

the Register



March 2015

Serving the Simmental
and Simbrah Breeds



Features

An Exciting Ride

2015 ASA Annual Meeting

2015 National Western

15th Annual
Cattlemen's



Saturday, April 11, 2015
1:00 pm (EST)

Britt Angus Farm • Hartwell, GA

For information and sale book requests

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Todd Alford, 706.207.9454

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706.338.8733, Alex Tolbert

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Calf at side by Style.
Plus daughters by Broker
and Combustible.



Combustible x Sheza Fantasy U18



Chopper x Jestress
Due to Ignition



Broker x Jestress
Fall show prospect!



Many-time champion result of
an embryo purchase at the CCS.



Make It Rain x Sage



Lookout x Glitter
Due to Ignition



Macho with heifer calf
by JSSC Wide Body



Explorer x Macho
Calf at side by SAV Momentum



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The sale with the track record for producing champions!

EXCITING NEW SIRES FOR CALVING EASE

29SM0469 **YELLOWSTONE**



HOOKS **YELLOWSTONE** 97X ASA 2612546 PB SM
HOOKS TAURUS 24T x SRS J914 PREFERRED BEEF

YELLOWSTONE - A Genetic Treasure for Form and Function

- ✓ Homozygous black, homozygous polled
- ✓ One of the most popular sires of 2014 - YELLOWSTONE saw tremendous use both registered and commercially

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+13.5	-0.9	+65.4	+104.7	+10.7	+26.4	+59.1		+10.4	+31.1	-.35	+38	-.038	+1.04	-.46	\$146	\$77
.55	.71	.66	.61	.27	.28	.37		.25	.48	.30	.39	.33	.29	.34		

SPRING 2015 TOP 35%

29SM0462 **AFTER SHOCK**



CLRS **AFTER SHOCK** 604 A ASA 2735656 PB SM
HOOKS YELLOWSTONE 97Y x HOOKS SHEAR FORCE 38K

Epicenter of Genetic Progress

- ✓ Homozygous black, homozygous polled
- ✓ One of the most sought after herd sire prospects of the 2014 sale season
- ✓ Breed leading calving ease, growth, carcass, and profitability in one package

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.0	-0.8	+77.1	+124.5	+11.3	+23.5	+62.1		+11.6	+42.8	-.27	+35	-.025	+1.05	-.42	\$150	\$82
.28	.44	.39	.43	.18	.20	.26		.13	.35	.25	.39	.23	.30	.22		

[DDF]

SPRING 2015 TOP 35%

29SM0463 **AUSTIN**



CLRS **AUSTIN** 878 A ASA 2735675 3/4 SM, 1/4 AN
MCM TOP GRADE 018X x TNT DUAL FOCUS T249

Focus On Genetics That Make The Grade

- ✓ Homozygous black, homozygous polled
- ✓ Progressive genetics that rank in the top 10% of the breed for maternal, 15% for Terminal Profit and added power with his top 1% REA EPD
- ✓ Potential carcass king, posted both 118 IMF and 118 REA ratios

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+12.8	-1.8	+58.7	+95.8	+9.7	+29.1	+58.4		+10.2	+24.7	-.39	+63	-.037	+1.11	-.31	\$155	\$81
.28	.36	.32	.33	.18	.19	.23		.20	.28	.25	.40	.26	.32	.22		

SPRING 2015 TOP 35%

29SM0467 **SANTA FE**



CCR **SANTA FE** 9349Z ASA 2720494 3/4 SM, 1/4 AN
S D S GRADUATE 006X x HTP SVF IN DEW TIME

Drive Your Herd To Prosperity

- ✓ Homozygous black, homozygous polled
- ✓ A sale day favorite for his incredible balance of EPDs, phenotype and pedigree
- ✓ Ranks in the top 10% of the breed for Calving Ease, Milk and muscle

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+15.6	-2.7	+64.3	+99.1	+12.8	+33.4	+65.5		+13.6	+24.9	-.25	+24	+0.009	+1.02	-.49	\$151	\$75
.27	.35	.30	.32	.22	.23	.25		.15	.26	.27	.40	.33	.31	.32		

SPRING 2015 TOP 35%

Get ahead of the curve with these promising sires. They offer excellent EPD profiles, stylish phenotype and in-demand pedigrees for this spring breeding season. To order contact your local ABS Representative or call **1.800.ABS.STUD**



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the Register ♦ March 2015
Volume 28, Number 6

TODAY'S SIMBRAH



SMITH SHIMMER N BLACK
POLLED 3/4 BLOOD
SMITH WILLIAM N BLACK x BURCH DOLLY

Top 2% for API and 10% for TI.
Owned by Sophie Palmore.



SMITH MI BELLA CARA 312Z
PUREBRED SIMBRAH
SMITH SATISFIES x SMITH CIAO BELLA

Top 10% for API and 4% for TI.
Owned by Sophie Palmore.



SMITH SWEET N SATISFIES
POLLED PUREBRED SIMBRAH
SMITH SATISFIES x RFI SPLENDED

Top 25% for API and 20% for TI.
Owned by Smith Genetics
and Southwestern Farms.

**FOR ADDITIONAL INFORMATION
ON SIMBRAHS LIKE THESE,
CONTACT:**

Tim Smith
512-587-7896
smithgenetics1@gmail.com



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AN EXCITING RIDE

Respect for the latest in cattle science coupled with a love of the business are traits of a long-time Missouri breeder.
By Dan Rieder

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ASA'S ANNUAL MEETING

A detailed report on ASA's Convention and Annual Meeting, held in conjunction in Denver.
Compiled by ASA and Register Staff



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A BUSY AND SUCCESSFUL NWSS

Simmental breeders turn out en masse for the nation's most venerable cattle event.

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About the cover: Judge Marshall Ruble, Ames, IA, slaps the National Western Grand Champion Bull "HPF Quantum Leap Z952," exhibited by Schooley Cattle Company, Bloomfield, IA. Photo by Hannah Wine.

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the Register

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SIMANGUS™ STANDOUTS

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7SM75
2694778
5/8 SM 3/8 AN
Homo Black
Homo Polled

CE:	12
BW:	0.8
WW:	78
YW:	134
Milk:	24
API:	163
TI:	94

GW Robust 605Z
Premium Beef 021TS x 701T



7SM80
2725666
3/4 SM 1/4 AN
Homo Black
Homo Polled

CE:	15
BW:	-2.3
WW:	67
YW:	102
Milk:	32
API:	147
TI:	75

CCR Wide Range 9005A
Graduate x In Dew Time



7SM79
2728015
3/4 SM 1/4 AN
Homo Black
Homo Polled

CE:	10
BW:	1.1
WW:	69
YW:	107
Milk:	21
API:	133
TI:	75

HPF Optimizer A512
Optimizer 58X x S436 HR



7SM72
2605922
3/4 SM 1/4 AN
Homo Black
Homo Polled

CE:	14
BW:	-0.2
WW:	65
YW:	108
Milk:	21
API:	157
TI:	80

GW-WBF Substance 820Y
Premium Beef 021TS x Mr. Maternal



7SM71
2593861
5/8 SM 3/8 AN
Homo. Black
Homo. Polled

CE:	16
BW:	-4.7
WW:	53
YW:	71
Milk:	31
API:	165
TI:	80

sds In Force 112Y
Shear Force x In Focus



7SM73
2657403
1/2 SM 1/2 AN
Homo. Black
Homo. Polled

CE:	12
BW:	-0.4
WW:	73
YW:	108
Milk:	23
API:	139
TI:	78

GIBBS 110 HY Deacon
Regis x Stetson



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YOUR SUCCESS Our Passion

VIEWPOINT

By Trustee Jon Willis, Marietta, Oklahoma



First, I would like to say thank you to the South Central Region for your confidence in me as you voted to reelect me as our Regional Trustee for another term. I consider it a privilege and honor to proudly represent the South Central Region. I look forward to serving with the ASA Board of Trustees while working collaboratively for the betterment of the Simmental breed.

As I write this Viewpoint, just getting back from Denver from the ASA annual meeting and National Western Stock Show, my focus is on the experiences that I encountered while in Denver. Thinking back on the "Meet and Greet" that ASA hosted down in the yards at the stock show, I am excited about the number of people who attended. I believe this event was a huge success as it provided opportunity for us as board members to get out and visit with the Simmental breeders. It was a beautiful sunny day with a line of hungry people ready to eat chili and become acquainted with the ASA Board of Trustees as well as many of our AJSA Board of Trustees and ASA office staff. The large white tent stood high in the midst of the pens full of Simmental cattle, with hot chili, SimGenetic cookies, and drinks inside. There was a plethora of resourceful knowledge covering the Simmental breed displayed on the tables. SimGenetic pamphlets as well as copies of *Simtalk* and complimentary SimGenetic gloves provided by the ASA were available for all who attended. What a fine job our ASA Staff and AJSA Trustees did to pull off such a successful event! It was so nice to see the pens and alleyways crowded with more people than I've seen in the 25 years that I have attended the National Western Stock Show. I want to commend all of those who exhibited cattle and promoted Simmental and SimGenetics, this is how we will continue to improve our breed.

This year the annual meeting was changed from Saturday afternoon to Sunday afternoon, this was to encourage more participation from our members. The change proved to be beneficial as there was a larger turnout. Thank you to those of you who made the effort to attend and I would like to take the opportunity to extend the welcome to all breeders to make an appearance at the meeting. Your input and presence is important to the success of the Simmental breed.

As we continue gaining market share through the increase in popularity, Simmental, Simbrah and SimGenetics™ grow daily, we as breeders should not become complacent with the success our breed has made over the past 10 years. Together as breeders we must be progressive and continue breeding cattle desired by the commercial industry. Whether you're producing cattle on phenotype or genotype or a combination, there is a place for both. Using EPDs as a tool, they are not fool proof, breeders must evaluate EPDs, searching for proven bulls with high accuracies and strong trait leaders. The goal is to make the best beef possible while keeping the most cost-efficient package. ♦

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Choose your best option!

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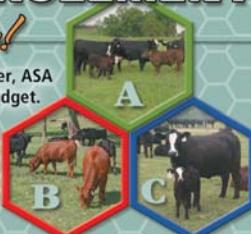


www.simmental.org

A Total Registration

B Selective Registration

C Non Registration



MAKE YOUR SUMMER 2015 HOTEL RESERVATIONS EARLY!

Puzzling out your dates?

National Classic

Cattle can arrive on Sunday, July 5 beginning at 6 a.m.
Opening ceremonies is Monday, July 6 at 12 p.m.
The week wraps up with the banquet on Saturday, July 11 at 9 a.m.

Hilton 801 University Drive East College Station, TX 979.693.7500 \$129/night	Brazos County Expo Center Camping First-come-first-served, no reservations 77 spots available Full Hookup: \$30/night (pay onsite upon arrival)
---	---

South Central Regional

Sunday, June 7 - Wednesday June 10

Ramada Plaza Hotel 2546 N Glenstone Ave Springfield, Missouri 417.866.5253 \$84/night	Camping at Ozark Empire Fairgrounds First-come-first-served, ample sites No reservations needed 30 AMP: \$25/night 50 AMP: \$30/night
---	---

North Central Regional

Tuesday, June 16 - Friday June 19

Holiday Inn 1701 4th Street NW 507.433.1000 \$109/night Days Inn 700 16th Avenue NW 507.433.8600 \$72/night	Camping at Fairgrounds 507.398.8761 (Bill Krause) or 507.398.8745 (Stephanie Krause) Electricity: \$40/night Water & Electricity: \$50/night
--	--

Eastern Regional

Wednesday, June 24 - Saturday June 27

Holiday Inn 1 Bright Meadow Blvd Enfield, CT 06082 860.741.2211 \$94/night	Camping at Big E Fairgrounds No Reservations Needed 413.205.5011 (Donna Woolam) Full Hookup: \$15/day 50 AMP Hookup: \$25/day
--	---

Western Regional

Friday, June 26 - Sunday June 28

Holiday Inn (Headquarters) 5 E Baxter Lane Bozeman, MT 406.587.4561 \$134/night C'Mon Inn 6139 E Valley Center Bozeman, MT 405.587.3555 \$123/night	Camping at Gallatin County Fairgrounds 406.582.3270 Full Hookup: \$25/night Camping w/ power, no water: \$20/night
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SHEAR FORCE X PERFECTOR

The proven choice for superior calving ease!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
18.1	.9	69.8	96.9	14.2	21.7	56.5	13.6	-.43	.04	1.05	139.2	71.1
.91	.93	.92	.91	.89	.89	.90	.76	.48	.59	.55		



CALVING EASE

INTEGRATE

GLS INTEGRATE Z3
reg#: 2659754 | 014SM03076
UPGRADE x BETTER THAN EVER

Integrate is an attractive sire with tremendous potential!

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
10.8	-.2	80.4	118.7	7.9	23.6	63.7	11.3	-.46	.20	1.06	147.0	82.6
.49	.69	.60	.53	.28	.29	.37	.30	.30	.40	.31		



PERFORMANCE

SHOCK FORCE

SVF/NJC BUILT RIGHT N48
reg#: 2496698 | 014SM03073
STEEL FORCE x MEYER 734

Shock Force progeny excel in the show ring and in the pasture as well.

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
2.4	1.7	55.0	74.8	11.0	19.8	47.3	2.6	-.18	.29	.70	102.7	60.5
.65	.74	.64	.63	.54	.53	.56	.40	.31	.40	.31		



PHENOTYPE

TOP TEN

LRS TOP TEN 104A
reg#: 2729707 | 014SM03082
TEN X x SURE BET

Top Ten ranks at the top of the breed for calving ease, performance, carcass quality and maternal traits.

CE	BW	WW	YW	MCE	MILK	MWW	DOC	YG	MARB	REA	API	TI
14.8	-.9	77.0	135.2	10.0	23.3	61.8	12.7	-.30	.82	1.04	169.2	94.3
.28	.44	.38	.42	.22	.23	.27	.13	.26	.40	.31		



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CONGRATS to Trey Jass & the Jass Family with **HILB Crazy N Love A475S** 2015 NWSS Champion Female in both Junior and Open Shows! Sold in the 2013 Jewels of the Northland.



2015 NWSS Champion Pen of 3 Percentage Bulls. Thank you to Prescott Ranches, Eckley, CO for purchasing the lead and anchor full brothers out of this pen!



2015 NWSS Reserve Champion Pen of 3 Percentage Bulls



Thank you to Gana Farms, Martell, NE for the purchase of our lead bull in the Reserve Percentage Pen, **HILB Stock Broker B67** (Mr HOC Broker x AJE Miss Gracie Y7) Contact Craig at 402-430-2526 for semen inquiries.



Congrats to Circle M Farms with **HILB Caught Lookin B929**, Champion Spring Heifer Calf at the 2015 NWSS Percentage Show



Thank you to Lee Cattle Co., Brush, CO for the purchase of **HILB Olympus B27U** out of "The One" 2015 Sale!



Thank you to Harker Simmentals for the purchase of **HILB Oo La La B412** out of "The One" Sale. Good luck with her in the future!

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AJE/HS/MBCC Dynamite
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AJE Cherrys Legacy
And MORE!



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(BC Lookout x HS Stop And Stare)
\$45,000 HILB Caught Lookin B929

Selling FULL SIB
MATINGS to these outstanding
future donors and
herd sires!



**\$36,000 AJE JF Ant Joy
Elegance 722T**
(3C Macho x BHS-JF Antoinettes Joy)



HILB/SHER James Bond 930B
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Ernest and Maxine Flucke near the sign identifying their Century Farm.

An Exciting Ride

By Dan Rieder

The first impression one observes during a conversation with Ernest Flucke (pronounced “flew-key”) is his unbridled enthusiasm for beef cattle production and especially Simmental, his breed of choice.

“I have enjoyed an unbelievable, exciting ride with Simmental ever since I started with the breed, and cooperating on this story is just one more item on the pile of really great things that have happened to me,” he volunteered.

“I have a good wife, good land, good cattle and had a good Border Collie dog until he died,” he continued. “I definitely have a good life.”

Flucke grew up on the farm where he lives with his wife, Maxine. The farm has been in his family continuously for 110 years.

After graduating from Wellington high school, located 35 miles east of Kansas City, he enrolled at the University of Missouri, earning a B.S. in Agriculture and Ag Education.

Shortly thereafter, he entered the US Army, where he served in the Chemical Corps and completed his three-year hitch holding the rank of captain. He then taught high school vocational agriculture for a year before buying the family farm from his father, also named Ernest, in 1966. “I’m not a true ‘junior’,” he joked. “My given name is Ernest Edward, while my father’s name was Ernest William.”

After acquiring the farm, Flucke experimented with hogs for five years before transitioning to crops and cattle. Realizing that he needed additional income to support his farming/cattle operation, he began a 27-year career as a department manager with K-Mart working at a store in nearby Independence. It was also during that time that he earned an MBA degree from the University of Missouri-Kansas City. He retired from K-Mart in 1997.

Ernest and Maxine were married after both suffered the death of a spouse and now enjoy a blended family that includes three children, six grandchildren and eight great-grandchildren. His daughter, Nancy Wyatt, lives in Plymouth, Wisconsin. Maxine's two children are Cathy Young of Oak Grove, Missouri; and Bill Choate, who resides in Buffalo, Missouri.

The Farm and Cowherd

"We're a relatively small operation and there are a lot of cattlemen just like me here in Missouri. They raise cattle, but have worked off the farm in order to earn enough money to hang on to their land and their rural way of life. Right now, I'm running about 30 cows — we had to cut back some during the recent drought that hit this area. Our farm has 120 acres and we lease some extra pasture," he reported. His breed ratio is 60% purebred and 40% SimAngus™.

As a youth, Flucke had become interested in cattle through 4-H and FFA. "We had Polled Herefords during those times and I stuck with them until the early 1990s," he explained. "I wasn't real satisfied with the results I was getting and I started thinking that I needed to try another breed. That's when I picked Simmental."

He admits that the American Simmental Association's progressive rules helped influence his decision. "I liked that the Association permitted open A.I., and you didn't have to buy a certificate from the breeder to register the calf, which made using outside bulls very expensive," he continued.

After learning to AI back in 1975 he has continued the practice to this day. "With open AI, I can pick the very best Angus bull in the world, probably worth more by himself than my entire herd, and breed him to my cows to produce an outstanding SimAngus calf. I believe that those AI studs know what they're doing when they go out and acquire a better bull than I could ever afford. I am very happy to pay for semen just for the opportunity to breed my cows to an already-proven, superior bull," he says.

He credits the late Jim Taylor of Winona, Kansas, for his sound advice in establishing his Simmental herd. "At first, I had some spotted, yellow cattle and soon realized that my cattle were being discounted at the sale barn. I figured that I'd better switch to black and while I was at it, go for homozygous black and homozygous polled at the same time," he explained.

Aware that Taylor was one of the most adamant, successful proponents of those two traits, Flucke went to the Kansas Expo Sale in 1992, determined to buy a Taylor heifer that met his specifications. "Well, I got over there and they started selling her and I didn't even get my hands out of my pocket before they had me out-priced. It was very apparent that a lot of other people also wanted her," he laughed.

"Not to give up, I cornered Jim after the sale and told him what I wanted. We wound up making a deal on two embryos from Black Mick and SF Coal Miner's daughter. In 1993, two of my Polled Hereford recipients had homozygous black and homozygous polled Simmental calves — one bull and one heifer. Talk about good luck! I named that heifer Black Loretta 230C, and she became the foundation of my herd. I put her in embryo transfer and got 31 calves out of her, plus one of her daughters produced another 23 calves. All of my present cows can be traced back to Loretta," he stated.

(Continued on page 12)



Flucke's bred and open replacement heifers.

An Exciting Ride

(Continued from page 11)

“I have nothing but the greatest respect and admiration for Jim Taylor,” he said. “His explanation for color patterns in Simmental was dead-on. He understood color and polled inheritance and he had a gift for explaining it to others.”

Flucke depends heavily on EPDs and indexes. “I am intrigued by the numbers and give them my full attention. They are an extremely reliable indicator of the animal’s ability. ASA’s All-Purpose and Terminal indexes (\$API and \$TI) are invaluable when it comes to making breeding decision,” he added. “In my opinion, visual judgment is becoming less and less important. There is absolutely no reason that we can’t have good-looking show cattle with great EPDs.”

Farming is limited to parcels of beans and corn that he sharecrops with a neighbor. “He does the work and I get half of the crop,” he explained. “I put up my own hay in big round bales for my own use, and harvest 13 acres of alfalfa in small, square bales that are marketed as a cash crop. I grind my own ration of corn, soybean meal, minerals, vitamins, salt and 15-20% alfalfa. Since we produce most of it, we get good performance at a low-cost from that ration.”

He sells 12 to 15 bulls annually, all by private treaty. His advertising consists primarily of classified ads placed in *the Register* and various Missouri agricultural publications. “Quite a few guys will come by my place and speak for these bulls while they’re still on the cow,” he said. “Then, I hold them until they’re a year old, give them their shots, have them semen-tested and deliver them. Last year, 75% of my bulls were sold that way.”

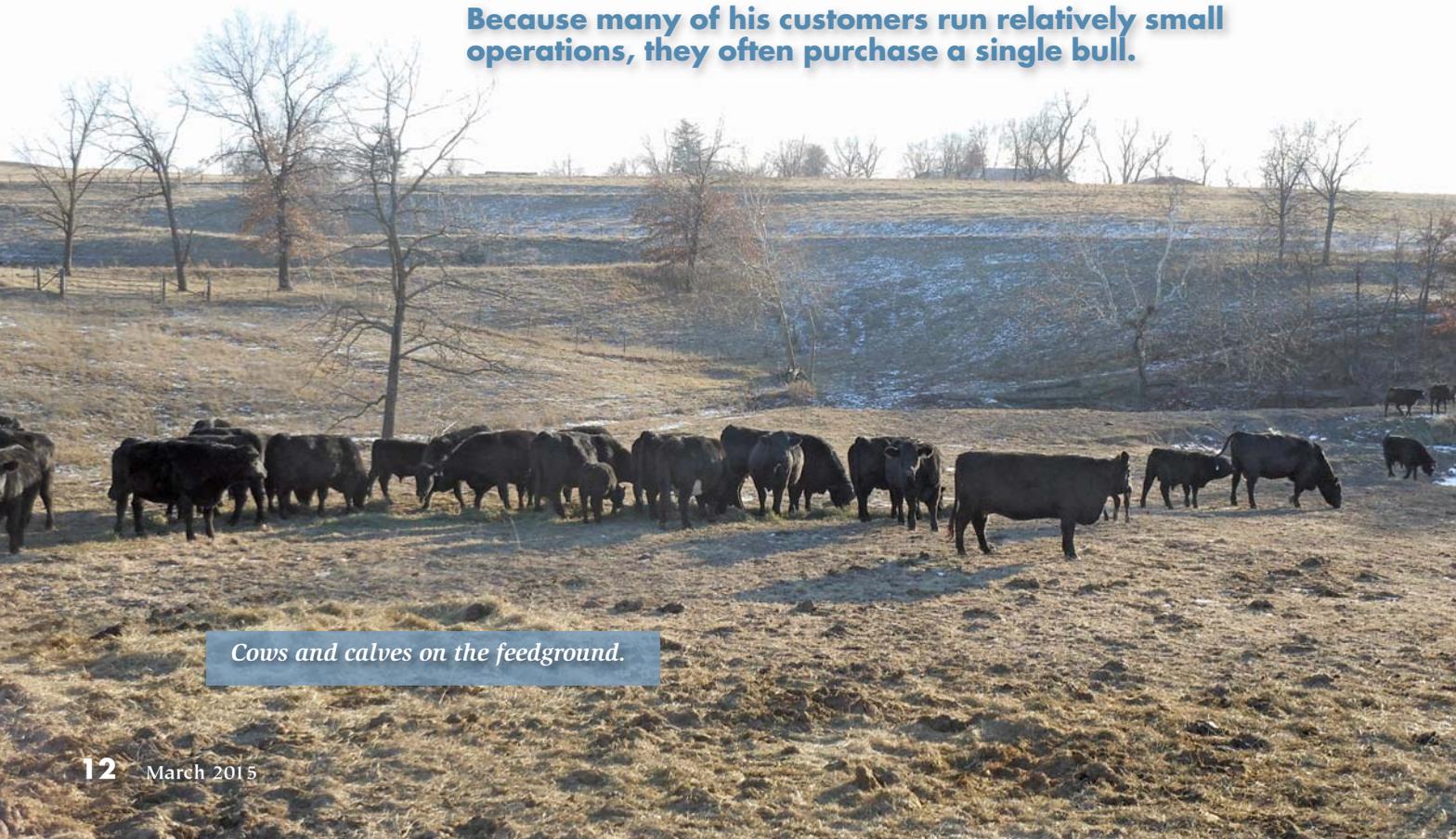
Because many of his customers run relatively small operations, they often purchase a single bull, which must service first-calf heifers and mature cows alike. Flucke emphasizes that calving ease is of the utmost significance to those breeders, because they can’t always be present to assist with calving.

He also sells a few females on occasion. “I used to have the philosophy that ‘any animal on the place is for sale at any time’ but now I’m a little more particular in what I sell. I sold one heifer a few years ago that later was listed in *the Register* as the eighth ranked donor cow for most calves produced.” Over the years, Flucke genetics have sold into 10 different states

Community-minded, he has been involved in the Lafayette County Cattlemen’s Association; the Wellington Lion’s Club; the local AARP Chapter; the Kids First Education Foundation; and St. Luke Evangelical Church, among many organizations.

He continues to appreciate the ASA leadership. “The ASA Board and Jerry Lipsey have managed to make the right decisions that have elevated Simmental to the prominence we now enjoy and I have no doubt that Wade Shafer will continue that effort,” he concluded. “The breed is well-positioned within the beef industry and I appreciate so much being able to be a part of the entire experience.” ♦

Because many of his customers run relatively small operations, they often purchase a single bull.



Cows and calves on the feedground.

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.86	.90	.88	.88	.81	.81	.83	.35	.76	.60	.43	.53	.49	.47	.51	2%	1%
10%		1%	4%	1%					10%	4%	3%	15%	1%	10%	2%	1%

EPDs as of 12/31/14

1SM00133 WS BEEF KING W107

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SC Ruby B113

CNS Pays To Dream x Akers Ruby 2184
Fall SimAngus™ Show Prospect



SC Ruby B103

CNS Pays To Dream x Akers Ruby 2184
Fall SimAngus™ Show Prospect



SC/RS&T Georgina B46

FBF1 Combustible x Champion Hill Georgina
6337 • May SimAngus™ Show Prospect



SC Kansas B1

SS/PRS High Voltage 244X x Brooks
Dominant Z75 • Feb. 3/4 SM Show Prospect



SC Jewel B17

SS/PRS High Voltage x SS/PRS Jewels Baby
613Y • March Purebred Show Prospect



SC Glamour B2

SAV Bismarck 5682 x SC Chanel Z6
Feb. SimAngus™ Show Prospect



SC Goldi A158

SS/PRS High Voltage x Triple F Goldi's
Dream • Bred to OBCC King Pin W42Y



SC Antoinette A125

OBCC King Pin x SC Antoinette R52
Bred to WLE Uno Mas • Carrying Heifer Calf



SC Lizzy Pearl A129

SS/PRS High Voltage x SC Lizzy Pearl Y55
Bred to WLE Uno Mas



RS&T She's All That A142

W/C Wide Track x JS Untouchable 21U
Bred to STF Smokin Hot



M4 Brilliant Lady A85

SAV Brilliance x SFI Betty Sue Y85T
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SC Shasha A108

JF Milestone x HSF/HS Shasha W909
Bred to LLSF/VLF Reactor A40

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47th Annual Meeting and Convention Proceedings

January 18, 2015 — Denver, CO

Treasurer's Report

By Dale Miller, Treasurer

Mr. Chairman, I would like to present the Treasurer's report for the fiscal year ending June 30, 2014, which reflects the financial condition of the American Simmental Association, ASA Publication, Inc., and the American Simmental/Simbrah Foundation. The consolidated Financial Statement completed by Rudd & Company is posted on ASA's website.

I would also like to thank the Finance Committee of Jim Butcher, Bob Lanting, Roger Finke and Gordon Hodges along with Linda Kesler and Wade Shafer. I would also like to thank Bob Lanting and the ASA Publication Board for their continuing effort of maintaining ASA Publication as a self-sustaining organization.

Fiscal year 2014 total revenue for the American Simmental Association totaled \$3,958,269. Operating revenue of ASA membership fees, registration income, transfers and Total Herd Enrollment income totaled \$2,643,135 in fiscal year 2014, compared to \$2,478,843 in 2013. This illustrates an increase of \$164,292 from these sources the past year.

ASA Publication, Inc. had total operating revenue of \$1,136,501 for fiscal year 2014 as compared to operating revenue of \$1,064,137 for 2013. The net income for ASA Publication, Inc. was \$58,567 compared to \$32,092 for 2013.

Consolidated total operating revenue for 2014 was \$4,222,154 compared to 2013 of \$3,827,670. This showed an increase \$394,484 over 2013. The consolidated overall operating expenses for 2014 were \$3,874,097 compared to 2013 of \$3,349,675. This is an increase in overall expenses of \$524,422. The year ended with unrestricted operating income for 2014 of \$349,057 compared to 2013 of \$477,995 for a decrease of \$128,938.

ASA's investments were moved to Vanguard in May, 2013. The Association and Foundation maintain investments with a financial institution under the management of third parties in accordance with its investment policy. Fair value at June 30, 2014 was \$5,525,824. Currently all interest and dividends from the investments are reinvested, however, funds will be used in building ASA's new headquarters.

This concludes the Treasurer's Report; I move that it be accepted into the Official Minutes of this Annual Meeting.

Growth & Development Committee

By Jon Willis, Chairman

The Growth & Development Committee consists of Dale Miller, Jessie Driggers, Bob Lanting, Erika Kenner, J.W. Brune, Gordon Hodges, and Bill McDonald. Staff contacts are Will Townsend & Luke Keller.

The Growth and Development Committee's focus is on advertising and promotion along with the continued support of the ASA Representative Program.



Outgoing Board Chairman Jim Butcher receives the symbolic gavel from incoming Chairman Bob Lanting.



Six newly elected Trustees, left to right: Brian Defreese; Barry Wesner; Mike Forman; Fred Schuetze; Claye Kaelberer; and Jon Willis.



Trustee spouses awaiting the start of the Annual Meeting.

This last year we had a three-part approach to advertising. Our National Advertising led by Will Townsend, Regional Advertising led by Luke Keller and starting last September, Bert Moore accepted the position of State Association Liaison to develop a stronger relationship with state associations.

We plan to take advantage of more electronic advertising as well as hard-copy print. We worked with *Superior*, *Progressive Cattlemen* and *Feedlot* for our national advertising and promotion. Regional has a more specific target for advertising; both complementing each other in the messages and promotion.

We continue to keep members informed through *the Register* and *SimTalk* as well as electronically with two blogs, a science forum, Facebook, eBlasts, and eNews. ASA's website is also a good reference source.

We will broadcast three episodes on RFD-tv *American Rancher*. This will give us nine airings of promotion. About half of the cost will be recovered by selling ads to our members.

ASA Representatives are armed with a pull-up booth and promotional material this year. This will help better define their role at events and create a place for breeders to visit with the ASA representatives. We now have 13 Representatives with a wealth of knowledge to attend ASA and ASA Publication events.

This concludes my report. I move that it be accepted into the Official Minutes of the Annual Meeting.

Breed Improvement Committee

By Calvin Drake, Chairman

Committee members: Calvin Drake, Chairman, Bill McDonald, Blake Nelson, Gordon Hodges, Jessie Driggers, Jon Willis, J.W. Brune, Tim Smith. Staff contact: Wade Shafer.

Breed Improvement Responsibilities: *All activities, which would have a bearing on the improvement of the breed, will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulation for new technology are examples. In 2014 this committee was involved with the following topics:*

Genetic Evaluation Option for Commercial Herds: One of the goals of this program is to offer commercial producers a low-cost means of substantially enhancing their ability to select replacement females. On the flipside, the increased dataflow from commercial herds will increase the overall accuracy of genetic prediction for our members, partners and their customers. Commercial evaluation will also provide a pathway for commercial producers to increase their knowledge of, and interaction with, ASA. The program continues to evolve, as more commercial producers become participants.

Genetic Testing on Suspect Sires: The ASA Board voted to drop genetic testing on suspect sires that do not have any registered progeny. ASA will require testing on

suspect sires that do have registered progeny. It was felt that this modification would not increase our risk of exposure to genetic defects.

TraitTrac Color Designation: In an effort to mitigate the emotion surrounding selection decisions on animals with known defects, the ASA Board voted to drop the color designation on our TraitTrac monitoring system. Though the various colors will no longer be associated with TraitTrac, ASA's website will continue to present all available information pertaining to the genetic defect status of our population. The color modification is strictly a matter of presentation; it has no impact on ASA's genetic defect policy.

International Genetic Solutions (IGS): The American Gelbvieh Association, Canadian Gelbvieh Association, American Limousin Association and the Canadian Limousin Association became new IGS partners with the addition of their databases over the last year. The additions expand on what is already the largest multi-breed database in the world. The IGS database, representing 12 breed associations, is now approaching 16 million records with over 400,000 animals added annually. Genetic evaluation provided through IGS is arguably the industry's most powerful selection tool.

Genetic Software Development: Based on board consensus from ASA's September 2013 strategic planning session, we have embarked on a software development project that will enhance our ability to utilize the rapidly evolving science of genomics and handle our dramatically increasing IGS database. This is a long-term project of sizeable scope, which will ensure that the users of ASA's genetic evaluation system will continue to benefit from the most advanced technology in the business.

The project was initiated on January 1, 2014, via a two-year contract with Dr. Bruce Golden. Dr. Dorian Garrick is providing consultation on the project. Drs. Golden and Garrick updated ASA's Board on the project at our April Board meeting. Golden and Garrick provided another progress report to all in attendance at the September educational seminar. The project is on schedule and has already delivered much seminal advancement since its initiation. The end product will represent the greatest advancement in genetic evaluation software in many decades. The goal is to produce an IGS production run using the new software by January of 2016.

Genomic Test Results Impact on EPDs: The date of this report marks 33 months since ASA first added DNA to our EPDs. Though the first set of parameters generated by the 2011 Iowa State genomic analysis provided impressive predictive ability, because almost 2,000 new genotypes were added to the database since the first analysis, the decision was made to have Iowa State perform a new analysis in May of 2013. Compared to the first analysis, the 2013 analysis resulted in improved predictive ability for most traits. The improvement was expected, given the increased number of genotypes in the training population.

(Continued on page 20)

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Continued

Since the 2013 analysis, there has been a dramatic increase in the number of genotypes available for training. The current database consists of over 35,000 genotypes from the various IGS partners, with over 22,000 of them coming from Sim-influenced animals. (Our cousins north of the border have been very helpful!) To leverage the information from the massive increase in genotypes, an analysis is currently underway, with the updated results planned to be incorporated very soon.

IGS Common Base: The ASA and RAAA boards approved the move to a common EPD base for their associations in 2012. Since that time, all but two of the current twelve IGS partners (American Maine Anjou and American Chianina) have elected to present their EPDs on that base. The common base enhances the industry's use of crossbreeding by allowing producers to easily compare seedstock across breeds and breed combinations.

Update on Performance Advocate: The Performance Advocate (PA) designation was established to increase data input and quality by publicly acknowledging breeders who achieve a high level of data submission on the following six traits: calving ease, birth weight, weaning weight, yearling weight, yearling hip height, and ultrasound or carcass measures. Increased data submission and more thorough recording will improve EPD accuracy on animals in our population, which will allow members to make better selection decisions. The PA program has been well received by ASA membership as evidenced by its rapid growth — the number of members achieving PA status has gone from 1 perfect score and 10 total advocates in its first year to 23 perfect scores with 80 total advocates in the current year. An informative article on PA participants is published in the Fall 2014 *SimTalk*.

Carcass Merit Program: The ASA carcass merit program (CMP) continues as the industry's largest and longest running structured sire-testing program. Over the last year, 1,555 cows were AI'd to 34 sires in our population. The bulk of the 2014 CMP calf crop are currently on feed at Chappell Feedyard in Chappell Nebraska. Feedlot owner, Tom Williams, has a well-established record of feeding cattle and collecting data.

The ASA Foundation has initiated a fundraiser with the goal of purchasing a Grow-Safe system to monitor individual feed intake on CMP cattle. One of the major deliverables of the project is to provide continuous collection of intake data on offspring of influential sires. When combined with genotypes, this data will provide the means of enhancing our prediction of intake via DNA. The fund's initial donation came from proceeds of the sale of a bull bred by Davis Ranch of Statesboro, GA. We welcome donations to this progressive cause.

Docility EPDs: Since its inception, in 2011, this program has grown rapidly. Members were asked to submit docility scores on weaned calves based on the Beef Improvement Federation chute scoring system, where "1" = docile, "2" = restless, "3" = nervous, "4" = flighty,

"5" = aggressive, and "6" = very aggressive. Currently, over 100,000 docility scores have been submitted and docility EPDs are rapidly increasing in popularity. ASA performed a pilot evaluation on disposition for the American Gelbvieh Association (AGA) late in 2014. If the results are deemed viable by the AGA, they will publish disposition EPDs as well.

This concludes the Breed Improvement Report and I move that it be accepted into the Official Minutes of this Annual Meeting.

Policy & Procedures Committee

By Roger Finke, Chairman

Committee Members: Roger Finke, Chairman, Scott Cowger, Erika Kenner, Bob Lanting, Dale Miller, Cliff Orley, Susan Russell; Gene Summerlin, Legal contact, Steve McGuire, staff contact.

The Policies & Procedures Committee is responsible for the aspects of Association life that requires an interpretation of policy or procedure questions or the formulation of proposals that will have a bearing on membership of the Association.

In 2014 this Committee proposed two rule amendments to the Board of Trustees. The first amendment was to eliminate the additional requirement on Simmental percentage donor cows sired by a bull of another breed. The rule required such donors to be parentage confirmed to their dam. Often this meant obtaining a DNA sample on the dam of the donor at additional expense and time. Since this requirement does not apply to any other females in a donor program, the Committee felt it should be removed.

The second rule change proposal was to expand the Simmental percentage chart to allow for an animal from the mating of a Foundation registered parent to a registered Simmental parent to be registered as a Foundation animal. Until this rule change the animals produced from this mating were not eligible for registration even though both parents were registered with the Association.

The Board approved both of these rule amendments and they are being presented today for a membership vote.

The Committee also proposed and the Board approved a change to the fee for changing an animal's name. The new fee considers a name change a correction with a charge of \$5.00 to print a new certificate on animals up to 20 months of age. The fee is \$50.00 from 20 to 24 months of age and the fee remains \$1,000.00 for animals over 24 months of age. Previously once an animal was registered the fee to change its name was \$50.00 up to the age of 24 months. After which the fee is \$1000.00. This change only effects fees — not other restrictions that may apply to name changes.

The Committee also spent time this year discussing how best to utilize electronic voting as an option for members to nominate and elect trustees as well as vote on Rule

(Continued on page 22)

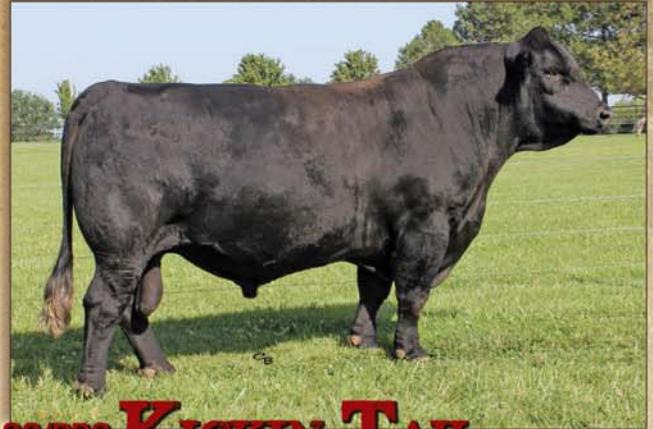
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47th Annual Meeting and Convention Proceedings

Continued

and Bylaw amendments. The Committee's recommendations were approved by the Board. For the first time this past fall members had the opportunity to vote electronically if they chose to do so. I would like to thank all the members of this committee for their hard work.

Mr. Chairman this concludes my report. I move that it be accepted into the Official Minutes of this Annual Meeting.

Activities & Events Committee Annual Report/Summary

By **Tim Smith, Chairman**

Committee Members: Tim Smith, Chairman; Susan Russell, Scott Cowger, Brian DeFreese, Dr. Calvin Drake, Blake Nelson, Cliff Orley, and Roger Finke. Staff contacts: Paulette Cochenour and Hannah Wine.

The committee members want to thank all the staff and particularly Hannah and Paulette for their organizational skills and strong work ethics to work through the details of our committee's many events. This committee strives to promote SimGenetics through the education of youth, the members, and the public in as many venues and as often as possible.

The 46th Annual Meeting held in Denver started our 2014 year of activities. We had a very successful series of events including the Chairman's Reception and Foundation Auction in addition to an exciting pen and hill show all held in conjunction with the 2014 National Western. Dr. Michael Dikeman, Eberspacher Enterprises, and Hounshell Farms were added to the Golden Book during this event as well.

The junior program saw continued growth and excitement this year with the largest AJSA National Classic in the history of our association. When you combine all regional classics plus the National classic held in Louisville, KY, we had over 700 young cattlemen participating from over 38 states with more than 850 head of Simmental, Simbrah, and Percentage cattle exhibited. The AJSA President will report on the highlights of these classics. Our hats are off to this junior board and to our ASA Youth Director, Hannah Wine for demonstrating outstanding leadership and organizational skills throughout the many youth events. The 2015 Classic events are on schedule; the Eastern Regional will be hosted by the New England Simmental Assn., South Central Regional will be hosted by the Missouri Simmental Association North Central Regional will be hosted by the Minnesota Simmental Association and the West Regional will be hosted by the Montana Simmental Association with the 2015 National Classic being hosted by the Texas Junior Simmental/Simbrah Assn and will be held in College Station, Texas.

Throughout the past year the committee worked with the AJSA board advising and reviewing rule change proposals, potential judges, and bylaw updates including the new requirements for AJSA Trustee Candidates. The Activities and Events committee recommended and the ASA board approved to increase the AJSA National Classic funding to \$10,000 for year 2015 and thereafter.

The committee closely reviewed, revised, and updated the Progress Through Performance judges list. A conference call was made with the judge prior to each major PTP show explaining the PTP show guidelines and answering any questions concerning our science based data to assure progressive movement forward for SimGenetics. The committee, with board approval, changed the judge teleconference procedure to an online informational packet for judges with verification of the judge's viewing starting in the fall of 2014 to assure a more uniform and consistent method of communication concerning PTP shows. The committee continues to discuss and review the existing National Show Rotation schedule and guidelines. We were very pleased to receive positive feedback concerning the implementation of the registration stamping program utilized at the 2014 PTP Shows which was critical for speeding up the check-in process. The committee is also encouraging the utilization of HD testing on animals exhibited in PTP shows to gather more data on genomic enhanced EPDs.

The ASA Board is also proud to announce the new honor, PTP Herdsman of the Year Award, starting this year. The award will be presented to a member who supports and promotes the SimGenetics industry on a personal and professional level while gently commanding the respect and upholds the honor and dignity of respectable cattleman. The recipient will be selected by their peers through a voting process and the presentation of the award will take place prior to the selection of the Champion Simmental Female at the National Show.

The Activities & Events Committee, with board approval, is also proud to announce the newly implemented "Active Member Awards", to recognize the longevity, commitment, and durability of our active memberships. Awards will be presented to identified active members for 25, 50, and eventually 100 years of active membership in the ASA. 418 awards were presented to 25-year active memberships in 2014.

The ASA Trustees were proud to approve the "Rotating Fall Board Meetings and Educational Seminars". The 2014 Fall Board meeting and educational symposium took place in Bozeman, Montana and the open forum setting was a great success with over 100 members in attendance and an outstanding educational seminar lineup. A user friendly application process for state associations desiring to host future September Educational Sessions and Fall Board Meetings was put in place and we are very pleased with the interest and number of applications received. We are proud to announce that the 2015 Fall Meeting will be hosted by Pennsylvania Simmental Association and will held in Gettysburg, Pennsylvania — everyone is invited to attend this fun filled and educational gathering.

The committee and ASA board continues to discuss ways of improving our events. In an attempt to increase membership interaction, attendance, and build friendships the Board agreed to host a "Meet and Greet" in "The Yards"

(Continued on page 24)

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47th Annual Meeting and Convention Proceedings

Continued

of the National Western Stock Show which was held on January 17, 2015.

We again thank the staff and membership for their assistance in continuing the growth and development of our great breeds of cattle. We invite everyone to attend the Chairman's Reception and Foundation Auction held here at the Double Tree tonight and join us in honoring the outgoing Chairman, Jim Butcher, and the outgoing Trustees as well as welcome our incoming Chairman, Robert Lanting, and newly elected Trustees. Some Fantastic items are being offered at the Foundation Auction and this will be a great time to show the enthusiasm, excitement, and support that continues to surround our great SimGenetics Programs.

This concludes the Activities and Events Report and I move that it be accepted into the Official Minutes of this Annual Meeting.

AJSA President's Report

By Dulcie Fields, AJSA President

What an honor and a privilege it is to serve as the AJSA President. Last year was a great year for the AJSA. We had an amazing summer filled with three great Regional Classics and a National Classic for the record books. It is such an exciting time to be a part of the Simmental breed as we are growing.

This past year the AJSA took part in several new and exciting activities that we plan to continue into the future. We held our AJSA Annual Membership Meeting as an open forum meeting at the National Classic. As a board, we were pleased to have more than 150 exhibitors attend. In 2015 our Annual Membership Meeting will be held at the National Classic in Texas — the meeting will be held at the end of the week to allow the membership to elect their regional trustees during the meeting. The AJSA hosted its first service project at the Regional and National Classics for Project Linus, an organization that donates blankets to children in hospitals. Our AJSA membership made and donated more than 150 blankets to the Louisville chapter. We plan to continue to incorporate a service project into the AJSA experience, this year our AJSA members will be gathering new hats for Hats Off To Cancer. We will gather all of the hats at the 2015 National Classic and they will then be donated to Texas children's hospitals.

During 2015 we have some very exciting things in store for our members. Aside from the AJSA Regional Classics in Massachusetts, Missouri, Montana, and Minnesota and our National Classic in Texas, I'm most excited to tell you about the Summit Leadership Conference in Bozeman, August 3-6. We will visit the ASA headquarters, travel throughout Montana, tour ranches, hear guest speakers about beef advocacy, play team building games, and go whitewater rafting. Mark your calendars and join us at the Summit! Registrations are due June 1 and more information on registration is to come in the April issue of *the Register*.

As a fundraiser for the Summit Conference, the members of the AJSA Board of Trustees Finance Committee are working with artist CJ Brown on a print that features 25 legendary Sires of the Simmental Breed. The original painting was sold at the Foundation Auction, the artist's proof #1 was sold in The One sale in Denver, artist's proof #2 and #3 will be offered in the AJSA Board's other big fundraiser, the Lots of Love for the AJSA. This online sale is February 8 and 9 on dvauctions.com and managed by DP Sales. We have had numerous Simmental enthusiasts and supporters donate semen, embryos, handmade belts, and prints for our online auction to support the Summit.

This year looks to be jam-packed with fun events for the AJSA membership, the AJSA Board of Trustees is looking forward to spending it with you and your family. I hope everyone will be able to make the trip down to Texas for the 35th annual National Classic, I am personally excited to be having the national event in my home state. It is sure to be a great time.

Simbrah Committee Report

Blake Nelson, Chairman

The objectives of this committee are to review policy, rules, regulations, activities, promotional methods and materials which pertain to the Simbrah breed and to make recommendations to the ASA Board of Trustees.

The Simbrah Committee members are Tim Smith, Jon Willis, Gordon Hodges and Brian DeFreese with help from several staff members, Wade Shafer, Cynthia Conner, Kathy Shafer, and Hannah Wine.

This committee evaluated the current advertising and promotion realizing the need for photos that better represent the current Simbrah breed, in addition to updating our message. A staff member traveled across Texas taking pictures which better represents today's Simbrah. These photos have been used in promotional materials including pamphlets and display pop-ups that will be finished in February 2015.

This committee also reviewed the history and reasoning behind the change to the multi-generation Simbrah chart and held discussions regarding the old breeding-up Simbrah chart. No action was taken at this time.

The Simbrah committee conducted an open forum meeting at the National Simmental show in Fort Worth, Texas. The meeting was to identify the needs and concerns of Simbrah breeders. Abundant attendance and enthusiasm for Simbrah was strong. Resulting from this meeting the ASA has increased efforts for promotion of Simbrah.

We have seen some growth in Simbrah registrations and will continue to promote Simbrah cattle as the heat and fescue tolerant SimGenetics alternative for the commercial industry.

This concludes the Simbrah report; I move that it be accepted into the Official Minutes of the Annual Meeting.

Publication Board

Bob Lanting, President

ASA Publication continues to stay strong with an increase of \$72,364 for fiscal year 2014 compared to the previous fiscal year. Expenses will reflect in line with income generated, however, showing a net gain of \$26,475.

ASA Publication continues to offer quality advertising and promotion at a very affordable cost. Many have taken advantage of an advertising package which lowers the cost even more.

Each publication, *the Register*, *SimTalk*, *Sire Source* and *Breeder Directory*, had increases in advertising sales and growth in number of pages. *The Register* has shown growth in advertising sales and *SimTalk* is holding its circulation of just over 50,000. January's *SimTalk* exceeds the number of advertisers again this year. *Sire Source* went from a one-time yearly hard copy promotion of bulls to continued promotion of bulls throughout the year taking advantage of both electronic and hard copy promotion. This has been very successful and I recommend if you have not taken advantage of this opportunity to do so. The next hard copy release is scheduled for late February, early March.

We have a strong, knowledgeable group ASA Representatives allowing us to meet the demands of attending sales and representing ASA events. We currently have 13 Representatives along with Trustees being more involved attending ASA and ASA Publication events.

Sales Call, our electronic sales notification, continues its success to notify subscribers of upcoming sales along with details and links. Make sure that you are listed on *Sales Call* for your sale and subscribe to receive the notification to keep up to date.

The Board and Staff at ASA Publication continue to work on providing you with many options to promote your cattle operation, bulls, sales, and keep you well-informed of industry, science and membership events.

I would like to thank the members for their support in using its services, the ASA Publication Board members are: Jim Butcher, Dale Miller, Susan Russell and Calvin Drake. ASA Publication has a very dedicated staff to help you with your advertising and promotion needs, don't hesitate to reach out to Jim Largess, Nancy Chesterfield, Rebecca Price, Cynthia Conner, or Joel Coleman.

Foundation Report

By Nancy Tom, Chairman

This past year, 2014, the Foundation committee took on the task of reviewing and re-energizing the Foundation mission. We came up with new core policies and set fundraising goals for 2015. I am excited to get started with this year and these goals. With the successful fundraising in Denver this past month, I'd say we are off to a great start.

Nominating Committee Report

By Bob Lanting, Chairman

Four ASA Trustees completed two terms in 2014 and were ineligible for re-election. They are: North Central, Roger Finke; Eastern, Jessie Driggers and Bill McDonald; and Western, Jim Butcher. (Jim Butcher will serve an additional year as Past-Chairman.) Three Trustees were eligible for re-election in 2014; Eastern, Brian DeFreese; and South-Central, Scott Cowger and Jon Willis.

(Continued on page 26)

Golden Book Award Recipients

Long-time Breeder



Verlouis Forster received his Golden Book Award from Trustee Calvin Drake.

State Association Secretary



Jennie Rucker received her Golden Book Award from Trustee Gordon Hodges.

University Professor



Dr. Mike Tess's Golden Book Award was presented by Butcher.

47th Annual Meeting and Convention Proceedings

Continued

Mike Forman from the Western region was the Board nominee from a field of four applicants. Mike was uncontested and elected to the one open position in the Western region.

Scott Cowger and Jon Willis were Board nominees from the South Central region from a field of five applicants. A highly contested race ended up with Jon Willis and write-in candidate Fred Schuetze being elected to the two openings in the South Central region.

Brian DeFreese and Jimmy Holliman were Board nominees from the field of four applicants. Another highly contested race resulted in Brian DeFreese and write-in Barry Wesner being elected to the two openings in the Eastern region.

Paul Walker was the board nominee from the North Central region from a field of three applicants. Claye Kaelberer, write-in candidate, was elected to fill the one opening in the North Central region.

The number of applicants and the large number of votes cast shows the enthusiasm for the future of the ASA board.

I would like to thank the retiring board members for their years of service to the American Simmental Association. The membership appreciates their contributions to the association.

This concludes my Nominating Committee report. I move it be accepted into the official minutes of the Annual Meeting.

Chairman's Report

Jim Butcher, Chairman

2014 has been a great year for American Simmental and its members and the demand for Simmental influenced breeding and feeder cattle has never been better. The footprint Simmental is having on the genetics market continues to improve several percentage points a year; we are now furnishing 17% of the bull business in the USA.

We currently have the programs in place, the quality of breeders and the cattle to keep on this pace for the foreseeable future.

Some of the projects we have been working on are:

- 1). Improving the software and computing power for the genetic evaluation, dubbed Operation QuantumLeap.
- 2). Upgrading the headquarters building in Bozeman.
- 3). Improving the scope and impact of the Simmental Foundation.
- 4). Conducting Association business at the membership level by scheduling our September board meeting in different parts of the country. This will give our Trustees a chance to meet and interact with members who do not attend annual meetings. These rotational meetings will also give members another opportunity to keep up with the programs and issues facing the Board and the Association.



Butcher addresses the open meeting.

The Simmental breed has been a major part of my life and livelihood my entire adult life. It has been a wonderful experience for me to lead this organization for the past year and I send a huge "thank you" to the board members, the ASA staff, and the membership for all your support.

(Continued on page 30)

Retiring Trustees receive their cow bells and thanks from Chairman, Bob Lanting



Trustee Roger Finke



Trustee Bill McDonald



Trustee Scott Cowger.



ASA 2826817

SIRE: R PLUS KING OF THE YUKON

DAM: MS MAXI LOU MX112S

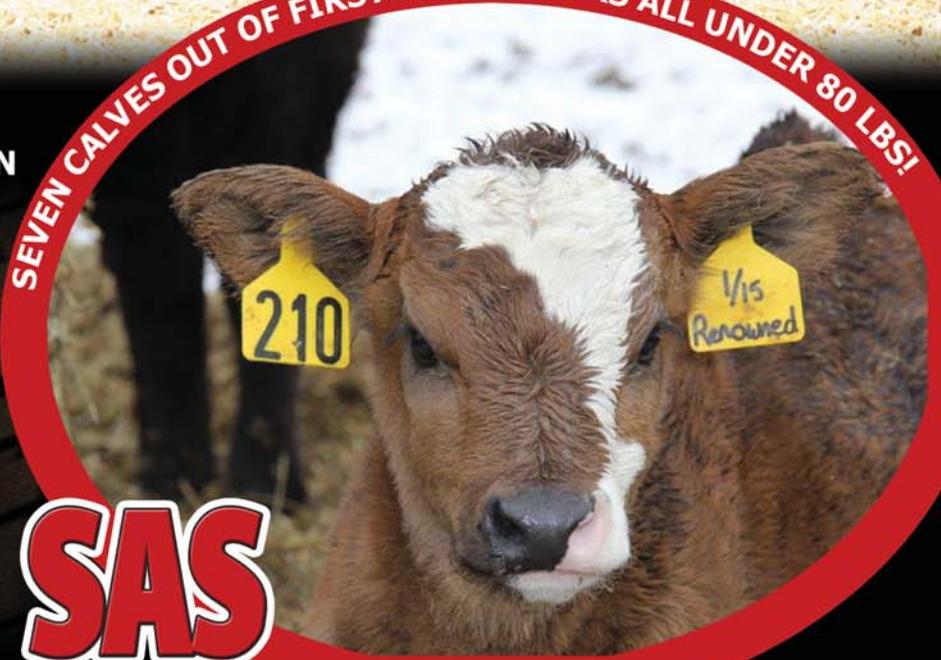
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EPDs	YG	-0.21
CE 8.8	MARB	0.18
BW 0.7	BF	-0.32
WW 57.1	REA	0.52
YW 81.2	SHR	-0.28
MCE 4.7	API	109.1
MILK 23.9	TI	65.2



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 May PB Open Show Heifer Prospect



Hilco Gonna B Shiny 212B
 GLS New Direction x Whsp Oaks Gonna Shine
 April PB Open Show Heifer Prospect



B&K Ms Pep 32B
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Tingle Farms
 Derek Tingle 502-682-0806

47th Annual Meeting and Convention Proceedings

Continued

Foundation Auction Results

Item	Donor	Amount	Purchaser
South Texas Helicopter Hog Hunt #2	Tom Brothers Ranch	\$11,000	Ronnie and Susan Smith
South Texas Helicopter Hog Hunt #1	Tom Brothers Ranch	10,000	Joe Durso
NY Weekend: Choice of Broadway Show, Dinner at Tribeca Grill, 3-night stay with airfare for two.	Winspire	4,000	Nancy Tom
Original CJ Brown Art work, 16.5 x 29 Bulls of the Simmental Breed	AJSA Board of Trustees	3,500	Circle M Ranch
Back Cover of Breeder Directory	ASA Publication, Inc.	2,500	Buzzard Hollow Ranch
Back Cover of Sire Source	ASA Publication, Inc.	2,500	Buzzard Hollow Ranch
Buffalo Robe	John Christensen	2,300	Kenner Simmental Ranch
Travel Package for Two, Bozeman, MT	American Simmental Association	2,250	Fred and Judy Schuetze
Autographed Pete Rose Baseball	Friend of Foundation	2,000	Horstman Cattle Company
National Finals Rodeo: Center Balcony Tickets to 1st Weekend of the 2015 National Finals, 3-night stay with airfare for two.	Winspire	1,900	Alan Forster
Mustang Island/Port Aransas #1	Nancy Tom	1,625	Dale and Paula Miller
Mustang Island/Port Aransas #2	Nancy Tom	1,625	Bob and Rhea Lanting
"Split the Deck"		1,040	Audience Participation
Hospitality Basket – North Carolina	Gordon Hodges	800	Tom Brothers Ranch
Artwork: Cow Painting	Blake and Ruth Nelson	750	ASA Board of Trustees
20X . Beaver Cowboy Hat - K Bar F Hatters,	Dewayne Fair	700	Ford Wagner
Bejeweled steer head	Custom Home Decor by Georgia Dunn	600	Tom Brothers Ranch
Hospitality Basket – Eastern	Bill McDonald, Cliff Orley, Brian DeFreese, Gordon Hodges	600	Kathy Shafer
Hospitality Basket – Pennsylvania	Pennsylvania Simmental	600	Value by Design/ Advanced Beef Genetics/ Great Lakes Beef
KSU Hand-made quilt	Darlene Forster	600	Calvin Drake
Custom-made, adjustable, 27 Camera Strap	Classic Leather Designs	525	Bill McDonald
Framed, vintage American Flag	Nancy Tom	500	ASA Board of Trustees
14K yellow gold Grammy pendant w/bezel	Silver Towne Farms	500	Ediger Simmental
Stained glass cross designed by James Freasier	Betty and James Freasier	500	Luke Keller
10 unit semen package – buyer's choices	Select Sires	425	Sanders Ranch
10 unit semen package – buyer's choices	Select Sires	400	Smith Genetics
Hospitality Basket – Western	Dale Miller, Bob Lanting, Jim Butcher, Susan Russell	400	Robert and Christy Campbell
Semen Package	Genex	400	Curt and Susan Russell
Faux Leather Ostrich Wallet	Silver Towne Farms	375	Fred Smith
Denim Quilt	Paula Miller	350	Lynn Butcher
Wade Shafer Boots #1	Wade Shafer	350	Gary Boggot

Item	Donor	Amount	Purchaser
Wade Shafer Boots #2	Wade Shafer	\$350	Wade Shafer
\$200 certificate for Buyer's Choice of Semen	Cattle Visions	300	Blake Nelson
Artwork: Horse Painting	North Dakota Simmental	300	Elliott Livestock
\$200 semen credit	Accelerated Genetics	250	AJSA Trustees
Faux Leather Handbag	Silver Towne Farms	250	Forster Farms
Men's insulated vest and cap (XL)	Australian Simmental	225	Chris and Sheila Christensen
\$200 Semen Credit	Accelerated Genetics	225	Ediger Simmental
Hospitality Basket – South Central	Tim Smith, Jon Willis, Blake Nelson, Scott Cowger	200	Ronald G. Miller
Hospitality Basket – Kansas	JW Brune, Calvin Drake	150	Forster Farms
Hospitality Basket – North Dakota	Roger Finke, Erika Kenner,	150	Curt and Susan Russell
\$100 gift certificate for a custom leather belt or handbag	Double J Saddlery	125	Horstman Cattle Company
Turquoise earrings	Silver Towne Farms	100	Beth Mercer
Black and White poncho	Silver Towne Farms	100	Holli Hatmaker

The combination of the 2015 Foundation Auction, sale of the Werning donation heifer and the Trans Ova IVG Cycle has resulted in \$88,590 on behalf of the ASA Foundation. The fundraising events occurred in conjunction with the ASA Annual Meeting and the National Western Stock Show in Denver, January 2015.

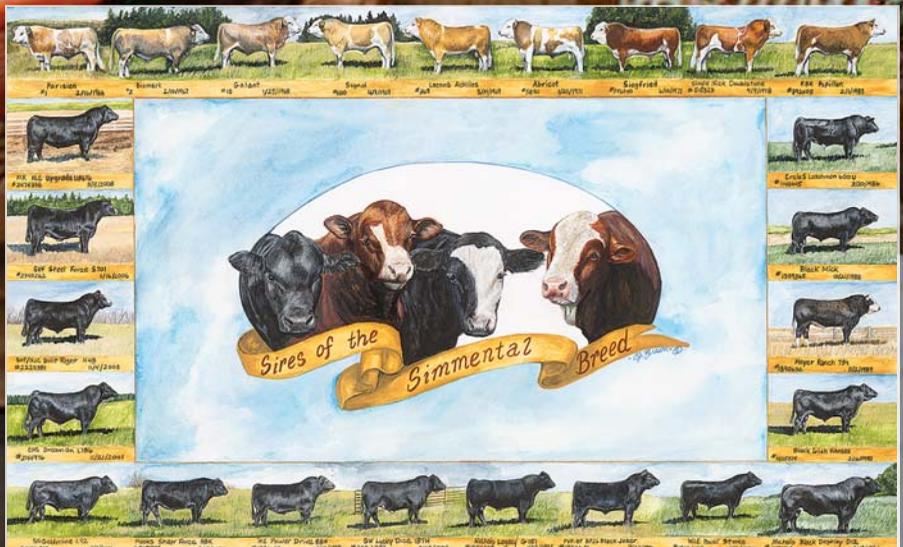
A total of \$58,590 was raised from the Annual Foundation Auction, as shown on the above listing. At the SimMagic on Ice Sale, the Trans Ova Donation to the AJSA Scholarships — the service package consisting of an IVF Cycle using reverse sorted semen was purchased for \$4,000 by AJSA Trustee Maddy

Udel and her parents Bret and Becky Udel. W/C Miss Werning 4132B, the 2015 heifer donated by Werning Cattle brought in \$26,000 designated for scholarship given through the American Simmental Foundation

“We are always amazed at the generosity of our members who support the Foundation year after year”, said Foundation Board Chairman Nancy Tom, Campbellton, TX. “We want to especially thank Werning Cattle Co. for their ongoing contributions, to Val and Lori Eberspacher for their tireless effort, and to auctioneer Jason Spence, who volunteered his time and talent to ensure a successful event.” ♦



Nancy Tom, Chairman of the ASA Foundation.



Support the AJSA Summit Leadership conference and order your copy of the Sires of the Simmental Breed print by CJ Brown today! Email your order to ajsa@simmgene.com.

ASA's "Meet and Greet" in "The Yards"

For the first time, ASA hosted a social event in the yards, serving chili and cookies to several hundred members and guests. Serving was done by AJSA trustees — on a picture perfect day. ♦



WILD, WILD WEST BUNCH

THANKS FOR A GREAT SALE!

We extend thanks to all who inquired about our offering.

A special thank you to
those who purchased:

Kyle Walter, CO
Kevin Vanbeek, SD
Mark and Jaden Valko, CO
Dave Thomas, WI
Shan Temple, CO
Todd Lee Swedlund, CO
James Stallins, TX
Darin Smith, IL
Keanna Smith, CO
Chad Russell, CO
Curtis Russell, CO
Ben Rogers, CO
Philip Pfannebecker, CO
Randy Moody, AL
Charles Meicklejohn, CO
Wayne Mazzone, CO
Michelle Mayfield, OK

Tyler Kreger, TN
Jared Hamilton, KS
Gary Hafner, OR
Jerry Groves, LA
Kelli Gibbs, MO
Don Fischer, MO
Jay Falkenstein, NE
Marc Daniels, UT
Andrea Coccergine, MT
Bill Carsten, CO
Robert Campbell, CO
Don Boldt, IL
Jock and Brenda Beeson, NE
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Brent & Brad Cook
Walsh, Colorado
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Robert & Chris Campbell
Katie & Kyle Walter
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NATIONAL WESTERN

SimMagic On Ice Sale

January 17, 2015, Denver, CO

No.	Category	Average
50	Flush & Embryo (256 Eggs) Lots	\$5,735 or 1,120/egg
5	Semen (473 Units) Lots	18,586 or 197/unit
55	Total Lots	\$6,903

Auctioneer: Jim Birdwell, OK

Sale Management: Eberspacher Enterprises Inc. (EE), MN

Marketing Representatives: Val Eberspacher, (EE); Kelly Schmidt, (EE); Jered Shipman, TX; Doug Parke, KY; Dalton Lundy, KY; Matt Macfarlane, CA; Kent Jaecke, OK; Tom Rooney, AgriMedia, IA; Jeremie Ruble, IA; Buddy Robertson, OK; Chris Beutler, AgriMedia, NE;

Representing ASA: Colton Buus

High-Selling Lots:

\$11,500 – Flush out of, “Sandeen Donna 7386,” cons. by Sloup Simmentals & Snider Simmentals, sold to Dwyer Cattle Company, Roseville, IL.

\$9,000 – Embryos s. by Mr. NLC Upgrade U8676, cons. by Sandeen Simmentals, sold to Greg Scott and Family Simmentals, Oskaloosa, IA.

\$6,300 – Embryos s. by LRS Turning Point 3117A, cons. by HTP Simmentals, sold to Felt Farms, Wakefield, NE.

\$6,000 – Embryos s. by W/C Bullseye 3046A, cons. by Tingle Farms, sold to Harwood Cattle Company, Geysers, MT.

\$6,000 – Embryos s. by W/C Loaded Up 1119Y, cons. by Werning Cattle Company, sold to Kappes Simmental, Long Lake, SD.

\$4,500 – Embryos s. by W/C Bullseye 3046A, cons. by Werning Cattle Company, sold to Cable C-Cross Ranch, Pukwana, SD.

\$5,400 – Embryos s. by B C Lookout 7024, cons. by Hilbrands Cattle Company, sold to Klopfenstein Simmentals, Winfield, IA.

\$5,400 – Embryos s. by B C Lookout 7024, cons. by Ton Engel, sold to Ryan Elmore, Covington, IN.

\$5,400 – Embryos s. by LLSF Uprising Z925, cons. by Hill Country Cattle Company and Groves Simmentals, sold to Walsh Simmentals, Hubbard, NE.

Comments: The 6th Annual SimMagic on Ice drew a packed ballroom of Simmental enthusiasts. Trans Ova Genetics, Cattle Visions, EDJE Technology and LiveAuctions.tv are partners for this ballroom sale. The first item of the night was the donation from Travs Ova Genetics of an IVF Cycle using reverse sorted semen with all the proceeds going to the American Simmental Foundation ear-marked for Junior scholarships.

This was purchased by Maddy Udell (AJSA Trustee) along with her parents Bret & Becky Udell of Udell Cattle CO, IA, for \$4,000.

The second item of the evening was a donation for the North Central Regional Classic to be held in Austin, MN, this summer. Two embryos of the 2012 Denver Champion Simmental Female JSMF Flick of Glitter X HS Unity U334 were donated by Jim & Stacie Mueller, Mueller Farms, MN. James Campbell of Campbell Show Calves, PA, purchased the embryos for \$3,800.

Bidders from 33 states and Canada were present along with 168 viewing on LiveAuctions.tv.



Trans Ova Representatives, Foundation Board Members, and AJSA Trustees pictured here for the Trans Ova donation lot to support the American Simmental-Simbrah Foundation.

The 22nd Annual “The One” National Western Simmental Sale

January 19, 2015, Denver, CO

No.	Category	Average
14 ½	SM & SimInfluenced Herd Bulls	\$26,892
13 ½	SM & SimInfluenced Bred Heifers	12,044
20	SM & SimInfluenced Open Heifers	8,600
3	SM & SimInfluenced Fall Heifers	10,500
7½	Special Lots (Donor, Flush, Pick & Embryos)	16,187
58½	Total Simmental lots	\$15,301

Auctioneer: Jim Birdwell, OK

Sale Manager: Eberspacher Enterprises (EE), Inc., MN

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Jered Shipman, TX; Doug Parke, KY; Dalton Lundy, KY; Alan Sears, Special Assignment, CO; Kent Jaecke, Special Assignment, OK; Tom Rooney, Lee AgriMedia, IA; Jeremie Ruble, IA; Buddy Robertson, OK; Matt Macfarlane, CA

ASA Representative: Dr. Bert Moore

High-Selling Lots:

\$160,000 – Herd Bull Prospect, “WS Revival B26,” s. by LLSF Uprising Z925, cons. by Walsh Simmentals & Foreman Cattle Company, sold to C-Mor Beef Farms, IL; John Sandidge, Bar QH, IL; Blackford Show Cattle, IL; and JS Simmentals, IA.

\$52,000 – 1/2 interest in Bred Female, “TNGL Hopes Desire A572,” s. by W/C Wide Track 694Y, bred to W/C Bullseye 3046A, cons. by Tingle Farms, sold to Manske Simmentals, Shattuck, OK.

\$40,000 – 1/2 interest in Herd Bull Prospect, “AWR KLCC Unexpected 43A,” s. by Mr. NLC Upgrade U8676, cons. by Aces Wild Ranch and Knott Lake Cattle Company, sold to Horton Cattle, Cook, CO.

\$40,000 – Herd Bull Prospect, “Ruby SWC Battle Cry 431B,” s. by Mr. Hoc Broker, cons. by Shipwreck Cattle Company and Ruby Cattle Company, sold to Patrick Donnelly, Independence, IA.

\$30,000 – 1/2 interest in Open Female, “Kappes Sophie 8543 B5,” s. by Remington Lock N Load 54U, cons. by Kappes Simmentals, sold to Prairie Cattle Company, Lafayette, IN.

\$25,500 – Herd Bull Prospect, “HILB Olympus B27U,” s. by B C Lookout 7024, cons. by Hilbrands Cattle Company, sold to Lee Cattle Company, Brush, CO.

\$25,000 – Bred Female, “Drake Romy X364A,” s. by Elm-Mound/GS Standsalone, bred to Yardley High Regard W242, cons. by Drake Simmentals, sold to Rolling Hills Simmentals, Blakesburg, IA.

\$20,500 – Bred Female, “DANR Simply Irresistible 84A,” s. by SVF Steel Force S701, bred to GLS New Direction X184, cons. by Emerson Tarr and Danner Farms, sold to Bradley Clapp and Trennepohl Farms, Montezuma, IN.

Comments: The evening started off with the People’s Choice Power Simmental. The Power Simmental is sponsored by Purina Animal Health represented by Paul Hill and Otto Lehmburg and Eberspacher Enterprises Inc. The Purina reps selected the winning ticket of Ruby Cattle CO. and Nate Ruby selected tag 15 Ruby’s Combustible 499B along with \$10,000 in prize money. CJ Brown is known across the country as an artist who specializes in livestock. She is always



Purina reps, Paul Hill and Otto Lehmburg draw the winning People's Choice lottery ticket.



Ruby Cattle Company's bull, "Ruby's Combustible 499B", declared the 2015 People's Choice.



2015 ASA Foundation donation heifer donated by Werning Cattle Company, SD.

W/C Miss Werning 4132B is a beautiful solid black $\frac{3}{4}$ daughter of W/C Wide Track 694Y and Miss Werning 132Y. All the funds from this lot go to the American Simmental Foundation. When the gavel fell, the price was \$16,000 with a consortium of buyers of R&R Cattle CO (SD), Benda Simmental (SD) J&C Simmental (NE), Springer Simmental (IA) John Sandidge, Bar QH (IL), Hilbrands Cattle CO (MN), RS&T Simmentals (MO), Circle M Farms (TX), Hudson Pines Farms, (NY), Kerns Cattle Co/Rockin J Ranch, (NE), RJ Cattle CO (SD), Tom Brothers Ranch, (TX) Oak Meadow Farms (MN), Kappes Simmental (SD), NLC Ranch (SD) and Eberspacher Ent Inc. The group donated the female back to the Foundation and when the dust settled, another \$10,000 was raised from Jered, Scott, Ashley, Creighten, Thatcher, Jill and Kinley Werning. \$30,000 was raised for AJSA Scholarships in Denver. Also photographed are the AJSA Board of Trustees and the Eberspacher Enterprises sale staff.

Finalists, per the People's Choice, received coats sponsored by Purina and Eberspacher Ent. They included: Lee Simmental Farm (MO), Springer Simmental (IA) Ruby Cattle CO (IA), Double JR Simmental (UT) Grass-Lunning Simmental (MN), RS&T Simmentals (MO), Springer Simmentals (IA), Oval F Ranch (MO) and Ahlberg Cattle (CO).

ready to help the AJSA and once again, created a print with funds going to AJSA Leadership Summit. The print highlighted the past and present sires of the Simmental Breed. The print sold for \$900 purchased by Art Farley of C-Mor Beef (IL) who donated it back and was then purchased by Drew, Holli & Knox Hatmaker (KY) for \$800.



Pictured (L-r): Val Eberspacher, Willie Altenburg, Vicki Ahlberg, Jeff Springer, Matt Fischer, Nate Ruby, Jerry Lee, Josh Tolman, Tanner Tolman, Cashley Ahlberg, Jordan Cowger, Scott Grass, Kelley Schmidt and Lori Eberspacher

(Continued on page 36)

NATIONAL WESTERN

(Continued from page 35)

Class Standings, Purebred Bulls, Pen of Five

Class 221

Springer Simmentals, Cresco, IA
JS Simmentals, Prairie City, IA
Lee Simmental Farm, Columbia, MO

Class Standings, Purebred Bulls, Pen of Three

Class 222 A

Springer Simmentals, Cresco, IA
CK Bar Ranches, Plaza, ND

Class 222 B

Hudson Pines Farm, Sleepy Hollow, NY
Ruby Cattle Company, Murray, IA
Double JR Simmentals, Paradise, UT

Class 222 C

Hudson Pines Farm, Sleepy Hollow, NY
JS Simmentals, Prairie City, IA

Class Standings, Percentage Bulls, Pen of Five

Class 321

Oak Meadow Farms, Harmony, MN
Western Cattle Source/Wohlers Simmentals, Crawford, NE

Class Standings, Percentage Bulls, Pen of Three

Class 322 A

Hilbrands Cattle Company, Clara City, MN
Kearns Cattle Company, Rushville, NE

Class 322 B

Grindstone Creek Farms, Sturgeon, MO
Maple Leaf Holdings, Morehead, KY
Rowser Angus and Simmental, Wellsville, UT
Felt Farms, Wakefield, NE

Class 322 C

Hilbrands Cattle Company, Clara City, MN
Ruby Cattle Company, Murray IA
Triple J Farm, Craig, NE
Krieger Farms, Universal, IN

Class 322 D

Hudson Pines Farm, Sleepy Hollow, NY
Grass-Lunning Simmentals, Leroy, MN
J&C Simmentals, Arlington, NE
RS&T Simmentals, Savannah, MO

Bull Pen Show

Date: January 18, 2015
Location: Denver, CO
Judge: Galen Fink, Randolph, KS
Associate: Ken Stewart, Okeechobee, FL

Editor's Note: PTP data for the National Western Simmental Purebred Bull Pen Show are in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI.

Purebred Pen of Five



Grand Champion, exh. by Springer Simmentals, Cresco, IA.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/10/14	SAS Reload B036	R Plus Reload 2006Z	3.40	6.0	39.5
2/12/14	SAS Reload B257	R Plus Reload 2006Z	2.92	5.2	39.5
2/5/14	SAS Reload B531	R Plus Reload 2006Z	2.90	5.1	40.5
2/24/14	SAS Reload B304	R Plus Reload 2006Z	3.41	6.5	39.5
2/12/14	MY/SAS Reload B420	R Plus Reload 2006Z	3.52	5.9	40
Pen Average			3.23	5.8	39.8
EPD Average			8.8/74/108/9.9/57/- .19/.16/125/72		



Reserve Grand Champion, exh. by JS Simmentals, Prairie City, IA.

Birth	Animal's Name	Sire	WDA	Frame	SC
3/29/14	JS Belmont 15B	GW-WBF Substance 820Y	3.96	5.0	38
4/1/14	JS Total Rebellion 25B	GW-WBF Substance 820Y	3.89	5.6	36.5
4/1/14	JS The Conductor 24B	GW-WBF Substance 820Y	3.66	5.2	39.5
3/31/14	JS Texas Rodeo 23B	GW-WBF Substance 820Y	3.47	5.2	36
4/1/14	JS Dark Intentions 14B	GW-WBF Substance 820Y	3.75	4.8	39
Pen Average			3.75	5.2	37.8
EPD Averag			9.7/67/106/9.8/59/- .33/.31/126/72		

Purebred Pen of Three



Grand Champion, exh. by Hudson Pines Farm, Sleepy Hollow, NY. (From subclass B)

Birth	Animal's Name	Sire	WDA	Frame	SC
3/24/14	HPF Step Up B076	WS A Step Up X27	3.59	6.0	38
2/22/14	HPF Uprising B065	LLSF Uprising Z925	3.68	5.8	37
2/4/14	HPF Rockstar B332	JF Milestone 999W	3.34	4.8	37
	Pen Average		3.54	5.5	37.3
	EPD Average		7.8/67/94/8.0/53/-0.34/.07/119/66		



Reserve Grand Champion, exh. by Hudson Pines Farm, Sleep Hollow, NY. (From subclass C)

Birth	Animal's Name	Sire	WDA	Frame	SC
2/2/14	HPF Shock Force B052	CLRWTR Shock Force W94C	3.93	5.5	40.5
1/17/14	HPF Milestone B034	JF Milestone 999W	4.32	6.0	42.5
1/2/14	HPF Make It Rain B012	K-Ler Make It Rain	3.93	5.1	42.5
	Pen Average		4.06	5.5	41.8
	EPD Average		4.9/66/92/9.7/54/-0.27/.13/110/65		

Junior Show

Date: January 20, 2015
Location: Denver, CO
Judge: Mark McClintock, Fort McKavett, TX

Purebred Females



Grand Champion
 "HLB Crazy N Love A475S,"
 s. by Mr. Hoc Broker,
 exh. by Trey Jass, Garner, IA.



Reserve Grand Champion
 "RP/MP Built To Love A021,"
 s. by Ruby's Wide Open 909W,
 exh. by Morgan Phillips, Maysville, KY.

Percentage Females



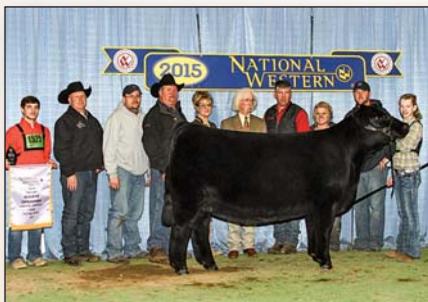
Grand Champion
 "Hara's Miss Princess 23B,"
 s. by Mr. Hoc Broker,
 exh. by Stewart Skiles, Dalhart, TX.

(Continued on page 38)

NATIONAL WESTERN

(Continued from page 37)

Junior Percentage Female Show (Cont.)



Reserve Grand Champion
 "HPF Miss Karma A068," s. by GOET 180,
 ex. by Kyla Walter, Elk City, OK.

Open Bull Show

Date: January 20, 2015
 Location: Denver, CO
 Judge: Marshall Ruble, Ames, IA
 Associate: Dr. Brad Skaar, Ames, IA

Purebreds

Junior Calf Champion

"STCC Jack Around 4031," s. by TLLC One
 Eyed Jack, ex. by Trennepohl Farms, Phleps
 & Scheiderer, Zeis Simmentals, Lundy Farms,
 Herman Schwantz, Nick Petersen and Clint
 Robinson, Middletown, IN.
 9.1/74/106/7.5/58/-.39/.24/122/74



Reserve Junior Calf Champion
 "TNGL Upper Hand B757," s. by Sandeen
 Upper Class 238, ex. by Tingle Farms,
 New Castle, KY.
 4.3/62/87/6.6/53/-.34/.24/114/68

Senior Calf Champion

"HOC Brazos B117," s. by FBFS Wheel Man
 649W, ex. by Hoffman Ranch, Thedford, NE.
 7.4/66/93/9/45/-.28/.07/125/63

Percentage Pen of Five



Grand Champion, ex. by Oak Meadow Farms, Harmony, MN.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/23/14	OMF/DK Bulk B58*	Welsh's Dew It Right 067T	3.75	5.9	48.5
2/3/14	OMF/DK Bruzer B11	B C Lookout 7024	3.74	5.5	40
1/28/14	OMF Bobaflex B3*	Welsh's Dew It Right 067T	3.47	4.9	38
2/3/14	OMF Blitz B24	OMF Commander Y69	3.46	4.7	37
1/28/14	OMF Burley B5	W/C United 956Y	3.47	5.2	37
Pen Average			3.58	5.2	37
EPD Average 13.7/69/100/7.2/56/-.32/.34/136/74					

*This animal is a purebred



Reserve Grand Champion, ex. by Western Cattle Source/
 Wohlers Simmentals, Crawford, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/23/14	WCS Mr. Absolute 444B	Harker's Bandito Uno	3.89	5.8	43
2/23/14	WCS Mr. BLK Crown 445B	Harker's Bandito Uno	3.41	5.5	41.5
3/3/14	WCS Mr. Bandito 483B	Harker's Bandito Uno	3.39	5.6	40.5
3/9/14	WCS Mr. Pendleton 4010B	WCS Mr. Pendleton 909W	3.65	5.5	41
3/29/14	WCS Mr. Powertime 4058B*	ES Power Up XS37	3.34	5.3	39
Pen Average			3.54	5.5	41
EPD Average 8.2/72/104/10.9/58/-.23/.16/111/68					

Percentage Pen of Three



Grand Champion, exh. by Hilbrands Cattle Company, Clara City, MN.
(From subclass A)

Birth	Animal's Name	Sire	WDA	Frame	SC
3/22/14	HILB Outsider B831	Silveiras Style 9303	3.67	5.4	39.5
2/25/14	HILB/PK Covert Affair	GLS New Direction X184	3.49	5.1	40
3/25/14	HILB Outlander B49	Silveiras Style 9303	3.54	5.5	38.5
	Pen Average		3.57	5.3	39.3
	EPD Average		12.8/55/86/9.5/47/- .21/.35/131/66		



Reserve Grand Champion, exh. by Hilbrands Cattle Company, Clara City, MN.
(From subclass C)

Birth	Animal's Name	Sire	WDA	Frame	SC
3/22/14	HILB Outsider B831	Silveiras Style 9303	3.67	5.4	39.5
2/7/14	HILB Stock Broker B67*	Mr. Hoc Broker	3.32	5.4	43.5
2/1/14	HILB Belmont B427	B C Lookout 7024	3.21	5.0	40.5
2/3/14	HILB Olympus B27U	B C Lookout 7024	3.92	5.0	42
	Pen Average		3.48	5.1	42
	EPD Average		8.3/63/92/7.8/51/- .29/.28/119/68		

Open Purebreds (Cont.)



Reserve Senior Calf Champion
"TNGL Track On B748," s. by W/C Wide Track 694Y, exh. by Tingle Farms, New Castle, KY.
11/68/99/10.1/56/- .29/.16/128/70



Junior Champion
"K-Ler Guts & Glory 304A," s. by CNS Dream On L186, exh. by Kaehler Cattle Co. and Heartland Simmentals, Saint Charles, MN.
3.7/67/91/11.8/47/- .29/.19/123/66

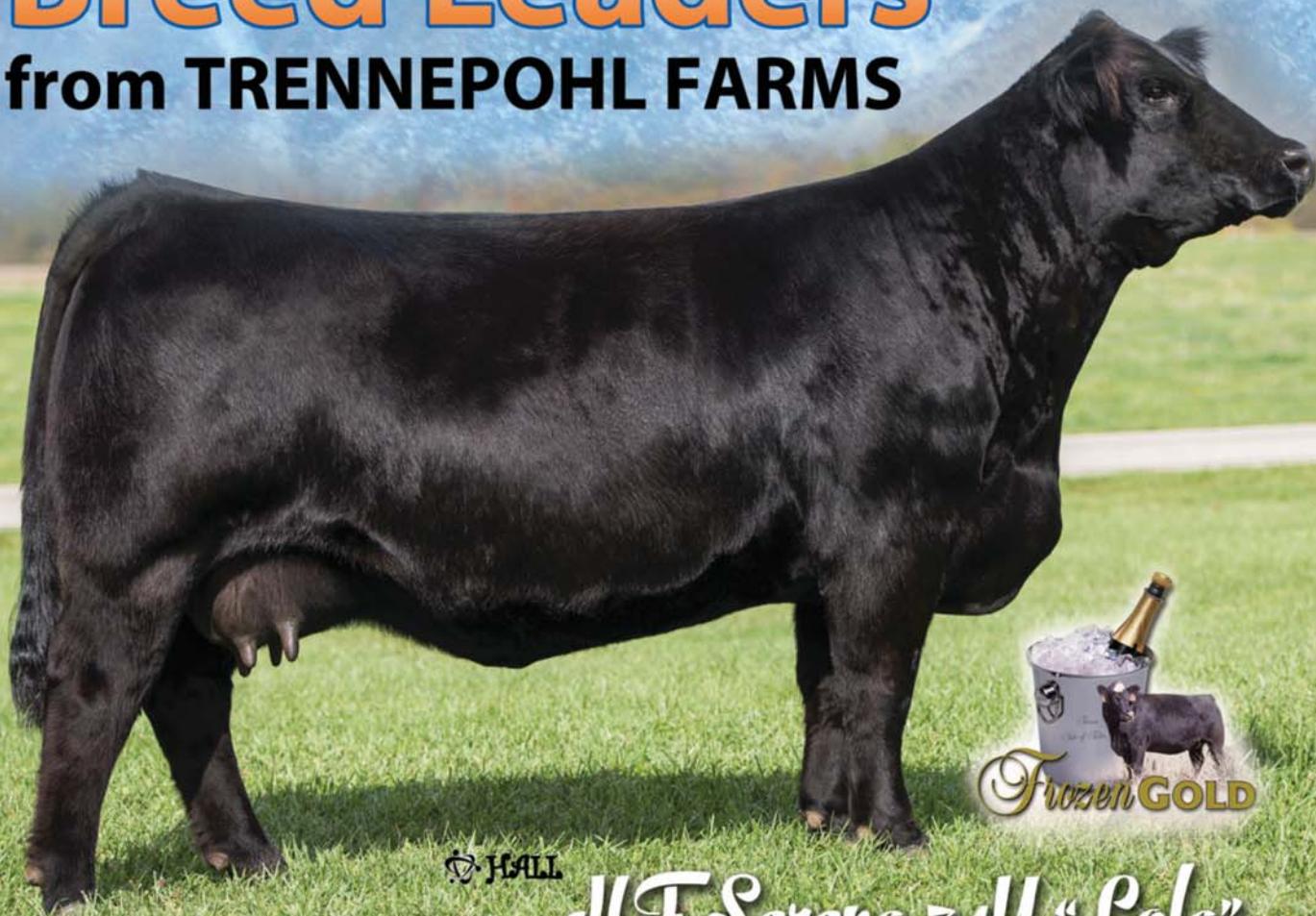


Reserve Junior Champion
"SAS Renowned A733," s. by R Plus King of the Yukon, exh. by Springer Simmentals and Bar QH Farms, Cresco, IA.
6.4/70/99/6/52/- .20/- .01/106/64

(Continued on page 42)

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NATIONAL WESTERN

(Continued from page 39)

Class Standings, Purebred Female, Pen of Three

Class 225 B

Lone Tree Simmentals, Lone Tree, IA
Springer Simmentals, Cresco, IA

Class 225 C

Oval F Ranch, Winston, MO
Long's Simmentals, Creston, IA

Class 226

Springer Simmentals, Cresco, IA

Class Standings, Percentage Female, Pen of Three

Class 325 A

Lee Cattle Company, Brush, CO

Class 325 B

Felt Farms, Wakefield, NE
Maple Leaf Holdings, Morehead, KY
Grindstone Creek Farms, Sturgeon, MO

Class 325 C

Ahlberg Cattle, Longmont, CO
Grass-Lunning Simmentals, Leroy, MN

Open Purebreds (Cont.)



Grand Champion and Senior Champion
"LLSF Pays to Believe ZU194," s. by CNS Pays to Dream T579, exh. by Schooley Cattle Co., Bloomfield, IA.
10.6/53/78/5.9/50/- .28/.29/130/66



Reserve Grand Champion and Reserve Senior Champion
"HPF Quantum Leap Z952," s. by HTP/SVF Duracell T52, exh. by Circle M Farms and Rocking P Livestock, Rockwall, TX.
12.2/67/98/11/55/- .23/.16/133/71

Female Pen Show

Date: January 19, 2015

Location: Denver, CO

Judge: Galen Fink, Randolph, KS

Associate: Ken Stewart, Okeechobee, FL

Editor's Note: PTP data for the National Western Simmental Purebred Female Pen Show are in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI

Purebred Pen of Three



Grand Champion, exh. by Oval F Ranch, Winston, MO.

Birth	Animal's Name	Sire	WDA	Frame
3/29/13	HILB Fashionista A928	GLS New Direction X184	2.90	5
2/5/14	Oval F Bubblicious B437	W/C Wide Track 694Y	2.81	5.7
2/2/14	Oval F Bazooka B422	W/C Wide Track 694Y	2.76	5.6
2/2/14	Oval F Bubble Yum B424	Oval F Cool Dude Y56	2.58	4.9
Pen Average			2.72	5.4
EPD Average			8.7/63/94/9.1/55/- .35/.10/119/65	



Reserve Grand Champion, exh. by Long's Simmentals, Creston, IA

Birth	Animal's Name	Sire	WDA	Frame
3/29/13	HILB Fashionista A928	GLS New Direction X184	2.90	5
2/12/14	Long's Heather	Long's Steel Shot	2.94	6
2/14/14	Long's Hazel	Long's Steel Shot	2.77	5.3
2/14/14	Long's Dazzle	Long's Steel Shot	2.96	5.8
Pen Average			2.89	5.7
EPD Average			5.2/64/91/6.6/53/- .31/.02/112/61	

Percentage Pen of Three



Grand Champion, exh. by Felt Farms, Wakefield, NE.

Birth	Animal's Name	Sire	WDA	Frame
	Felt BreeAnna 101B	FF Sharper Image Z537	3.05	5.8
	Felt Brigitte 176B	FF Sharper Image Z537	2.95	5.4
	Felt Bailey 118B*	LLSF Uprising Z925	3.25	6.4
		Pen Average	3.08	5.9
		EPD Average	10.9/66/101/10.3/57/- .16/.23/121/68	

*This animal is a purebred



Reserve Grand Champion, exh. by Maple Leaf Holdings, Morehead, KY.

Birth	Animal's Name	Sire	WDA	Frame
	MS MLH Love Struck 425B	WLE Uno Mas X549	2.54	4.8
	MS MLH Love Lace 650B	WLE Uno Mas X549	2.72	4.9
	MS MLH Olive Oil 400B	W/C Wide Track 694Y	2.77	5.5
		Pen Average	2.67	5.1
		EPD Average	13.9/60/94/8.0/53/- .20/.47/139/73	

Open Percentage



Reserve Grand Champion and Calf Champion

"STCC Womack 4042," s. by Mr. Hoc Broker, exh. by Trennepohl Farms and Lawson Farms, Middletown, IN.

5.9/61/99/11.2/50/- .18/.03/95/58



Reserve Calf Champion

"GCC CM Stockbroker B005," s. by Mr. Hoc Broker, exh. by Griswold Cattle and Circle M Farms, Rockwall, TX.

7.3/61/94/11.5/46/- .17/.22/110/63



Grand Champion and Junior Champion

"HILCO Turbo booster 3404A," s. by SS Ebony's Premium Blend, exh. by Hill Country Cattle and Drummond Farms, Fountain Run, KY.

8.8/57/81/4.8/53/- .21/.17/109/65

Reserve Junior Champion

"STCC Jimmy John 028A," s. by STCC Long Haul 033X, exh. by Trennepohl Farms, Top Hat, Wishing Well and Prospect Cattle, Middletown, IN.

10.8/55/82/3.9/51/- .22/.31/114/64

(Continued on page 46)



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www.simmental.org/forum

NATIONAL WESTERN

(Continued from page 43)

Open Female Show

Date: January 21, 2015
Location: Denver, CO
Judge: Marshall Ruble, Ames, IA
Associate: Dr. Brad Skaar, Ames, IA

(data is listed with the cow first and the calf second)

Purebreds



Grand Champion Cow/Calf Pair
 "Warren Cool Deal Lucille," s. by Mr. NLC Upgrade U8676; Calf, "TPHT Kool Kitty B2Z," s. by DDH Cut Above 48Y, exh. by Top Hat Farms, LLC, Deweyville, UT.
 9.8/71/105/8/63/-50/.28/147/79
 7.1/66/97/7.8/56/-35/.23/112/68



Spring Calf Champion
 "LTS Revealed," s. by Mr. NLC Upgrade U8676, exh. by Lone Tree Simmentals, Lone Tree, IA.
 8.9/79/118/5.5/60/-43/.23/133/79



Reserve Spring Calf Champion
 "TNGL Sparkle B770," s. by TNGL Grand Fortune Z46, exh. by Tingle Farms and Payton Line, New Castle, KY.
 5.8/59/83/5.9/51/-31/.09/108/63



Winter Calf Champion
 "OBCC Legend 119B," s. by FBFS Wheel Man 649W, exh. by Circle M Farms, Rockwall, TX.
 8.1/61/88/7.5/51/-24/.16/117/65



Reserve Winter Calf Champion
 "SVJ Lady In Red B354," s. by SVF Steel Force S701, exh. by SVF Farm and Audrey Scheiderer, Amity, PA.
 5.3/61/89/6.3/43/-14/.24/132/65



Fall Calf Champion
 "HPF Ms. Crocus A083," s. by Card Uproar 49Y, exh. by Hudson Pines Farm and Clear Water Simmentals, Tarrytown, NY.
 9.4/62/86/9.5/52/-38/.18/131/68



Reserve Grand Champion and Junior Champion
 "TNGL Hopes Design A589," s. by W/C Wide Track 694Y, exh. by Hudson Pines Farm, Tarrytown, NY.
 7.8/67/98/7.7/58/-27/.20/122/69



Reserve Junior Champion
 "TNGL A Vision A590," s. by CNS Pays To Dream T759, exh. by Tingle Farms and Aria Warren, New Castle, KY.
 11.9/52/73/11/46/-30/.23/135/64



Grand Champion and Senior Champion
 "HILB Crazy N Love A475S," s. by Mr. Hoc Broker, exh. by Jass Simmentals, Garner, IA.

Reserve Fall Calf Champion
 "OBCC Sadie 21A," s. by JSSC Wide Body 090W, exh. by Bryce Thompson, Lonetree, IA.
 8.6/66/94/8/57/-36/-08/123/63



Reserve Senior Champion

“THO/LTS Moco’s Focus 83A,” s. by Mr. NLC Upgrade U8676, exh. by Lone Tree Simmentals and Thomann, Lone Tree, IA. 12/72/105/8.3/55/- .47/.29/140/78



Reserve Grand Champion and Winter Calf Champion

“HPF Miss Knockout B033,” s. by W/C United 956Y, exh. by Hudson Pines Farm, Tarrytown, NY. 9.3/75/115/7.6/56/- .21/.30/123/75



Reserve Fall Calf Champion

“Volk Cow A404,” s. by Harker’s Bandito Uno, exh. by Elmore Cattle Services and Volk Livestock, Waukomis, OK. 9/54/73/9/46/- .30/.16/107/58

Percentage



Spring Calf Champion

“HILB Caught Lookin B929,” s. by B C Lookout 7024, exh. by Hilbrands Cattle Co., Clara City, MN. 13.1/59/85/7.5/48/- .27/.47/135/71



Reserve Winter Calf Champion

“Womack Precious Miss,” s. by Mr. Hoc Broker, exh. by Trennepohl Farms, Middletown, IN. 5.9/61/99/11.2/49/- .17/.03/95/58



Grand Champion and Junior Champion

“RCF Ms. Chopper 319A,” s. by ZKCC Chopper 844U, exh. by Goering Show Cattle, McPherson, KS. 6.7/60/88/7.4/47/- .14/.37/109/65



Reserve Spring Calf Champion

“FSCI Erica’s Regard B429,” s. by Yardley High Regard W242, exh. by Ferguson Show Cattle, Chardon, OH. 6.1/61/96/8.1/54/- .08/.22/103/64



Fall Calf Champion

“JPVF Miss Stella 440,” s. by Remington Lock N Load 54U, exh. by JPV Farms-Vickland Show Cattle, Longmont, CO. 5.5/62/108/7.8/54/- .30/.12/101/64



Reserve Junior Champion

“RGRS SRG Adalyne 26A ET,” s. by SVF/NJC Built Right N48, exh. by Walter Cattle Co., Elk City, OK. 10.7/61/89/9.3/50/- .24/.14/119/66

(Continued on page 48)



NATIONAL WESTERN

(Continued from page 47)

Percentage Female Show (Cont.)



Senior Champion

"Mindemann Blackclass A24," s. by ZKCC
Chopper 844U, exh. by Chase Farms and
Bodin Mayer, Chatfield, MN.
7.9/58/88/7.3/50/-.15/.33/111/65



Reserve Senior Champion

"Miss BHC Voltage Z021," s. by SS/PRS
High Voltage 244X, exh. by Circle M Farms,
Rockwall, TX.
9.7/63/86/4.1/49/-.23/.04/99/61

Groups:



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Lundy Named Herdsman of the Year

Editor's Note: This news item was excerpted from an article drafted by Shannon Yokley, a University of Missouri intern with the National Western Media Team.

Thomas Lundy, a native of Bardstown, KY, has been named as the inaugural winner of the American Simmental Association's newly established Progress Through Performance (PTP) Herdsman of the Year Award. The honor was announced January 21 at the National Western Stock Show in Denver.

As a youth, Lundy was an active member and trustee of the American Junior Simmental Association (AJSA), and currently serves as herdsman for Trennepohl Farms of Middletown, TN.

The ASA created the honor to recognize an "individual who supports and promotes the SimGenetics industry while upholding the honor and dignity of a respectable cattleman."

The PTP ideology aims to effectively combine the assessment of statistical data, including EPDs and performance data, with traditional phenotype evaluation, promoting multi-level progress within the Simmental and SimGenetics industry.

"I grew up around cattle, whether I was riding around with my grandpa on his job as a sales consultant or serving on the junior board, I have had so many good opportunities. My play pen was even in the show barn. That's just what I know. This award is something I never really even thought of or expected. It's humbling," Lundy said.

"Thomas is a great example of what the AJSA program strives to turn out of it's program — he's a hardworking cattleman who absolutely loves the Simmental breed," added Hannah Wine, ASA's Youth and PTP Coordinator.

Lundy has been with Trennepohl Farms for a year and a half. His responsibilities include management and maintenance of all sale and show cattle, daily care, nutrition and a few breeding decisions.

Chad Fairley, a fellow Trennepohl Farms employee acknowledges Lundy's contributions. "He's a great worker and extremely knowledgeable about the Simmental breed."



Lundy with the Trennepohl family, ASA Activities and Events Committee Members, and ASA staff at the National Western. ◆

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Research/Feed Intake Project

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Animal Registration Number:
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Sale Name:
The 22nd Annual "The One"
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Sale Date: 1/19/2015

Thank You



The group of buyers along with AJSA Board of Trustees and the Eberspacher Enterprises sale staff.

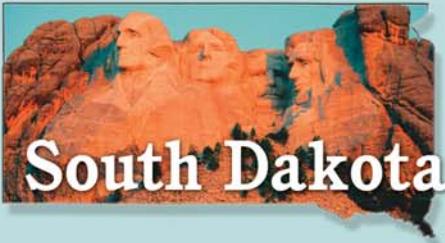
Buyers: R&R Cattle CO., SD; Benda Simmental, SD; J&C Simmental, NE; Springer Simmental, IA; John Sandidge, Bar QH, IL; Hilbrands Cattle Co., MN; RS&T Simmentals, MO; Circle M Farms, TX; Hudson Pines Farms, NY; Kerns Cattle Co./Rockin J Ranch, NE; RJ Cattle Co., SD; Tom Brothers Ranch, TX; Oak Meadow Farms, MN; Kappes Simmental, SD; NLC Ranch, SD; and Eberspacher Enterprises, Inc, MN.

The group donated the female back to the Foundation and it re-sold to Jered, Scott, Ashley, Creighton, Thatcher, Jill and Kinley Werning, SD.

SPOTLIGHT ON SIMGENETICS

2013 and 2014 Sale Averages

	Simmental 2013		2014	
	106 Sales		114 Sales	
	No.	Ave.	No.	Ave.
Bulls	4,908	\$4,355	6,365	\$4,737
Bred Cows	807	3,525	838	3,034
Cow/Calf	368	3,248	292	4,073
Bred Heifers	1,587	3,042	1,443	3,611
Open Females	1,636	3,102	1,343	3,401
Totals	9,306	\$3,796	10,281	\$4,246



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MEET THE TEAM

This is the third installment in a series designed to “personalize” ASA’s team of Field Service Representatives so that the membership can become more familiar with individual credentials, and more easily recognize names,

faces and responsibilities. Two individuals, proceeding in alphabetical order, are being featured in future issues of the Register. Mason Lautenschlager and Dr. Bert Moore will be spotlighted in the April issue.



John Grande, Martinsdale, Montana

Grande has managed Grande Ranch Company, a family-owned cow-calf operation, located near the small town of Martinsdale in central Montana. He’s a graduate of Montana State University with the rather unique combination of a B.S. in Animal Science and a minor in Political Science.

Very active in beef industry affairs, he’s served on the boards of both the Montana Stockgrowers Association (MSGA) and the National Cattlemen’s Beef Association (NCBA). He has been working member of several MSGA and NCBA committees and task forces.

Grande has managed the family ranch since 1988 and has implemented resource improvements that have greatly increased carrying capacity. In addition, he has established a three-breed cross, utilizing A.I. for improvement of in-herd genetics, as well as an embryo transfer program for customer cattle. They have retained ownership for 25 years, allowing for collection of extensive data from birth weight and calving ease to carcass quality.



Grande, photographed during spring branding.

Grande Ranch has used Simmental genetics since 1991 and has extensively tested Simmental and SimAngus™ sires in their AI program. “The greatest asset that Simmental cattle have, beyond their genetic value, is the value of the Association’s genetic evaluation,” he says. “By incorporating Total Herd Enrollment and indexes based on economically relevant traits and by incorporating other cooperating breeds into the evaluation, producers are provided with the tools to make great strides forward.”

He’s married to Hertha Lund, who is the founder/owner of Lund Law, PLLC, a law firm in Bozeman, which specializes in representing landowners and all areas of natural resource law.

Grande sees his role as a Field Service Representative as being less with the ASA membership than with their customers. “I have spent more than 30 years working with the benefits of heterosis and genetics in improving performance from functionality to feed efficiency to carcass,” he concluded. “And, my experience beyond the cow-calf business in working with all sectors of the beef industry is helpful when visiting with producers. I’m more of a liaison between seed-stock and commercial producers.”



Stuart Jensen, Emmett, Idaho

“My relationship with the ASA membership is expanding as I settle into this position,” Jensen says. “And, I look forward to interacting with more and more Simmental breeders and their commercial customers. I understand the great value of using Simmental in combination with other breeds, especially in the areas of calving ease, maternal traits and performance.”

Born and raised on the family farm at Emmett, Jensen, his wife, Heather, and his six children, are in business with his parents, Vaughn and Lisa. “Heather is my best friend and has her hands full as a full-time mom to Cianna, 8; twins Mara and McKay, 5; twins Hyrum and Jessa 12 (yes — we have two sets of twins!); and baby, Emma,” he says.

Stuart attended BYU-Idaho, located at Rexburg, where he earned a bachelor of science in Agri-Business with a minor in Animal Science. He then worked on the commercial cattle operation owned by Heather’s family at Haw Creek, Florida, before joining the Rex Ranch at Whitman, Nebraska, as manager of their steer and heifer stockers cattle, assisting in large scale AI projects along with involvement in that ranch’s bull development program. He says that spring branding was among the most enjoyable aspects of his Nebraska experience, and especially admired the way neighbors joined together in the Sandhills of that state.

Currently he has full responsibility for management of his own family’s highly diversified farming and ranching enterprise. In addition to their registered SimAngus™ and Angus cattle, the Jensens also “raise kids, dogs, horses, corn, wheat, hay and cattle,” he explained. Bulls are marketed through private treaty sales in the spring of the year. “My entire working career has been associated with cattle and farming,” he says. “I can’t think of anything that I’d rather do.”

Jensen thoroughly enjoys taking his children along when he is handling livestock and teaches



Jensen with his three oldest children: (l to r) Mara, McKay and Cianna.

them to ride horses at an early age.

He welcomes the opportunity to become acquainted with cattlemen and women in his primary area of responsibility.

“If you don’t know me, let’s get together and talk about the science, and excitement for genetic improvement in your cow herds,” he summarized.



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Herdsmen, James Felt
 402-369-0513 cell • jamesfelt02@gmail.com

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Ohlrich/Felt Farms Bull Sale
 February 6, 2016 • Norfolk, NE

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 402-641-2936 Cell

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 www.sloupsimmentals.com

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 Shane, Shelbi,
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ASA's Leading Breeders Listed By Registrations

The following list includes ASA's leading breeders, on the basis of Simmental (including all fullblood, purebred, percentage and Simbrah) reported during calendar year 2014. Within each state, province or country, the top five breeders are shown

in descending order beginning with the breeder who registered the most animals.

The minimum requirement for inclusion on this list was reporting of five animals during the year.

AUSTRALIA

X Simm - Chatsworth, Victoria
Wombramurra Black Simmentals -
Nundle NSW

ALBERTA

Michael Daines/Mt Daines Holdings LTC -
Red Deer County
Grant Daines - Innisfail
Alta Genetics Inc. WBD -
Rocky View County

MANITOBA

Stewart Cattle Co - Russell

ONTARIO

Semex Alliance - Guelph
R & L Stewart & Sons - Newberry
Bar 5 Simmental Breeders - Markdale

SASKATCHEWAN

Halls Cattle Company - Craven
Grant Dunham - Maryfield

PANAMA

Carlos Ortiz - Cocle

ALABAMA

Gibbs Farms - Ranburne
Sunshine Farms, Tim W Minor - Clanton
Bush Farms - Eufaula
Black Rock Farm - Luverne
Wells Farm - Selma

ARIZONA

Lee Cattle Company - Chandler

ARKANSAS

Groves Simmental Ranch - Lewisville
Pitts Angus - Bald Knob
River Bend Farms - Garland City
Jacs Ranch - Bentonville
Nice Breeze Farm - Yellville

CALIFORNIA

Circle Ranch - Ione
Hinton Ranch Simmentals - Montague
Gonsalves Ranch - Modesto
Cal Poly Foundation - San Luis Obispo
Little Shasta Ranch - Montague

COLORADO

Altenburg Super Baldy Ranch, LLC -
Fort Collins
Lechleiter Simmentals - Montrose
T-Heart Ranch, LLC - Center
A 3 Ranch - Littleton
Haynes Ranch - Holyoke

CONNECTICUT

Harvey E Baskin - Woodstock
ABC Acres - Northford
Kellogg Manor - Falls Village
Big Country Cattle - Uncasville
Benjamin Hipsky - Willington

DELAWARE

Taylor Ebert - Camden
Victor Virdin, Jr - Smyrna
Kyle Ebert - Camden

FLORIDA

Sewell Farms - Chipley
L&L Cattle Company - Marianna
George Burnett - Pinetta
BIA Farms - Chipley
David Singletary - Wauchula

GEORGIA

Partisover Ranch - Colbert
Clanton River Ranch - Odum
Pigeon Mountain Simmental - LaFayette
Jenkins Cattle Company - Moultrie
Boatright Simmental - Midville

IDAHO

Lanting Enterprises - Twin Falls
Rymo Cattle Company - Bonners Ferry
Dirk E Johnson - Bancroft
Ruel Barker - Elba
Lucky C Simmental - Princeton

ILLINOIS

Wildberry Farms - Scales Mound
Frankenreider Cattle Company - Annawan
University Of Illinois - Urbana
Anthony Rhodes - Carlinville
Hillstown Farms - Marissa

INDIANA

Silver Towne Farms - Winchester
Clear Water Simmentals - Milan
John D. Harker & Family - Hope
Flat Rock Farms - New Castle
James & Amanda Martin - Bargersville

IOWA

Nichols Farms - Bridgewater
Ruby Cattle Company - Murray
Bar 20 Ranch - Donnellson
KMJ Simmentals - Huxley
Conover Auction Service - Baxter

KANSAS

Rock Creek Ranch - Americus
Cow Camp Ranch - Lost Springs
River Creek Farms, Inc - Manhattan
Moser Simmental Ranch - Onaga
Robert L Dickinson - Gorham

KENTUCKY

Henry E Allen, DVM - Versailles
Sunset View Farms - Auburn
Tingle Farms - New Castle
Cooper C. Canada - Morehead
Pleasant Hill Farms - Rockfield

LOUISIANA

Donnie Harper - Winnsboro
Hensgens Brothers Cattle - Berwick
R&R Cattle Company - Keithville
Robinson Cattle Company - Wisner
Triple H Cattle - Hammond

MARYLAND

Windy Knoll Simmental - Westminster
Blockbuster Cattlemen's Group -
Westminster
Pond View Farm - White Hall
Anvil Acres - Boonsboro
Vantage Point Farm - Boonsboro

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**Offering 50
Simmental,
SimAngus™,
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- These breeders are offering their top-cut of bulls.
- All bulls have complete data and are ready for heavy service.
- 95% of the bulls selling are Homozygous Polled
- 70% of the bulls Homozygous Black
- 50% Dream On free pedigree

Also selling 40 Commercial Heifers

Buyer's Choice: Purchased bulls can be brought back to the farm and delivered at the end of April or bring your trailer and pick up on sale day for \$50 credit.

3/4 Simmental



ASA# 2881064

MR MLH Nite Rider 497B

Sired by WLE Uno Mas
Homozygous Polled, Double Black
66 pound Birth Weight
Top 15% Calving Ease and Top 20% \$API

SimAngus™



ASA# 2851859

MR MLH Traveler 746A

Sired by Flying B Cut Above
Homozygous Polled, Homozygous Black
Out Cross pedigree
Tremendous feet and legs, pounds on the scale.
Many paternal sibs also sell.

Purebred Simmental



ASA# 2881062

MR MLH Fireman 333B

Sired by FBF1 Combustible
Dam: HPF Phylli Y333
\$19,500 Successful show heifer for Cooper
Homozygous Polled, Homozygous Black
Weaning Ratio 112 • Dam 2 @ WR 114
Dam best uddered cow on farm and baldys are always at a premium.

Purebred Simmental



ASA# 2841648

MR MLH Performance 815A

Sired by JF Milestone
Dam the great GLS Miss 33R X139
Homozygous Polled, Homozygous Black
Top 5% of breed for Weaning and Yearling Weight.
Full sib to bull that topped Bulls of the Bluegrass
last year at \$9,250 to KenCo., TN.
Dream On free pedigree.

3/4 Simmental



ASA# 2881071

MR MLH Direction 656B

Sired by GLS New Direction
Dam: Ms MLH Blk Jestress 656Y, the incredible
Grandmaster daughter that was a many-time
champion.
Homozygous Polled, Heterozygous Black
Dream On free pedigree.

5/8 SimAngus™



ASA# 2881085

MR MLH Gentleman 259B

Sired by W/C United
Homozygous Polled, Double Black
Dam 3 @ WR 108
Top 4% of breed for Weaning Weight.
Full sib to lead off bull in our Denver pen selling
to Nebraska out of the outcross Bob Grass donor

SimAngus™



ASA# 2851860

MR MLH Pay Weight 141A

Sired by SS/PRS High Voltage
Homozygous Polled, Homozygous Black
82 pound birth weight and WR 112 and YR 107.
Top 15% API, Top 25% Calving Ease, Weaning
and Yearling.
Shows why SimAngus™ is so hot.

SimAngus™



ASA# 2841647

MR MLH Compliment 775A

Sired by JF Milestone
Homozygous Polled, Homozygous Black
76 pound birth weight.
Dream On free pedigree.
Dam is our top donor line bred 6807 daughter
from Dalebanks Angus

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racekannon@hotmail.com



Leading Breeders Listed By Registrations

(Continued from page 54)

MAINE

C R Thurston's Farm Simmental – Rumford
McGee Farm Simmentals – West Gardiner
Pine Creek Show Cattle – Rumford
Gross Hardship Acres – Bucksport
Four Star Farm – Shapleigh

MASSACHUSETTS

Double Road Farm – Dudley
Hillcrest Farm – Auburn
Norfolk County Agricultural HS – Walpole
Tufts University Vet Med – North Grafton
Jimmy Austin – Belchertown

MICHIGAN

P S F – Crystal
Helen Sill – Paw Paw
Rich Beef & Grain – Sandusky
J-C Simmentals – Clare
Salinas Farms – Marion

MINNESOTA

Rydeen Farms Simmental's – Clearbrook
Howard E. Sargeant – Forest Lake
Grass-Lunning Simmentals – Le Roy
Schieffelbein Farms – Kimball
Brant Farms – Hinckley

MISSOURI

Lucas Cattle Company – Cross Timbers
Prairie View Farms – Monroe City
Rotert/Harriman – Montrose
Harriman Santa Fe – Montrose
Owen Bros Cattle Company – Bois 'd Arc

MISSISSIPPI

Tanner Farms – Ellisville
S & J Farm – Summit
Little Creek Farm, LLC – Starkville
JRW LLC – Seminary
Ishee Bred Simmentals – Laurel

MONTANA

Beggars Diamond V Ranch – Wibaux
Gateway Simmentals – Lewistown
Lassle Simmentals – Glendive
Prickly Pear Simmental – Helena
Dean and Karen Wang – Baker

NEBRASKA

Triangle J Ranch – Miller
Gengenbach Cattle Company – Grant
Forster Farms – Smithfield
Trauernicht Simmentals – Wymore
Gonsior Simmentals – Fullerton

NEW HAMPSHIRE

Joesph Wojtusik – Northwood
Neil E Streit – Jefferson
Kellie & Nancy Plante – Chesterfield

NEW JERSEY

Kevin W Bishop – Elmer
Katelyn Wall – Newton
Millard F Paulus IV – Pittsgrove

NEW MEXICO

Spanish Rose Simmentals – Santa Rosa
Clayton Moore – Roy

NEW YORK

Hudson Pines Farm – Tarrytown
Ladybug Farm – Middleport
Simme Valley Ranch – Groton
Elm-Side Farm – Walton
Porters Simmental Lake Ranch – Waverly

NORTH CAROLINA

Twin Oaks Simmental – Lincolnton
Rogers Cattle Company, LLC – Roxboro
Chase Cole Livestock – Clinton
Massey Farms – Burlington
Fred Smith Company – Clayton

NORTH DAKOTA

Kellers Broken Heart Ranch – Mandan
Olafson Bros – Edinburg
Roger A. Kenner – Leeds
Hansen Simmental Ranch – Ryder
Mandan Lake Creek Simmental – Center

OHIO

Jones Show Cattle – Harrod
Dickson Simmentals – St Louisville
Haley Farms – West Salem
Hara Farms – Dublin
Lauren Grimes – Hillsboro

OKLAHOMA

Griswold Cattle – Stillwater
Willis Simmentals – Marietta
Fenton Farms – Stigler
A W Thorne Land & Cattle – Adair
Limestone, LLC – Perkins

OREGON

Lester & Paula Hinton – Klamath Falls
3H Simmentals – Silverton
Lorenzen Ranches – Pendleton
Double D Cattle Company – Terrebonne
Schriever Simmentals – Molalla

PENNSYLVANIA

Maple Cove Breeders – Manns Choice
SVJ Farm – Amity
Joseph M. Messick – Middletown
Frosty Springs Farm – Waynesburg
Greg Stewart – Halifax

SOUTH CAROLINA

Yon Family Farms – Ridge Spring
Cedar Ridge Simmental – Gray Court
Nickle N Dime Farms – Six Mile
Delano Kneeece Farms – Pelion
Trax Cattle – Saint George

SOUTH DAKOTA

Dale Werning – Emery
Kappes Simmentals – Longlake
3C Christensen Ranch – Wessington
Eagle Pass Ranch – Mansfield
Hart Simmentals – Frederick

TENNESSEE

Red Hill Farms – Lafayette
Kenco Cattle Company – Nashville
Waters Edge Farm – Nashville
Martin & Son Farm – Lyles
Ivie & Sons Simmentals – Lawrenceburg

TEXAS

7 P Ranch – Tyler
Wm Barrett Travis – Dallas
Lester M Alberthal, Jr – Granbury
Timothy J Smith – Giddings
La Muñeca Cattle Company – Linn

UTAH

Lyman Livestock – Salem
Double JR Simmentals – Paradise
Top Hat Farms, LLC – Deweyville
Yardley Cattle Company – Beaver
Mineral Mountain Cattle Company, LLC –
Milford

VERMONT

Plain View Farm – Topsham
Brushwood Simmental – Bradford
Mary Beth Fischer – Springfield

VIRGINIA

Shenandoah Valley Simmentals –
Quicksburg
McDonald Farms – Blacksburg
Smith Reasor – Rural Retreat
Quaker Hill Farm, LLC – Louisa
Deer Creek Farm – Lowesville

WASHINGTON

Trinity Farms – Ellensburg
Matheson Farms Simmental – Bellingham
Steve & Sue Brown – Ephrata
Burnt Ridge Ranch – Onalaska
Watson Simmentals – Roy

WEST VIRGINIA

Heritage View Farm – Moorefield
Buena Vista Simmentals – Old Fields
Classic Simmental Farm – Fairmont
Adam Halls Simmental – Ripley
Titan Farm – Sand Fork

WISCONSIN

Damar Farms – Eau Claire
Baumgart Simmentals – Ogdensburg
L & M Acres – Phillips
Wishing Well Simmentals – Hortonville
Forest Brook Farms, LLC – Chilton

WYOMING

Veal & Patsy Bird – Fort Bridger
Wayne R Wilson – Hulett
Lawrence F Bacon – Wheatland
Altenburg Land & Livestock, LLC – Mills
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By Hannah Wine, Director, Media, Youth and PTP Programs

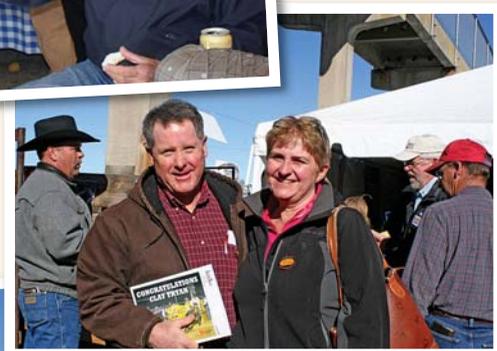


hwine@simmgene.com

Looking Back: Taking Denver by Storm

The National Western marked the end of the 2014-2015 PTP season and our SimGenetics producers certainly went out with a bang this year!

- More than 300 SimGenetics enthusiasts from the U.S., Canada, and Australia joined us in the Yards at the ASA Chili Tailgate.



- Thomas Lundy of Middletown, IN received the inaugural PTP Herdsman of the Year Award, check out the full story about Lundy in the National Western report on page 49.

Looking Ahead: What's New

American Junior Simmental Association Regional and National Classic Age Requirement Lowered



At their January 2015 meeting, the American Simmental Association (ASA) Board of Trustees approved the American Junior Simmental Association (AJSA) Board of Trustees' request to lower the Regional and National Classic participation age of junior exhibitors to eight years old as of January 1 of the current year from the prior rule which required juniors to be nine years old as of January 1. Previously eight-year-olds were required to participate in the Novice programs, beginning with the 2015 AJSA Classic season eight-year-olds will be eligible to participate in the Junior Division, exhibiting cattle and participating in the educational contests.

The 2015 AJSA Regional and National Classic Age Divisions are as follows:

At the Regional Classics:

- **Junior Division contestants** must be eight years old on or before January 1, 2015, and not have reached their 15th birthday prior to January 1, 2015.
- **Senior Division contestants** must be 15 years old on or before January 1, 2015 and not have reached their 22nd birthday prior to January 1, 2015.

At the National Classic:

- **Junior Division:** Contestants must be eight years old on or before January 1, 2015, and must not have reached their 14th birthday prior to January 1, 2015.
- **Intermediate Division:** Contestants must 14 years old as of January 1, 2015 and must not have reached their 18th birthday prior to January 1, 2015.
- **Senior Division:** Contestants must be 18 years old as of January 1, 2015 and must not have reached their 22nd birthday prior to January 1, 2015.

We're excited to get our AJSA members going at eight and allow them to make their AJSA experience one year longer!

American Junior Simmental Association to Host 2015 Summit Leadership Conference "Speak Out; Make It Loud!"

Are you an AJSA member excited about the Simmental breed? Do you have a passion for the agriculture industry? Do you enjoy traveling and getting to know your fellow AJSA members? The AJSA Summit Leadership Conference is for you!



The AJSA hosts the biennial Summit Conference, an intensive leadership development workshop where AJSA members between the ages of 13 and 21 interact with nationally renowned speakers and tour top cattle operations. This event is a great opportunity for members to get together with cattle friends, without cattle to develop their leadership skills.

The 2015 Summit will be held in Bozeman, Montana, August 3-6. This year's theme is Beef Advocacy participants will spend time learning about ways to become a stronger ambassador for the beef industry. The trip will begin in Bozeman with a tour of the American Simmental Association Headquarters. In addition to developing beef advocacy knowledge, participants will travel to area ranches, hear guest speakers, play team-building games, visit Yellowstone National Park and go whitewater rafting.

Mark your calendars and join fellow Simmental youth at the Summit! Registrations due June 1. Late registration accepted through June 15. More information on registration to come in April.

2015 AJSA Service Project — Mad Hatter Drive

The Board of Trustees of the American Junior Simmental Association (AJSA) is excited to announce that this year's national community service project will be a Mad Hatter drive. We will collect hats for the Hats Off For Cancer organization. Be a part of the effort by donating new hats of any kind (kid friendly logos please).

The brand new hats will be distributed to hospitals in Texas (home of the 2015 AJSA National Classic) and given to children battling cancer, especially children who lose their hair due to their cancer treatments. The hats can be anything from a ball cap to a handmade stocking cap, with lots of options in between.

Hats will be collected on Monday, July 6, at the opening ceremonies of the 2015 AJSA National Classic. Can't make it to the National Classic, but still want to be a part of AJSA's effort with Hats Off For Cancer? You can mail your hats to the American Simmental Association office by June 30.

Monetary donations are also accepted, the AJSA Board of Trustees will use this money to get hats made and/or donate it to the organization to use as they see fit. Hats Off For Cancer is an all-volunteer organization. No one receives a salary. Since 1996 it estimates it has distributed 2 million hats.

Most Used Bulls

Following is a list of the most-used Simmental bulls, based on progeny born from 1/1/2013 to 12/31/2013.

\$API = All Purpose Index \$TI = Terminal Index

Reg. No.	Name	Progeny Count	Breeds	API	TI	CE	BW	WW	YW	MCE	MWW	Stay	DOC	YG	MB
2474338	MR NLC UPGRADE U8676	2660	PB SM	151.9	89.5	7.8	2.1	82.9	125.3	7.8	65.9	21.4	11.6	-0.61	0.5
2540315	MCM TOP GRADE 018X	951	3/4 SM 1/4 AN	149.3	78.9	10.5	-1.2	57.2	96.5	12.1	66.6		11.8	-0.4	0.6
2414537	GW PREDESTINED 701T	839	1/2 SM 1/2 AN	173.7	90.9	15.4	-3.4	62.6	98.9	6.4	60.5		13.8	-0.12	0.96
2416547	NICHOLS MANIFEST T79	783	PB SM	143	79.1	9.3	1.8	76.1	124.1	13.1	59.3	23	7.4	-0.14	0.31
2470581	TNT TANKER U263	731	PB SM	116.2	72.7	2.1	2.6	82.2	129.4	19.6	67	23.6	14	-0.47	-0.07
2289889	WS BEEF MAKER R13	731	PB SM	168	90.8	15.4	0.3	73.8	104.1	12.4	66.7	21.3	13.5	-0.45	0.67
2370545	GW PREMIUM BEEF 021TS	681	1/2 SM 1/2 AN	170.8	76	20.9	-3	52.6	95.3	10.9	46.5		16.3	-0.28	0.58
2483888	TJ SHARPER IMAGE 809U	680	1/2 SM 1/2 AN	123.2	84	6.8	2.3	89.8	143.2	11.2	74		17.9	0.06	0.39
2081939	HOOKS SHEAR FORCE 38K	632	PB SM	183.5	82.1	22.4	-3.6	54.5	73.1	12.8	60.9	28.2	13.7	-0.57	0.55
2171761	ELLINGSON LEGACY M229	604	PB SM	146.8	72.9	17.5	-0.5	58.5	91.3	12.3	53	22	12.9	-0.61	0.24
2281133	SS EBONYS GRANDMASTER	604	PB SM	136.6	59.6	4.8	1	46.5	61	2	42.3	30.3	9.7	-0.3	0.27
2320695	S A V FINAL ANSWER 0035	572	PB AN	164.5	82.7	21.6	-4.5	74.9	119.3	13.2	59.7		12	0.05	0.72
2294262	DIKEMANS SURE BET	561	PB SM	160.4	80.8	11.6	0	63.2	88.8	8.3	46.4	24	16.1	-0.47	0.59
2341498	FLYING B CUT ABOVE	537	PB SM	94	55.3	3	3.4	54.5	83.3	7.7	44.2	16.4	13.4	-0.18	0.04
2340262	SVF STEEL FORCE S701	508	PB SM	138.1	64.9	7.7	1.1	60.3	92.5	12.5	38.5	28.9	3.4	-0.26	0.15
2396913	RCR STETSON T17	470	PB SM	164	74	17.9	-2	51	77.4	13.2	57.3	26.7	7.1	-0.42	0.41
2285555	HTP SVF IN DEW TIME	398	PB SM	141.5	73.6	15.1	0.1	60.1	77	12.1	39.2	18.2	13.2	-0.22	0.45
2225381	SVF/NJC BUILT RIGHT N48	388	PB SM	132.8	63	14.6	1	58.4	82.7	7.3	50	25.7	6.4	-0.28	0.04
2311320	RC CLUB KING 040R	367	PB SM	126.3	80.1	9.7	2.4	79	116.7	10.6	57.4	14.6	10.1	-0.22	0.33
2453413	ZKCC CHOPPER 844U	353	PB SM	109.7	63	0.4	3.2	63.6	79.6	8.3	44.9	22.3	-3.5	-0.21	0.16
2341670	TRIPLE C BETTIS S72J	353	PB SM	139.2	71.1	18.1	0.9	69.8	96.9	14.2	56.5	24.1	13.6	-0.43	0.04
2531081	MR HOC BROKER	350	PB SM	91.9	56.9	-2.2	4.3	69.5	107.5	12.5	47.7	23	2.7	-0.27	-0.21
2494990	JF MILESTONE 999W	321	PB SM	125.1	80.2	6.1	3.4	94.2	137	7.6	56.2	22.1	11.7	-0.16	0.06
2290140	SAND RANCH HAND	319	PB SM	136	68.9	14.8	-1.7	52.8	80.2	14.4	47.4	19.8	9.8	-0.53	0.21
2470582	TNT TUITION U238	309	1/2 SM 1/2 AN	129.5	83.2	8.4	0.9	74	118.1	2.9	53.3		5.9	-0.15	0.67
2522822	YARDLEY HIGH REGARD W242	307	PB SM	77.3	56.7	1.3	1.2	63.3	93.1	6.9	55.8		11.8	-0.19	-0.11
2376230	K-LER MAKE IT RAIN	307	PB SM	61.8	53.7	-5	4.7	61.3	94.3	7.1	52.5		11.5	-0.17	0.06
2421851	TNT DUAL FOCUS T249	306	1/2 SM 1/2 AN	157.5	80.8	16	-0.7	65.7	99.6	7.3	48.4		10.3	-0.06	0.69
2614725	W/C UNITED 956Y	293	1/2 SM 1/2 AN	145.8	93	11.9	0.2	92.8	157	8	62.9		7.5	-0.03	0.54
2499589	WS BEEF KING W107	285	PB SM	156.2	90.5	13.7	1.1	89.5	118.5	17.4	56.4	21.8	8.6	-0.45	0.42
2573743	JF AMERICAN PRIDE 0987X	283	PB SM	127.7	75.1	10.3	2.2	67.9	111.4	10.3	60.6	17.6	0.9	-0.38	0.25
2574812	TRAXS RUSHMORE X103	282	PB SM	136.7	74.7	12.4	-0.1	71.5	107.5	20.1	57.7	23	14	-0.47	0.09
2566964	GW REDESTINED 642X	282	3/4 SM 1/4 AN	149.7	91.6	7	1.9	77.8	117.2	7.6	58.4		13	-0.31	0.91
2605931	GW PARAMOUNT 718Y	278	1/2 SM 1/2 AN	163.9	82.3	17	-5.1	62.8	96.6	9.9	54.7		12.4	-0.26	0.53
2341645	TRIPLE C SINGLETARY S3H	273	PB SM	165	90.9	3.4	3.8	79.9	123.9	8.7	66.5	25.7	11.4	-0.35	0.78
2411975	WAGR DRIVER 706T	263	PB SM	136.6	72.4	8.8	2.4	66.8	86	12.7	44.5	23.9	7.6	-0.37	0.32
2602503	GIBBS 0689X CRIMSON TIDE	262	PB SM	146.2	85.9	6.2	1.6	76.4	125.5	8.8	64.4	19.7	8.4	-0.32	0.53
2409687	RFS RED IRON T20	253	PB SM	129.3	73.8	4.6	2.7	70.4	98.6	11.8	59.9	22.8	11.1	-0.56	0.26
2144976	CNS DREAM ON L186	252	PB SM	156.4	72.4	16.8	0.1	61.6	80.4	14.7	43.6	27.5	8.4	-0.38	0.31
2492333	S A V BISMARCK 5682	252	PB AN	155.2	78.6	19.4	-3.1	66.8	110.3	13.6	60.3		10.7	-0.29	0.73
2569624	TJ HIGH BET 236X	249	1/2 SM 1/2 AN	129.4	80.3	10.1	0.3	67.8	108.4	1.8	62.6		14	-0.05	0.63
2612543	HOOK'S YUKON 80Y	248	PB SM	153.8	83.8	12.9	0.2	76.6	105.4	15.7	64.2	24.3	0.6	-0.52	0.35
2571740	SS/PRS HIGH VOLTAGE 244X	241	PB SM	142.1	81.1	13.8	0.7	77.9	108.6	8.8	57.1	21	10.9	-0.26	0.26
2524763	TNT FINALE W241	239	1/2 SM 1/2 AN	152.6	76.4	15	0.4	60.9	99.1	10.9	56.1		6.5	-0.1	0.62
2503661	REMINGTON LOCK N LOAD 54U	234	PB SM	106.5	63.3	5.9	1	58.7	115.8	10.2	49.4	16.1	8.7	-0.5	-0.03
2588250	W/C WIDE TRACK 694Y	228	PB SM	125.9	72.5	7.6	3.8	74.2	113.1	8.5	58.2	21.2	10	-0.27	0.19
2605948	GW COMFORT ZONE 651Y	226	PB SM	157	66	18.6	-4.5	45.6	70.2	13.8	51.1		15.6	-0.5	0.21
2322836	SRS RIGHT-ON 22R	223	PB SM	131.2	70.2	8.6	3.4	62.3	98.3	8.3	57	20.8	14	-0.18	0.36
2360021	GCF MR AMIGO	221	PB SM	132.3	68.1	12.1	0.1	70	82	8.8	28.5	24.6	14.1	-0.41	0.07
2587695	S A V BRILLIANCE 8077	220	PB AN	141.4	71.8	19.1	-3.2	61.2	104.6	10.9	65		9.5	-0.01	0.61
EPD Averages				139.07	75.60	10.9	0.5	67.8	102.5	10.6	55.1	22.6	10.3	-0.30	0.36

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BULLETINS

Lanting Names Committee Members

Board Chairman Bob Lanting has announced standing committee assignments for 2015 as listed below:

Activities and Events/PTP: Susan Russell, Chair; Tim Smith; Blake Nelson; Calvin Drake; Erika Kenner; Fred Schuetze; Jim Butcher, Cliff Orley.

Growth and Development: Jon Willis and J.W. Bruce Co-Chairs; Dale Miller, Brian DeFreese; Mike Forman; Claye Kaelberer; Barry Wesner, Gordon Hodges.

Breed Improvement: Calvin Drake, Chair; Gordon Hodges; Erika Kenner; Blake Nelson, Jon Willis; J.W. Brune; Jim Butcher; Claye Kaelberer; Brian DeFreese.

Policy and Procedure: Erika Kenner, Chair; Tim Smith; Cliff Orley; Susan Russell; Dale Miller; Fred Schuetze; Mike Forman; Barry Wesner.

Simbrah: Blake Nelson, Chair; Gordon Hodges, Jon Willis, Tim Smith, Fred Schuetze.

Buildings and Grounds: Cliff Orley, Chair; J.W. Brune; Mike Forman; Bob Lanting; Wade Shafer.

2015 Classic Schedule Listed

The 2015 AJSA schedule of activities has been finalized. Regional events plus the 35th National Classic will be held at five widely located sites. Coordinator Jennifer Kincaid, and members of the Texas Simmental/Simbrah Association, will serve as hosts for the National Classic. The complete schedule:

South Central Regional	June 7-10	Springfield, MO
North Central Regional	June 16-19	Austin, MN
Eastern Regional	June 24-27	West Springfield, MA
Western Regional	June 26-28	Bozeman, MT
National Classic XXXV	July 5-11	College Station, TX
Summit Leadership Conf.	August 3-6	Bozeman, MT

AJSA Deadlines Listed

The following deadlines must be adhered to for AJSA activities scheduled over the next few months. Entries and other paperwork that arrive after the listed deadlines will be declared ineligible — no exceptions! Please mark your calendars accordingly.

Event	Date
National Classic hotel scholarship	April 15
Regional Classic entries and ownership	May 5
Late Regional Classic entries	May 12
National Classic entries & ownership	May 15
Late National Classic entries	May 22
AJSA Trustee applications	June 1
Merit Award applications	June 1
Photography contest entries	June 1
Video contest entries	June 1
Summit registration	June 1

“C” is Year-Letter for 2015

The letter “C” is the year-letter cattle identification designation for 2015, with D to follow in 2016. B was designated for use in 2014, while the letter A was the year-letter designated for use during 2013.

Since ASA was established in 1969, the International year-letter designation is now in its third complete cycle. ♦



LONGRANGE®
(eprinomectin)

Extended-Release Injectable Parasiticide
5% Sterile Solution
NADA 141-327, Approved by FDA for subcutaneous injection
For the Treatment and Control of Internal and External
Parasites of Cattle on Pasture with Persistent Effectiveness
CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

INDICATIONS FOR USE
LONGRANGE, when administered at the recommended dose volume of 1 mL per 110 lb (50 kg) body weight, is effective in the treatment and control of 20 species and stages of internal and external parasites of cattle:

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L ₄	<i>Dictyoacaulis viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₄	
<i>Cooperia punctata</i> – Adults and L ₄	
<i>Cooperia surrabadia</i> – Adults and L ₄	Grubs <i>Hypoderma bovis</i>
<i>Haemonchus placei</i> – Adults	
<i>Oesophagostomum radiatum</i> – Adults	
<i>Ostertagia lyrata</i> – Adults	Mites <i>Sarcoptes scabiei</i> var. <i>bovis</i>
<i>Ostertagia ostertagi</i> – Adults, L ₄ , and inhibited L ₄	
<i>Trichostrongylus axei</i> – Adults and L ₄	
<i>Trichostrongylus colubriformis</i> – Adults	

Parasites	Durations of Persistent Effectiveness
Gastrointestinal Roundworms	
<i>Bunostomum phlebotomum</i>	150 days
<i>Cooperia oncophora</i>	100 days
<i>Cooperia punctata</i>	100 days
<i>Haemonchus placei</i>	120 days
<i>Oesophagostomum radiatum</i>	120 days
<i>Ostertagia lyrata</i>	120 days
<i>Ostertagia ostertagi</i>	120 days
<i>Trichostrongylus axei</i>	100 days
Lungworms	
<i>Dictyoacaulis viviparus</i>	150 days

DOSAGE AND ADMINISTRATION
LONGRANGE® (eprinomectin) should be given only by subcutaneous injection in front of the shoulder at the recommended dosage level of 1 mg eprinomectin per kg body weight (1 mL per 110 lb body weight).

WARNINGS AND PRECAUTIONS

Withdrawal Periods and Residue Warnings
Animals intended for human consumption must not be slaughtered within 48 days of the last treatment.
This drug product is not approved for use in female dairy cattle 20 months of age or older, including dry dairy cows. Use in these cattle may cause drug residues in milk and/or in calves born to these cows. A withdrawal period has not been established for pre-ruminating calves. Do not use in calves to be processed for veal.

Animal Safety Warnings and Precautions
The product is likely to cause tissue damage at the site of injection, including possible granulomas and necrosis. These reactions have disappeared without treatment. Local tissue reaction may result in trim loss of edible tissue at slaughter.
Observe cattle for injection site reactions. If injection site reactions are suspected, consult your veterinarian. This product is not for intravenous or intramuscular use. Protect product from light. LONGRANGE® (eprinomectin) has been developed specifically for use in cattle only. This product should not be used in other animal species.

When to Treat Cattle with Grubs
LONGRANGE effectively controls all stages of cattle grubs. However, proper timing of treatment is important. For the most effective results, cattle should be treated as soon as possible after the end of the heel fly (warble fly) season.

Environmental Hazards
Not for use in cattle managed in feedlots or under intensive rotational grazing because the environmental impact has not been evaluated for these scenarios.

Other Warnings: Underdosing and/or subtherapeutic concentrations of extended-release anthelmintic products may encourage the development of parasite resistance. It is recommended that parasite resistance be monitored following the use of any anthelmintic with the use of a fecal egg count reduction test program.

TARGET ANIMAL SAFETY
Clinical studies have demonstrated the wide margin of safety of LONGRANGE® (eprinomectin). Overdosing at 3 to 5 times the recommended dose resulted in a statistically significant reduction in average weight gain when compared to the group tested at label dose. Treatment-related lesions observed in most cattle administered the product included swelling, hyperemia, or necrosis in the subcutaneous tissue of the skin. The administration of LONGRANGE at 3 times the recommended therapeutic dose had no adverse reproductive effects on beef cows at all stages of breeding or pregnancy or on their calves.
Not for use in bulls, as reproductive safety testing has not been conducted in males intended for breeding or actively breeding. Not for use in calves less than 3 months of age because safety testing has not been conducted in calves less than 3 months of age.

STORAGE
Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.
Made in Canada.
Manufactured for Merial Limited, Duluth, GA, USA.
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1050-2889-02, Rev. 05/2012



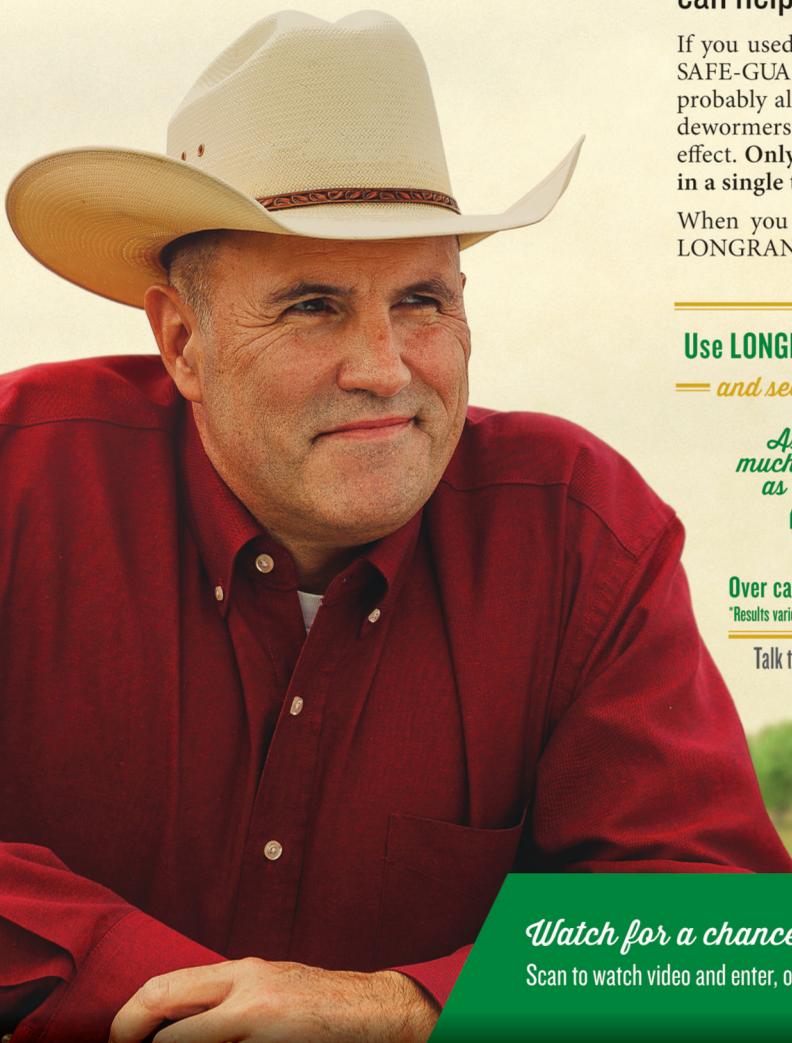
THE WEIGHT GAIN IS REAL.

Go ahead, blink.

A deworming with LONGRANGE® (eprinomectin) can help keep parasites from eating into your profits.

If you used a conventional dewormer like CYDECTIN® (moxidectin), SAFE-GUARD® (fenbendazole) or in combination, your cattle are probably already reinfected with parasites. That's because conventional dewormers only last 14 to 42 days and SAFE-GUARD has no persistent effect. Only LONGRANGE delivers up to 150 days of parasite control in a single treatment.^{1,2}

When you look at the benefits of season-long parasite control with LONGRANGE – you'll see you have a lot to gain.



Use LONGRANGE on your cow/calf operation

— and see the difference for yourself. —

As much as **40 LBS**^{*3}

Over calves treated with CYDECTIN + SAFE-GUARD.

^{*}Results varied between 13 and 40 lbs. for heifers and steers, respectively, over 104 days.

Talk to your veterinarian or visit theLONGRANGElook.com



Available in 500 mL, 250 mL and 50 mL bottles. Administer subcutaneously at 1 mL/110 lbs.

Watch for a chance to win a JOHN DEERE® GATOR™

Scan to watch video and enter, or go to theLONGRANGElook.com/cc55.



IMPORTANT SAFETY INFORMATION: Do not treat within 48 days of slaughter. Not for use in female dairy cattle 20 months of age or older, including dry dairy cows, or in veal calves. Post-injection site damage (e.g., granulomas, necrosis) can occur. These reactions have disappeared without treatment.



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¹ Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

² LONGRANGE product label.

³ Data on file at Merial.

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By AJSA Trustee Kaylie Huizenga, Morrison, IL

Thinking of Jobs in the Cattle Industry? What about a Ruminant Nutritionist?

There are a lot of people who are part of the process of successfully raising cattle. There are the geneticists that study the reproduction of cattle and breed to better genetics. There are the marketing agents who advertise and sell cattle at the right prices. Also the veterinarians who take care of the health of cattle by advising vaccinations, and coming out to the farm to treat a sick animal. What about the other side of cattle health dealing with their nutrition? This is the job of the animal nutritionist, and to be more specific with cattle, a ruminant nutritionist. So what exactly is a ruminant nutritionist's job and what kind of schooling does this require?

A ruminant nutritionist's main duty is to create and balance rations to ensure dietary requirements are met for animals. They will make rations based on the group or type of animals they need to feed. A ruminant nutritionist can build a ration to help efficiently maximize weight gain of a group of feedlot steers or even increase milk production in a group of dairy cows. To make a healthy ration, a nutritionist must take into consideration the effects of the ingredients. I think of a nutritionist like a private detective. When there is a problem in a herd of livestock, they try out different rations to figure out the problem and see if it works. For example, too many

starches will lead to acidosis. Grain and hay samples may also be taken and tested, so nutritionists can add into the ration what is missing from poorer quality hay or corn. The rumen is such a complex stomach that there is still so much to research and discover. Some nutritionists even consider feeding a cow like feeding the micro bacteria in the rumen. Now let's look at the schooling and the education that goes into becoming a ruminant nutritionist.

One who plans to study in the area of animal nutrition, better enjoy science! Students in animal nutrition take a wide range of sciences throughout their college career including biology, lots of chemistry, in addition to anatomy and physiology. Nutritionists hold bachelor and masters degrees in a variety of areas ranging from animal science to biology to biochemistry. Many colleges and universities offer a graduate program to obtain a doctorate degree specializing in ruminant nutrition. Nutritionists can get a variety of jobs anywhere from a college faculty position to a job with a feed production company. According to the Bureau of Labor and Statistics the rate of growth for this job area is expected to be a healthy 16% from 2008 to 2018.

Ruminant nutritionists continue to be an important part of our beef industry by helping producers efficiently feed their cattle and keep them healthy. Since there is still so much research out there to be done with the rumen; the job outlook is looking promising. So when you consider all the job options out there in the beef industry that make a difference, don't forget about ruminant nutritionists. ♦

2015 Classic Schedule

Event	Dates	Location
South Central Regional	June 7-10, 2015	Springfield, MO
North Central Regional	June 16-19, 2015	Austin, MN
Eastern Regional	June 24-27, 2015	West Springfield, MA
Western Regional	June 26-28, 2015	Bozeman, MT
National Classic XXXV	July 5-11, 2015	College Station, TX

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Brucellosis Infections Can Be Tracked

It has long been thought that brucellosis was being spread from Yellowstone Park's sizable bison and elk herds to cattle in Montana, which borders two sides of the nation's oldest national park.

However, genetic tests of samples taken from infected animals could prove or disprove that theory beyond a reasonable doubt. Genetic tests can now effectively track different "families" of infections, much as DNA can help sort out animal relationships.

Washington Seeks Wolf Balance

The state of Washington is looking for a balance between livestock producers and wolves, which have now established a viable population through natural migration from Canada and neighboring Idaho.

Recently, a breeding female from the Teanaway Pack in Kittitas County was found dead of gunshot wounds. The wolf population within the Washington borders is estimated at 50 animals, and the large predators are protected by federal law. Some opponents of wolf establishment are pushing a "3 S" plan of "shoot, shovel and shutup," distributing bumper stickers and t-shirts bearing that slogan.

Wyoming Files Suit Against BLM

In December, the state of Wyoming filed suit against the US Department of the Interior and the Bureau of Land Management (BLM) over the government's failure to "appropriately" manage wild horses in Wyoming.

The lawsuit asks the court to force the BLM to manage wild horses as required by the Wild Free-Roaming Horses and Burros Act. Under the act, the BLM is required to remove excess horses when populations exceed certain levels. Wyoming wild horse herds have grown by 25% to 58% annually, encroaching on private and public land grazing while seriously damaging grazing lands.

Oregon County Forbids GMOs

Voters in Jackson County, Oregon, recently passed an initiative mandating what crops farmers can or cannot grow on their own land. The issue, which passed by a two-to-one margin, bans county farmers from growing any genetically engineered plants. The controversial action has been called "a regrettable ideology which has defeated sound science and common sense."

The Oregon legislature had passed a pre-emptive law last session specifically designed to prevent countries from enacting individual bans, but Jackson County was exempted because the ballot initiative was underway when the law was enacted.

Cow Rescued in California

A nine-year-old Brahman cow was trapped for three days after falling into a 30-foot-deep mine shaft in central California. Veterinarians from the University of California-Davis teamed up with local Sheriff's office to mount a rescue.

Rescue team members were lowered into the mine shaft, where they attached a special heavy-duty harness to the 1,200 pound cow. Then, they employed a tow truck mounted crane to lift the bewildered animal out of the hole. At last report, the cow was apparently resting comfortably and none-the-worse for the ordeal. ♦



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CORPORATE REPORT

Carl's Jr. Goes Organic

The fast-food restaurant chain Carl's Jr., has announced that it is now serving the "All-Natural Burger," featuring "grass-fed, free-range beef" that has no added hormones, antibiotics or steroids. The company's press release claims that it is the first fast-food chain to offer such a product on its menu.

The All-Natural sandwich may be topped with cheddar cheese, tomatoes, onion, lettuce, pickles ketchup, mustard and mayonnaise. A single burger order has been priced at \$4.69 and a double is \$6.99. Customers will also be able to substitute the all-natural patty for any burger on the menu, for a small additional charge.

Arby's 50th Birthday

Arby's is celebrating its 50th anniversary and has joined the all-in protein campaign of many other fast-food giants, hiring actor Ving Rhames to narrate newly developed commercials. Arby's has been losing popularity in recent years, ranking in the bottom five of the sandwich and subs category by Consumer Reports.

The firm has released a menu of new Mega Meat Stacks sandwiches, with choices of turkey, roast beef, bacon, ham, turkey and corned beef in a trio for \$5.49. These sandwiches weigh in with up to 54 grams of protein which is a 70% increase from their previous menu.

Chipotle Courting Controversy

The Chipotle Mexican Grill, which specializes in burritos, continues to inspire controversy with their pro-animal welfare program and outrageous advertising campaigns. The chain, which now has 1,600 restaurants across the US, promotes their "Food with Integrity" menu, using beef and pork from animals on a vegetarian diet.

Chipotle's website claims "we have put a lot of work into poking, prodding, convincing and occasionally applying guilt to ranchers in order to get more and more suppliers to meet our standards." The company also funded the notorious "Farmed and Dangerous" TV mini-series which framed meat production as good vs. evil.

Allflex Acquires SCR Engineers, Ltd.

Allflex, generally regarded by many as a global leader in livestock identification, has announced the acquisition of SCR Engineers, Ltd., a company headquartered in Israel that is known for cutting-edge livestock monitoring.

SCR will operate independently as part of the Allflex Group, helping producers use equipment and predictive analytics to improve productivity. The acquisition is viewed as a significant step in facilitating the adoption of effective, proven monitoring systems by North American producers. ♦

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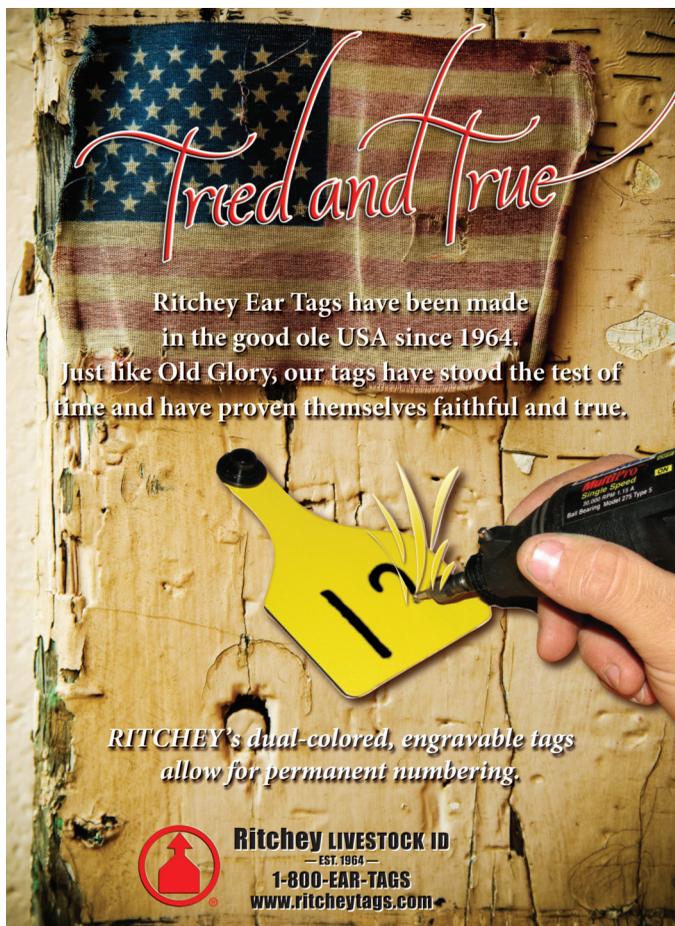
Consumers were more willing to pay extra for steak during the last months of 2014, according to the latest Food Demand Survey conducted by Oklahoma State University's Department of Agricultural Economics.

The December survey, for instance, found an increased willingness to pay for all products except chicken breast and ground beef, which declined by 2.71% and 2.81% respectively. The largest increase in the survey was steak at 11.43% or \$7.80 per pound. Also showing an increased demand were pork chops, deli ham and chicken wings.

Food Trends Projected

Recently 500 dietitians were asked to provide their thoughts about food trends for 2015. The food experts said that kale and coconut will remain among the leading "trendy" food choices, but seeds and nuts will claim the top two "superfood" slots for this year.

High-quality protein also will become a priority, although there is no consensus on what qualifies as high-quality. Most consumers believe that means animal-based protein. However, many dietitians recommend fish, poultry, eggs, dairy, nuts and legumes as primary protein sources.



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Young Ranchers Becoming Rare

A recent study published in the *Society for Range Management* journal paints a bleak picture of the future of ranching in the West. According to the study, at the current rate of agricultural aging, there won't be any ranchers under the age of 35 by 2033.

The average age of farm and ranch operators has been steadily inching up over the course of the last 50 years. The proportion of operators in three different age groups: under 34, 35-54; and over 55 years, is escalating drastically towards the older age groups. It is estimated that by 2050, the average age of owner/operators will be 60.

Beginning Farmers/Ranchers Supported

The US Department of Agriculture has announced the availability of more than \$18 million in funding to assist in the education, mentoring and enhancement of sustainability of the next generation of farmers/ranchers.

Administered by the National Institute for Food and Agriculture, the program awards grants to organizations implementing programs to train beginning farmers and ranchers, including workshops, educational teams, training and technical assistance through the US.

Consumers Binge in New Year

Despite well-intentioned resolutions to "eat better and lose weight," people buy the greatest amount of food immediately after the holidays, according to a study by a University of Vermont researcher.

The study found that consumer spending on food increases by 15% over the holiday season between Thanksgiving and New Years, with most of increased attributed to higher levels of junk food. However, shoppers buy even more food after New Years, the equivalent of a 9% increase in calories above the holiday levels.

Food Prices Rise

The Consumer Price Index (CPI) for food was flat from October to November of 2014, but is now 3.2% above the levels for November of 2013. The food-at-home CPI for grocery store items is 3.4% higher than 2013, while the food-away-from-home increased by 2.9%.

The food-at-home CPI increased more in the first six months of 2014 than it did in all of 2013. Looking ahead to the current year, USDA's Economic Research Service predicts that food-at-home prices will see normal to slight lower food price inflation, increasing by 2 to 3%.

Fast Food Portions Static

Two new reports from the USDA's Human Nutrition Research Center on Aging show little change in fast-food portion sizes and production formulation during the period from 1996 and 2013. Researchers compared calories, sodium, saturated fat and trans-fat content of the menus of three popular fast-food chains.

Average calories, sodium and saturated fat content stayed relatively constant — at high levels. The exception was a consistent decline in the trans-fat content in the three restaurants' French fries.

Decline in Farmland Value Forecast

With crop prices at 30-year lows and interest rates expected to inch up over the next few years, some agricultural analysts are predicting that the steady increases in farmland values over the past few years may soon be coming to an end.

A decline in cash rental rates is also very likely, according to the analysts. If current price projections hold true, cash rental rates are expected to drop by 5% to 10% over each of the next three years.

Marinating With Beer

Many experienced cooks utilize beer in cooking and researchers in Europe report that marinating meat in beer prior to grilling could reduce formation of polycyclic aromatic hydrocarbons (PAH), which in some studies has been associated with increased risk of colorectal cancer.

According to the research report, black beer showed the highest inhibitory effect, reducing formation of PAH by 53%, followed by non-alcoholic beer, which had a 25% inhibitory reduction.

No-Till Use Increases

The USDA Economic Research Service has released data that shows no-till production systems are increasingly being used on corn, soybeans and wheat, the three largest US crops, by acreage.

While these practices are being used more and more, they are not necessarily used every year. Field level data show that farmers often rotate no-till with other tillage methods. Advantages of no-till include higher organic matter and greater carbon sequestration, but only if it is used continuously over a number of years.

USDA Under Congressional Scrutiny

Despite outspoken promises of a reduced overall budget, Congress apparently wants to spend millions on an outside study of USDA. Ag Secretary Tom Vilsack has expressed his frustration with the some of the policy riders included in the recent \$1.1 trillion funding bill that Congress passed in late 2014.

Those policy restrictions include: blocking the Secretary from creating a new beef checkoff to preventing the Farm Service Agency (FSA) from eliminating non-functional small offices nationally. Vilsack had already dropped the idea of a new check-off before the bill was passed. Closing the local FSA offices is a political hot potato, even though dozens of such offices have no staff, and many others have a single employee. ♦



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BRD Targeted From Genetic Standpoint

Bovine respiratory disease (BRD) or shipping fever, is regarded as the most expensive health problem facing the cattle industry today. The disease complex is caused by a number of related factors including stresses such as weaning, transportation, exposure to new viral and bacterial agents and acclimatization to a new location.

Because the incidence of BRD has remained virtually unchanged for decades, a group of researchers from several land-grant universities are approaching the problem using genetics. It is now possible to track regions of the genome which may be associated with animals that are less susceptible to the disease.

The project is led by Dr. James Womack of Texas A&M University and includes scientists and educators from the University of California-Davis, Colorado State University, the University of Missouri, New Mexico State University, Washington State University and USDA's Agricultural Research Service.

Traceability Regs Face Modification

USDA's Animal and Plant Health Inspection Service (APHIS) has proposed a series of amendments to its Animal Disease Traceability (ADT) regulations. The proposal would modify how the agency approves livestock marketing facilities that receive animals in interstate commerce.

It would also provide clarification on how livestock can move to these facilities without official identification or before an interstate certificate of veterinary inspection is issued. The rule change was recommended by a working group of Federal and State animal-health officials.

Feedlot Buffer Zones Recommended

According to a new study from USDA's US Meat Animal Research Center (MARC), *E. coli* O157:H7 can spread more than a tenth of a mile downwind from a cattle feedlot onto nearby produce fields. Not surprisingly, the study found that the rate of contamination with the pathogenic *E. coli* O157 declines over increased distance. There was an average positive sample of 3.5% at 60 meters and 1.8% at 180 meters.

The findings suggest that current buffer-zone guidelines of 120 meters are not enough. The study also found that the months of highest contamination was during August and September when several weeks of little precipitation and high temperatures dominated.

New Antibiotic Discovery

According to sources at Northeastern University in Boston, a newly discovered antibiotic eliminates pathogens without encountering any detectable resistance, a finding that challenges long-held scientific beliefs and holds great promise for treating chronic infections like tuberculosis and others.

Reportedly, the discovery marks the first instance of an antibiotic to which resistance by mutations of pathogens have not been identified. The research team that worked together to make this startling finding consisted scientists from Northeastern University; the University of Bonn (Germany); Novo Biotic Pharmaceuticals of Cambridge, MA; and Selcia Ltd. of England. ♦

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ACC	.40	.53	.48	.44	.24	.24	.31	-	.16	.37	.17	.32	.08	.21	.31		
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NEWSMAKERS

Brunner, Zimmerman Elected



Tracy Brunner



Penny Zimmerman

The American Simmental Association is well represented at the very highest level of beef industry organizations. Two well-known ASA members have been elected to national offices.

Tracy Brunner of Cow Camp Ranch, Ramona, KS, has worked his way through the hierarchy of the National Cattlemen's Beef Association (NCBA) and is serving as president-elect for the current year. He will assume the presidency in 2016.

In addition, Penny Zimmerman, Foley, MN, the wife of ASA Representative Manager Bill Zimmerman, has been elected to the vice president's post for the National Cattlewomen's Association.



• **Gary D. Lensegrav**, 74, of Meadow, SD, passed away in the midst of cardiac surgery on December 31, in Rapid City. Lensegrav held ASA membership number 555 and was among the earliest ranchers to raise Simmental cattle. Born in Lemmon,

he was a veteran of the South Dakota National Guard. Lensegrav is survived by Virginia, his wife of 48 years; three children: Troy (Becky), Flasher, ND; Teryl (Nicki) of Meadow; and Tera (Wayne) Bennett of Wellsville, UT; a brother, Dave (Rhonda) of Meadow; a sister Kathy (Warren) Otterberg, Washington, IA; nine grandchildren; and three great-grandchildren.

Lensegrav

In Remembrance . . .

• Noted cattle judge **Alex Dees**, 74, passed away November 6, in the North Yuma Gila Valley of Arizona. He was born there and lived there his entire life. A third-generation farmer, his family raised corn, cotton, commercial cows, dairy cows and pigs. He established a reputation for integrity and quality as a livestock breeder, consultant and judge.



Dees

It is believed that he was the first African-American cattle judge to receive recognition in the professional judging world, and was inducted into the National Multicultural Western Heritage Hall of Fame.

(Continued on page 76)

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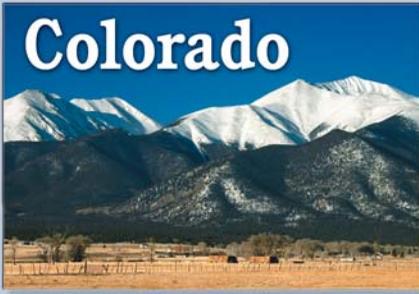
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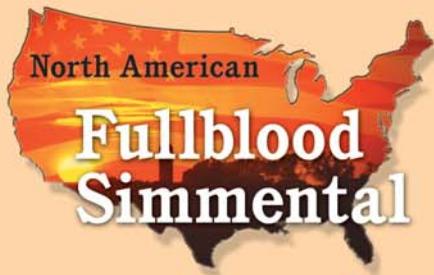
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INTERNATIONAL

2014 Experienced Higher Beef Imports

An estimated 2,848 billion pounds of beef were imported into the US during 2014, according to the USDA Livestock, Dairy and Poultry Outlook report. The demand for imported processed meat was up due to lower domestic supplies.

Imports rose by the greatest volume from Australia, Canada, Mexico and New Zealand, with 70% of the increased derived from Australia. Cattle slaughter in Australia was up 11% due to ongoing severe drought conditions. USDA is forecasting 2015 beef imports at 2,700 billion pounds, a projected decline of 5%. On the export side, the US is expected to ship 2.525 billion pounds, primarily to Asian countries.

Global Food Prices Moderate

A stronger US dollar, declining oil prices and an abundance of grain supplies all contributed to a drop in global food prices during December, according to the Food and Agriculture Organization of the United Nations.

The report is an index based on trade-weighting that tracks prices of five major food commodity groups on international markets, including cereals, meat, dairy products, vegetable oils and sugar. The exception was meat which rose to an all-time high, while the overall food-price index declined by 3.7%.

Ag Groups Optimistic About Cuban Markets

The December decision by the Obama administration to normalize trade relationships with Cuba has agricultural producers excited. For more than 40 years there have been financial regulations on US ag sales to Cuba and now the US Commerce Department has committed to easing those regulations.

Poised to see the biggest benefits from the re-established relationship is the wheat sector. Cuba does not grow wheat commercially and is the largest wheat marked in the Caribbean, currently purchasing its wheat from the European Union and Canada.

Re-Allowing Imports From Ireland

For the first time in more than 15 years, beef will be imported from a European Union (EU) country. The US has decided to resume import of Ireland's beef that was cut off during the Bovine spongiform encephalopathy scare of the 1990s. During 2014, the US lifted its ban on beef from the EU, but required inspection to be performed on all products.

A statement from the Ireland Ministry of Agriculture said that "Ireland will again have access to the US market after American authorities performed inspections of the country's beef production systems."

Chinese Safety Problems Persist

The Chinese government has relieved several officials of their duties after pork with a "highly contagious virus" was approved for market use in several provinces. The value of the tainted pork totaled more than \$3.2 million.

The meat apparently originated from one of the countries major pork processors, which processes more than two million hogs annually. Subway is the latest US food chain to deal with food quality issues in China — after discovering falsified food labels and meat, vegetables and drinks delivered from suppliers beyond their expiration dates. McDonald's and Yum! Brands, Inc. are still attempting to recover from loss of sales related to food safety issues in the Asian country. ♦

NEWSMAKERS

(Continued from page 74)

Roberts Assumes Senate Ag Chairmanship

Senator Pat Roberts of Kansas has assumed the chairmanship of the Senate Agriculture Committee, making him the first person in history to have served as chairman and ranking member of the Ag Committee in both the House and the Senate. He served as chairman of the House Ag Committee from 1995 to 1997.

The Kansas Republican has pledged an "aggressive schedule," with hearings on topics that will range from farm programs to country-of-origin labeling (COOL) to school nutrition to oversight of the Environmental Protection Agency to the Community Futures Trading Commission. ♦

• • • • • **WISCONSIN** • • • • •

Spring Spectacular

SIMMENTAL SALE

MARCH 15, 2015 | 12 PM CST

GRANT COUNTY FAIRGROUNDS - LANCASTER, WI



Maggles Danny Z318 - Selling full-sib embryos



AKS 80 Teases - He Sells!



FBF1SF Ignition - Selling sexed heifer semen



FBF1 Combustible - Selling sexed heifer semen



CSCX Dream Keeper - She Sells!



JF Blackbird Lady 8008U - Heifer sexed embryos by Sandeen Upper Class, FBF1 Combustible, SVF Steel Force and Mr. CCF Vision

Schedule of Events

SATURDAY, MARCH 14, 2015

12:00PM - 4:00PM | SALE BARN

Viewing of Sale Cattle
Below events to take place in the Youth & Ag Building:

4:00PM | YOUTH & AG BUILDING
WJSA Meeting

5:15PM - 5:45PM
YOUTH & AG BUILDING
Annual Banquet check-in and social

6:00PM | YOUTH & AG BUILDING
Buffet Style Dinner - Catered by Ma's Bakery of Bloomington, WI

SUNDAY, MARCH 15, 2015

8:30AM | SALE BARN
Coffee & Donuts

9:00AM - 12:00PM | SALE BARN
Viewing of Sale Cattle

11:15AM | SALE BARN
Lunch sponsored by WSA

12:00PM | SALE BARN
WSA Spring Spectacular Sale starts!!

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Simmental
Association



<http://www.breedingcattlepage.com/wiscsimmental/>

Ruble Cattle Services
Jeremie Ruble - 406.581.7940
1525 140th St. | Corydon, IA 50060
www.rublecattleservices.com



SALE RESULTS

Yardley Cattle Co. 37th Annual Female Sale

November 22, 2014 • Beaver, UT

No.	Category	Average
8	Open Heifers	\$8,717
19	SM Bred Heifers	5,142
32	SM Bred Cows	5,895
59	Total Simmental Lots	\$6,035

Auctioneer: Steve Bonham, OK

Sales Staff: Craig Talkington, Logan Ipson

Consultants: John Griswold, Kelvin Jorganson

High-Selling SimInfluenced Lots:

\$19,500 – Bred Cow, ½ SM ¾ AN, s. by Steel Force, sold to Jones Show Cattle, OH.

\$16,500 – Open Heifer, ¾ SM, s. by STCC Long Haul, sold to Jenna White, IA.

\$16,000 – Open Heifer, ½ SM ½ AN s. by KCC Pinnacle, sold to Brad Cox, OR.

\$16,000 – Open Heifer, PB SM s. by GCC Chopper, sold to Brent White, IA.

\$14,500 – Bred Heifer, ¾ SM ¼ AN s. by Long Haul, sold to Trennepohl Farms, IN.

\$14,500 – Bred Cow, ½ SM ½ AN, s. by STF Dominance T171, sold to Corey Rains, NE.

\$10,000 – Open Female, ½ SM ½ AN, s. by Nickels and Dimes, sold to Ron Shivers, IA.

\$10,000 – Bred Cow (Red), ½ SM ½ AN, s. by Billy The Kid, sold to Bill Sloup, NE.

Volume buyers: Shane Matthews, NV 18 head, Ronnie Smith, TX 11 head, and Levar Jensen, UT 12 head.

Comments: Also selling were 39 Angus bred cows and bred heifers at an average of \$5,305; 21 Maine Anjou bred cows and bred heifers at an average of \$4,814. Buyers were on hand from across the United States. 75% went to repeat customers. Cattle sold into 21 States including: CA, CO, IA, ID, IL, IN, KS, MI, MO, NE, NM, NV, OH, OK, PA, TX, UT, WA, WI, WV and WY.

Foxy Ladies Bred Female Sale

November 29, 2014 • West Point, NE

No.	Category	Average
87	Bred Heifers	\$5,220

Auctioneer: Jered Shipman, TX

Sale Manager: Dwyer Cattle Services, Roseville, IL

Marketing Representatives: Tommy Carper, JW Brune, and Christian Rennert

Representing ASA: Colton Buus

High-Selling Lots:

\$19,000 – Bred Female, “Dunk 338,” s. by 3D Harrietta Son, bred to The Ringer, cons. by Dunk Cattle Co., sold to Kade Nelson, NE.

\$16,000 – Bred Female, “Dunk 308,” s. by Limestone Trifecta, bred to The Ringer, cons. by Dunk Cattle Co., sold to Craig Smith, IA.

\$16,000 – Bred Female, “Dunk 347,” s. by Tinman, bred to Max Out, cons. by Dunk Cattle Co., sold to Kevin Heath, NE.

\$12,000 – Bred Female, “Felt Alberta 811A,” s. by RAVE Defiant, bred to 180, cons. by Felt Farms, sold to Brandon Bird, TX.

\$10,750 – Bred Female, “Dunk 341,” s. by Driver, bred to The Ringer, cons. by Dunk Cattle Co., sold to Dudley Booth, WY.

\$8,000 – Bred Female, “BADJ Magnolia 140R,” s. by Steel Force son, bred to Welsh’s Dew It Right, cons. by Felt Farms, sold to Bill Loseke.



A capacity crowd was on hand.



Bidders and buyers enjoyed unseasonably warm temperatures.



Discussing the sale offering.

Sandeen Genetics Buildin' A Brand Sale

December 13, 2014 • Bloomfield, IA

No.	Category	Average
80	Total Lots	\$8,200

Auctioneer: Jered Shipman, TX

Sale Manager: Dwyer Cattle Services, IL

Marketing Representatives: Dwyer Cattle Services, Bob & Nick Dwyer,

Ringmen: Tom Rooney, Tom Carper

Representing ASA: Dr. Bert Moore

High-Selling Lots:

\$140,000 – SimAngus™ Donor Female, “ Sandeen Donna 8386,” s. by Meyer Ranch 734, sold to Sloup Simmentals. Seward, NE.

\$30,000 – SimAngus Open Female, “ Sandeen Lady 4321,” s. by Sandeen Upper Class 2386, sold to Forest Brook Farms, LLC, Chilton, WI.

\$30,000 – SimAngus Bred Female, “Sandeen Donna 3001,” s. by SS/PRS High Voltage 244X, bred to W/C No Remorse, sold to Mark Angle, Manchester, OK.

\$20,000 – SimAngus Bred Female, “Sandeen Donna 3786,” s. by Remington Lock N Load 54U, bred to WLE Uno Mas, sold to Schooley Cattle Co., Bloomfield, IA.

\$20,000 – Purebred SM Bred Female, “Sandeen Lady 3301,” s. by SVF/NJC Built Right N48, bred to W/C Lock N Load, sold to Brandon Bird, Lubbock, TX.

Volume Buyer: Smith Farms, Ronnie Smith, Denton, TX purchased six bred heifers.

Comments: Guest consignors included: Schooley Cattle Co., Forest Brook Farms, LLC, Liberty Center Livestock and Ver Ploeg Farms. Donor females, bred females, herd bull prospects and a limited number of open females were featured. Phone and internet bidding was active as well as bidding from the crowd.



Buildin' A Brand sale crowd.

(Continued on page 80)

JF BACK IN BLACK

OUTCROSS, CALVING EASE, A MUST USE SIRE FOR 2015



Purebred Simmental
ASA#: 2887054



His full sister, the \$40,000 JF Perfection 418B



Sire: STF Royal Affair
STF Onyx
Remington Lock N Load

JF BACK IN BLACK

Dam: Zeis PCGF Perfection
Zeis Lookout
SS MR Callaway

Questions? Contact Jon Janssen, phone: 515.468.8221

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Plendl Simmentals, IA
Janssen Beef Cattle - Jon
& Maradith Janssen, IA
Guthridge Simmentals, IA

SALE RESULTS

continued

Sandeen Sale (Continued)



Bob Dwyer, Jered Shipman, Auctioneer, Brad Fahrmeier on the block, Tom Rooney & Tom Carper working the ring.



Brad Fahrmeier, Live Auctions.TV had active internet bidding.

Wild Wild West Simmental Sale

January 22, 2015 • Brighton, CO

No.	Category	Average
53	Total Lots	\$4,728

Auctioneer: Tracy Harl, NE

Sale Staff: DP Sales Management, Shane Ryan, Tom Rooney

Sale Consultants: Bob Volk, Jeremie Ruble and Dalton Lundy

Representing ASA: Danny Ulmanis

High-Selling Lots:

- \$14,500** – Open Female, “AHLB Jinn,” s. by Mr. Hoc Broker, cons. by Ahlberg Cattle, sold to Sunny View Farms, IL.
- \$13,500** – Pick of the 2015 Bulls, cons. by Altenburg Super Baldy Ranch, sold to Western Cattle Source, NE.
- \$12,000** – Open Female, “AHLB Bailey,” s. by SS Ebony’s Grandmaster, cons. by Ahlberg Cattle, sold to Lookout Ridge, CO.
- \$7,500** – Open Female, “AHLB Beige,” s. by Mr. NLC Upgrade, cons. by Ahlberg Cattle, sold to James Stallins, TX.
- \$7,100** – Open Female, “AHLB Gracepoint,” s. by Silveiras Style 9303, cons. by Ahlberg Cattle, sold to Dave Thomas, WI.
- \$6,500** – Bred Female, “Oval F Addy A330,” s. by Oval F Cool Dude, bred to LMF Revenue, cons. by Oval F Ranch, sold to Kyle Walters, CO.
- \$6,250** – Bred Female, “Bridle Bit Miss A340,” s. by GW Premium Beef, bred to ASR Augustus, cons. by Bridle Bit Simmentals, sold to Shane Temple, CO.
- \$6,000** – Open Female, “Oval F Bubble Yum B424,” s. by Oval F Cool Dude, cons. by Oval F Ranch, sold to Carsten’s Simmentals, CO.

Comments: Cattle sold into 15 states including: AL, IL, KS, LA, MI, MO, MT, NE, OK, OR, SD, TN, TX, UT and WI.



Pen of females always a favorite.



Happy, junior buyers.



The Wild Wild West Group.

35th Annual Gateway “Breeding Value” Bull Sale

February 2, 2015 • Lewistown, MT

No.	Category	Average
227	Bulls	\$6,744

Auctioneer: Jim Birdwell, OK

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: John Goggins, Jerry Gliko, Jeff Thomas and Dan Deichmann.

Representing ASA: John Grande

High-Selling Lots:

- \$14,000** – Lot 14, Black Purebred SM, s. by GW Comfort Zone 651Y, sold to Ralph Huntley and Son, Dillon.
- \$13,500** – Lot 1, Black Lucky Cross, s. by GW Premium Beef 021S, sold to Lyman Livestock, Salem, UT.
- \$12,500** – Lot 11, Black Lucky Cross, s. by GW Bar CK Breakout 667Z, sold to Todd Olsen, Lewistown.
- \$12,000** – Lot 4, Black Lucky Cross, s. by GW Premium Beef 021TS, sold to Ben Rogers, Meeker, CO.
- \$11,500** – Lot 10, Black Lucky Cross, s. by BW Bar CK Breakout 667Z, sold to Rick Sorensen, Williston, ND.
- \$11,000** – Lot 2, Black Lucky Cross, s. by GW Premium Beef 021TS, sold to Mallett Simmentals, Lampasas, TX.
- \$11,500** – Lot 5, Black Lucky Cross s. by GW Premium Beef 021TS, sold to Rick Sorensen, of Williston, ND.
- \$11,000** – Lot 9, Black Lucky Cross, s. by GW Bar CK Breakout 667Z, sold to Tye Phillips, Lewistown.
- \$11,000** – Lot 30, Black Lucky Cross, s. by Connealy Consensus, sold for \$11,000 to Bair Ranch Foundation, Martinsdale.
- \$11,000** – Lot 83, Black Purebred Simmental, s. by GW Predestined 770Y, sold to John Raftopoulos, Craig, CO.

Volume Buyers: Ralph Huntley and Son, Dillon; Bair Ranch Foundation, Martinsdale; Andrew Sunderman, Norfolk, NE; Joel McCafferty, Belt; and Mark Steiner, Lake City, SD.

Comments: The annual Gateway offering attracted a good crowd. Bulls sold to a mix of seedstock producers and commercial cattlemen, both local and across the country.



Long-time Gateway supporters Bert Williams and Dan Deichmann view the sale offering.



Kirk Donsbach and Marty Ropp study their catalogs.

Begger’s Diamond V Ranch Sale

February 4, 2014 • Wibaux, MT

No.	Category	Average
73	SM and SimAngus™ Spring Yearling Bulls	\$6,856
52	SM and SimAngus Fall Long-Yearling Bulls	\$7,308
125	SM and SimAngus Bulls	\$7,044

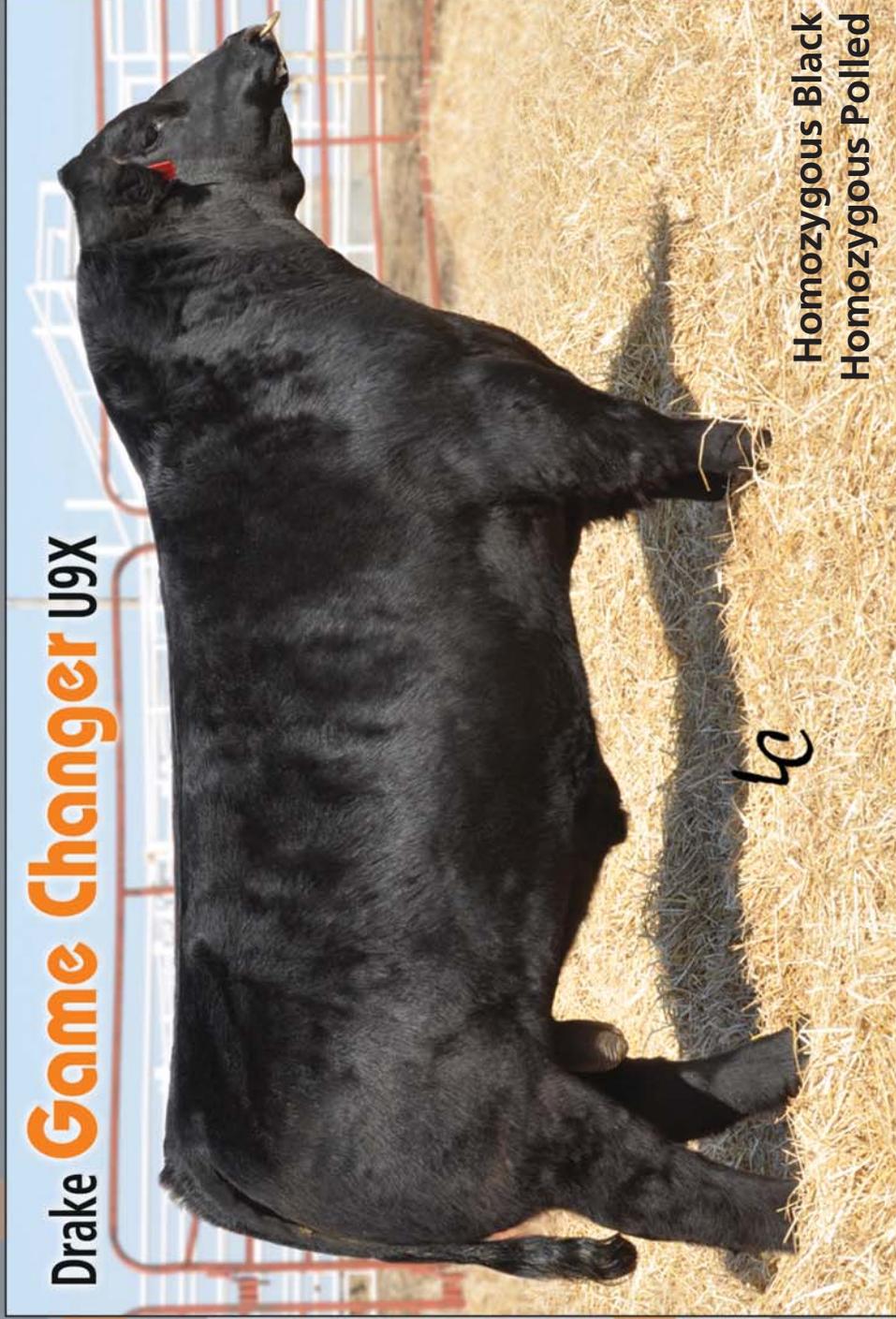
Auctioneer: Roger Jacobs, MT

Marketing Representatives: Jeff Thomas, John Goggins, Kirby Goettsch, Shane Whiteman and Kurt Kangas

Representing ASA: John Grande

(Continued on page 82)

Drake **Game Changer** U9X



Homozygous Black
Homozygous Polled

6c

SAC Mr. MT 73G
Sire: **GW Mr. MT 790L**
407D

MAAS True Dream 404P
Dam: **Drake Miss 9U**
Drake Miss 9P

ASA#: 2565606
PB SM

Trait	Direct			Maternal			Carcass			\$ Index							
	CE	BW	WW	YW	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	10.1	1.0	59.4	78.3	6.5	21.7	51.3	20.9	10.0	17.1	-.29	.13	-.050	.62	-.27	121.6	66.0
ACC	.30	.34	.24	.24	.23	.22	.23	.15	.08	.21	.12	.10	.12	.10	.02		
%																	

ASA Sire Evaluation, as of 2/17/15

Simmental

- Game Changer is moderate framed, powerful package with a change-of-pace pedigree.
- Game Changer transmits a fancy front third to his offspring along with neat rib shape and middle. Nice haired to boot!
- Game Changer is very well worth the try!

Rolfes Simmental

Michael Rolfes
5538 Hwy 9
Sibley, IA 51249
712-330-2858
www.rolfessimmental.com

Drake Simmentals

Larry and Carol Drake
24266 570th Street
Centerville, IA 52544
641-658-2613

Semen: \$25/unit Semen available through owners

SALE RESULTS

continued

Begger's Diamond V Sale (Continued)

High-Selling Lots:

- \$14,000 – Lot 101, s. by BDV New Tradition, sold to Mike Cobb, Ephrata, WA.
- \$13,000 – Lot 100, s. by BDV Tradition, sold to Mike Cobb, Ephrata, WA.
- \$12,000 – Lot 81, s. by BDV Torque, sold to Troy Tescher, Beach, ND.
- \$12,000 – Lot 97, s. by BDV Masterpiece, sold to Miller Ranch, Flasher, ND.
- \$12,000 – Lot 4, s. by Connealy Capitalist, sold to Brooke Fauth, Glasgow.
- \$12,000 – Lot 137, s. by Connealy Capitalist, sold to Dean Clark, Broadus.
- \$11,500 – Lot 2, s. by Doc, sold to John Mertz, Hurdsfield, ND.
- \$11,500 – Lot 10, s. by BDV Torque, sold to Miller's Crow Creek Ranch, Spearfish, SD.

Comments: Also selling were 21 spring yearling Angus bulls at an average of \$6,476. Many bulls went to repeat customers.



Bill Begger visits with the crowd in the pens before the sale. ♦

Works on any desktop, tablet, or smartphone!

01:25 AM



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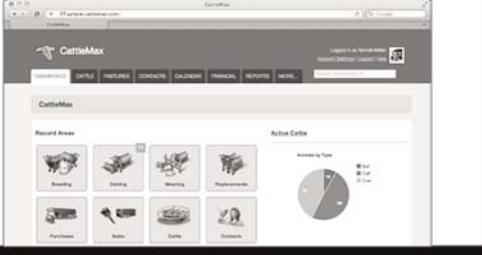
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- Pedigree combines generations of bloodlines that provide open matings in Wallbanger, Enticer and Fullback
- Extremely wide-based and thick, sound-footed with excellent disposition
- Posted a 1,424 lb YW and a 117 YW EPD ... Top 5%

SMS ENTICER P18
 HARVIE JDF WALLBANGER11TX
 JDF PEPSI 61U
 COTT-GFI FULLBACK 0038N
 ERIXON LADY 130U
 BAR 40 MS 218M

REG. #	CE	BW	WW	YW	MARB	REA
763322	2	5.5	75	117	-0.12	0.73



OWNER: BONCHUK FARMS & SEMEX ALLIANCE

SHERIFF

0200SM30717 KUNTZ SHERIFF 8A

- New outcross calving ease sire with an actual BW of 63lbs
- 16.5 CE and -2.6 BW EPDs rank him atop the breed
- Extremely sound and soft in design
- Excels in depth of quarter and overall balanced phenotype

BMD RED WALKING TALL 13W
 KUNTZ MARSHALL 12Y
 TIMBER WENDY 3W
 MUIRHEAD'S KOSMO 27N
 PEACOCK'S LYL NETTIE 23Y
 MUIRHEAD NETTIE 5W

REG. #	CE	BW	WW	YW	MARB	REA
794268	16.5	-2.6	65	92.2	-0.4	0.49



OWNER: W.E. REDPATH AND SONS & SEMEX ALLIANCE

RED DAWN

0200SM30716 KOP RED DAWN 13Y

- Progeny are excelling at Redpath Simmentals
- Top 20% Milk EPD
- Showcased a 1,495 lbs YW

CMS TRADEMARK 756T
 CMS TRADEMARK 756T
 CMS LUBA 23L
 MUIRHEAD LIVE WIRE 95R
 KOP MS LIVEWIRE 24U
 KOP FLASHY LADY 1P

REG. #	CE	BW	WW	YW	MARB	REA
750530	0.6	6	62.4	98.7	-0.08	0.64

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Grant R Huber
2015 N 400 Ave
Plainville, IL 62365

David Duzan
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Lexington, IL 61753

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Carthage, IN 46155

Plant Farms
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Matt Bracker
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Steven Russell
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Searsboro, IA 50242

Mark Lage
11250 120th St
Sheffield, IA 50475

Mollie McCulloh
2178 280th Ave
DeWitt, IA 52742

Ben J Schwarz
25840 200th Ave
Eldridge, IA 52748

Hidden Treasures Cattle
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Jefferson, IA 50129

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Emerson, IA 51533

Darren Arthur Cattle Company
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Mason City, IA 50401

Spear Cattle Company
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Milo, IA 50166

5c Farms
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Corning, IA 50841

Mike Wibholm
2711 Dows Williams Rd
Dows, IA 50071

Hotz Farms
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Lone Tree, IA 52755

KANSAS

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213 1st Ave
Inman, KS 67546

KENTUCKY

HTP/Bramlet Simmentals
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Paris, KY 40361

Bradley Wilson
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Tompkinsville, KY 42167

Wildcat Cattle Co
1719 Valley Dr
Madisonville, KY 42431

MARYLAND

Mid Atlantic Cattle Company
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Hollywood, MD 20636

Hill Meadow Farms
13049 Lanes Run Rd
Big Pool, MD 21711

MINNESOTA

Billberg Farms
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Wannaska, MN, 56761

Philip Klopp
28605 320th St NW
Argyle, MN 56713

MISSOURI

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Burlington Junction, MO 64428

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Big Timber, MT 59011

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PO Box 172
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Grass Range, MT 59032

Probst Livestock
1600 Bond Rd
Dillon, MT 59725

Fort Logan Ranch
1698 Mt Hwy 360
White Sulphur Springs, MT 59645

NEW YORK

Dream Weaver Farms
145 Patterson Rd
Richfield Springs, NY 13439

Corner View Farm
4511 McGrane Rd
Romulus, NY 14541

OHIO

Burga Cattle Company
59958 Cross Rd
Barnesville, OH 43713

Jeffrey Fout
99 Pvt Rd 5467 Co Rd 48
Waterloo, OH 45688

Alan Watson
3220 Welsh Hills Road
Newark, OH 43055

Dave Obrenovich
659 Landsrush St
Sandusky, OH 44870

OKLAHOMA

Blake Shropshire Simmental
634 Wildcat Loop
Indinaola, OK 74442

Halls Farm
3368 S 9 Mile Rd
Ponca City, OK 74604

Nick Pope
310 S Redlands Rd 23
Stillwater, OK 74074

Extreme Cattle
3413 South Union
Stillwater, OK 74074

Lott Farms
50152 Choctaw Rd
Carmen, OK 73726

SOUTH DAKOTA

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Cavour, SD 57324

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5J Farms
38890 216
Alpena, SD 57312

Lam Farms
44960 25 Nd St
Montrose, SD 57048

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Anna, TX 75409

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At the ranch • Rushville, NE



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3/4 BROTHER TO THE PROFIT BULL THAT SOLD AT HARTMANS
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ASA FEE SCHEDULE

DNA Services

DNA SNP (PV, ET)	\$45	Tibial Hemimelia (TH)	\$25
HD and SNP (PV, AI Sire, Donor Dam)	\$90	Pulmonary Hypoplasia W/Anasarca (PHA)	\$25
Horned/Polled	\$50	Osteopetrosis (OS)	\$25
Arthrogryposis Multiplex (AM)	\$25	Coat Color	\$20
Neuropathic Hydrocephalus (NH)	\$25	PMel (Diluter)	\$20
Contractural Arachnodactyly (CA)	\$25		

Contact ASA For Testing Kit

Spring 2015 THE Enrollment

If you miss the Deadline (December 15) . . . every animal on your preliminary inventory will be enrolled for \$16 each.

	Spring THE Submitted by	Option A (TR)	Option B (SR)	Option C
Enrollment submitted by member	December 15	\$15	\$0	\$7.50
See Late-Enrollment if after December 15	*Late-Enrollment			

*Late-Enrollment

If you miss the December 15 deadline and were enrolled for Spring 2014: All of your dams on the preliminary inventory generated by ASA will be enrolled in Option A at \$16.00 each.

Members will have until February 1, to make adjustments to their inventory (the same way as enrolling) including a choice to change from Option A to Option B or C. (THE fees will be adjusted if you change to Option B or C within the 30 days).

Note: If adjustments are not made by February 1, your preliminary inventory will be accepted as is (including enrolled in Option A, regardless of previous year's option). There is a \$1.00 late-enrollment fee that will not be refunded.

Re-Enrollment

Would you like to re-join the Total Herd Enrollment program?

\$35/per animal (up to \$350) plus enrollment fees.

A member who has dropped out of THE and wishes to return, may do so for the next enrollment season.

Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees.

Non-THE registration fees will apply to the season(s) when a member did not participate in THE.

American Simmental Association Fees

Membership Initiation Fee:

Adult Membership Initiation Fee	\$160
Junior Membership Initiation Fee	\$50
Prefix Registration	\$10

Annual Service Fee (ASF):

Single Membership	\$110
Multiple Memberships at the same address	\$160
Junior Membership	\$50

Registration Fees:

Registration Fees enrolled in THE

Enrolled in THE — Option A	No Charge
Enrolled in Opt B or C <10 months	\$30
Enrolled in Opt B or C ≥10 months <15 months	\$40
Enrolled in Opt B or C ≥15 months	\$50

Transfer Fees:

First Transfer	No Charge
<i>Subsequent Transfers</i>	
Within 60 calendar days of sale	\$10
Over 60 calendar days after sale	\$30

Additional Transactions:

Priority Processing (not including shipping or mailing)	\$25
Corrections	\$5

Registration Foreign/Foundation Fees:

Register Foreign/Foundation Cow	\$17
Register Foreign/Foundation Bull	\$25

Registration Fees not enrolled in THE:

Non-THE <10 months	\$42
Non-THE ≥10 months <15 months	\$52
Non-THE ≥15 months	\$62

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Fall & Spring Born Show Heifers, Fall & Spring Bred Females and Cow/Calf Pairs • Selling the entire OBCC mature fall calving herd including these donors!



OBCC Striking Interest S794

STF Open Range P022 x LSS Thumper KG46
Purebred Simmental
Bred to FBFS Wheelman 649W



FBFS Wakanda 620W

TNT Everready R232 x THSF Ms Liberty S600
• Purebred Simmental
Bred to OBCC Cover Charge M03Z



OBCC Zinfindel 42TW

Westfall Voyager 721P x 3C Macho
Purebred Simmental
Bred to TLCC One Eyed Jack



OBCC Legend S12W

Westfall Voyager 721P x OCC Legend 616L
3/4 Blood Simmental
Bred to FBFS Wheelman 649W



JS Firey 1133X

JS Ring of Fire 23U x PB Angus
1/2 SM 1/2 AN
Bred to LLSF Pays To Believe ZU194



OBCC Ms Legend M12X

GWS/SCF Rendition x OCC Legend 616L
3/4 Blood Simmental
Bred to FBFS Wheelman 649W



496W

SAV Bismarck 5682 x BR Midland • PB Angus
Bred to PVF Insight 0129



9716

BC Lookout 7024 x EXT • PB Angus
Bred to VLF/OBCC Steelin Banners



9036

KCF Bennett Total x GAR Integrity • PB Angus
Bred to PVF Insight 0129

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Mathews Simmental 417-838-4088

Golden Oak Simmentals 417-753-2602

Lone Tree Simmentals 563-349-8722

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- 1 PRO-CHAR 4th Annual Charolais and Simmental Bull Sale — Glenevis, AB
- 2 Hill's Ranch Simmentals' Bull Sale — Stanford, MT
- 3 Cattlemen's Classic Bull Sale — Redmond, OR
- 3 Doll Simmental Ranch 35th Annual Production Sale — Mandan, ND
- 3 Houston Livestock Show and Rodeo Simmental/Simbrah Sale — Houston, TX
- 4 Broken Heart Ranch Red Angus Annual Production Sale — Firesteel, SD
- 4 Houston Livestock Show and Rodeo Simmental/Simbrah Show — Houston, TX
- 4 Mertens Cattle Co.'s Bull Sale — Watertown, SD
- 4 Tifton Bull Test Sale — Chula, GA
- 5 JMB Angus/Rains Simmental/N Bar Cattle Co.'s Bull Sale — Sharon Springs, KS
- 5 Pleasant Hill Farms March Madness Bull and Heifer Sale — Bowling Green, KY
- 6 KSU Annual Legacy Sale — Manhattan, KS
- 6 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 50)
- 7 Flying H Genetics Spring Bull Sale — Arapahoe, NE
- 7 Kentucky Beef Expo — Louisville, KY
- 7 Ludvigson Stock Farms Ozark Bull and Female Sale — Diamond, MO
- 7 RS&T Simmentals, LLC Bull Sale — Savannah, MO
- 7 Trinity Farms Generations of Excellence Sale — Ellensburg, WA (pg. 75)
- 7 Walsh Simmental Bull Sale — Hubbard, NE
- 9-10 Hudson Pines Farm Online Embryo Event, Round II — dponlinesales.com (pg. BC)
- 9 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND
- 9 Rockin H Simmental Production Sale — Watertown, SD
- 10 Calvo Family 2nd Annual Bull Sale — Valentine, NE
- 11 "JF Scalebuster" Bull Sale — Dunlap, IA (pg. 44)
- 11 Lechleiter Simmentals 27th Annual Bull Sale — Loma, CO
- 12 Cattleman's Kind Bull Sale — San Saba, TX
- 12 Hall-Pokorny Red Angus Bull Sale — North Platte, NE
- 12 Schmig Simmental Ranch's 31st Annual Production Sale — Stockholm, SD
- 13 74-51 Red Dirt Bull Sale — Marshall, OK (pg. 51)
- 13 Quest of the West Cattle Sale — Spanish Fork, UT
- 14 Carcass Performance Partners 13th Annual Bull Sale — Lucedale, MS
- 14 Gonsior Simmental Production Sale — Fullerton, NE
- 14 Great Lakes Beef Connection Bull Sale — Clare, MI
- 14 Tennessee Beef Agribition — Lebanon, TN
- 14 Yardley Cattle Company's 42nd Annual Bull Sale — Beaver, UT
- 15 WSA Spring Spectacular Sale — Lancaster, WI (pg. 77)
- 16 Hudson Pines-Hayes Ranch Genetic Legacy Bull Sale — Billings, MT (pg. BC)
- 17 Hilbrand's Cattle Co.'s Online Sale — www.breedersworld.com (pgs. 8-9)
- 17 Open Gate Ranch Sale — Simms, MT
- 19 Parker Cattle Co.'s Inaugural Bull Sale — Burlington, CO
- 20 3C Christensen Ranch/NLC Simmental Ranch Annual Production Sale — Wessington, SD (pg. 50)
- 20 Frozen Gold XIV Sale, Columbus — OH (pg. 40)
- 20 Gengenbach Cattle Company's 7th Annual Production Sale — Grant, NE
- 20 Sunflower Genetics Annual Production Sale — Maple Hill, KS (pgs. 51, 74)
- 21 Altenburg Super Baldy Ranch's 23rd Anniversary Annual Bull and Heifer Sale — Fort Collins, CO
- 21 Drake Cattle Co Bull Sale — Centerville, IA
- 21 Flying H Genetics Spring Bull Sale — Lowry City, MO
- 21 Hilltop Simmentals' Private Treaty Bull Sale — Hudson, SD
- 21 Michigan Bull Test Sale — Crystal, MI
- 21 Ohio Beef Expo and Eastern Spring Classic Sale — Columbus, OH
- 21 Red Hill Farms' More Than a Bull X, Bull and Female Sale — Lafayette, TN
- 21 UIBA Bull Test Sale — Salina, UT
- 23 Bridle Bit Simmental's All Terrain Bull Sale, Springfield, CO
- 25 Pelton Simmental and Red Angus Annual Sale — LaCrosse, KS
- 25 Premium Sourced Cattle Third Annual Bull and Female Sale — Eckley, CO
- 25 WCA Bull Test and Sale — Eltopia, WA
- 27 Pennsylvania Spring Simmental Female Sale — Pennsylvania Furnace, PA
- 27 Rust Mountain View Ranch "Ace in the Hole" Bull Sale — Turtle Lake, ND
- 28 Back to the Basics Sale — Fountain Run, KY (pg. 29)
- 28 Dickinson Simmental Ranch 43rd Annual Production Sale — Gorham, KS (pg. 51)
- 28 Professional Beef Genetics Open House Bull Sale — Clinton, MO

(Continued on page 90)



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MCE	9
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MWW	63
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- 28 SW VA BCIA Bull and Heifer Sale — Wytheville, VA
- 28 T-Heart Ranch's High Altitude Bull Sale — La Garita, CO (pg. 75)
- 28 Vertical Edge Genetics' "Bulls in Bancroft" Annual Production Sale — Bancroft, ID
- 28 White Farm/Maple Leaf Farm's Inaugural Bull Sale — Lexington, KY (pg. 55)
- 28 Wildberry Farms Annual Production Sale — Hanover, IL
- 29 Northern Plains Simmentals' 9th Annual Bull Sale — Bowbells, ND
- 30 Kearns Cattle Co.'s 26 Annual Best of Both Worlds Bull Sale — Rushville, NE (pg. 85)

APRIL

- 1 74th Annual Kansas Bull Test Performance Tested Bull Sale — Beloit, KS
- 1 Midland Bull Test Sale — Columbus, MT
- 3 Canaday SimAngus™ Bull Sale — Yankton, SD
- 4 Bulls of the Bluegrass — Mt. Sterling, KY (pg. 57)
- 4 Iowa Beef Connection 10th Annual Performance Tested Bull Sale — Knoxville, IA
- 4 McDonald Farms' "Pick of the Pen" Bull Sale — Blacksburg, VA
- 4 Michigan Beef Expo — East Lansing, MI
- 4 Shoal Creek Land & Cattle "The Gathering" — Excelsior Springs, MO (pgs. 14-15)
- 4 WBIA 58th Performance Selected Bull, Sale — Platteville, WI
- 4 Apex Cattle's Annual Bull and Heifer Sale — Kearney, NE
- 10 South Dakota State University Bull Sale — Brookings, SD
- 11 Brant Farms Production Sale — Hinckley, MN (pgs. 44, 95)
- 11 Cattlemen's Choice Sale — Hartwell, GA (pg. IFC)
- 11 Ludvigson Stock Farms Herdbuilder Bull Sale-Spring Edition — Shepherd, MT
- 11 New Day Bull Sale — Lowry City, MO
- 11 Southeast All Black Classic — Greenwood, FL (pg. 65)
- 11 West Virginia Beef Expo Simmental Sale — Weston, WV
- 12 Partisover Southern Style Online Sale — www.partisoverranch.com (pg. 4)
- 14 43rd Annual Thomas Ranch Bull Sale — Harrold, SD
- 16 75th IBEP Performance Tested Bull Sale — Springville, IN
- 17 Virginia Beef Expo — Harrisonburg, VA (pg. 90)
- 18 Nelson Livestock Co. Production Sale — Baker, MT
- 18 Owen Bros. Diamonds & Spurs SimGenetic Sale — Bois d'Arc, MO (pg. 87)
- 21 Trennepohl 's Top Ten Bull, Female and Genetics Sale — Middletown, IN, (pg. 41)
- 24 New York Bull and Heifer All Breeds Sale — Seneca Falls, NY
- 25 Family Traditions Female Sale — Auburn, KY
- 25 Heartland Performance with Class Bull Sale — Waverly, IA
- 30 Nelson Simmental and SimAngus™ Bull Sale — Glasgow, MT

MAY

- 1 Southern New England Simmental Association's 4th Annual All Breed Sale — Springfield, MA
- 2 Stars and Stripes Sale — Gettysburg, PA
- 2 Timberland Cattle's SimAngus™ & Black Angus Female Sale — Vernon, AL
- 9 Sloup and Hilltop Simmentals Spring Turn Out Sale — Seward, NE (pg. 82)
- 16 Buzzard Hollow Ranch's 21st Annual Designer's Classic Sale — Granbury, TX
- 26 Williams Cattle Co.'s Perfect Blend Online Sale — www.breedersworld.com

JUNE

- 7-10 AJSA South Central Regional Classic — Springfield, MO
- 16-19 AJSA North Central Regional Classic— Austin, MN
- 24-27 AJSA Eastern Regional Classic— West Springfield, MA
- 26-28 AJSA Western Regional Classic— Bozeman, MT

JULY

- 5-11 AJSA National Classic — College Station, TX
- 23-26 Simmental Breeders Sweepstakes — Louisville, KY
- 25 Summer Stakes Elite Sale — Louisville, KY

AUGUST

- 1 Genetic Connection Sale — Cullman, AL
- 22 Generations of Value Sale — Colbert, GA

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*Focus
Kyla Copeland*



ASA#: 2779423 Homozygous Black CNS Dream On L186 3C Macho M450 BZ
 3/4 SM 1/4 AN Homozygous Polled Sire: HTP/SVF Duracell T52 Dam: WLTR Lexus 38U ET
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EPD	9.5	1.3	65.9	97.5	11.3	20.9	53.8	-	7.5	29.7	-.25	.20	-.050	.64	-.39	122.1	70.5
ACC	.26	.34	.29	.31	.22	.23	.25	-	.15	.26	.20	.36	.16	.25	.23		
%							15										

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Serving as American Simmental Association's (ASA) official publication, *the Register* is mailed nine times annually, has a circulation of 5,500+, and is focused primarily on ASA's paid membership. *the Register* is an 8 1/8 x 10 7/8 inch glossy, full-color publication that provides a direct and consistent line of communication to the ASA membership.

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July/August '15	June 25	July 2	July 10	July 23
September '15	Aug 3	Aug 10	Aug 18	Aug 31
October '15	Sept 2	Sept 10	Sept 18	Oct 1
November '15	Oct 2	Oct 9	Oct 20	Nov 2
Dec/Jan '15	Nov 13	Nov 20	Dec 4	Dec 17
February '16	Dec 30	Jan 6	Jan 11	Jan 22

Send all ad materials to: register@simmgene.com or Fax: 406-587-8853

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Although every effort will be made to provide proofs on all ads, proofs are guaranteed only if all ad material arrives in *the Register* office prior to deadline.

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All accounts are due and payable as invoiced. Interest charges of 1.5 percent per month (18 percent APR) will be added to accounts 30 days past due. If an account becomes 60 days delinquent, all ASA Publication, Inc. work may be suspended until full payment is made. After review by the ASA Executive Committee, ASA privileges may be denied to those with accounts over 90 days delinquent.

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application at juniorsimmental.org



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Britt Farm	IFC	Have you Herd?	75	North Dakota Simmental Breeders	45	Total Herd Enrollment (THE)	44, 45, 50, 53, 75
Brooks Simmental Ranch	51	HBE Simmentals	14	Oak Meadow Farms	44	Trans Ova Genetics	61
Brooks Simmentals	14	High-Bred Simmental	51	Ohio Simmental Breeders	51	Traxinger Simmental	50
Brush Country Bulls	75	Hilbrands Cattle Company	8, 9, 89	Oklahoma Simmental Breeders	51	Trennepohl Farms	40, 41, 75
Bulls of the Big Sky	45, 93	Hill Country Cattle Company	28, 29	Olafson Brothers Simmentals	45	Triangle J Ranch	53
Bulls of the Bluegrass	57	Hilltop Simmentals	82	Oleo Ranch	IFC	Trinity Farms	75
Buzzard Hollow Ranch	76	Hillview Farm	29	Oregon Simmental Breeders	44	Triple Z Simmental	76
C-Mor Beef Farms	73	Hofmann Simmental Farms	51	ORlgen	66	Ultrainsights Processing Lab Inc.	66
C&C Farms	IFC	Hopewell Views Simmentals	45	Oval F Ranch	14, 33	Ultrasound Processing (CUP) Lab, LLC	66
Campbell Simmental	33	Horseshoe Hollow Farm	IFC	Owen Brothers Cattle Company	87	Van Engen, Dr. Al	79
Canada Simmental Breeders	44	Hudson Pines Farm	BC	Palmore, Sophie	2	Vest Lane Farms	14
Canadian Simmental Country Magazine	67	Hudson Pines-Hayes Ranch	BC	Partisover Ranch	4	Virginia Simmental Association	90
Carcass Merit Program (CMP)	53, 66	Illinois Simmental Breeders	45	Pelton Simmental/Red Angus	51	Virginia Simmental Breeders	45
Cattle Visions	66, 73, 79, 91, 96, IBC	Indiana Simmental Breeders	75	Pickersel Farms	IFC	Volk Livestock	53
CattleInDemand.com	4	Iowa Simmental Breeders	44	Plendl Simmentals	79	Washington Simmental Breeders	75
CattleMax	82	J & C Simmentals	53	Prairie Cattle Co.	75	Wayward Hill Farm	57
Cattlemen's Choice	IFC	Jacobs, Roger, Auctioneer	66	Prescott Ranches	8	Welsh Simmental	57
Circle 3 Genetics	44	Janssen Beef Cattle	79	Prickly Pear Simmental Ranch	45	Werning Cattle Co.	49, 50, 89
Circle M Farms	8	Janssen Farms	44	PrimeTime AgMarketing Network	41	Western Cattle Source	53
Clear Water Simmentals	75	Jass Simmentals	44	R&R Cattle Company	50	White Farm	55
Clover Valley Simmentals	75	Jass, Trey and Family	8	Rhodes Angus	45	White Farms, LLC	18, 19, 21, 51
Colorado Simmental Breeders	75	Jensen Simmentals	76	Rincker Simmental	45	Wild, Wild West Bunch	33
Conover, Al, Auctioneer & Sale Management	66	John Deere	63	Ritchey Livestock ID	70	Wildberry Farms	45
Dakota Xpress	45	Jones Show Cattle	51	River Creek Farms	51	Williams Land & Cattle Auction Co.	66
Diamond D Simmentals	14	Jones, Mike Auctioneer	65	Robinson, Clint	40	Williams, Steve	65
Diamond H Ranch	51	Kansas Simmental Breeders	51	Rock Creek Ranch	51	Willis Simmentals	51
Diamonds & Spurs	87	Kappes Simmentals	50	Rocking P Simmentals	57	Woodlawn Farms	IFC
Dickinson Simmental and Angus Ranch	51	Kaser Brothers Simmental	51	Rocky Hollow Farm Simmental Cattle	45	Zeis Simmentals	40, 53
		Kasl Simmentals	21	Rolfes Simmental	81		
		Kenner Simmentals	45				
		Kentucky Proud	55				
		Kitzerow Cattle Company	44				
		Knezek Simmental Simbrah Ranch	75				

Brant Farms Genetic Balance SimGenetics Sale



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45 Cow/Calf Pairs & Bred Females • 30 Performance Tested Bulls • 5 Fancy Opens

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Brant Angelina A4435 • Purebred SM
3C Macho M450 BZ x GFI Magnum K52
Bred to Coleman Regis 904



Brant Pocket Change A66 • Purebred SM
K-LER Young Money x SVF/NJC Built Right N48
Bull Calf at Side by PVF Insight 0129



Brant Alexandria A3077 • Purebred SM
Mr NLC Upgrade U8676 x SVF/NJC Built Right N48
Bred to PVF Insight 0129



Brant Sweet Potato A2116 • Purebred SM
CNS Dream On L186 x OMF Blade N25
Bred to PVF Insight 0129



Brant Arabella A375R • Purebred SM
Top Fuel U250HR x Wheatland Red Hummer 608S
Bred to WS Beef King Z8



Brant Amery A71SU • Purebred SM
Top Fuel U250HR x GFI Magnum K52
Heifer Calf at Side by KCF Bennett Absolute



Brant Bartender B495Y • Purebred SM
Elm-Mound Upgrade Z4 x STF Montana Black KF25



Brant Agenda A103 • Purebred SM
Mr HOC Broker x Wheatland Red Hummer 608S



Brant Asian A433W • Purebred SM
JF Milestone 999W x 3C Macho M450 BZ

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Card Upoar 49Y
By Mr. NLC Upgrade
EPDs: CE: 5 \$API: 126 \$TI: 72



SS/PRS Gunslinger 824X
By STF Shocking Dream SJ14
EPDs: CE: 13 \$API: 123 \$TI: 66



WS A Step Up X27
By SS Ebony's Grandmaster
EPDs: CE: 4 \$API: 123 \$TI: 58



Mr. Hoc Broker C623
By Steel Force
EPDs: CE: -2 \$API: 92 \$TI: 57



Long's Shear Envy Y34
By Hooks Shear Force 38K
EPDs: CE: 12 \$API: 140 \$TI: 76



STF Shocking Dream SJ14
By CNS Dream On L186
EPDs: CE: 19 \$API: 148 \$TI: 70



Remington Secret Weapon 185
By Trademark
EPDs: CE: 8 \$API: 105 \$TI: 62



OBCC King Pin W42Y
By RC Club King
EPDs: CE: 10 \$API: 113 \$TI: 65



CSCX Bandwagon 513A
By TJSC Optimus Prime
EPDs: CE: 7 \$API: 105 \$TI: 62



TLLC One Eyed Jack 15Z
By Long's Shear Pleasure
EPDs: CE: 11 \$API: 132 \$TI: 78



WC No Remorse 763Y
By Yardley High Regard W242
EPDs: CE: 9 \$API: 112 \$TI: 59



W/C Lock Down 206Z
By Lock N Load
EPDs: CE: 16 \$API: 153 \$TI: 85



GCC Whizard 125W
By SVF Steel Force S701
EPDs: CE: 7 \$API: 97 \$TI: 57



Long's Steel Shot X21
By SVF Steel Force S701
EPDs: CE: 7 \$API: 118 \$TI: 57



W/C United 956Y
By TNT Tuition
EPDs: CE: 12 \$API: 146 \$TI: 93



WLTR Renegade 40U ET
By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 111 \$TI: 70



R Plus Reload 2006Z
By R Plus Hard Rock (outcross)
EPDs: CE: 10 \$API: 135 \$TI: 78



KLS Halfblood X217
By SP The Answer 813
EPDs: CE: 16 \$API: 148 \$TI: 72



R&R Chamberlain X744
By Mr. NLC Upgrade
EPDs: CE: 3 \$API: 94 \$TI: 80



WLE Quota U547
By SVF/NJC Built Right N48
EPDs: CE: 13 \$API: 119 \$TI: 68



TJSC 152A "Vindication"
By Flying B Cut Above
EPDs: CE: 5 \$API: 102 \$TI: 60



S S Incentive 9J17
By SS Objective T510 OT26
EPDs: CE: 15 \$API: 129 \$TI: 74



Silveiras Style 9303
By Gambles Hot Rod
EPDs: CE: 17 \$API: 138 \$TI: 64



SP The Answer 813
By SAV Final Answer 0035
EPDs: CE: 21 \$API: 148 \$TI: 69



GLS/JS Sure Shot Y18
By GLS/GF Brigade 31R
EPDs: CE: 10 \$API: 131 \$TI: 70



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 11 \$API: 130 \$TI: 66



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -5 \$API: 62 \$TI: 54



STF Royal Affair Z44M
By Lock N Load
EPDs: CE: 6 \$API: 103 \$TI: 57



LLSF Addiction AY792
By Top Grade
EPDs: CE: 9 \$API: 124 \$TI: 69



Long's Damien A37
By Hooks Shear Force 38K
EPDs: CE: 15 \$API: 160 \$TI: 81



FBF1 Supremacy Y93
By STF Dominance T171
EPDs: CE: 9 \$API: 105 \$TI: 62



GWS/SCF Rendition T310
By Trademark
EPDs: CE: 7 \$API: 112 \$TI: 62



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 6 \$API: 115 \$TI: 59



Wheatland Mr. Bojangles 97X
By Wheatland Bull 680S
EPDs: CE: 7 \$API: 105 \$TI: 62



FBF5 Warsaw 068W
By Sure Bet
EPDs: CE: 16 \$API: 139 \$TI: 62



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 13 \$API: 129 \$TI: 69



Westfall Voyager 721P
By Power Surge
EPDs: CE: 14 \$API: 105 \$TI: 55



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 11 \$API: 134 \$TI: 66



Rubys Wide Open 909W
By The Foreman
EPDs: CE: 6 \$API: 120 \$TI: 70



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 146 \$TI: 71



GLS New Direction X184
By Better Than Ever
EPDs: CE: 8 \$API: 110 \$TI: 58



HTP/SVF Duracell T52
By Dream On
EPDs: CE: 14 \$API: 147 \$TI: 75



Yardley High Regard W242
By Yardley Impressive T371
EPDs: CE: 1 \$API: 77 \$TI: 57



Wheatland High Octane 169Y
By Wheatland Predator
EPDs: CE: 2 \$API: 88 \$TI: 58



AJE/PB Montecito 63W
By Steel Force
EPDs: CE: 5 \$API: 98 \$TI: 66



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 10 \$API: 130 \$TI: 66



SAS Big Bruzer Y131
By King of the Yukon (outcross)
EPDs: CE: 6 \$API: 103 \$TI: 61



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