

## **The 2009 Canadian-Bred CTHS Summer Yearling Sale – Venue Decision**

The move to the Westerner at Red Deer for the 2009 CTHS Canadian-Bred Summer Yearling Sale has been carefully thought out and planned in order to address feedback from the 2008 CTHS Yearling Sale.

A survey was sent out shortly after the 2008 Sale and consignors and purchasers were asked for their comments and thoughts regarding the Yearling Sale. A number of surveys were returned highlighting concerns with the 2008 sale that included parking issues; slippery floors for animals; use of shavings; poor lighting quality; insufficient matting; poor location of refreshments and lack of flowers and tablecloths. The CTHS had originally booked the Agricom at Northlands for the 2009 Sale however, in December, Northlands advised the CTHS of a conflict with a textile event occurring in the same month. Northland was planning to move the CTHS Sale outside into the parking lot to avoid the conflict while also increasing the cost of the stalls. This information was presented to the CTHS Board of Directors at the December board meeting and, after much discussion; the decision was made to look at other venues for the 2009 Sale. The main reason behind the decision was the fact that stabling the yearlings outside would not be conducive to a successful sale given the unpredictability of Alberta weather. The horses and the buyers and consignors should be able to count on comfort at the sale. The CTHS Sales Committee felt that consignors and purchasers sought an improvement in the quality of the sales venue for 2009 and the proposed set up with Northlands for this year would not permit that.

After looking at various venues, the CTHS Manager and the Sales Committee decided upon the Westerner in Red Deer for a number of reasons. The Westerner hosts many horse related events each year and is familiar with the requirements of horses and their owners – it is an “equine friendly venue”. Other advantages include the following:

- Straw can be used for bedding instead of shavings resulting in cost savings and less dust that makes for slippery floors
- Consignors will be able to camp on site
- Plenty of parking is available and is easily accessed
- The stalling area is well lit with plentiful space in the alleyways
- There is a generous walking ring and lots of space for the sales ring

The CTHS Manager and the Sales Chair toured the Westerner site and felt that this venue best addressed the concerns raised by the consignors and buyers from last year’s CTHS Summer Sale. Another survey will be conducted after the 2009 Sale to evaluate the feelings of consignors and buyers about the Westerner location before proceeding with a decision on a venue location for 2010.