

2002 Winter Conference Preview

Welcome to the 2002 Dakota Territory Buffalo Association Winter Conference and Black Hills Buffalo Classic Show and Sale. The events will take place beginning on Friday, January 25 and ending with the sale on Sunday, January 27. The conference will take place in the Rushmore Plaza Holiday Inn and the show and sale will be held in the adjacent Rushmore Plaza Civic Center in Rapid City, SD.

The weekend's activities begin on Friday afternoon with a Wine Tasting event for Ladies in downtown Rapid City. That same evening, everyone is invited to attend the social at Prairie Edge Trading Co. and Galleries, again in downtown Rapid City, just minutes from the host hotel. The Friday evening social offers attendees not only the opportunity to sample great food and visit with other producers, but to do some shopping as well. The Prairie Edge store is open for shopping during the social and the atmosphere of the entire evening has made this a very popular event.

On Saturday, the conference officially gets underway with a general membership meeting in the morning and an update on bison health from South Dakota State Veterinarian Sam Holland, an update on the Great Plains Buffalo Cooperative from Stan Swanson and the introduction of a proposed study of buffalo in South Dakota, spearheaded by Daniel Farrington, the director of Grants and Special Projects at Black Hills State University in Spearfish, SD. Other presentations are also slated for the morning. In the afternoon, marketing takes center stage when our panel of "real time" buffalo marketing experts takes the spotlight to share their tips, suggestions and insight into today's hot topic, buffalo meat marketing.

Following the afternoon presentation, the association will elect new officers for the 2002 year. After a short break in the activities, the evening's banquet and awards ceremony will get underway with a fun auction to follow.

While conference attendees are being educated and entertained, some serious competition will be taking place just a few hundred yards away. The 2002 Black Hills Buffalo Classic Show and Sale is promising to be one of the best industry events of the year. The consignments for the show and sale filled up shortly after entries were accepted and this year's event will feature over 200 head of bison from nearly 40 consignors across the nation. The judges will have their work cut out for them as many of the consignors are top names in the industry. When the judging is finished, the award winners will be announced during the Saturday evening banquet.

On Sunday, the morning gets underway with judge's comments and the Black Hills Buffalo Classic Sale gets underway at 11 a.m. in the arena of the Rushmore Plaza Civic Center. The sale is open to the public with no admission fee charged.

Another event that will occur prior to the late January events is the Black Hills Buffalo Classic Carcass Class. The class is in the second year and for the first time anywhere, heifers will be allowed to participate in the carcass class. Consignors from South Dakota, North Dakota and Colorado will bring their carcass entries to Rapid City in early January and the competition will take place in subsequent days. The winners, who are vying for a \$5,000 first place cash prize in each category, will be announced during the Saturday evening banquet. Photos and carcass judging data will be displayed throughout the weekend as part of a teaching display to help educate producers on feeding, carcass grading and yield. Organizers are very excited about this event and hope to spotlight the meat industry while showcasing area producers.



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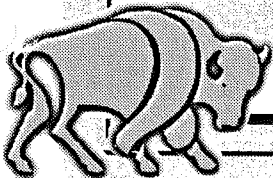
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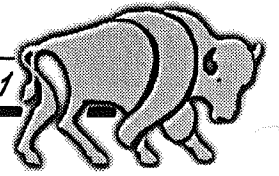
DTBA NUMBER

(605) 923-6383

PHONE OR FAX

www.dakotabuffalo.com





From The President: Scott Peterson

There are lots of new and exciting things happening right now, not only with our association, but with the industry overall. I believe we are beginning to see the light at the end of the tunnel, so to speak. It's still a ways off, but at least we can see it!!

Along those lines, take a minute and think about what is happening in our industry right now. Sales of meat at the North American Bison Cooperative in New Rockford, ND are growing; there is much optimism about the new Great Plains Buffalo Cooperative which is being spearheaded by one of our members, Stan Swanson; independents such as RC Western Meats and West Side Meats tell me they are processing at full capacity; more and more producers are educating themselves about marketing buffalo meat in an effort to boost sales, all the while helping to educate our consumers about this fantastic product and finally, there is a new spark of interest at the live animals auctions from those who are looking to enter into our industry. By no means are we out of the woods yet, but it seems that things are finally headed in the right direction.

Another recent event brought much needed optimism and helped to bring insight to those who attended. The National Bison Association (NBA) and the North Dakota Buffalo Association (NDBA) recently held a Marketing Summit in Rapid City, SD. Nearly 30 industry leaders and representatives met for what amounted to a brainstorming session. Participants attended from around the country and Canada and much was accomplished in the two day meeting. The group was able to define some clear cut goals and strategies as well as work together toward a common cause. Several of our board members were in attendance and at the conclusion of the meeting, we all agreed that the industry is gaining new leadership and they have the consumer in mind when it comes to tackling marketing efforts.

During that summit, we had the opportunity to work with the new Executive Director for the NBA, Dave Carter. Each one of us walked away feeling that Dave was made for this job. His contacts in Washington DC have already proven invaluable and his years of experience in agriculture will benefit all of us in this industry. This new leadership deserves our support, both individually and as an association, as our organizations work together for the common cause.

Another move forward for the DTBA is the hiring of an Executive Director. At our board meeting in November, the position was reviewed and subsequently offered to Karen Conley, who agreed to accept the position. Karen has already been doing many of the tasks associated with this position, but the role will expand greatly as we lay plans for the future of this association and our members. We are looking forward to taking the DTBA to the next level as is necessitated by our ever changing industry.

Finally, I would like to take the opportunity to invite each and every one of you to attend our Winter Conference and the Black Hills Buffalo Classic Show and Sale. The event will take place in Rapid City, SD beginning on January 25 through January 27. This is our largest gathering of members and your attendance is vitally important, as each one of you is what makes this association successful. Included in this newsletter is a tentative agenda and conference registration. You will note that we were able to reduce our conference fees this year while still offering a full slate of activities and speakers. Take time to look over the agenda and return your registration information. I look forward to seeing each and every one of you at this exciting event.

Wishing you and yours a Happy Holiday and best wishes for the New Year!

Board Of Directors Seeks Candidates For Three Vacancies

The call is going out to anyone interested in running for a position on the DTBA Board of Directors. There will be three positions opening up and the board is looking for replacements. Elections will be held at the Winter Conference on Saturday, January 26 in Rapid City, SD.

Please keep in mind that these positions are voluntary and will require travel to attend board meetings throughout the year. To be effective, the board needs to meet on a regular basis and due to the widespread locations of our membership, it is difficult to find central locations that fit everyone's needs. Make sure you can follow through on the commitment to help our association grow and be effective.

If you would be interested in filling one of the board positions or would like more information before deciding to run

for the election, contact the DTBA office at 605-923-6383, info@dakotabuffalo.com. Your information will then be forwarded to Nominating Committee chair, Roy Liedtke.

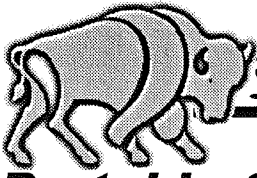
Additionally, if you are interested in participating in this election, we would like to include a brief profile in our Winter Conference packets. This allows the members to get to know you a little better and understand your ideas and why you are interested in a position with the board. All you need to do is provide the information to the DTBA office and it will be formatted and copies run off to include in the registration packets.

If you have any questions about the positions on the board or what would be required of you, please feel free to contact the DTBA office or one of the current board members. All contact information is on the front page of this newsletter.

Welcome New Members

- **Steve Wilson**
Kentucky Bison Company, Goshen, KY
- **Joe Orcheski**
Buffalo Hill Ranch, Inc., Round Hill, Alberta, Canada
- **David K. Wynia**
DVM, Webster, SD
- **Peter Thieriot**
Elk Mountain Ranch, Elk Mountain, WY
- **James Dailey & Chuck Atyeo**
Prairie Moon Buffalo, Clear Lake, SD

Our condolences go out to the family of Lloyd Fox of Buffalo, SD on his recent passing. DTBA member Russ Fox is Lloyd's son. The family operates Lone Mountain Bison just south of Buffalo, SD.



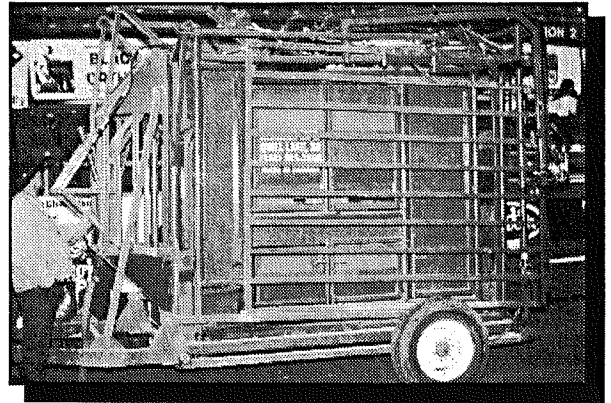
Portable Chute For Rent To Members...Will Travel

The DTBA has a portable chute system that is available for rent to DTBA members to help them work animals. The association is doing this as a service to our members as well as to help with other association related activities such as the Carcass Class.

The chute system is manufactured by Berlinic Manufacturing of Quill Lake, Saskatchewan, Canada. The chute comes equipped with wheels, the scale and a power pac. Members renting the chute will need to ensure that they have an alley or ready chute that will lead to the working chute.

The DTBA Board of Directors has authorized the renting of the chute system by current DTBA members at the rate of \$125 per 24 hour period that the chute is checked out to a producer. Additionally, there will be a \$500 deposit required and a rental agreement form will need to be signed prior to checking out the chute.

If you need more information on the chute system, the terms of the rental agreement, or to book dates for usage, please contact the DTBA office at (605) 923-6383 or e-mail to: info@dakotabuffalo.com. All the scheduling will be handled through the office. The chute is currently located in Belle Fourche, SD, but is available to all DTBA members and is ready to travel. Travel arrangements can be made for getting the chute to various locations and members are encouraged to use the chute, regardless of your location.



Calling All Cooks: We Need Your Buffalo Recipes!

The DTBA, along with the North Dakota Buffalo Association, has been working to get our latest venture off the ground. The associations have been working with members to produce our first buffalo cookbook! This exciting project is coming together, but we still need more recipes.

DTBA member, Lorene Bender, Britton, SD, is chairing the cookbook committee. She is coordinating the project and has several projects of this nature under her belt and is looking forward to working on this one.

What we are asking DTBA members to do is to submit their favorite buffalo meat recipes which will then be used in our cookbook. When the books are printed, they will then be offered for sale with all the proceeds going back into the DTBA/NDBA to help fund other promotional projects. This is an excellent way to promote buffalo meat and promote our organization.

At this time, the cookbooks are slated to be published in time for the 2002 NBA Summer Conference in Jamestown, ND. The DTBA will be holding our Summer Conference in conjunction with that event and this would be an excellent time to promote and sell the new cookbooks. They would make wonderful gifts throughout the year.

We were hoping to get somewhere in the neighborhood of 500 to 600 recipes, but to date, Lorene reports we have just around 250 recipes. That's great, but we could certainly use MANY MORE!

There is a good demand for the cookbooks at trade shows, booths, inquiries to the office, etc. Proceeds from this project will also help to fund the very successful DTBA billboard project. Help the association to help you. Send in your recipes and order requests today.

Included in this newsletter, down below, is information about the cookbook project. An insert in this newsletter is a recipe submission form that you may duplicate as many times as you like and mail the completed recipes to Lorene, whose address is located in the information below.

As part of the recipe book, the associations will be selling line listings for those who sell meat products to the public. These will be listings only and will contain your name, company name and contact information. There will be no descriptions, prices, logos or anything other than a line listing. The cost for the line listings will be \$50 for each separate listing and they must pertain to selling bison meat in some manner. If you would like to be included in this part of the book, please contact Karen at the DTBA office, (605) 923-6383 or send your check for \$50 along with your listing to: DTBA, PO BOX 4104, Rapid City, SD 57709.

For more information on this project or if you are interested in volunteering your time and talents to help with this, please contact Lorene Bender at (605) 448-5837 or the DTBA office at (605) 923-6383.

"PRIDE OF THE DAKOTAS" COOKBOOK

The DTBA and the NDBA are putting together a MEMBER RECIPE COOKBOOK entitled, "Pride of the Dakotas". This cookbook will include all of your favorite Buffalo Recipes, as well as your recipes for dishes that "accompany" your Buffalo Meal!

The Buffalo Recipe Categories Include:

- Appetizer
- Soups/Sandwiches
- Burger & Casseroles
- Roasts
- Steaks

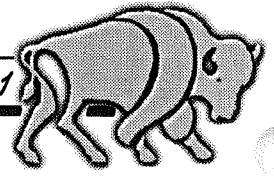
The "Other" Recipe Categories Include:

- Salads/Vegetables
- Breads/Muffins
- Desserts/Pies
- Cakes/Bars/Cookies
- Beverages/Misc.

RECIPES NEED TO BE SUBMITTED
NO LATER THAN APRIL 1, 2002 to:

Lorene Bender, DTBA/NDBA Cookbook Chairperson
11170 426th Ave., Britton, SD 57430
(605) 448-5837

Please use the enclosed "Recipe Form" submitted to us by Jumbo Jack's Cookbooks. You may duplicate this form as many times as you need for the recipes you submit. Please, only one recipe per form and type or print clearly. Remember to include ALL ingredients and instructions. Some of us are not as experienced as others in the kitchen and we can't guess as to what you mean!



NBA/NDBA Hosts Successful Two Day Marketing Summit

The National Bison Association (NBA) and the North Dakota Buffalo Association (NDBA) recently co-hosted a Marketing Summit in Rapid City, SD. The summit was designed to get the industry leaders and representatives together to brainstorm and plan, not only on behalf of the NBA, but on behalf of the state and regionals as well as all buffalo producers.

Representatives from the NBA, the Canadian Bison Association, the NDBA, Dakota Territory Buffalo Assn., Northwest Bison Association, Montana Bison Association and independent meat purveyors were all present, totaling nearly 30 in attendance. The summit was moderated by the new NBA Executive Director, Dave Carter. On day one, presentations were given by Kaji Kado of PPD Technologies and Julie Huntemann of the Hartman Group. Kado has been working with the Canadian Bison Association and Julie had a great deal of information on consumer trends and demographics.

Following these presentations, members of the group got down to business, spending the majority of the day developing and discussing ideas that might be implemented to stimulate the marketing of buffalo meat and the industry overall. With such a broad cross-section of industry representatives around the table, many issues were discussed and light shed on a number of subjects so that everyone could understand each participant's point of view. The listings grew throughout the day and were posted around the room. Following the days' meeting, Dave Carter consolidated the list and sorted it categorically.

The second day of the summit was shorter, but no less intense. The goal for the day was to identify the four top priority action items for the NBA and other groups to focus on and begin to implement. Although not every detail was covered for each item, a rough time frame was set and

committees were formed to begin working on these items.

The four priority items are, in no particular order:

1. Standards - Develop Standards in terms of grading categories and source verification so that customers can make consistent choices among a variety of products. This will include developing a unified North American Grading (Categorization) System that avoids the pitfalls of the beef grading system. Will also include producer-friendly source verification system.
2. Marketing Plan - Develop a unified motto/message that reaches our identified target customers and then implement a targeted market development strategy. One of the biggest recommendations to come out of this discussion was a group consensus to call our product North American Buffalo. More research into this will be forthcoming, as well as some test marketing programs.
3. Database - Develop uniform nutritional panels for use by all industry participants. This action item will help to develop nutritional panels, with photos, for 20 to 30 cuts of buffalo meat. Materials will be made available to all marketers.
4. Promotional materials - Enhance promotional materials and increase the availability of those materials, particularly for small marketers. Participants would like to maximize the availability of hands-on materials for marketers to use and then begin incorporating the marketing message/motto into all new materials.

Overall, reaction from all participants was favorable to this first-of-its-kind summit. There has already been mention of holding these types of sessions in various parts of the country to encourage participation throughout the industry. Although this group narrowed the field down to four priority items, many other items found their way into the notebooks and will be there waiting for the next round of action.

Upcoming Buffalo Events And Auctions

Saturday, January 5, 2002: Flying H Ranches Production Sale. Mobridge Livestock Auction, Mobridge, SD. Call Tom Hepper at 605-845-3705 or Adolph Hepper at 605-845-2225.

Saturday, January 12: Iowa Bison Association, Decorah, IA. Contact Greg Menning at 641-456-3752.

Saturday, January 12: Montana Bison Association Winter Meeting, Lewistown, MT. Call Chris Michal at 406-784-2131 or Craig Denney at 406-633-2743 for details.

Saturday, January 19: Sioux City Stock Yards Open Consignment Buffalo Auction, Sioux City, IA. Call Roger Gaswint at 800-568-2503.

Tuesday, January 22 through Saturday, January 26: National Bison Association Winter Conference and Gold Trophy Show and Sale, Denver, CO. Call the association at 303-292-2833.

Friday, January 25 through Sunday, January 27: Dakota Territory Buffalo Association Winter Conference and Black Hills Buffalo Classic Show and Sale, Rushmore Plaza Civic Center, Rapid City, SD. Call the association at 605-923-6383.

Saturday, February 9: Benson County Bison Producers Auction, Rugby Livestock, Rugby, ND. Contact Greg Maddock at 701-438-2503.

Saturday, February 16: North Dakota Buffalo Assn. presents Dakota Thunder, KIST Livestock, Mandan, ND. Contact Stan Savelkoul at 701-784-5950.

Sunday, February 17: Flying H Ranch Production Sale, at the ranch, Raleigh, ND. Call Curt or Marcie Hepper, 701-597-3632.

Saturday, February 23: Minnesota Buffalo Association Minnesota's Bloom Spring Auction, Central Livestock Sales, Albany, MN. Contact Dan Meyer, evenings, at 320-352-3036.

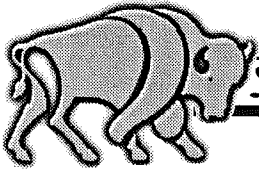
Friday, March 15 and Saturday, March 16: North Dakota Buffalo Association Dakota Spirit Bison Classic Show and Sale and Carcass Class, Valley City, ND. Contact Anthony Bush at 701-947-5493; Bob Buckmier at 701-438-2732 or Todd Buehler at 701-798-2061.

Friday, April 5 to Sunday April 7: Minnesota Buffalo Association Annual Conference, hosted by the Tuel family, Buffalo Pass Ranch, Fergus Falls, MN. Call the MnBA at 877-929-2828 for information.

Saturday, April 20: North Dakota Buffalo Association Spring Auction, KIST Livestock, Mandan, ND. Contact Greg Maddock at 701-438-2503.

Saturday, July 13 through Monday, July 15: Saskatchewan Bison Assn. Summer Field Day, Nipawan, Saskatchewan. For more information, contact Don or Paulette Scott at (306) 862-4931 or the association at (306) 585-6304.

Wednesday, July 17 through Saturday, July 20: National Bison Association Summer Conference, Jamestown, ND. Contact the NBA at 303-292-2833.



Tentative Agenda For 2002 Winter Conference

FRIDAY, JANUARY 25, 2002

2:00 p.m. to 4:00 p.m. - Ladies Wine Tasting at The Wine Cellar, 507 6th St., Rapid City, SD. Sponsored by Ramona Bradeen, Bradeen Real Estate and Auctions. Remember to bring two recipes with you for admission to the party!

5:30 p.m. - Press Party for the Black Hills Stock Show, Rodeo Arena, Rushmore Plaza Civic Center Arena. Would like as many buffalo producers to attend as possible, as per request of DTBA member, Steve Sutton.

7:00 p.m. to 9:00 p.m. - Registration and Welcoming Party at Prairie Edge Trading Co. & Galleries, 606 Main St., Rapid City, SD. Sponsored by Prairie Edge Trading Co. & Galleries, Triple Seven Ranch and Dakota Mill and Grain.

7:30 p.m. - Black Hills Stock Show Rodeo performance, Rushmore Plaza Civic Center Arena. Block of seats being reserved through Sutton Rodeos for any conference participants who would like to attend. See inside this newsletter for more information.

SATURDAY, JANUARY 26, 2002

7:30 a.m. - Registration - Foyer of Rushmore Plaza Holiday Inn meeting rooms.

8:00 a.m. - Breakfast, on your own.

9:00 a.m. - DTBA Business Meeting begins with call to order, introductions, secretary's report, treasurer's report, old business, nominations of directors and new business.

10:30 a.m. - Coffee Break, sponsored by Farm Credit Services.

10:45 a.m. - Health Update from Dr. Sam Holland, South Dakota State Veterinarian.

11:00 a.m. - National Bison Association update (tentative).

11:15 a.m. - Stan Swanson, Great Plains Buffalo Cooperative Update.

11:30 a.m. - Daniel Farrington, DVM, PhD., Black Hills State University, Spearfish, SD. Introduction to proposed research project on buffalo in South Dakota.

11:45 a.m. - TBA

12:00 noon - Buffalo Burger Buffet sponsored by Dakota Bison Meats, Jefferson, SD.

1:15 p.m. - Marketing Forum. See below for more information.

3:00 p.m. - Coffee Break, sponsored by Fast Break Embroidery and Screen Printing.

3:15 p.m. - Election of new DTBA board members and conclusion of business meeting.

5:30 p.m. - Social with cash bar, held in the atrium.

6:30 p.m. - Prime Rib banquet, Salon A, sponsored by Carcass Class entries.

7:00 p.m. - Black Hills Buffalo Classic Show awards presented.

8:00 p.m. - Fun Auction.

SUNDAY, JANUARY 27, 2002

7:30 a.m. - Breakfast Buffet, Salon A, buffalo bacon sponsored by Black Hills Buffalo Products.

8:00 a.m. - Judge's Comments begin, Salon A. Breakfast will be available through the Judge's Comments.

9:30 a.m. to 10:30 a.m. - Animal viewing in the pens on the north side of the Rushmore Plaza Civic Center Arena.

11:00 a.m. - Black Hills Buffalo Classic Sale gets underway, Rushmore Plaza Civic Center Arena.

The judging of the animals for the Black Hills Buffalo Classic will begin on Friday, January 25 at 12 noon.

There is a block of rooms reserved at the host hotel, the Rushmore Plaza Holiday Inn. You are encouraged to make your room reservations NOW, as there are a limited number of rooms available. The demand for rooms at the hotel is high due to the Black Hills Stock Show being held at the same time as the DTBA events.

To make your reservations, call (605) 348-4000 and tell them you are with the Dakota Territory Buffalo Association and you will receive a discount on your room.

Successful Marketers on Tap as Conference Speakers

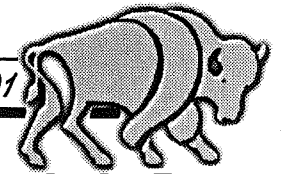
Conference chairperson, Jacki Limpert, has been busy putting together a program that will take last year's presentation by Stacy Bake, Marketing Dynamics, to the next level. As you will recall, Stacy brought us some insightful information on marketing, tailoring her presentation to buffalo producers. This year, Jacki has lined up the people who are making marketing work for them. Each one is different, yet they all are finding success selling buffalo meat.

From Minnesota, we'll hear from Ed Eichten and his sister, Eileen Eichten-Carlson, who operate Eichten's Hidden Acres selling buffalo meat and organic cheese. Also from Minnesota will be Dennis Tuel, who ranches under the Tuel/Vetrone name. Dennis will offer information on "How to Control Your Own Destiny By Selling Bison Meat".

From North Dakota, Dennis Swanson will tell us about the very popular North Dakota Buffalo Assn. "Adopt-A-Freezer program. Angie Bachmeier from Big Sky Buffalo near Granville, ND will talk about her family's venture selling meat via the internet and the how it has worked very well for them.

You'll hear from the group of producers who have worked together to form Dakota Bison Meats in Jefferson, SD. Steve Schmitz, Dave Staum, Brad Beavers and Steve and Mike Allard have made this meat company a bestseller in their small town.

We hope that you will join us for a bit of "reality" as we have the opportunity to listen to what these successful marketers have to offer and then we'll have the opportunity to ask questions of them in a panel-type discussion. Welcome to the Real World!



2002 Conference Costs

The cost for the 2002 DTBA Winter Conference has been set at \$85 per person. This fee includes all conference activities, one breakfast, one lunch and the Friday evening banquet. There will be NO separate banquet tickets available. You must include full payment with your conference registration in order for it to be processed. All DTBA Winter Conference Registrations must be postmarked by Saturday, January 19, 2002. Registrations postmarked after that date will be charged a \$30 late fee. There will be no exceptions! Preregistration helps us to obtain an accurate count for the meals so that we are not paying for too many meals and to help ensure that we have adequate food for all attendees. Your help with this is GREATLY APPRECIATED!

Conference Display Booths

With the approach of our Winter Conference, the question has once again been asked about setting up display booths in the atrium and surrounding areas of the Rushmore Plaza Holiday Inn during the DTBA Winter Conference. In the past, many of these booths were set up without permission and were unsolicited by the association. Last year, a decision was made by the board to allow display booths to be set up by other buffalo associations only. No commercial booths will be allowed. The DTBA is sending out invitations to all state, regional and Canadian associations, asking them if they are interested in setting up a display booth during our conference. Only those displays authorized by the DTBA will be allowed to set up during our conference. NO EXCEPTIONS!

Bring Your Fun Auction Items

Don't forget to bring your Fun Auction items with you to the DTBA Winter Conference. The Fun Auction is slated to begin immediately following the Black Hills Buffalo Classic Awards presentation on Saturday, January 26. Be creative and dare to be different! Your Fun Auction items are donated to be auctioned off and the subsequent proceeds go back to the DTBA. This is a fun and creative way to do your Christmas shopping, redecorate or just help out the DTBA. Remember, it's YOUR association and you get out of it what you put into it. The Fun Auction has traditionally been one of the largest fundraising events for this association and we are encouraging members to keep that in mind, not only when you bring items, but also as you participate in the auction. Through the generosity of our members, we are able to keep membership costs to a minimum and still accomplish many goals. Let's see who can bring the most creative or unique item to this year's Fun Auction!

Prairie Edge Welcomes DTBA

Once again, Prairie Edge Trading Company and Galleries will open their doors to members attending the Dakota Territory Buffalo Association Winter Conference. The store, along with Triple Seven Ranch and Dakota Mill and Grain, will be hosting the welcoming reception and social. The activities will be located in the Prairie Edge store located on the corner of Sixth and Main Streets in downtown Rapid City.

The reception will begin at 7 p.m. on Friday, January 25 and last until 9 p.m. During this time, attendees will have the opportunity to register for the Winter Conference and pick up their registration materials. Hors d'oeuvres and drinks will be served and the chance to visit with fellow buffalo enthusiasts while doing a little shopping will be the highlight of the evening. Please make plans to join us for a fun and entertaining evening sponsored by these gracious hosts.

New Activities To Include Press Party & Rodeo Performance

There are a couple of new events associated with our Winter Conference this year. On Friday, Jan. 25, DTBA member and Black Hills Buffalo Classic organizer, Steve Sutton, has invited all DTBA members and conference attendees to attend the Black Hills Stock Show Press Party. Steve says there has been a great deal of interest in the buffalo events by those attending this function and he would like to have buffalo producers and those involved in the industry on hand to visit and inform about our industry and our association. The Press Party gets underway at 5:30 p.m. in the arena of the Rushmore Plaza Civic Center, the same location as where our buffalo auction is held. Steve and his crew are the backbone of our show and sale every year and we are encouraging everyone to take the time to attend this event, not only to show our support and thanks to Steve and crew, but also to help maintain and grow the interest in our event that is held in conjunction with the Black Hills Stock Show.

Later on Friday evening, anyone who would like to attend the 7:30 p.m. performance of the Badlands Circuit Finals rodeo is encouraged to do so. Steve Sutton has again made arrangements for us, having secured a block of 100 rodeo tickets so that buffalo friends may sit together to watch this top notch rodeo put on by the capable Sutton Rodeos outfit. The cost of the tickets is to be paid by the attendee and Steve would like to know by Thursday evening if you plan to attend so any available tickets can be let out to the general public. To reserve your seat(s) at the rodeo, please mark the space on your conference registration form and tickets will be set aside for you. If you have any questions regarding either of these events, please call the DTBA office at (605) 923-6383.

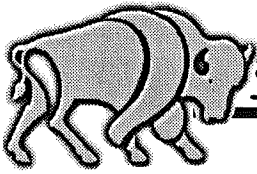
Booth Volunteers Needed

The Dakota Territory Buffalo Association will again have a booth set up in the Rushmore Plaza Civic Center during the 2002 Black Hills Stock Show. The booth has a display and literature about the association and we also take the opportunity to sign up people for a free meat package that is drawn for after the Black Hills Stock Show is over. The dates for the Black Hills Stock Show are January 24 through February 3, 2002.

We are looking for people interested in volunteering to man the booth during this time. The trade show opens at 10 a.m. and closes at 9 p.m. each night. The exception is the Wednesday night (January 30) when it closes at 6 p.m. to allow people to attend the Stockman's Banquet and Ball.

If you would be interested in manning the booth, either for an entire day or part of the day, please call Karen at the DTBA office at (605) 923-6383 to sign up for times and for more information. This is an excellent opportunity for the association to get the message out about bison and bison meat and it's also lots of fun to visit with people passing through. Your help is needed to make this a successful venture and we appreciate any assistance with this.

There is also a need for people interested in selling DTBA items such as sweatshirts, caps, T-shirts and other items during the Winter Conference. We usually have a table set up in the foyer of the hotel and someone needs to man the area during the day of our conference. It would help to have several people taking turns, so no one would have to miss all the activities for the day. Again, if you're interested in volunteering for this, call Karen at (605) 923-6383 to sign up. You may also send an e-mail to: info@dakotabuffalo.com. Thanks in advance to all our wonderful volunteers!



Wine Tasting Party Is Back Sponsorship Help Needed

Back by popular demand! It was such a hit last year, we couldn't pass it up this year! The Dakota Territory Buffalo Association is pleased to offer the opportunity for a ladies afternoon out. Please join us for an afternoon of fun, including complimentary hors d'oeuvres, as we present another Wine Tasting Party! The festivities will begin at 2:00 in the afternoon at The Wine Cellar in downtown Rapid City. The store is located at 507 6th Street.

There is no monetary charge for the Wine Tasting Party, but you will have to bring something if you want to participate. We are asking all ladies who would like to attend to please bring THREE RECIPES that we can include in our DTBA/NDBA cookbook. At least one recipe has to be a buffalo meat entree. Additionally, we are asking you to please RSVP on the Winter Conference registration sheet so that we may obtain an accurate count of those attending. Make plans to join in the fun and meet old friends and make new ones. It sure beats sitting in the hotel room while the guys are at their hangout in the lounge!

With the 2002 Black Hills Buffalo Classic show and sale and the DTBA Winter Conference right around the corner, we are still in need of sponsorships. There are a few trophy sponsorships available at this time, as we added more trophies and some of our sponsors have switched classes and/or upgraded. We are also looking for cash sponsors for our Carcass Class, as the entry fees do not cover the entire amount of the awards.

Anyone interested in sponsoring other specific items, such as conference folders, signage for our sponsors, etc. is more than welcome to do so. Please contact Karen at the DTBA office to see what types of sponsorships, including trophies, are available and the costs associated with them. Thank you to those of you who have so graciously stepped forward to sponsor and/or donate up to this point. Your efforts help us to provide a full slate of activities for a reasonable price for our conference participants.

For more information on sponsorships, contact Karen at (605) 923-6383 or e-mail to: info@dakotabuffalo.com. THANK YOU!!!

Stay Informed - Pay Your Membership Dues for 2002!

If you haven't paid your DTBA dues for 2002, please include the \$50 membership fee with your conference registration fees. Check on the front mailing label of this newsletter. The year your dues have been paid through is highlighted on the mailing label. If it says "2001", you need to renew your dues at this time. If it is beyond that, your dues are current through the end of the year indicated. I would like to get everyone current on their dues as soon as possible and it makes it easier during registration if it can be taken care of ahead of time.

In this issue, you will find a DTBA Winter Conference Registration form that has a spot indicated on it for 2002 DTBA dues. If you are including that money in with your conference registration, please check the appropriate box on the form so the

money can be allotted to the correct area. If you will not be attending the Winter Conference, please fill out the form and return it with your 2002 dues. I know everyone has filled out the form before, but address changes, e-mail changes and other such information is difficult to update without those forms. Also, if you fill out the bottom half of the information sheet, your ranch information will be included in the DTBA Resource Guide that is distributed to other buffalo producers, the general public and is also included in our membership directory. Please sign the release of information section at the bottom of the form.

If you have any questions about membership items, please feel free to call the office at 605-923-6383 or e-mail to: info@dakotabuffalo.com.

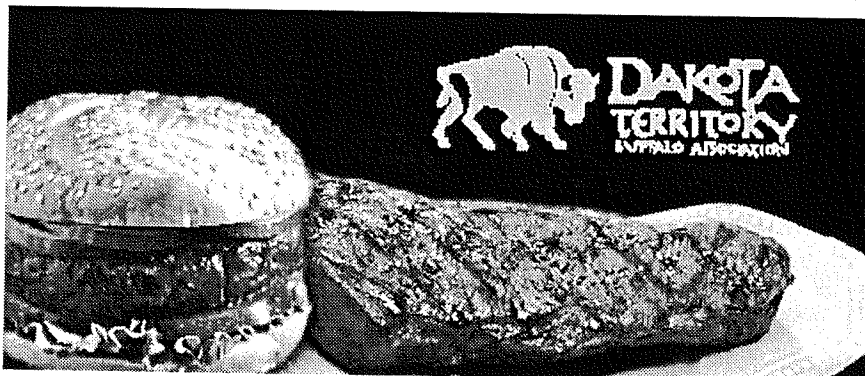
From the DTBA Office: Keeping Current on Records

Please take a minute and fill out the insert for membership/conference registration. Even if you won't be attending the conference (but you really should!) fill it out and send it back with your membership dues. This is my only means of keeping membership records up to date.

On another note, I would encourage each one of you to provide your current e-mail address. I have set up a DTBA mailing list and use it to get the word out about last minute activities, meetings and other pertinent announcements. As an added bonus, I try and send out current show/sale results just to keep you all informed. When the notices are sent out, your address is the only one that shows up on the screen, so other folks won't be able to

get your address, unless you agree to have it published by signing the membership form. With all that is happening in our industry today, this is the fastest, easiest and most cost-efficient way to keep in touch.

I am very excited about my new position with the DTBA and look forward to working for and with each and every one of you. I would like to thank the Board of Directors for the vote of confidence and I will work very hard to make the DTBA the best association we can. I welcome any input, suggestions or information you have to share. Call me at (605) 923-6383 or e-mail to: info@dakotabuffalo.com. I look forward to seeing you all at our Winter Conference!



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Bumper Stickers Have Arrived! Available At Winter Conference!

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TERRITORY
BUFFALO ASSOCIATION

MEMBERSHIP APPLICATION

PLEASE SEND IN ONLY IF YOU ARE A NEW MEMBER OR HAVE NOT PAID YOUR 2002 DUES!

First Name _____ Last Name _____

Ranch Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

E-mail _____

Mail to:
Dakota Territory Buffalo Association
P.O. Box 4104
Rapid City, SD 57709

\$50



WINTER CONFERENCE & NEW MEMBER REGISTRATION

Mail Registrations by January 19 to:
Dakota Territory Buffalo Association
P.O. Box 4104
Rapid City, SD 57709

First Name _____ Last Name _____

Ranch Name _____

Address _____

City _____ State _____ Zip _____

Telephone (____) _____ Fax (____) _____

E-mail _____

Web Site Address _____

Number of People Attending DTBA 2002 Winter Conference @ \$85 Per Person _____

Names of Those Attending _____

Number of People Attending the Thursday Ladies Wine Tasting _____

Number of People Attending the Friday evening Rodeo Performance _____

2002 DTBA Membership Dues Enclosed @ \$50 Each _____

REGISTRATIONS MUST BE POSTMARKED BY SATURDAY, JANUARY 19, 2002

Total Amount Enclosed _____
There will be a \$30 late fee charge on any registrations postmarked after January 19, 2002.

PLEASE MAKE CHECKS PAYABLE TO THE DAKOTA TERRITORY BUFFALO ASSOCIATION

In order to be of greater service to our membership, the DTBA Board of Directors has authorized a VOLUNTARY questionnaire designed to help our membership. Frequently, the DTBA receives requests on where to purchase bison or bison-related items. We are working on compiling a comprehensive list of our members who would like their goods and services made available, both in the industry and to those outside the industry. Your participation in this survey will help to publicize your bison-related businesses. We will use the information provided by you to compile a list that will be made available at trade shows, auctions, DTBA events and also in upcoming membership directories. The list will be used in the DTBA office to answer questions and direct inquires to the appropriate parties. Please check all that apply to your operation and if you have other bison-related items, please write them in.

Please mark each of the following that apply to your current operation:

- | | | |
|---|--|---|
| <input type="checkbox"/> Breeding Stock | <input type="checkbox"/> Meat | <input type="checkbox"/> Hides |
| <input type="checkbox"/> Bull Calves | <input type="checkbox"/> Specialty Meats | <input type="checkbox"/> Skulls |
| <input type="checkbox"/> Absentee Owner Program | <input type="checkbox"/> Mobile Concession | <input type="checkbox"/> Leather |
| <input type="checkbox"/> Hunts | <input type="checkbox"/> Gift Boxes | <input type="checkbox"/> Handling Equipment |
| <input type="checkbox"/> Tours | <input type="checkbox"/> Other By Products | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Production Auction - Date _____ Location _____ | | |

I agree to allow the DTBA to publish the above information for use in their Membership Directory, Website and Resource Guide.

Signature _____