Take the time to write a good thank you letter to your buyer and submit it in a postage-paid envelope to the youth meat animal program committee's mail box or the UWEX office.