



# J. WESLEY JAMISON ENDOWMENT FUND

**Supporting FFA Members  
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Dear Friends,

November 18, 2022,

On behalf of the Jamison Merit Award Committee, I would like to offer a huge thank you to each and every donor who has supported the Jamison Endowment Fund and made it possible for the committee to continue supporting dozens of worthy FFA members to purchase, raise, exhibit and sell their livestock projects at the Sonoma County Fair. The 2022 Jamison Merit Award (JMA) recipients had a record setting year based on both their performance in the show ring as well as the auction ring. I will highlight the students' accomplishments later in this letter but wanted you to know that the JMA grants were significant contributors to the success of the FFA exhibitors. I would like to point out and underscore a couple of reasons why I believe the JMA grants enhanced the FFA members success with their fair livestock projects. First, the grants cover approximately 50% of the cost to purchase a quality lamb, pig, goat or steer to raise and exhibit at the fair. FFA members have told me they would not have been able to purchase a project animal without our support. Other FFA members have been able to purchase a higher quality project animal with an improved chance of success in the Fair's show and auction ring due to the JMA grant. Secondly, there are some less tangible benefits that go hand in hand with the JMA grant. The award is merit based and requires the recipients to complete a written application, participate in an interview, agree to and follow a set of guidelines established by the JMA Committee and submit a final project report. All of these requirements are intended to bolster the educational value of the project. The recipients also receive and proudly display a JMA Banner at their fair pen or stall and in the auction ring. The banner signifies to fair visitors and auction buyers that the JMA recipients have distinguished themselves through a merit based competitive process which is intended to maximize the FFA members educational opportunities and the production of the highest quality project possible.

There are many highlights that I would like to share from the 2022 Sonoma County Fair including the fact that the fair returned to a "near normal" format with FFA members able to display, show and auction their projects as they did in Pre-Covid times. Family and friends filled the stands to watch the shows and the buyers returned in large numbers for a record setting auction. Buyers who were unable to participate in person were able to bid virtually which certainly enhanced the auction results. As previously mentioned, the JMA recipients had a record setting year. A few of the highlights include:

Ed Berncich of Petaluma FFA exhibited the Supreme Grand Champion Steer which sold for the record price of \$24,000. The six JMA steer exhibitors earned four championships and averaged \$12,000 per head in the auction.

Alyson Oakley of Santa Rosa FFA exhibited the Supreme Grand Champion Hog which sold for \$9,250. The fifteen JMA hog exhibitors earned five championships and averaged \$2,750 per head in the auction.

Alyssa Perez and Avery Seder of Santa Rosa FFA exhibited Reserve Champion honors with their market lambs and sold them for \$2,000 and \$1,700 respectively. The ten JMA lamb exhibitors averaged \$1,750 in the auction.

The Santa Rosa Rotary Club Foundation, Chaired by Sam McMillan continues to invest and manage the assets of the Jamison Fund without charging a management fee which means 100% of the funds' annual distribution can go directly to the JMA grants. We are also very appreciative of the Richard Kunde & Saralee McClelland Kunde Trust and the Sonoma County Fair Foundation for their generous restricted contributions to the Jamison Fund.

This letter is being sent to our recent contributors as well as some donor prospects suggested by the JMA Committee. Please feel free to copy and share it with other donor prospects as we continue to attempt to grow our donor base thereby assisting additional FFA members. We are proud to have supported 31 students from 4 FFA Chapters in 2022 and would like to increase these numbers for 2023.

Sincerely,

Steve Olson, Chair  
Jamison Merit Award Committee  
707.481.1456 olsonsa@sbcglobal.net

JMA Committee: Marilyn Herzog, Kanani Reynolds, Clem Carinalli, Lex McCorvey, Sam McMillan,  
Steve Olson, Andrew Ryan and Tim Tesconi

Enclosed is my donation of : \$50 \$100 \$250 \$500 \$1000 Other \$\_\_\_\_\_

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Wes Jamison Endowment Fund  
c/o Rotary Club of Santa Rosa Foundation  
PO Box 1513, Santa Rosa, CA 95402  
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**Rotary Club of  
Santa Rosa Foundation**