
Dedicating:

* A headquarters to associate the rural leadership of the Valley.
* A force to encourage top-level rural youth to be farmers.
* A team of farmers and non-farmers harnessed to the tugs of knowledge and understanding.
* A stimulus to continually evaluate our responsibility to the water and soil of this Valley.

The Challenge Ahead

WHAT

Just over three thousand citizens, acting as individuals or as a business, have built the first major section of the new home for the Red River Valley Winter Shows. Again, men and women of courage and foresight have embarked on bold actions of faith in the Agriculture of the Valley Area. Building fund gifts ranged from $15,000 to a few dollars and averaged just over $100 per pledge.

The Arena completed, as it is, cost $313,000 in contracts for labor, materials, and equipment. Total money pledged to date of publication is $320,000. Raising this money has involved expense, and, some pledges will not be paid; consequently, there remains some "unfinished" fund raising to complete the funding for this Arena section.

In late November of 1961, the Red River Valley Livestock Association voted to underwrite the construction of a 60' x 180' pole-type cattle barn. This action made available approximately 67,500 square feet of space under roof compared with 62,114 square feet of usable show activity space in the old buildings.

The facilities at the University of Minnesota, Northwest School and Experiment Station supplement the above facilities and in the immediate years ahead will be used for all educational forums and seminars, crops judging, potato judging, luncheons, banquets, grain clinic, farm organization meetings, public speaking contests, and 4-H dairy demonstrations held during Winter Shows week.

WHY

Citizens of the Red River Valley have taken the major step to rebuild an important force to lengthen and to strengthen the stature of its agriculture in the next half century. The Board of Managers sees this rebuilt facility as an exciting venture associating agriculture and those who service agriculture.

The University of Minnesota sold the 20-acre site, on which the buildings rest, on the merits that Red River Valley citizens were planning a facility designed to be a "key force" for expressing agricultural leadership.

WHERE

The original plans as publicly announced by the Board of Managers called for a larger building. While this building is an adjustment to the available funds, the Board of Managers is not abandoning the goal of an adequate facility.

Plans are already under way to launch the ingathering of funds for appropriate additions to this already challenging monument to Red River Valley agriculture. The new plans will be explored and focused at the 1962 Red River Valley Winter Shows. All farmers will want a chance to express their faith and a little investment in this next step. This faith, as expressed by these first some 3,000 "free-will gifts" to the construction of the new building, must be kept.