



Dear Charolais Breeders & Friends,

What an exciting time it is to be in the Charolais breed! Bull sale season ended strong last fall and all indicators point toward this spring continuing the trend. Charolais female sales have started 2021 off with a bang and the demand and enthusiasm for our breed continues to grow.

With a new year comes new opportunities and it is the right time to start thinking about your upcoming spring marketing plans. It is my pleasure to once again partner with the Charolais Association of Texas for this year's CAT Spring Innovation Sale. It is our goal to continue the tradition of this prestigious sale with an elite offering of Charolais cattle and genetics. I encourage you to evaluate your breeding and marketing programs and consider this opportunity as one of your marketing avenues this coming spring.

Please consider this letter your formal invitation to join us Saturday, April 10, 2021 at 1 p.m. at Cooke County Fairgrounds, Gainesville, Texas. Whether you are a long-time breeder or just getting started in the business, make plans to join us!

*Please see sale entry process and important deadlines below:*

**Entry Nomination Deadline | Friday, February 12, 2021**

Please find a Sale Entry Form enclosed and make duplicates as needed. Forms must be returned to JWC Marketing by mail or e-mail no later than February 12. Nominations will be reviewed by sale staff and committee for selection. Selected nominations will be notified. Please note on the Entry Form your photo needs so that a picture time can be arranged if needed. Please feel free to contact myself or AICA for photo needs.

***Footnotes are an integral part of marketing your animal. Please be thoughtful yet concise. I may rework your footnotes, but it is always best for them to come from you.***

**Catalog Production Deadline | Monday, March 1, 2021**

Selected entries will need to submit photos or reference images at this time. EPDs and pedigree information will be provided by AICA and will be current at time of printing. A web catalog will be available online at [www.CharolaisUSA.com](http://www.CharolaisUSA.com).

I look forward to working with the consignors and the Charolais Association of Texas members. If you have any questions about this marketing opportunity, do not hesitate to call me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wes Chism'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Wes Chism



**WES CHISM | 281-761-5952 | WES@JWCMARKETING.COM**  
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**SALE MANAGEMENT | HERD & SALE CONSULTING | PHOTOGRAPHY | VIDEOGRAPHY**