

the Register

April 2018

Serving the Simmental
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Features

Built on a Fleckvieh Foundation

What Does it Mean to be a
Beef Breeder in the 21st Century?

National Classic Preview

50 Years of Simmental



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DRFS/GLL Eleyna 35A

A heifer calf by WCS El Dorado sells at side.

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EPD	+17.4	-3.2	+63.8	+106.4	+2.7	+10.9	+20.1	+52.0	+16.8	+11.6	+28.9	-.22	+.58	-.024	+.72	-.64	+169	+83
ACC	.47	.62	.42	.42	.40	.28	.27	.31	.31	.16	.36	.27	.41	.26	.33	.21		

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EPD	+10.3	+0.7	+86.5	+146.0	+3.7	+4.1	+22.7	+65.9	+8.6	+11.6	+58.0	+0.7	+.84	+.047	+.74		+152	+94
ACC	.29	.45	.40	.44	.40	.20	.23	.37	.11	.04	.35	.27	.41	.25	.33			

DNA tested NHF, DDF, DLF, Homozygous Black, Homozygous Polled

SPRING 2018 TOP 35%

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The Next Generation of GREATNESS



SMITH CRC LUBBOCK

Owned by Smith Genetics and Reavis Farms. He is a son of Smith Satisfies and a member of the Smith Bella Bella Cow Family. He was the 2016 International Champion Bull and he ranks in top 20% of the breed for 10 traits, including a top 3% for API and 4% for TI. Just look at two of his first calves - we think greatness is here and in the next generation.



SMITH RFI GO-TO 708E

Sired by Smith CRC Lubbock 36B and out of the two-time National Champion Smith RFI Sweet Deb. 708E just claimed the International Reserve Grand Champion Bull title as a calf. He ranks in the top 20% of the breed for 6 traits, including top 15% rankings for API and TI. Watch for his greatness in the Smith and Reavis programs.



SMITH CRC GLORY 43E

Sired by Smith CRC Lubbock and from the Golden Glory Cow Family. She is a cow maker kind of young female and we're looking forward to the production of Lubbock daughters. She has top 20% rankings in five categories, including a 10% top in TI.

Smith Genetics, Tim Smith

512-587-7896 • smithgenetics1@gmail.com

Wayne Reavis, Reavis Farms

956-207-1447 • jwreavis@aol.com

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Coordinated by Emme Troendle

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*About the cover: The new cycle begins — green grass and new calves.
Photo by Alex Gordon, Rushville, IN.*

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7SM93 | KOCH BIG TIMBER 685D | 3133113 | PB SM
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CE: 18 BW: -1.1 WW: 72.4 YW: 104.7 MILK: 21.8 API: 174.4 TI: 87.3



7SM96 | CLRS DIVIDEND 405D | 3097854 | PB SM
Homo. Black / Homo. Polled | After Shock x GW Premium Beef
Fresh genetics for balanced performance, eye appeal and superb structure
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CE: 18.4 BW: -2.8 WW: 65.3 YW: 105.6 MILK: 23.6 API: 174.6 TI: 86.4



7SM89 | W/C RAPID FIRE 2101C | 3041151 | 1/2 SM 1/2 AN
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VIEWPOINT

By Tim Smith, Chairman, Giddings, TX



Exciting times continue for SimGenetics and the ASA as we move forward to position our members to gain more and more of the cattle market share. This was the major theme by your Board throughout the recent Strategic Planning Session. They developed goals and plans on how this will be accomplished through education and promotion of the array of services, programs, and tools offered by ASA to all members as well as commercial cattlemen.

I am honored and humbled to serve as your Chairman this year and very proud of the additional Trustees and staff who will be working as a team to represent the membership. A major goal for the Board has been to strengthen communication with members and their customers. Each time I have been given the opportunity to write a Viewpoint, I decided to share a few facts and highlights that I found positive surrounding SimGenetics.

The idea was well received, so again this year I thought I should do the same instead of sharing my personal philosophy!

DID YOU KNOW . . .

- 2018 is the 50th Year Anniversary of the ASA, and we will be celebrating with lots of fun and educational activities during our Fall Focus in Bozeman, MT, August 25-29. Everyone is invited to attend and join the festive activities organized by our fantastic staff — watch for more details at fallfocus.org
- “Multi-breed Genetic Evaluation Powered by BOLT” will soon be released and it is the first multi-breed evaluation completed using single-step. This powerful evaluation predicts EPDs more accurately and it will be run on a weekly basis providing you with updated EPDs and indexes as additional information enters into our database.
- Cow Herd DNA Roundup (CHR) is currently underway, and we have sent over 10,000 DNA cards from more than 200 breeder requests. Call today and order yours to take advantage of the special rates and incentives. Imagine the amount of data that will be collected from this project!
- We just completed our inaugural “Ring of Champions” at the 2018 National Show in Fort Worth, TX, and the Board is looking for suggestions and ideas on how to improve and expand this awards program. Send your comments to ptp@simmgene.com.
- The Steer Profitability Contest (SPC) is currently underway and 24 juniors are involved from nine states with 64 steers on feed. Go to the ASA site, and take a look at the SPC page for data. All competitive juniors should watch the regular SPC webinars online, lots of valuable information that just might appear on Regional and National Classic test — hint hint!
- 2017 marked the 20th Anniversary of the Carcass Merit Program (CMP), and we have expanded to 10 test herds in seven different states allowing us to test 37 bulls in 2017 versus 26 in 2016.
- The Feeder Profit Calculator™ (FPC) has been launched and continues to be validated. The beef industry now has a tool developed by ASA to evaluate the value of feeder calves using the known genetics and management history.
- In 2017, our registrations increased to 76,720 animals; while in 2016, we registered 75,075 animals. Purebreds made up 34% of the registrations both years.
- The most recent Domestic Semen Sales report from the National Association of Animal Breeders (NAAB) for 2016 indicates that Simmental is the second largest breed for amount of semen sold, and it makes up 11.1% of sales. This is the first time we have ever exceeded 10% of sales. For more information concerning numbers and other breed rankings, visit the NAAB website.
- “PROFIT THROUGH DATA” is a blog easily accessed through the website that was created with the intent of providing information on data submission and tools available through Herdbook Services and much more. Several breeders have commented that this blog really helped by making them more aware of herd management options, how to perform task such as planned matings, and educating them on items including common DNA errors. Check it out and contribute ideas for topics to staff spearheads, Jannine Story and Emme Troendle, or any staff member — they all contribute!
- The most recent evaluation of Average EPDs on purebred Simmental indicates that our breeds average \$API and \$TI continue to increase. It is interesting to see EPDs for marbling and ribeye increase while EPDs for backfat decrease. Carcass merit is another reason why we will continue to gain more market demand in the commercial industry!
- “HAVE YOU HERD” is another blog available to our membership that it is spearheaded by staff members Leoma Wells and Caroline Wild. The intent of the blog is to inform our members about the most recent information concerning DNA and genetic testing plus THE in addition to other topics. You can access the blog from the ASA homepage.
- THE (Total Herd Enrollment) numbers enrolled for 2017 surpassed 106,900 females with 1,892 herds participating. We are encouraging the membership and commercial breeders to participate in this program to ensure the continued growth of the ASA genetic database. It is known that around 80% of all animal data collected this year came from THE herds.
- Want to get a great bang for your advertising dollar? The circulation of the ASA *SimTalk* publication exceeds 40,000 mailed copies. Every new buyer of a SimGenetics animal who has a paper transferred to their name automatically goes on the mailing list, and is why the largest portion of the circulation goes to commercial buyers. Just one more reason we encourage you to transfer every animal you sell.
- ASA possesses the largest multi-breed database in the world with nearly 17 million combined records including the Simbrah Breed and our IGS partners.
- “TREG” is a blog spearheaded by ASA Publication and ASA staff members. This blog is an extension of *the Register* and *SimTalk* magazines, but it also covers faces of people involved in SimGenetics. The blog serves the purpose of introducing new staff, breed representatives, and covers featured breeders and enthusiasts. This blog also keeps you up to date on new industry events while keeping you abreast of the most recent DNA testing, genetic conditions, and genetic evaluations. You can access this blog from the ASA website.
- Communication is important to each of your Board of Trustees! The Board of Trustees contact information is listed in the front of each *Register* and *SimTalk* issue, in addition to the ASA website. Please feel free to contact us, we welcome your input and suggestions!

This information just touches on a few of the progressive and positive happenings with SimGenetics and ASA that keeps my adrenaline flowing and momentum building while reassuring my commitment to our Association and breeds of cattle. We have access to the science, data, and tools needed to ensure our continued growth of SimGenetics and their growth within the beef cattle market share! ♦

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CED	BW	WW	YW	ADG	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
11.6	1.3	69.4	121.7	0.33	5.7	21.6	56.2	19.4	17.2	45.0	-0.11	0.60	-0.019	0.89	-0.62	172.3	85.7
.55	.78	.74	.65	.65	.31	.31	.42	.31	.29	.51	.34	.43	.39	.35	.17	1%	2%
			5%	1%				1%	1%	4%		1%		25%	1%	1%	2%

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Built on a Fleckvieh Foundation

A Fleckvieh breeder focuses on providing the best genetics for the commercial cattleman.

By Emme Troendle



Jerry and Wanda Brink

In the 50-year history of the American Simmental Association, progress has traditionally relied on performance, genetics, and working for the commercial cattleman. Jerry Brink, Brink Simmentals, who, with his family, maintains a diversified cattle, hog, and farming operation in Elkader, Iowa, is among those breeders who embody the philosophy a half century later.

“As purebred breeders, we have two responsibilities,” Brink shares,

“One is that we have to create a genetic package that is going to provide the commercial cattleman some profit. The other responsibility is that we have to create individual cattle that will improve our breed.”

Brink Simmentals, situated in the “Little Switzerland” region of Northeast Iowa, is home to 110 Fleckvieh cows, 500 sows, and a locally-sold, farm meat shop. The operation is 1,200 acres split between pasture and crops. To maintain a prosperous operation, Brink focuses on developing the most effective herd genetics and providing the best customer service for the commercial cattleman.



Brink with 2018 born calves



Finding Fleckvieh

The original Brink farm dates back to the 1950s with Brink's parents, Joe and Wilma. In the beginning, the farm produced purebred Hereford seedstock cattle. Brink says, "My dad was into Herefords, it wasn't until the 80s that we started developing a Fleckvieh herd."

When Fleckvieh were introduced, Brink and his father managed the two breeds separately to retain purity between bloodlines, and the Fleckvieh herd was maintained on a small scale until the 90s. Brink explains, "We decided it would be easier to have one breed. Simplifying the herd management made the most sense, and the Fleckvieh market was expanding."

When Brink started using purebred Hampshires as 4-H projects, the farm began breeding and selling Hampshire boars. Brink's swine genetics were sold throughout North America, Japan, and Korea, but in the 90s, as the hog industry changed and as the small family pork production went to the wayside, so did their market. To meet the changing demands, the Brinks expanded to 500 sows and raised replacement gilts to match the boars. Today they have a Hampshire seedstock and commercial hog operation. Brink summarizes, "Our swine operation is farrow to finish. We farrow, breed, and sell market hogs and breeding stock."

Ten years ago, the Brinks started a retail meat business. Every Friday and Saturday from May to October, Wanda, Brink's wife, makes trips to the farmers market held in Dubuque, IA, the oldest farmers market in the state, to sell their Hampshire pork and Fleckvieh beef. Back on the farm, the meat shop is a walk-in freezer with a display and service area, open year around.

To handle the wide variety of tasks that go into making the farm profitable, the family splits responsibilities between each person. Jerry and Preston, his son, manage all of the genetic and selection decisions for both the hog and cattle operation.

They also handle all the marketing and sale aspects. James, the oldest brother, is in charge of the agronomy for the corn, soybeans, and hay. George, Brink's older brother, manages the feed mill along with daily operations. Wanda manages the meat shop, cooks meals, and helps out wherever needed.

Maintaining the Breed

The first seven Fleckvieh cows Brink purchased were from five different foundation cow families. For the last 30 years, he has increased the herd size to 110 cows using a majority of all the same bloodlines. "We haven't left our original cow families, and if we bring in new blood it's on the back of a proven cow. We will use the offspring out of the proven cow to incorporate new genetics if we like how they develop," he says.

The majority of the cows are pasture bred in a tight 60-day window, from April 15 to June 15. The herd sires are selected from their own genetics and are used in single-sire groups to ensure the correct linebred crosses between half-siblings. Brink shares, "The homozygosity the bulls possess, that we are developing, is very important to the genetic package that the commercial cattleman utilizes. The offspring are more uniform, and with our buyers getting the first punch of heterosis, we provide the customer much of the performance."

(Continued on page 12)

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	CE	Brth	Wean	Year	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	Marb	BF	REA	Shr	API	TI
EPD	18.4	-1.5	55.0	72.8	0.11	9.7	34.9	62.4	11.6	14.1	10.6	-0.28	0.41	-0.001	0.87	-0.25	150.4	76.9
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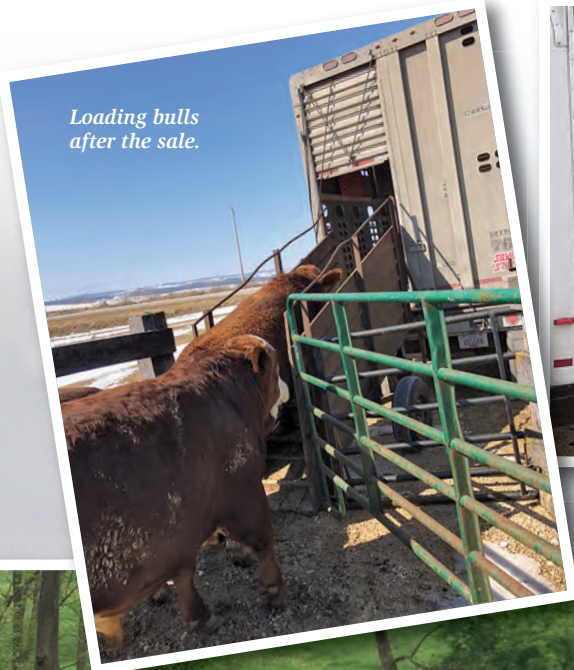
Semen available through owners
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CATTLE Visions midwest **genetics**



SEK
Genetics
GENETIC HORIZONS

Built on a Fleckvieh Foundation



Loading bulls after the sale.



Wanda standing in front of the Brink Simmental's Farm to Table truck.



(Continued from page 9)

Interested parties review the list, and call Brink prior to the sale to have their name written underneath the bull that they are interested in by choice preference. The sale order is by most preferred to least preferred bull, and by adding in the first-call policy it makes it fairer for the buyer. "Say for example that the bull was priced at \$4,000 as a starting price, the first guy that called me and put his name on the bull starts at \$4,000, and the next guy that called gets the next bid, around the horn," Brink says. "Our customers like the personal connection we offer through our sale and find it very accommodating."

Brink concludes, "The Germans and Austrians did an excellent job developing this dual purpose Fleckvieh breed of meat and milk. With our linebreeding program, we've continued to promote the Fleckvieh breed, and in return, advance our own herd. These evolved Fleckviehs create heterosis in the American population, attain early maturation, achieve accelerated lean performance with muscle and strong maternal characteristics. We have also basically eliminated the backgrounding step for commercial producers. This is why we are so excited about the economic advantages this breed offers." ♦



Brinks bulls on winter pasture.

Denver is our WORK ZONE!



EPDs:
CE: 6 \$API: 130 \$TI: 75



Dam: URA Baby Doll



Granddam: Rockin Robin

LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark
Homozygous Black/Heterozygous Polled

Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.



EPDs:
CE: 9 \$API: 125 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black
2014 NWSS Champion Bull!

Homozygous Black &
Homozygous Polled

Exciting, extra complete first
progeny with lots of extension!



\$16,000 Grand Fortune daughter



EPDs:
CE: 10 \$API: 103 \$TI: 60



Ignition's fantastic full sister



2016 NAILE Reserve Champion
SimSolution Junior Show by Ignition

FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled

Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!



WLE Big Deal A617

EPDs: CE: 11 \$API: 105 \$TI: 65
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P

Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny!
Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 10 \$API: 108 \$TI: 63
ASA#: 2747228 • Homozygous Black,
Heterozygous Polled • Pays to Dream x Navigator.

Extra sound structured, calving ease, solid black bull with added depth to make complete, sound progeny. He has no white on face to use on heifers or cows.



OMF Epic E27

ASA#: 3317371
WS All Around Z35 x OMF Commander Y69
Homozygous Polled • Homozygous Black
EPDs: CE: 18 \$API: 161 \$TI: 86

Exciting calving ease outcross genetics who sold to Schooley, IA, and Sears, CA, from Oak Meadow's NWSS Pen!



RFG/K-LER Elevation 727E

ASA#: 3268058
LRS Elevate 213B x MCM Top Grade 018X
Homozygous Polled • Homozygous Black
EPDs: CE: 17 \$API: 152 \$TI: 78

High-selling bull in 2018 "The One Sale", selling to Lee, CO. Tremendous EPDs combined with great design — an exiting purebred!



Mr. TR Hammer 308A ET

ASA#: 2759745 • Ellingson Legacy x CNS Dream On

EPDs:
CE: 2 \$API: 119 \$TI: 81

Black/Polled

1/3 revenue sharing \$200,000 top-seller of the 2013 HCC Sale, Hammer is a world class individual with a unique blend of pedigree, performance and phenotype. A rarity who combines performance, EPDs and phenotype. With Hammer, you can compete on the tanbark and produce breed-leading bulls who will work for even the most discriminating commercial cattleman!

EPDs as of 1.2.18

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Denver is our WORK ZONE!



EPDs:
CE: 18 \$API: 154 \$TI: 89



Kingsman's full sister was a Reserve Division Champion at the 2017 NWSS!



Kingsman's other full sister at the "The One" Sale brought \$25,000 to Werning, SD.

K-Ler Kingsman 610D 5/8 SimAngus™

ASA#: 3125337 • Homozygous Black/Homozygous Polled WC Executive Order x GW Predestined 701T

Kingsman was the high-selling bull in the 2017 "The One" Sale, selling to John Lee, CO. Kingsman puts together as nearly a perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality and phenotype as any sire available! Move your herd to a higher kingdom with Kingsman!



EPDs:
CE: 9 \$API: 107 \$TI: 63



Loaded Up's famous dam!



Loaded Up daughter – many-time champ for Skiles, TX.



Loaded Up son at Werning's.

W/C Loaded Up 1119Y

ASA#: 2654155 • Remington Lock N Load x 3C Macho Heterozygous Black/Homozygous Polled

Half-interest sold for \$240,000 at the 2017 Embryos on Snow sale to Griswold! Loaded Up is out of a great cow family, will moderate frame, improve front ends, and maintain soundness!



EPDs:
CE: 7 \$API: 118 \$TI: 67



Bottomline's paternal brother is out of a Broker dam...he's the \$400,000 Profit!

TL Bottomline 38B

ASA#: 2905451
WS Pilgrim x Fat Butt Heterozygous Black/Homozygous Polled

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females. Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



Bottomline's Reserve Champion paternal sister out of a Broker dam speaks to the quality of this mating opportunity!



His full sister commanded \$25,000 at the 2017 "The One" sale!



EPDs:
CE: 11 \$API: 127 \$TI: 77



Carver's dam is the famous donor, Dolly.

TKCC Carver 65C

ASA#: 3045230 • WS Pilgrim x Driver Homozygous Black/Homozygous Polled

Carver was the high-selling and lead-off bull in the Kearns 2016 Sale. His dam, Dolly, has produced some extremely well received and valuable progeny of both sexes! He's a real-world bull to use on anything with white on it...he'll add performance and great type!



Carver was the lead-bull in the Kearns 2016 Champion Pen!



Carver's Maternal sister by GLS New Direction at Rains and Bird.



TKCC Carver 65C

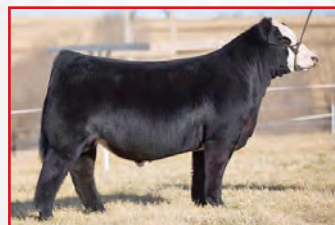


KRMS Primary Candidate B204

ASA# 2994148
OMF Double Shot x Mo Better Heterozygous Black/Homozygous Polled

EPDs: CE: 9 \$API: 121 \$TI: 70

The 2016-2017 Triple Crown Champion Percentage Bull, winning NWSS, NAILE, and American Royal!



Jass On The Mark 69D

ASA# 3210989
Loaded Up x In Dew Time Black/Polled

EPDs: CE: 8 \$API: 111 \$TI: 66

An exciting bull who should sire a bit more frame than his popular sire. His dam was 4th overall B&O at the AJSA National Classic! She's an In Dew Time x Macho.



K-Ler Cash Flow 528C

ASA# 3042933
Make It Rain x Miss Kansas

EPDs: CE: 3 \$API: 101 \$TI: 62

Cash Flow was a successful show bull and is a brother to the famous many-time champion heifer of Ritchey's a few years back!



JBSF Road Trip 213D

ASA# 3133021
RLFY Roll Tide x Macho

EPDs: CE: 8 \$API: 92 \$TI: 59

Road Trip is an eye-appealing 3/4 blood raised by Bloombergs. His dam was the 2009 Illinois State Fair Supreme Champion Female.



EPDs:
CE: 9 \$API: 114 \$TI: 61



Valentine is Legendary's legendary maternal grand-dam, and foundation donor for many of the Rockin P success stories!

Rocking P Legendary C918

ASA#: 3070709 • Harkers Icon x SVF Steel Force
Homozygous Black/Homozygous Polled

Legendary is a direct son of deceased Icon, and is an ultra-sound, good-footed, soft-middled bull with tons of function and eye appeal. He was a successful show bull for Rocking P, being a division champion at NAILE, and winning Sweepstakes and the Kentucky State Fair. Bloomberg's added Legendary to their powerful herd battery, selecting him as the second high-selling bull at "The One".



EPDs:
CE: 5 \$API: 111 \$TI: 63

Homozygous Black,
Homozygous Polled



VCL LKC Dagger 605D

VCL LKC Dagger 605D

ASA#: 3173463 • Profit x BF Miss Crysteel Tango
Full brother to The Duke and Profit Maker



EPDs:
CE: 6 \$API: 102 \$TI: 62

Heterozygous Black,
Homozygous Polled.
The ultra stout, solid black anchor bull to the 2017 Purebred Pen for Voglers. 1,350 lbs. at 10 months. The Duke is a stud!

VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango

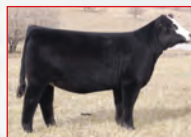


EPDs:
CE: 5 \$API: 111 \$TI: 63

Homozygous Black,
Homozygous Polled
This eye-appealing high selling bull for Vogler's was also the lead bull in their Reserve Champion Denver Pen!

VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango

In just her short time in production, she's produced over \$500,000 in progeny sales. She's the dam of popular 2014 champion Firefly, who produced Hartmans high selling bull! Miss Crysteel Tango is a Steel Force out of a full sister to Pays To Believe's dam. Power in the blood here with Profit Maker and Duke!



Maternal sister: Firefly 311A. She was Grand Champion Female 2014 American Royal.



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



Sister to Firefly – 3rd Overall B&O at the National Classic, Kersten, NE.



EPDs:
CE: 7 \$API: 117 \$TI: 68

Homozygous Black,
Heterozygous Polled



Both Better Believe It and Charged Up share this donor dam: LLSF Cayenne

LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:
CE: 7 \$API: 114 \$TI: 66

Homozygous Black,
Heterozygous Polled

LLSF Charged Up D66

ASA#: 3152726
Pays To Believe x LLSF Cayenne

These two full brothers, Better Believe It and Charged Up were members of the Lee Simmental Farms 2017 Champion Denver Pen of Five.



EPDs:
CE: 9 \$API: 135 \$TI: 78

Homozygous Polled
Heterozygous Black
Outcross sire owned by JS Simmental, Volk Livestock and Cuming Creek Cattle. Here's a new performance outcross with growth in the top 5% of the breed!

STF/DSF Brimstone EC70

ASA#: 3276061
CCR Wide Range x LRS Turning Point 3117A

EPDs as of 1.2.18

EPDs as of 3.3.18

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What Does it Mean to be a Beef Breeder in the 21st Century?

AJSA member, Grace Erickson, answers this question and wins a national essay contest.

Coordinated by Emme Troendle

Grace Erickson, AJSA member and high school student from Bolivar, MO, recently won an essay competition sponsored by BEEF magazine. The contest was hosted by Jered Decker, author of the blog, *A Steak in Genomics*, and sponsored by BEEF magazine, Zoetis, and GeneSeek®. The essay contest is part of the “Identifying Local Adaptation and Creating Region-Specific Genomic Predictions in Beef Cattle” funded by the USDA-NIFA.

Beef genetics extension specialists, breed association staff, and trade publication staff judged the essays, including ASA’s Director of Science and Education, Jackie Atkins. Atkins shares, “It was impressive to read the essays and to hear in their own words, how science and technology can improve animal breeding decisions. You could tell some

of the participants really understood the benefits of using technology to make more informed decisions about beef cattle selection.”

The winning essay was recently published in one of BEEF magazine’s online newsletters. The 2nd through 5th place essays will be published on *A Steak in Genomics*, and cash prizes were awarded to the top five essay contest winners. The following are the second through seventh contest winners: second place: Jackson Barry, Canton, MO; third: Jacob Jones, Stillwater, OK; fourth: Brooke Falk, Harveyville, KS; fifth: Brooklynn Salo, Laramie, WY; sixth: Wesley Denton, Blue Rapids, KS; seventh: AJSA Board of Trustee, Garrett Stanfield, Manchester, OH.

Here is how Erickson answered the question,
“What does it mean to be a beef breeder in the 21st century?”



Grace Erickson

Beef is the top of the human food chain. People love it, and if we producers do our homework, it should stay at the center of the plate for a growing global population. Back to Biblical times, owning and breeding “the cattle on a thousand hills” has been a respected role in society. Over the centuries, breeding and improving cattle became an art, with families passing their production systems, improved stock, and hard-earned knowledge from one generation to the next.

Lately though, change has come rapidly, with all the innovation of modern science and technology being used to produce better beef, more efficiently, in ecologically and economically sustainable ways. Here is what I believe for the future; breeding beef in the 21st century will be just like it always has been, except totally different.

Let me explain. Some things are not likely to change too much. Beef production, especially seedstock improvement operations, cost a lot of money to start and maintain. Generation turnover for genetic improvement in our herds is slow, with females not even weaning their first calf until they are almost three years of age.

Land ownership in the United States is dispersed and likely to become even more so. Profitable returns can be low and unpredictable. Feeding hay in the dead of winter in North Dakota is not for the unmotivated or lazy. Getting cows bred on endophyte-infected Missouri fescue or Florida summer heat and humidity is not work likely to be taken over by unskilled, hourly wage earners.

Part of the reason improvements in efficiency, uniformity, and carcass have come so fast in chickens and pigs is because they are all raised inside, at the same temperature, and eating the same feed. But it is hard to believe that environmental, climate, and feedstuff resources could ever be normalized across the geographic and environmental diversity inhabited by our nation’s cowherd.

The point is that 21st century genetic improvement in the beef business is likely still to be carried out by a diverse group of independent-minded, tough, family owner-operators whose strong opinions and daily “ways of doing things” have evolved from generations of working a specific herd on a given piece of land. They will continue to view their job as an almost sacred, time-honored trust of creating the best food source possible with the least inputs, in a way that ensures their own families’ futures. They will work long hours in sometimes extreme conditions and the habits and routines that have evolved on each farm and ranch will rightly continue to be respected. “Great Grandpa and

Grandma always did it this way” really means something when you step back and realize that they often carved out and paid for these land bases from next to nothing.

Nobody knows the future, but seedstock and commercial breeders will honor the past while preparing themselves to survive and thrive long into the future if they follow these steps:

Embrace change. Honoring tradition and being bound by it are two different things. It is a competitive world, and raising protein for people to eat is not that different than other industries like developing and building cars, computers or TVs where smart people use sophisticated information and technology to upgrade their product every single year.

Observe, record, analyze, and utilize as much information as possible. If a trait can help you make money and it is measurable, then measure it, compare it, and use it to make future mating, management, and marketing decisions.

Crossbreed. I recently heard Chip Kemp of the American Simmental Association say that two-breed cross systems yield roughly 300 more pounds of calf than straight-bred over a cow’s lifetime, at almost no additional cost, while four breed crosses yield roughly 500 pounds more. That tells me that commercial breeders should be crossbreeding and that seedstock folks should be creating compatible purebreds as well as composites to allow one-stop shopping for their customers.

Use EPDs and selection/economic indexes to make important breeding decisions. I will be honest. I show cattle and I LOVE it! Even at home, looking at a well-constructed, good-footed, big bodied, easy-doing cow seems to stir emotions in me that can only have developed over the centuries that my family has tended livestock.

But performance systems have become so powerful, accurate, and meaningful over the past 40 years that not using them at least to select bulls is like leaving free money on the table. My great-great grandfather ran 15 or 20 beef cows on his small farm in northern Illinois about 100 years ago. If he could have opened a book just like the old Sears catalog and looked at a number (calving ease EPD) that would help him pick a bull that might let him wean an extra calf or two every year by being born easier, I am betting he would have waited by the mailbox for that book every spring. He would have probably been amazed to know that the information contained in the book was free for the taking and using.

Use genomic testing in the way that economically applies best to your operation. My family raises seedstock and for us that means a 50K DNA testing for all donors and possible sires is always performed. “Either/or” traits like polled, color, and genetic purity have obvious value.

It’s even better that these tests can improve the accuracy of EPDs as much as 10 or 12 calves would. The added accuracy might give us just enough knowledge to keep us from a calving difficulty “wreck” or help choose that one bull that might improve fescue tolerance, carcass traits, or whatever matters to us. A commercial operator might decide to always buy bulls for pasture use that have been gene tested, or test their own herds to sort cows into management or breeding groups.

Do what works for you. Using technology and information systems has to be simple enough to work in practice. It is amazingly easy to view a bull’s \$API before buying him. A DNA test is as easy as plucking a hair, or pulling a blood sample.

But I understand that sometimes decisions must be made based on labor efficiency, and not all data can be collected and recorded on every farm. In a large scale commercial operation, it might be difficult to measure each birth weight, but very simple to record calving ease scores, birth dates, and calf survivability on each and every birth on the farm.

Record data every year on every cow you own. The days of just recording the bull calves you plan to sell are over. Total herd enrollment has to be a part of improving fertility and longevity traits for seedstock as well as commercial operations.

Calf birth dates, calving ease score, and noting when and why a calf or cow left the farm is simple and very inexpensive to track, but yields huge benefit to within-breed or across-breed databases and improve the value of EPDs.

Breed to proven sires through artificial insemination. A sire with a Terminal Index of \$100 stands to bring in an added \$40 per calf compared to a sire with a \$TI of \$60. That’s a \$4,000 difference on each 100 calves, but that is the tip of the iceberg.

If genetic proofs help avoid the death of one calf per season due to dystocia, or keeps you from using a bull whose daughters leave the herd early, the benefit to the farm’s profitability and sustainability is hard to even figure. For a registered outfit like mine in the Midwest, we like to A.I. every heifer and cow, while more spread out, commercial herds might prefer to heat synchronize and time-breed replacement heifers only.

Find a way to be paid for the added genetic potential of your cattle. Let’s be honest, improving carcass traits and even daily gain after weaning does not add profit, efficiency, or sustainability to a commercial herd selling steers at weaning to a buyer who doesn’t understand their value. So, either through retained ownership or data/feedback-influenced marketing, cow-calf producers have to get paid more or pay less in feed and medicine to continue to take on cost to improve these traits.

PredicGen and GeneMax Focus are trademarked and commercially available products that allow selection for feedlot and carcass traits but also give buyers concrete evidence for better daily gains on feed and carcass quality. The first allows for selection of females with superior marbling, yield grade, tenderness, and value. A study found that when pre-selected and bred to Angus sires sorted for carcass by EPD resulted in a \$113 carcass grid premium in one generation over non-selected mates. The other product is a gene-based test which seems to build on the first by allowing a group of feeder calves’ DNA to be screened for marbling and feedlot growth. Value is added because calves can then be sorted into the right feeding system and grid-based endpoint. As long as feedlot buyers understand the value of the tests, value flows to the breeder with or without retained ownership.

Use new technologies. My grandma talks about her childhood without indoor plumbing or electricity in the house. Today, I am a high school student and during the fall calf sale season, a friend of mine and I meet in study hall twice a week to look at pictures and videos of sale cattle on our smartphones, most with a link to their pedigree, cow family, and genetically-enhanced EPDs.

There is even a genomic test listed on most show steers to predict how much hair he is expected to grow! We track the progress of sales throughout the fall and Dad has bought me a heifer on an E-bid on the smartphone. I use the same phone to input birth dates and weights, calving ease scores, weaning weights, reproductive tract scores, etc. Technologies for beef improvement are getting cheaper, easier, and more effective every year and failing to utilize them makes about as much sense as not having lights in the house.

The last thing I think will be a critical use of technology and information for breeders but does not really involve genetics or production and carcass traits. My Dad told me about a store in Norway where a steak or package of ground beef can be barcode scanned by a shopper, which brings up a picture of the farm the steer was raised on along with his health and feeding history.

(Continued on page 18)

What Does it Mean to be a Beef Breeder in the 21st Century?

(Continued from page 17)

My great-great grandpa's customers knew and trusted him. They drove their wagons past the calves in his fields almost every day. That's not the way it is now, when folks are far removed from the farm and think that chocolate milk comes from the black cows. But people are still willing to buy more, and pay more for something they eat when they know where it came from and what it's been through, and when they see that producers are working hard to raise them right. More and more information will be kept, stored, and made available to consumers as time goes on and we should lead the way, not fight it, when it can be done fairly and affordably.

It is an exciting time to be in the beef cattle business. Prices will go up and down, like we have seen this past year. Cities will get bigger, and they will eat up land along the way. But we have the honor of working with some of God's greatest creatures to provide quality food for a growing world population, while at the same time making a living. Cattle breeders in the rest of this century will use information and technology together with our time-honored traditions to get the job done using less land and with less environmental impact than ever before. I look forward to learning more as I start college next year and to playing my part as a beef breeder in the 21st Century. ♦

the Register

MENU MORSELS

Spicing up your dinner table with tasty, beef-based dishes.

Enchilada Sloppy Joes

Ingredients:

- 1-pound ground beef
- 2-Tbs olive oil
- 1-small onion, chopped
- 1- Tbs taco seasoning mix
- 1-can Enchilada sauce
- 1-can chopped green chilies
- 1/2-cup fresh cilantro, chopped
- 1-cup shredded Mexican cheese blend
- 4-burger buns

Directions:

1. Sauté onion with oil
2. Add beef, cook until brown
3. Pour mixture into slow cooker
4. Stir in taco seasoning mix, enchilada sauce and green chilies
5. Cover and cook on low heat setting 4-6 hours
6. Before serving stir in cilantro and ½ cup cheese
7. If too saucy, cook uncovered 30 minutes longer
8. Serve on buns, top with remaining cheese

Editor's Note: Each month a favorite beef recipe is presented in this space. The Register encourages and welcomes contributions to this column from the ASA membership. ♦

the Register

COW SENSE

Listed below are ten questions designed to test your knowledge of the beef industry.

Elite: 9-10 correct; **Superior:** 7-8; **Excellent:** 5-6; **Fair:** 3-4; **Poor:** 1-2.

1. What are the three divisions of the small intestine?
2. What is the normal rectal temperature of cattle?
3. What is the raw source of Vitamin A found in feedstuffs?
4. What is the term used for describing a sterilized heifer?
5. What does the "top side" of a pedigree refer to?
6. How many upper incisor teeth does a cow have?
7. Who was the longest-serving EVP of the American Simmental Association?
8. In what European country did Charolais cattle originate?
9. Who is ASA's Director of Programs?
10. What is the science that involves the study of the hormonal system?

Answers:

1. Duodenum, jejunum, ileum;
2. 101.5 F; 3. Carotene; 4. Spayed;
5. The paternal ancestors; 6. None;
7. Earl B Peterson (12 years); 8. France;
9. Wade Shafer Ph.D.; 10. Endocrinology



**ASA
Science
Blog**

www.simmental.org/scienceblog

Join Dr. Jackie Atkins on the ASA Science Blog to discuss the latest issues, industry hot topics, or respond with comments and questions of your own.

We entered Gettysburg in the afternoon...



Gettysburg
Stars & Stripes

MAY 5

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tour for sale attendees.



Embrace the Past,

As ASA celebrates 50 years, we look to the past, and how it shapes our future. This month's issue is the fourth installment in a year-long series, focused on

Golden Memories

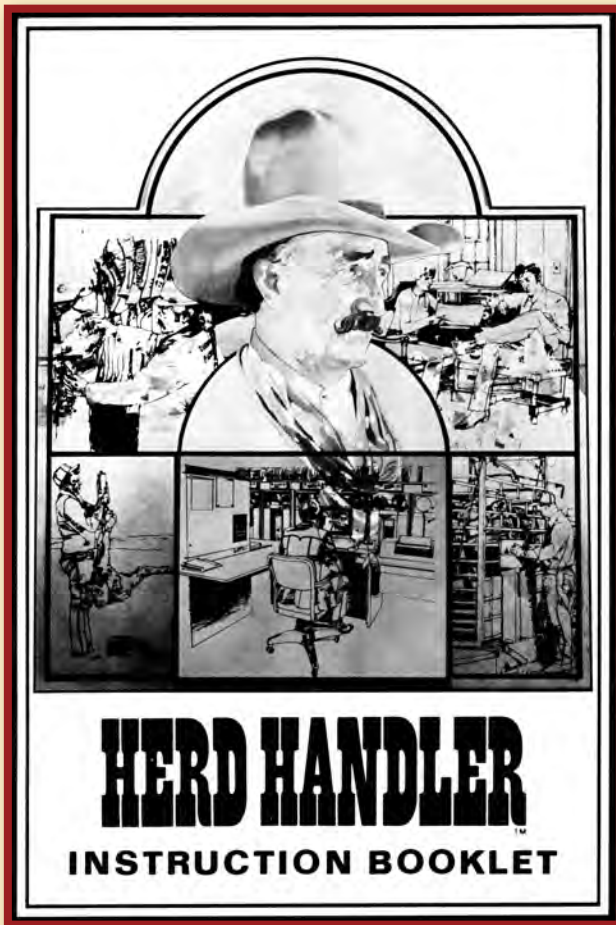
Coordinated by Lilly Platts

Herd Handler History

“Although the program was developed by the American Simmental Association, it is not specific to Simmental or Simbrah records. The system shows great promise for seedstock and commercial breeders. Since this program tracks breed percentages, it is ideal for composite breeding programs.

Within two years, the Association could easily double the amount of records that are processed. Additionally, future phases will include the Association features so the basic program will be used by the Association as it updates its internal processing system.”

In the September 1994 issue of the Register, a question and answer article introduced the new Herd Handler program. The above excerpt appeared as part of that piece.



The cover of the original Herd Handler program instruction booklet.



Prior to the implementation of Herd Handler, various methods were used to keep records. The first records were handled by Boeing Computer Systems, Seattle, Washington.

Imagine the Future

revisiting historically significant documents, articles, and photographs, in addition to hearing from those involved about the significance of this history.

Golden Opportunities

ASA's Steve McGuire was involved in the implementation of the Herd Handler program as well as today's Herdbook system.

"In the early 1990s before the internet, ASA was looking for a way to give more access to members to the pedigree, EPD, and herd records in the Simmental database. In addition to submitting paper forms, the Association already provided members two ways ways to send herd records and registration requests electronically using a spreadsheet template or with the simple Calf Key program we developed. Both of these electronic systems used a diskette (or floppy disc) to record data. The diskette was then mailed to the Association where data and registration requests were processed.

Starting with discussions in 1992 and 1993, ASA began the development of a software package named Herd Handler Performance Software to be distributed on a CD-Rom. Introduced in the mid 1980s, CD-ROMs provided a way to store a large amount of information

on portable media. The Herd Handler program did 3 things: 1) it was a cattle herd management/inventory system, 2) it contained pedigree and EPD information on all animals in ASA's database and 3) it provided a way for members to easily send and receive herd records and registration requests to the Association. This was revolutionary effort; no other breed Association released their entire database for searching and displaying pedigrees and EPDs on all animals. And it could be done from home using a PC (personal computer).



Steve McGuire

Current home page for Herdbook Services.

Announcements

- * Spring 2018 EPDs Now in Use**
NOTICE: A discrepancy was found in some carcass EPDS on 1/5/2018. The error was fixed that evening. Please update EPDs that were retrieved on or before Friday 1/5/2018.
A new genetic evaluation was done in Nov/Dec. EPDs from this genetic evaluation are now in place, displayed on the web site and printed on registration certificates and other reports. (Effective 12/27/2017 pm)
- * Spring 2018 THE Enrollment is now OPEN**
Spring 2018 THE inventories are due December 15, 2017. An enrollment Packet was mailed to you if you do not have an email address on your account. You can either complete the paper inventory and mail it to ASA (postmarked by December 15, 2017), or update your inventory online via Herdbook Services. See THE Information for more information.
- * Registering an animal of another Breed - Foundation Registration**
If you are registering an animal out of a sire of another breed, this sire must be registered in another breed association and then registered with ASA as a foundation animal.
If you are registering an animal out of a cow of another breed that is registered in another breed association the animal will have a more complete pedigree and EPDs if the cow is registered with ASA as a foundation animal.
There is information on registering foundation animals here.
- * Oculocutaneous Hypopigmentation (OH)**
This is a cosmetic genetic trait affecting Simmental cattle. For more information on genetic defects click here.
- * Within Herd Genetic Trends**
You can now see the genetic trends of your herd for 9 EPDs. You can also compare your genetic trend to the genetic trend for all animals in ASA's database. Select the "Trends" option under the "Herd Mgmt" tab above (after logging in). More..
- * Check your Performance Advocate Score**
"Performance Advocate Scores" are now displayed for THE herds on ASA web site. More..
- * Avoid processing delays! Required tests for sires and donor -**
All bulls with semen collected and donor cows must have a high density DNA SNP analysis. And all sires and donors cows with a carrier in their lineage (CL, DL) or who come from a risk population (PR) for specified genetic defects must be tested for that defective before registration certificates and EPDs are available on new progeny. Please plan ahead; tests can take from 4 to 8 weeks. No testing is required on dams of natural calves. More..

QuickLinks

- Sire Source
- ** Sire Source **
- ASA Home
- Registration Requirements
- Foundation (other Breed)
- Reg
- Simmental Percentage
- Chart
- Standard Codes
- THE Codes
- Fees/Billing Worksheet
- Registration Info/Instr.
- ASA Deadline/Time Table
- ASA's Reference Library
- Monitoring Genetic Defects
- Percentile Tables
- DNA Accuracy Calculator
- Forms

The first release of Herd Handler Software went out in 1994 and remained an active product until 2009. During this time, ASA sent new CD-ROMs to every Herd Handler subscriber two times a year with program updates and the latest copy of ASA pedigree and EPD database. ASA sold the Herd Handler program for \$500. The annual subscription fee was \$100. Although very popular with many of the members who purchased the program it was not widely adopted. Only about 500 programs were sold and there were never more than around 300 subscribers for the biannual updates.

Ultimately, the internet proved to be more convenient and timely, replacing the value and usefulness of a CD-ROM. ASA started developing its internet system in 2003 and this eventually replaced the Herd Handler Performance Software on CD-Rom; however, much of the thinking and design in Herd Handler Performance Software was the basis for ASA's Herdbook website." ♦

Chillin': the Coolest Show

By Emme Troendle, with Classic Coordinator Jessica Aggen



The 2018 National Classic is headed for St. Paul

Snow drifts, howling wind, negative temperatures — all are characteristics typical of a Minnesota winter. The theme “Chillin’” sets the scene for the 38th National Classic located in St. Paul. Active hosts for several Simmental cattle events, the Minnesota Simmental Association (MSA) hosted the National Classic in 1995 and the North Central Regional Classic in St. Paul in 2015, Hutchinson in 2000 and 2005, and Rochester in 1990.

The 2015 North Central Regional Classic was led by this year’s National Classic Coordinator, Jessica Aggen, with wide support from the adult and junior Minnesota Simmental Association. Aggen shares, “The team from the 2015 Regional Classic agreed that we could bring the same level of commitment to a national event. We are excited to introduce this year’s National Classic with a whole new level of fun and experiences for youth.”

Since its inception, the Classic has created a learning environment based on competition and inter-state rivalries for junior participants. This year, while everyone is chillin’ in St. Paul, the competition will be heating up with the introduction of a new educational event, the genetic evaluation quiz. This quiz is designed to assist junior members to make more informed herd decisions by combining practical and scientific components.

In addition to the quiz, the inaugural bred-and-owned bull class will be introduced at the 2018 Classic, and the Steer Profitability Contest will be included as an additional cattle competition in the overall points calculation.

Jessica Aggen, Event Coordinator:

Jessica Aggen and her husband, Matt, are co-owners of Oak Meadow Farms, Harmony, MN. Aggen was born and raised on a diversified livestock operation in west-central Minnesota and has worked in the banking industry for the last 20 years. She is currently the Vice President/Ag Lender at First Southeast Bank in Harmony.

The Aggens farm with Matt’s family, and live near the original farm where he grew up. Oak Meadow Farms, a 120 head operation, sells bred and open heifers at the North Central Sale and the South Dakota Simmental Source Sale. Additionally heifers and bulls are sold private treaty.

Jessica and Matt are the proud parents of two sons: Hunter, who is a freshman at South Dakota State University; and Garrett, a sophomore at Fillmore Central High School. Active cattle enthusiasts, both sons have exhibited cattle at 4-H, FFA, and AJSA events in addition to the National Western Stock Show.



Aggen family, left to right: Garrett, Jessica, Hunter and Matt.

Committee:

Very similar to the 2015 North Central Regional Classic, tasks are being delegated between a large number of MSA and MJSA volunteers. Aggen says, “We are so thankful for all the Minnesota members that have jumped in to help make this a successful and meaningful event.”

Committees are as follows:

Fundraising: Michelle and Tony Rossman, Val and Lori Eberspacher

Grounds and Maintenance: Paul Krueger, Bill and Stephanie Krause

in the Nation

St. Paul

MN

Marketing and Decorating: Donna Moenning and Kami Schoenfeld

Contests: Kelly and Mike Schmidt

Meals and Hospitality: Brenda and Dave Markegard, Tim & Kari Johnson

Ceremonies/Entertainment:

Natasha Mortenson, Marilee and Daryl Peterson, and Stacie Mueller

Office Staff: Cindy Krueger and Ethanie Schmidt

Coordinator and Finance: Jessica Aggen



The committee members meeting to discuss the event.

Fundraising:

The MSA has had many fundraisers throughout the last year in preparation of the National Classic, the biggest hit is the themed Sponsorship levels ranging from the Ice Cube level, \$75, to Blizzard level, \$5,000. The MSA is still accepting sponsorships.



All sponsors receive a commemorative glass ice cube delivered to National Classic for youth participants to take home at the conclusion of the show. Donor name and recipient name will be written on the cube.

Hotel Information:

The headquarters hotel Radisson Hotel, Roseville, five miles from the Minnesota State Fairgrounds, with overflow selected at three other locations. Following are the options:

Radisson Hotel Roseville

2540 North Cleveland Avenue
Roseville, MN 55113

1-855-516-1090

Group Name:

MN Simmental Association

Deadline: June 4, 2018

\$109/night



Rassiden Hotel, National Classic headquarters

Hampton Inn

2050 Iona Lane West
Roseville, MN 55113

651-209-3000

Group Name:

2018 National Jr Simmental Group

Deadline: June 2, 2018

\$104/night

Amenities: Free breakfast, parking, wifi, exercise room and pool

Courtyard by Marriott

2905 Centre Point Drive
Roseville, MN 55113

651-746-8000

Group Name:

2018 National Jr Simmental Shows

Deadline: June 1, 2018

\$99/night

Amenities: Free breakfast, parking, exercise room and pool

Residence Inn

2985 Centre Point Drive
Roseville, MN 55113

651-636-0680

Group Name:

2018 National Jr Simmental Show

Deadline: June 1, 2018

\$99-\$149/Night

Amenities: Free breakfast, parking, exercise room & pool

Judging Competition and Cattle:

Kyle Rozeboom, University of Minnesota Judging Team Coach and Livestock Specialist and his staff have been integral in handling the judging contest, with cattle supplied by local Minnesota Simmental breeders.



Rozeboom

Local Attractions:

St. Paul and Minneapolis, better known as the Twin Cities, are separated by the Mississippi River with a combined population of 3.2 million people. There are many famous attractions including: Mall of America, the Minnesota State Capitol Building (located approximately three miles from the fairgrounds), Como Zoo (a free entry zoo and conservatory located approximately one mile from the fairgrounds), Valley Fair (an amusement park), and many museums, art galleries, and historic centers.

“Sports fans will also appreciate the fact that the US Bank Stadium, built in 2017, was host of Super Bowl 52 and Target Field is the home of the Minnesota Twins,” shares Aggen. ♦



2018 AJSA NATIONAL CLASSIC

JULY 2 - 7

Saint Paul, MN

Sunday, July 1

Cattle may arrive to tie out areas only
Campground is open for set up as well

Monday, July 2

6:30 am	Barns Open for Cattle Move-In
7:00 am - 2:00 pm	Cattle & Contestant Check In
2:30 pm	First-Timer Workshop
3:00 pm	Opening Ceremonies
4:30 pm	Cattleman's Quiz
6:30 pm	Supper
7:30 pm	Mentor Mixer

Tuesday, July 3

8:00 am	Judging Contest
12:00 pm	Lunch
2:00 pm	Sales Talk
6:30 pm	Supper
7:00 pm	Sullivan Supply Stock Show University Educational Clinic

Wednesday, July 4

8:30 am	Genetic Evaluation Quiz
9:00 am	Begin Trustee Candidate Interviews
10:00 am	Public Speaking Contest
12:00 pm	Lunch
1:00 pm	Weaver Leather Livestock Educational Clinic
2:00 pm	American Simmental-Simbrah Foundation Golf Fundraiser
3:00 pm	Sullivan Supply Stock Show University Fitting Contest
5:00 pm	Cooking Contest
5:00 pm	AJSA Annual Meeting and Trustee Elections
6:30 pm	Supper
8:00 pm	Evening Activity

Thursday, July 5

9:00 am	Cattle Show Begins
12:00 pm	Lunch
Thursday Show Order	
	Bred & Owned Steers
	Bred & Owned Percentage Bulls, Cow/Calf Pairs, and Females
	Owned Steers
	Owned Percentage Cow/Calf Pairs and Females

Friday, July 6

9:00 am	Cattle Show Begins
12:00 pm	Lunch
Friday Show Order	
	Bred & Owned Simbrah Bulls, Cow/Calf Pairs, and Females
	Bed & Owned Fullblood Bulls, Cow/Calf Pairs, and Females
	Bred & Owned Purebred Cow/Calf Pairs and Females
	Owned Simbrah Cow/Calf Pairs and Females
	Owned Fullblood Cow/Calf Pairs and Females
	Owned Purebred Cow/Calf Pairs, Females

Saturday, July 7

7:00 am	Breakfast/Brunch
8:00 am	Showmanship
3:00 pm	Doors Open at Banquet
4:00 pm	Banquet Starts

**Schedule subject to change.

Location:

Minnesota State Fairgrounds
1265 Snelling Ave N
St Paul, MN 55108

Coordinator:

Jessica Aggen
jessicaaggen@hotmail.com
507-772-4522 home
701-866-3545 cell

Hotels:

Radisson Hotel Roseville
2540 N Cleveland Ave
Roseville, MN 55113
855-516-1090

Hampton Inn
2050 Iona Lane West
Roseville, MN 55113
651-209-3000

Courtyard by Marriott
2905 Centre Pointe Drive
Roseville, MN 55113
651-746-8000

Residence Inn
2985 Centre Pointe Drive
Roseville, MN 55113
651-636-0680

Camping:

Minnesota State Fairgrounds
Bill Krause
507-398-8761



juniorsimmental.org

New Rules for 2018 Regional and National Classics



Registration Fees and Deadlines

Fees are located within each Classic schedule. Regional Classic early-bird entry deadline is May 7, 2018, at 4:30 pm and late registration deadline is May 14, 2018, at 4:30 pm. Entry fees double after the early-bird deadline. National Classic early-bird entry deadline is May 14, 2018, at 4:30 pm and late registration deadline is May 21, 2018, at 4:30 pm. Entry fees double after the early-bird deadline. All deadlines are 4:30 pm Mountain Daylight Time.

Exhibitors Will Compete in Four Out of Five Educational Contests

A new educational contest will be added at Regional and National Classics. The Genetic Evaluation Quiz will consist of fifty multiple choice, matching, and true/false questions that will test exhibitors' knowledge about using genetic evaluation data to make decisions. Study materials will be posted at www.juniorsimmental.org, and *the Register* and *Sire Source* will also be great study resources. With the addition of the Genetic Evaluation Quiz, exhibitors will now enter a minimum of four out of the five educational contests when they submit entries for a Regional or National Classic. Overall competition points will be determined by points won in five of seven events: Cattlemen's Quiz, Genetic Evaluation Quiz, Public Speaking, Livestock Judging, Sales Talk, Cattle Show, and Showmanship.

Be On Time For Contests and Cattle Classes

All educational contests must be completed by the contestant at the scheduled time. Failure to do so will result in disqualification of the contestant from the contest, and the contest will not count in the educational requirement to compete in the cattle show. In the cattle show, once a class has entered the ring and the first entry has begun to circle, no further entries will be allowed to enter the ring. If an animal gets loose three times in the ring throughout the course of the show, they will be dismissed from that show and ineligible to receive awards. In showmanship, once the first animal has begun to circle, no further entries will be allowed to enter the ring. If an exhibitor misses their heat of showmanship, the exhibitor will not be allowed in another heat and will be disqualified from the contest.

Animal Registration and ET Calf Requirements

Every animal must be ASA registered prior to submitting entries to any Regional or National Classic. Registration ownership date must be on or before the day the exhibitor registers for the Regional or National Classic. If DNA requirements for an ET calf have not been completed prior to entering for any Regional or National Classic, the ET calf must be placed on file in the database, assigned a number in parentheses (pseudo-number), and DNA received and recorded at the lab (GeneSeek). Any DNA issues must be resolved and the ET calf registered with the certificate in hand prior to check-in. The certificate must be produced at the time of check-in.

Bred and Owned Bull Show Added

Bred and Owned bulls will be exhibited at Regional and National Classics in 2018. Bulls calved after September 1, 2016 and before March 15, 2018 are eligible. There will not be a class for 2-year-old bulls. Bred and Owned bulls must have been bred by the junior member/exhibitor, but may be owned jointly with an adult/farm, provided that the junior/exhibitor is the sole breeder, original owner of record, and is officially recorded as a current owner of that bull. Bulls 12 months of age and older must be shown with a nose lead or ring. Bulls will not be allowed to show in showmanship.

Regional vs National Cattle Show Points

Top ten exhibitors at the Regional Classic cattle show receive points. Simbrah, Fullblood, cow/calf and steer entries must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. If a division receives half points, only the top five animals will be placed in the ring. At the National Classic, all Bred and Owned shows, Simbrah, Fullblood, cow/calf, and steer divisions must equal 15% of the largest heifer division or the available points for those divisions will be reduced by 50%. If a division receives half points, only the top ten animals will be placed in the ring.

Steer Profitability Competition Cattle Eligible for Overall Points

Steers entered and accepted into the SPC Program are eligible for overall points. The total number of steers in the SPC Program must equal 15% of the largest heifer division or the available points will be reduced by 50%. If half points are received, only the the top ten animals will be used in the overall scoring.

Novice Competitor Age

Novice competitors must be 5 years old on or prior to January 1, 2018, and have not reached 8 years old on or prior to January 1, 2018.

Visit juniorsimmental.org for the full list of 2018 Regional and National Classic Rules.



General Information

North Central Regional Classic, June 12-16

Illinois State Fairgrounds, Springfield, IL
Hotels: Holiday Inn Express, 217-529-7771
Camping: Available on fairgrounds

South Central Regional Classic, June 13-16

Washington County Fairgrounds, Fayetteville, AR
Hotels: Courtyard Marriott, 479-571-4900
<http://bit.ly/SCRegionalMarriott>
LaQuinta Inns & Suites, 479-587-8600
Camping: Available on fairgrounds, \$25/day

Eastern Regional Classic, June 20-23

Big E Fairgrounds, West Springfield, MA
Hotels: Holiday Inn Springfield South, 860-741-2211
Camping: Available on fairgrounds, no reservations needed,
\$15 full hookup, \$25 50 AMP hookup

Western Regional Classic, June 20-23

Siskiyou Golden Fairgrounds, Yreka, CA
Hotels: Baymont Inn & Suites Yreka, 530-841-1300
Camping: Available on fairgrounds, \$25/night.
Teresa Baxman, 530-526-2024

National Classic, July 2-7

Minnesota State Fairgrounds, Saint Paul, MN
Hotels: Radisson Hotel Roseville, 1-855-516-1090
Hampton Inn, 651-209-3000
Courtyard by Marriott, 651-746-8000
Residence Inn, 651-636-0680
Camping: Available on fairgrounds, Bill Krause, 507-398-8761

Deadlines

- | | |
|----------|---|
| April 1 | Entries open for Regional and National Classics at www.juniorsimmental.org |
| April 15 | Hotel scholarship application deadline |
| May 7 | Regional Classic early bird entry deadline, 4:30 pm |
| May 14 | Regional Classic late entry deadline, 4:30 pm
National Classic early bird entry deadline, 4:30 pm |
| May 21 | National Classic late entry deadline, 4:30 pm
Interview contest deadline |
| June 1 | Photography contest entry deadline
AJSA Trustee application deadline
Gold and Silver Merit Award deadline |

juniorsimmental.org



Simmental-Simbrah Foundation

BREEDERS CUP
 GOLF TOURNAMENT

Wednesday, July 4, 2018 / 2:00 PM Shotgun start
U of M Les Bolstad Golf Course / St. Paul, MN

Held in conjunction with the 2018 AJSA National Classic. All proceeds are earmarked to support youth through Merit Scholarships and The Summit Leadership Conference

ENTER ONLINE

\$75/golfer
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 April 15 - June 20 at
www.juniorsimmental.org

EVENT CONTESTS

Four-person best shot
 Happy Gilmore style,
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 Splash for Cash
 50/50 contest

QUESTIONS?

Contact for additional
 tournament information
 Carrie Horman, 319.551.7626
carrie.horman@gmail.com
 Nate Horman, 515.291.7478

REGISTER ONLINE BY JUNE 20TH AT
www.juniorsimmental.org

Sale Chairman, Fred Swain wants to personally thank all of the advisors, purchasers and donors for their support of our youth.

The eighth annual Embryo/Fun Auction to benefit future AJSA Eastern Junior Regional Classics and to encourage Eastern Regional states to step up and host a Regional Classic was held in conjunction with the 2017 NAILE event.

According to organizers about \$11,130 was raised in the effort, and plans call for the total proceeds to be allocated to future AJSA Eastern Regional Classics.



A total of about \$94,000 has been raised in the eight years of this event to fund our Eastern Regional Classic. In addition another \$10,000 has been donated to the Eastern Fund by the Mississippi Junior Simmental and Simbrah Association. Thank you to all of our supporters.

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Dr. Brian Swain
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Please make certain that as we visit with these individuals that we thank them for their contribution to our youth and the AJSA Eastern Regional Classic.

Individuals or groups interested in participating as donors, purchasers or hosts for the AJSA Eastern Regional Classic may obtain additional information by contacting Dr. Fred Swain at 502-245-3866 or at frederickswain@bellsouth.net.

These funds are available by request for the AJSA Eastern Region Classic host states and hopefully, will encourage the Eastern Region to see themselves as a group working for the Eastern Juniors.

Massachusetts is inviting us to put this all to work at the AJSA Eastern Region Classic in Springfield, June 20-23, 2018.

Let's all be there!!

Thanks again!!



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Chamberlain, SD 57325
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Interesting fact:

90.8% of the animal data is already submitted electronically through Herdbook Services!

Why the encouragement to go online and register the animal yourself?

1. To avoid the priority handling processing fee. This fee will increase to \$50 starting **March 1**, but why pay this fee when you can go online and complete the work yourself?
2. Complete the registration online and if you need it mailed by FedEx or UPS send a request via email (simmental@simmgene.com) for special shipping. **Note:** there is a charge for shipping unless mailed by regular US Mail. Plan ahead and avoid those charges.

Need more encouragement to register online?

1. Normal processing (registration) on paper applications for SimGenetic animals (once received in the ASA office): 3-7 business days (error-free and payment received) depending on the time of year — holiday season could extend longer.
2. Mailing services: within three days of processing (registration) plus the length of time for the US Mail service.

The Customer Service Specialists are just a phone call away to assist you.

1. There are peak times and days where there are large volumes of calls (especially as it closes in on a deadline, you are not alone if you are one who waits until the last minute).
2. If you are unable to get through, feel comfortable leaving a voicemail. Our goal is to return calls as soon as possible, normally within 3-4 hours. If your question can be answered by email, send an email instead of a voice message to:

simmental@simmgene.com
for general questions
or priority handling

dna@simmgene.com
for DNA or kit requests

the@simmgene.com
for Total Herd Enrollment (THE)
(option A & B)

members@simmgene.com
for applying for membership or
annual service fee questions

carcdata@simmgene.com
for Carcass Merit Program (CMP)
and Total Herd Enrollment (THE)
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ultrasound@simmgene.com
for ultrasound and barn sheets

To help you plan, here are some items which may hold up registration for a length of time:

1. **DNA / Genetic Abnormalities / Parental Validation / AI Sire / ET Requirements:** DNA Testing is a standard process without any options to expedite this service.
 - a. Normal DNA Testing: 3-4 weeks for results. Disqualification or resampling will take longer.
 - b. DNA kit paperwork requests: 48-hour turnaround
 - c. DNA kits mailed out daily
 - d. Results uploaded daily as they become available from GeneSeek
2. **Non-Compliance:**
Total Herd Enrollment breeders: there is a deadline each year where the previous year's calf data or a reason why no calf data was reported must be submitted. You'll be notified of the dams in your herd which need additional information when you go on-line to submit new registrations. Until this information is completed, no new data will be accepted.
3. **Foundation Registration:**
Sires registered with other breed associations **MUST** be registered with ASA prior to registering progeny. Other breed dams may be registered with ASA as Foundation, but it is optional, not mandatory. Normal processing 10-12 business days (error-free, payment received, DNA requirements completed).
4. **Breeder Signature:**
The owner of the dam at the time of conception is required to sign as breeder. If the applicant and breeder are different, make sure you have breeder's signature on the calf's registration application or breeding information is supplied on the transfer of the dam. If it was sold with calf at side, make sure the seller has registered and transferred the calf to you.
5. **Non-payment:**
Payment is required to complete registrations.



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Priority Handling Processing Service:

ASA offers priority handling services if you are unable to complete your registration online. If the data is error-free and payment is received, normal turnaround time for registration is within two business days. There is a priority handling processing fee \$50 per animal. Regular US Mail service is at no charge, however, other mailing services (i.e. FedEx, UPS or Express Mail) will incur additional charges.



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- ◆ ASA assigns all matings in a random fashion so that the test produces unbiased, accurate results.
- ◆ ASA will work to provide bulls that fit the general criteria of your herd. However ASA must use only bulls that are enrolled in the program.
- ◆ At least two sires will be used per contemporary group and ASA likely will use several sires per contemporary group to provide better more accurate test results.
- ◆ Only bulls with high calving ease EPDs are used on heifers.

Qualifications

1. All cows will be individually identified along with birth year and approximate breed makeup
2. Collect birth weights, calving ease scores, and weaning weights on CMP sired calves
3. Beneficial but not required — have a current AI program established
4. Must commit to collecting carcass data

Contact Jackie Atkins or Jannine Story for more information at 406-587-4531.



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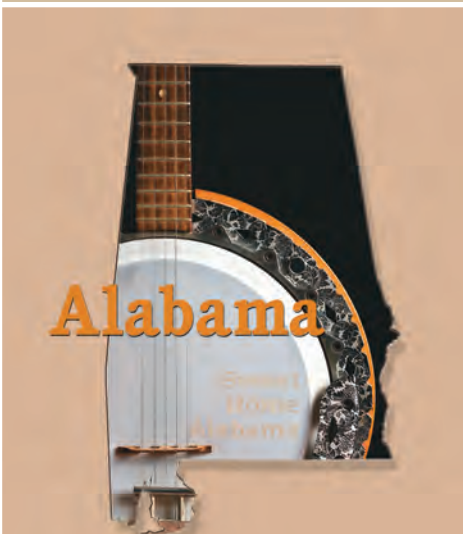


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Aberdeen Livestock, Aberdeen, SD

M/S

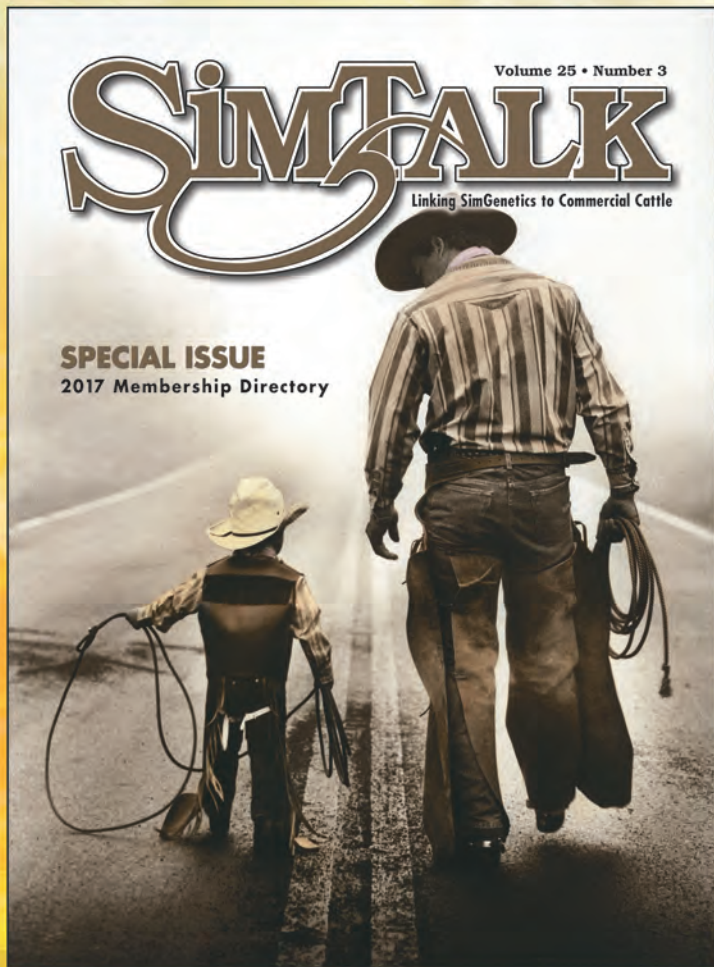
STAVICK SIMMENTAL

Mike, Myra, Owen & Livie Stavick
605-237-4663 (Mike) • 605-551-9016 (Owen)
stavickx@tnics.com

www.stavicksimmental.com



It's That Time of Year!



The Special Edition of the *SimTalk* Membership Directory is coming in June

Reserve your space now!

Sizes available:

Full page	\$1,100
Half Page	\$610
Third Page	\$425
Quarter Page	\$305
Eighth Page	\$200

*Price includes color

Turn your business card ad into a premium listing
Get in on our Early Bird Special Rate - \$75
After May 1, 2018 - \$100.

The Membership Directory is distributed at all trade
shows and NCBA.

Call Nancy or Rebecca to reserve your ad space:
406.587.2778.

"Quality Not Quantity"

Cripple Creek Farms

ASA# 228945
Steve Ballard
11240 Cripple Creek Road
Berry, AL 35546
209-394-3197 (cell)
205-339-1254 (fax)

Website:
www.cripplecreekfarms.org

Email:
baccounting12@yahoo.com

Sale:
Genetic Connection Sale,
Cullman, AL, August 5, 2017
Producing quality Simmental and
SimAngus™ cattle in the heart
of Alabama.

FROM THE HEADQUARTERS



By Jackie Atkins, Director of Science and Education

Choose Know!

ASA's novel programs provide breeders and commercial cattlemen with more information to make better decisions.

We are anticipating another momentous year with so many positive programs happening at the American Simmental Association.

Carcass Merit Program (CMP):

We have grown the CMP over the last year and are looking forward to expanding the number of bulls we can progeny test. Collecting individually identified carcass records is vital to increase the accuracy of the EPDs for carcass traits. The CMP places bulls with several cooperator herds who commit to collect calving records (calving scores, birth weights, and dates), weaning weight records, and on all the way through to harvest. The CMP also collects DNA on most of the calves, so we can continue to improve our genomic predictions of carcass traits. The CMP is also collecting individual feed intake data on several hundred calves each year. This data is clearly beneficial to the breeders who enroll bulls in the program, and it also improves the accuracy of all the relatives of these bulls — read a majority of the SimGenetics population. The emphasis placed on collecting actual carcass records is imperative to continue to accurately gauge genetics for carcass traits.

jakins@simmgene.com

Fall Focus and 50th year celebration: This year the fifth annual Fall Focus will be in Bozeman, August 25-29. We have fun and new activities planned along with our educational symposium and open board meeting. Saturday, August 25, will be a social day starting with a golf tournament at a par-three course followed by tours of the office. New this year, we will have a Herdbook hands-on learning session geared toward teaching breeders how to upload records, use active herd and reports, proper DNA protocols, and other aspects that could help ASA members become more comfortable with Herdbook services. The Herdbook tutorial will be on Saturday August 25 at the ASA headquarters. Saturday evening, we will have our official 50th year celebration at the headquarters, including dinner, conversations, and live music. The education and interaction will continue with the educational day on August 26, prime rib dinner and social in the evening, and open board meetings on August 27 and 28. Watch for more details at fallfocus.org in the upcoming months.

IGS Multi-Breed Genetic Evaluation: After four years of monumental work the IGS group collectively has done to fully implement the new genetic evaluation powered by BOLT software, we are preparing to fully switch to the new evaluation system. The new and improved evaluation predicts EPDs more accurately and uses the genomic data better than the previous evaluation. Not only is the evaluation more powerful, it can be done on a weekly basis providing you with updated EPDs and indexes as additional information enters into our database.

Cow Herd DNA Roundup (CHR): As of the beginning of March, we are sending in DNA samples from the participating CHR herds to GeneSeek® and fielding the results. This project will greatly increase our number of whole herd female genotypes in a short amount of time. The improvements to our genomic predictions will benefit the entire membership and cattle in our genetic evaluation.

Feeder Profit Calculator™ (FPC): With the launch of the FPC, the beef industry now has a tool to evaluate the value of feeder calves using the known genetics and management history. The FPC comes at no cost to the producers who use this and can help cow-calf producers get paid for the investments they made into genetics and management.

Steer Profitability Contest (SPC): We are in our second year of the SPC, and I am so impressed by the engagement of these young cattle breeders. The SPC is a contest where AJSA members retain ownership on steers through harvest to see who has the most profitable steer. The SPC collects individual feed intake during the entire feeding period. The SPC hosts a monthly webinar and newsletter featuring a variety of experts from animal breeding to nutrition to feeder calf health. The SPC is a wonderful and unique opportunity for young beef enthusiasts to learn about feeding calves and collecting carcass records.

Expansion of our customer and DNA services team: Along with all these exciting programs, we have experienced tremendous growth in the services we provide. To help ensure quality customer service, the ASA has expanded the number of customer and DNA service members on our team. We sincerely strive to meet each members' needs.

And the list could go on and on . . .

Reflecting on ASA's novel programs, our commitment to science, technology, and delivering the best services to our membership and to the beef industry cannot be denied. It is truly an honor to work for such a philosophically sound organization. Thank you! ♦

Performance Breeders

are serious about data they collect!

Do you collect data on all calves for each of these six traits?

- Calving Ease
- Birth Weight
- Weaning Weight
- Yearling Weight
- Yearling Hip Height
- Ultrasound or Carcass Measurements

Yes!

You qualify as a

Advocate

For more information: Call 406-587-4531



Welcome to the cutting edge

Our new GGP lineup delivers amazing power to genomically enhance your EPDs.

Today, you can plan, select and manage young seedstock with the prediction accuracy of older bulls siring several calf crops. You can save years on your herd goals – for less than it costs to fill up with gas.

We not only make DNA testing easy. We make it profitable. From fast sampling of calf DNA to quick turn-around with new products that work in powerful synergy. From time-saving conveniences to a full range of innovations designed to help you take full advantage of beef genomics.

There are exciting new ways for us to work together to attain your goals with Simmental, SimAngus™, Simbrah and SimAngus HT cattle. And we would love to be your partner as you brand your legacy in the 21st Century. To learn more, contact ASA at (406) 587-4531 or visit www.simmental.org



Neogen GeneSeek Operations
4131 N. 48th Street • Lincoln, NE 68504
402-435-0664 • genomics.neogen.com



BULLETINS

WSFF Congress to be Held in Ft. Worth, TX

The World Simmental Simbrah Federation (WSFF) Congress will be held in Fort Worth, Texas, at the historic Stockyards, September 24-29, 2018. Room blocks are open now for booking, and the website for congress registration opens March 10, 2018. Congress registration must be completed by July 15, 2018.

Congress Headquarters Hotel:

Hyatt Place Fort Worth Historic
817-626-6000
\$159/night includes breakfast

Additional Hotel:

Marriott Courtyard
817-885-8700
\$149/night does not include breakfast

Classic Registration Integrated with Herdbook Services

For the second year, the Classic entry system is integrated with ASA's membership and registration database, herdbook.org. In order to access the Classic entry form, a junior will be required to log in with their AJSA membership number and password. Following log in, the entry system will pull animals from the registry. If the junior is not an owner or authorized representative on the intended animal's pedigree, the entry system will not allow the entry.

Members are encouraged to renew or apply for AJSA membership and process animal registrations early. Anyone who waits until the office is closed on the day of the deadline, and has an issue with a membership or animal registration, will not be able to enter the show. Any questions can be directed to ASA Youth Director, Rachel Endecott at 406-587-4531 ext. 517 or rendecott@simmgene.com.

2018 Year-Letter is "F"

The year-letter animal identification letter for 2018 is "F", and will be followed by G in 2019 and H in 2020. The letter E was the year-letter designated for use during 2017.

Walton-Berry Graduate Student Support Grant

ASA is accepting applications for the Walton-Berry Graduate Student Support Grant, a grant that supports graduate education with an emphasis on genetic improvement of livestock. All applications must be submitted by April 15, 2018. Send all applications to Jackie Atkins at jatkins@simmgene.com.

The fund, originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's lifelong efforts in animal breeding and raising Simmental cattle. The Walton-Berry Graduate Student Support Grant funds graduate education in research programs to directly improve applied livestock genetics and help build future experts in animal breeding. There are two awards — one for \$5,000 and a second for \$3,000 for graduate education programs; each recipient contributes material pertaining to the funded research for both *SimTalk* and *the Register*.

AJSA Schedule and Deadlines

- April 1 Classic entry forms available at www.juniorsimmental.org.
- April 15 Steers born Jan. 15-Apr. 15 are eligible for Steer Profitability Competition.
- May 7 Regional Classic first entry/ownership deadline 4:30 pm Mountain. (Registration fees will double between May 7, 2018, 4:31 pm, and May 14, 4:30 pm).
- May 14. Regional Classic final entry deadline 4:30 pm Mountain.
- May 14. National Classic first entry/ownership deadline 4:30 pm Mountain. (Registration fees will double between May 14, 2018, 4:31 pm, and May 21, 4:30 pm).
- May 21 National Classic final entry deadline 4:30 pm Mountain (registration fees double).
- June 1 Photography Contest, Interview Contest, Trustee Application, Silver and Gold Merit Award application deadline.
- June 12-16 . . . North Central Regional Classic, Springfield, IL.
- June 13-16 . . . South Central Regional Classic, Fayetteville, AR.
- June 20-23 . . . Western Regional Classic, Yreka, CA.
- June 20-23 . . . Eastern Regional Classic, West Springfield, MA.
- July 2-7 National Classic, St Paul, MN.
- August TBA . . . Summit Leadership Conference.
- September 28 . . Steer Profitability Competition Entry Deadline, forms available at www.juniorsimmental.org.



Carcass Merit Herds Wanted

Would you like to get paid to use some of the most promising young bulls in the industry? Do you have accurate and consistent record keeping? Then ASA has the program for you!

The ASA is seeking additional cooperator herds for the Carcass Merit Program. Spring or Fall calving herds are welcome.

Contact Jackie Atkins or Jannine Story if you are interested in becoming a CMP herd at: carcdata@simmgene.com or call 406-587-4531.

ASA Updates DNA Test Result Notifications

The ASA has updated their process of notifying members of DNA test results. DNA test results will now be sent automatically by email from Herdbook Services when DNA has been completed on a member account. If a member does not have an email on file with ASA, the member will still receive the test results by mail.

Members may now view DNA test results by logging into herdbook.org, pulling up the animal's pedigree, and selecting "DNA Detail" under the "Report" section. If you have further questions or want step-by-step instructions you can go to <https://haveherd.wordpress.com/> for more details.

(Continued on page 44)



Hot Sim Solutions

at
CATTLE Visions

K-Ler Kingsman 610D



5/8

ASA#: 3125337
EPDs: CE: 18 \$API: 154 \$TI: 89

W/C Executive 187D



3/4

ASA#: 3182363
EPDs: CE: 14 \$API: 136 \$TI: 79

Yardley Utah Y361



3/4

ASA#: 2641894
EPDs: CE: 8
\$API: 116
\$TI: 64



FHEN Halftime A127



1/2

ASA#: 2884737
EPDs: CE: 16
\$API: 146
\$TI: 77



Halls Confidence A30



1/2

ASA#: 2852652
EPDs: CE: 19
\$API: 137
\$TI: 72



W/C Lock Down 206Z



1/2

ASA#: 2658496
EPDs: CE: 19
\$API: 147
\$TI: 79



W/C United 956Y



1/2

ASA#: 2614725
EPDs: CE: 11
\$API: 145
\$TI: 92



W/C BF Innocent Man 174A



3/4

ASA#: 2785174
EPDs: CE: 7
\$API: 94
\$TI: 51



Schooley Emmett C543



3/4

ASA#: 3268112
EPDs: CE: 9
\$API: 128
\$TI: 74



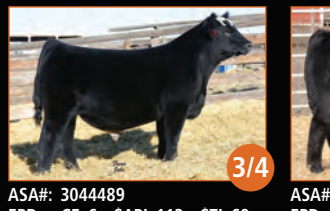
TJ Franchise 451D



1/2

ASA#: 3148384
EPDs: CE: 15 \$API: 147 \$TI: 91
Triangle J's 2017 sale topper and
stoutest bull ever produced!

GLS/JRB Cash Flow 163C



3/4

ASA#: 3044489
EPDs: CE: 6 \$API: 113 \$TI: 69

CCR Anchor 9071B



3/4

ASA#: 2882759
EPDs: CE: 21 \$API: 164 \$TI: 84

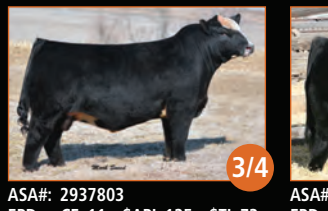
Rousey Gold Strike 512C



5/8

ASA#: 3000381
EPDs: CE: 20 \$API: 152 \$TI: 87

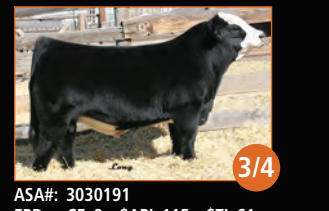
WS Stepping Stone 844



3/4

ASA#: 2937803
EPDs: CE: 11 \$API: 125 \$TI: 73

Longs the Player C33



3/4

ASA#: 3030191
EPDs: CE: 9 \$API: 115 \$TI: 61

CCR Flint Hills 2092B



1/2

ASA#: 2882607
EPDs: CE: 15 \$API: 146 \$TI: 87

Damar Duration D871



1/2

ASA#: 3222772
EPDs: CE: 11 \$API: 142 \$TI: 80

WHF Tenfold C38



3/4

ASA#: 3118596
EPDs: CE: 16 \$API: 153 \$TI: 69

DAF Cadillac Style C4



1/2

ASA#: 3066650
EPDs: CE: 12 \$API: 112 \$TI: 64

W/C Last Call 206A



1/2

ASA#: 2785178
EPDs: CE: 12 \$API: 130 \$TI: 74

W/C Son of a Biscuit 83E



1/2

ASA#: 3336314
EPDs: CE: 12 \$API: 127 \$TI: 69

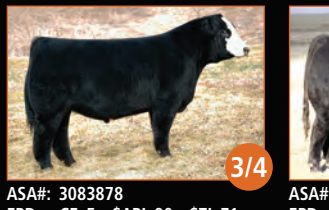
GCC Whizard 125W



1/2

ASA#: 2511023
EPDs: CE: 10 \$API: 91 \$TI: 55

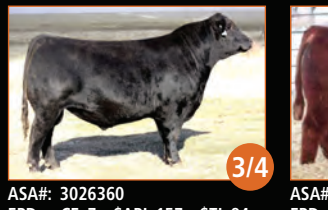
Hara's Distinction 10C



3/4

ASA#: 3083878
EPDs: CE: 5 \$API: 90 \$TI: 71

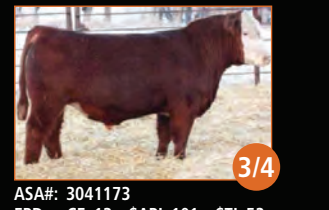
CCR Masterlink 9054C



3/4

ASA#: 3026360
EPDs: CE: 7 \$API: 157 \$TI: 84

W/C Red Revolver 8443C



3/4

ASA#: 3041173
EPDs: CE: 13 \$API: 101 \$TI: 52

BULLETINS

(Continued from page 42)

AJSA Supports Keystone Food Shelves

The AJSA Board of Trustees has chosen Keystone Community Services in St. Paul, Minnesota, for the 2018 National Classic service project. Keystone's Food Shelves program is the particular focus. Junior members are asked to collect quality, healthy, canned foods and bring them to the National Classic for the annual service project. The generosity of our members will help Keystone Community Services continue to make a positive impact in the St. Paul community.

50% off GGPLD Pricing

The ASA Board of Trustees approved a resolution to offer a 50% off rebate on GeneSeek Genomic Profiler Low Density (GGPLD) testing in exchange for either feed intake and/or carcass data. Members will receive one 50% off price discount per carcass or feed intake record submitted. Records must be valid for use in ASA's genetic evaluation system (at least two sires represented and the animals must have at least the sire identified). Animals must have been born after August 31, 2015, to qualify for the program. Please contact jatkins@simmgene.com.

Honor or Memorialize a Special Person

By contributing to the American Simmental Association's Foundation in memory of a family member or respected friend, you will honor and preserve the memory of a special person while providing important funding toward long-term goals, such as education, research, scholarships and youth programs. And, like the memories you share of your loved one, this is a gift that will last in perpetuity.

Each gift will be acknowledged and contributions are tax-deductible.

Name of person to be remembered:

Acknowledge memorial gift receipt to:

Name _____

Address _____

City _____ State _____ Zip _____

Donor information:

Name _____

Address _____

City _____ State _____ Zip _____

Enclosed is my gift for (Please circle):

\$25 \$50 \$100 \$200 Other \$ _____



Please mail form and donation to:

ASA Foundation
One Genetics Way
Bozeman, MT 59718

Price Increase for DNA Testing on Hair Samples

Effective immediately, due to the increased labor involved at the lab, GeneSeek has increased the processing fee for hair by \$2.00 per sample. Breeders will be charged \$5.00 for hair cards instead of \$3.00.

ASA Requesting Cow Weights

The American Simmental Association is seeking to increase the flow of mature cow weights into its database. Cow weights provide valuable information for use in our genetic evaluation system. ASA requests that you weigh your cows close to weaning time, and, if possible, give your cows a body condition score at the same time.

Office Holiday Schedule

The ASA office will be closed for the following 2018 holidays.

Friday, April 13
Spring Holiday

Monday, May 28
Memorial Day

Wednesday, July 4
Independence Day

Monday, September 3
Labor Day

Thursday & Friday, November 22-23
Thanksgiving

Monday & Tuesday, December 24-25
Christmas ♦

2018 Fall Total Herd Enrollment

The American Simmental Association encourages all members to participate in our cow inventory system. The following information will assist during enrollment of your cow herd.

1. Get Your Preliminary Inventory

(should include any cow enrolled in the previous year, first-calf heifers, and purchased cows)

- Use the Data Entry section of Herdbook Services from our website www.simmental.org or complete paper inventory and return to ASA.

2. Decide which Cows will be in your 2018 Fall Calving Herd

- “Enrolled Cows” are any females of calving age, 2016 Fall-born females, and jointly owned females managed with your herd
- “Removed Cows” are any females of calving age removed from your herd. Every cow listed not given a removal code will be enrolled in your Fall 2018 herd.

3. Provide Enrollment/Removal Data

Codes for Enrolling Dams —

- ASA number, tattoo, birth date, and breed codes.

Enrollment Codes and Description

0 Cow Bred to Calve During the Season	3 Exposed and Failed to Conceive — Moved to Next Season (Spring 2019)
1 Heifer Bred to Calve During the Season	4 Exposed and Failed to Conceive — Moved to Next Year (Fall 2019)
2 Not Exposed — Moved to Next Season	5 Donor Cow
	6 Recipient Cow

Codes for Removing Dams —

- At least one is required, however, you may assign up to two removal codes per dam.
- Remember to place an N in the A/B/C/N column.

Removal Codes and Description

60 Exposed and Failed to Conceive	68 Died - Other	76 Prolapse
61 Aborted	69 Died - Sickness/Disease	77 Sickness/Disease
62 Age	70 Disposition	78 Sold, Breeding Purposes, Paper Not Transferred
63 Appearance	71 Herd Reduction	79 Sold, Breeding Purposes, Paper Transferred
64 Calf Loss at Calving	72 Hoof Condition	80 Structural Soundness
65 Calf Loss Post Calving	73 Horned	81 Udder Quality
66 Color	74 Injury	82 Genetic Defect Status
67 Died - Calving	75 Production/Performance	

4. Decide which Payment Option Best Fits Your Herd

These rates apply for enrollments submitted by June 15, 2018



	Option A (TR) Total Registration	Option B (SR) Selective Registration	Option C (LR) Limited Registration	Option D (CM) Commercial
Enrollment Fees:	\$15.00	\$0.00	\$7.50	\$500/herd
Registration Fees:	\$0.00	\$30/\$40/\$50 ^a	\$30/\$40/\$50 ^a	\$42/\$52/\$62 ^a
Choosing the best options:		^a Depending on age of calf	^a Depending on age of calf	^a Depending on age of calf
If you register > 45% of your calf crop.	✓			
If you register < 45% of your calf crop and don't use EPDs for selection decisions.		✓		
If you register < 20% and use EPDs for selection decisions.			✓	
If you have a commercial herd.				✓
Benefits of Enrolling:				
EPDs to make informative selective decisions.	✓	Reg. Animals Only	✓	Females Only
Herd participates in genetic evaluation.	✓	✓	✓	✓
Reproductive record on every cow enrolled.	✓	✓	✓	✓
Commercial cows or cows of other breeds are eligible.	✓	✓	✓	✓
Requirements when enrolled:				
Every registered SM/SI dam must be enrolled.	✓	✓	✓	
Each dam enrolled must have calf or productivity reported/year.	✓	✓	✓	✓
Deadlines to be met for enrollment and calf data.	✓	✓	✓	✓

5. Send Your 2018 Fall Inventory to ASA by June 15, 2018

- **Online** — using Data Entry section of Herdbook Services — www.simmental.org
- **Email ASA** — THE@simmgene.com
- **By Mail** — One Genetics Way, Bozeman, MT 59718

Call if you would like a paper inventory:

406-587-4531

Example of Enrollment Form

	AnmRegNbr	AnmTatt	Primary Code	Addtnl Code	A/B/C/N	Animal Name	Birth Dt	Brd Cds	Bill Code	Remarks
COW 1	2345678	3Y	0		A	Ms Sooner Pride	8/3/11	PB SM	F	
COW 2	2678901	23Z	60	74	N	Ms Pistol Pete	10/1/12	5/8 SM 3/8 BR		Open
COW 3		12A	6		B	Ms Go Big Red	12/15/13	1/2AN 1/2 GV	F	
COW 4	(2987654)	13B	0		C	Ms Perfect Crimson Tide	9/18/14	PB CS	F	
COW 5	2998765	6016	2		A	Ms Tough Buckeye	11/15/16	PBAN	F	Too small to Breed

Cow 1 — Ms Sooner Pride

Purebred Simmental registered with ASA
Primary Code - 0 - Cow bred to Calve During the Season
A/B/C/N - A - Enrolled in Option A
Bill Code - F - Pay the full \$15.00 for Option A enrollment now

Cow 2 — Ms Pistol Pete

Purebred Simbrah registered with ASA
Primary Code - 60 - Exposed and Failed to Conceive
Addtnl Code - 74 - Injury
A/B/C/N - N - Not Enrolled, removing from inventory
Remarks - Open

Cow 3 — Ms Go Big Red

Commercial cow who is NOT in ASA database
Primary Code - 6 - Recipient Cow
A/B/C/N - B - Enrolled in Option B
Bill Code - Blank - No billing associated with Option B enrollment

Cow 4 — Ms Perfect Crimson Tide

Commercial Simmental on file with ASA
Primary Code - 0 - Cow bred to Calve During the Season
A/B/C/N - C - Enrolled in Option C
Bill Code - F - Pay the full \$7.50 for Option C enrollment now

Cow 5 — Ms Tough Buckeye

Purebred Angus registered with ASA as a Foundation cow
Primary Code - 2 - Not Exposed-Moved to Next Season Spring 2019
A/B/C/N - A - Enrolled in Option A
Bill Code - F - Pay the full \$15.00 for Option A enrollment now
Remarks - Too Small to Breed



Instructions for Online Enrollment



From the Simmental Home Page www.simmental.org

1. Select **Herdbook Online Services**
2. **Log In** by entering
 - 6-digit member number (zero filled example: 000317)
 - Password
3. Under **Data Entry** select **Online**
4. On inventory tab, make sure year is **2018** and season is **Fall**.
5. Select **Update 2018 Fall THE Cow Inventory**
6. Update Inventory
 - If the dam is remaining in your herd, enter appropriate Enrollment code in **Primary Code** column
 - If the dam has been removed from your herd, select a **Removal Code** and enter in the **Primary Code** column. To designate a second reason for removal, you may enter a **Removal Code** in the **Addtnl Code** column as well.
 - **A/B/C/N** Enrollment Type — If you are enrolling in **Option A** — place **A** in this column. For **Option B** — place a **B** in the column. For **Option C** — place a **C** in this column. For **Option D** — place a **D** in the column. If the cow is being removed from the herd place a **N** in the column.
 - **Remarks** — You may use this column if you wish to have additional remarks on a dam. This column is for member use only, ASA *will not adjust enrollment* based on this column.
 - **Bill Code** — This column is to be used by members to indicate how you would like to be billed for your enrollment. A “H” in this column indicates you wish to pay half the enrollment fee at time of submission. The other half of the fees will be billed later on in the year. An “F” indicates to pay the full amount due on each cow for the year upfront. If bill code column is blank an “F” is assumed.
 - **To add cows** — Scroll down to a blank row. If you do not have a blank row, click on your last dam and hit your enter key. This will create a blank row.
 - Cows on file with ASA*, enter ASA number in **AnmRegNbr** column
 - Cows not on file with ASA*, enter tattoo in the **AnmTatt** column, enter birthdate in **BirthDt** and breed(s) in **Brdcds** column.
 *Please note: If your dam has had a calf reported to her or has been enrolled in THE previously, she will have a number in the ASA system. Please type that number into the **AnmRegNbr** column so that a new dam record does not get created.
7. If there are **Errors** and/or **Warnings**
 - **Errors** (indicated in red at beginning of row) or **Warnings** (indicated in purple at beginning of row)

- Move cursor over to top of spreadsheet and select tab labeled **Errors or Warnings**

- Screen will display each error or warning
- Errors must be corrected before submitting data to ASA
- Warnings may need to be corrected before submitting to ASA
- Jobs may be submitted to ASA with warnings, but not errors

8. Once all cows have been given an enrollment or at least one removal code and there are not any errors, select **Submit Data**

- A new page will display; if there are no errors, a **Proceed to Billing** link will be available

- Select the **Proceed to Billing** link to display a billing summary. THE is billed at the time of submission, so you will have an invoice amount due if you are enrolling in **Option A, C or D** (after the first deadline all options (A, B or C) will have a balance due).

- Choose one of the following to complete your job:

- If you wish to complete payment with a credit card select **Add Payment**. Enter in your credit card information. Select confirm. You will then need to select the button **Final Submit** (Only click once). A screen will then show an invoice that you can print and store in your records. It should also say **Invoice Status: Complete**.
- If you would rather mail a check to ASA, select **Hold Until Payment Received**. A screen will then show an invoice with the current amount due that you can print and store in your records.

9. To save job and return later, select **Save and Exit**. The job will remain in an incomplete status under your account. **Please be aware that billing will work off the submission date, not the date the job was initiated.**

10. Submit your inventory by **June 15, 2018**, to ensure the lowest possible THE enrollment fees.

*Please double check to make sure your inventory job is complete. If you go to **Data Entry**, select **Online** and on the left hand side choose **Incomplete Jobs**. If your **Inventory Dam 2018 F** job is listed with a button that says **Resume**, it is still at an incomplete status. **Select Resume** and submit your job through completion.*



All above enrollment information assumes inventory submission by *June 15, 2018*.



RED SUMMIT

Semen
AVAILABLE
\$40/dose - 10 dose minimum



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CONNECTION

Developing leaders through friendship, networking, and communication skills!

By Cade Bracker, Vice-President of Marketing, Underwood, IA



I am lucky enough to be writing this article from Bozeman, Montana; the home of our amazing breed headquarters. Earlier today, I sat and looked out the window toward the mountains and took in the scenery. I began to think about where I started out in this great industry and where I hope to see myself in the future.

The future. This is something that has, for lack of a better term, been plaguing my mind for quite some time. I am currently a senior at Iowa State University and graduation in May is drawing nearer and nearer. Coincidentally, I will be participating in my last AJSA Regional and National Classic this summer. The search continues to find the perfect job that will allow me to put everything I've got into my last summer with cattle in the barn, and also effectively complete the duties that come with employment. While this may be extremely hard to find, I think it's good to dream. Here are a couple of things that have helped me in my career search.

COMMUNICATE

While this is a fairly stressful time, I have had a lot of help from my friends and family. Keeping an open line of communication with family is a sure way to help alleviate frustration.

Your family is a great resource to have, whether you are asking for advice or you just need a few positive words. Plus, a call home for calving updates can turn anyone's day around. Going along with the topic of communication, don't be afraid to reach out to friends or other connections that you have made. You never know what opportunities can come from relationships made through networking.

STAY FOCUSED

Don't give up on finding that dream job. While your ideal position didn't show up in your search results today, you never know what will show up tomorrow.

Although these points may seem fairly simple, they have helped me immensely. Updating my family on my career opportunities and planning with them for the future will help ensure the success of our cattle operation. Keep an open mind and don't be afraid of compromise, but never lose sight of the dream! ♦

2018 Classic Schedule

Event	Dates	Location
North Central Regional	June 12-16, 2018	Springfield, IL
South Central Regional	June 13-16, 2018	Fayetteville, AR
Eastern Regional	June 20-23, 2018	West Springfield, MA
Western Regional	June 20-23, 2018	Yreka, CA
National Classic	July 2-7, 2018	St Paul, MN

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SimGenetics Represented at Farm Machinery Show

The Kentucky Simmental Association received many visitors at their Simmental booth at the 2018 Farm Machinery Show, on February 16 and 17, in Louisville, KY. Visitors ranged from KSA and ASA members to general public inquiring about Simmental, SimAngus™, and SimGenetics.

KSA Booth.



MSA's 45th Annual Meeting and Sale

The 45th Annual Minnesota Simmental Association (MSA) annual meeting and sale was held at the Haas Livestock Facility, Cannon Falls, on Saturday, February 24, 2018. The weekend event started with the annual meeting of both the Adult and Junior Associations and was followed by the banquet and junior fundraising auction. The auction helped support the 2018 National Classic in St. Paul, July 2-7. The new Minnesota Junior Simmental Association Queen, Martha Moening and Princess Madilyn Latzke were formally crowned at the banquet.



Baleigh Peterson was presented the MJSA 2018 Outstanding Senior Award.



The MSA Prestigious Travel Bell Award bell was awarded to the family of Jim & Stacy Mueller presented by the 2017 award winner Al Johnson (far left).



2017 Queen Gabby Nemitz, 2018 Queen Martha Moening, 2018 Princess Madilyn Latzke, 2017 Princess Morgan Small.



MJSA Board members left to right, back row: Matthew Allen, Alex Kellen, Grace Mortenson; front row: Baleigh Peterson, Shantel Raatz, Gabby Nemitz. Not photographed: Hunter Aggen.

MSA Board members, left to right, back row: Stacie Mueller, Mark Schoenfeld, Tyler Johnson; front row: Matt Pearson, Amanda Eberspacher Hilbrands, Andrea Diehn, Beth Andersland. Not photographed: Kory Bigalk, Matt Hoffman and Jared Seinola. ♦



NEWSMAKERS

In Memoriam . . .

- **Nancy Hoovler**, Rolling Hills Farms, Belle Center, OH, age 61, passed away recently. Hoovler was actively involved in the cattle industry. An active member of ASA since 2005, Hoovler was a part of the Ohio Simmental Association, the Cattle-men's Association and the Hardin County Cattle Producers. She is survived by her husband Robert Hoovler; children: Marcia and William Hoovler; siblings: Sandy Black, Kathy Sutter, Dean (Wanda) Durbin; and numerous nieces and nephews.



Hoovler

Hoovler was a part of the Ohio Simmental Association, the Cattle-men's Association and the Hardin County Cattle Producers. She is survived by her husband Robert Hoovler; children: Marcia and William Hoovler; siblings: Sandy Black, Kathy Sutter, Dean (Wanda) Durbin; and numerous nieces and nephews.

- **Howard Sargeant**, 94, founder of Sargeant Simmental Cattle Farm, Forest Lake, MN, passed away last fall. A Veteran of WWII, Sargeant served in the Army, and later founded Lakes Gas Company in 1959. A member of the ASA since 1972, Sargeant also enjoyed working on his cattle ranch. He is survived by wife, Shirley, five children; 16 grandchildren, one great-granddaughter, and many nieces, nephews, and friends.



Sargeant

Sargeant also enjoyed working on his cattle ranch. He is survived by wife, Shirley, five children; 16 grandchildren, one great-granddaughter, and many nieces, nephews, and friends.

ASA Represented at WCGALP

Dr. Mahdi Saatchi represents ASA at one of the world's most prestigious genetics events.

ASA's Dr. Mahdi Saatchi, International Genetic Solutions (IGS) Lead Genomicist, recently traveled to Aotea Centre Auckland, New Zealand, to attend the 11th annual World Congress on Genetics Applied to Livestock Production (WCGALP). Held every four years, the WCGALP draws scientists together from around the world to attend the scientific program and network with colleagues. Over 1,400 attendees representing 70 countries were at the event held in February.



Saatchi

Dr. Saatchi gave an oral presentation and took part in a poster session to display his work. In addition to giving presentations, Dr. Dorian Garrick, who along with Dr. Bruce Golden developed ASA's new genetic evaluation software program (BOLT), was heavily involved in the management of the event. Frequent ASA collaborators, Drs. Matt Spangler and Bob Weaber were also in attendance.



Saatchi and J.R. Tate of GeneSeek®.

"The WCGALP is the premier venue for the exchange and dissemination of ideas in the world of quantitative genetics," explains ASA's EVP Dr. Wade Shafer, "It was truly an honor for our own Dr. Mahdi Saatchi to be a speaker at the conference. He presented information on methodology that ASA/IGS has leveraged in our new multi-breed evaluation. Other researchers, including Dorian Garrick, one of the architects of IGS's BOLT software platform, presented information on the cutting-edge methodology that is being utilized in BOLT. Our exposure at WCGALP is sure to elevate the reputation of IGS and ASA among the academic community."

The 2022 WCGALP event will be held in Rotterdam, in the Netherlands. To view Dr. Saatchi's paper visit simmental.org/pressreleases/MSpaper.pdf. To view the poster, visit simmental.org/pressreleases/MSposter.jpg.

Curran's Grandfather Past NCBA President

Tim Curran, Ione, California, Western Region Trustee, found his grandfather Loren C. Bamert's photo (second row, middle photo) in the listing of past National Cattle-men's Beef Association (NCBA) presidents at the 2018 conference in Phoenix, AZ.

Bamert served as president from 1950-1951. He was the youngest president to serve, elected at age 38. Ten years prior to being elected as the NCBA president, he was President of the California Cattlemen's Association. During his presidency, the Association changed its name to the American National Cattlemen's Association.



Curran with NCBA list of past presidents. ♦

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DOC	CW	YG	MARB	REA	API	TI
11.8	64.4	-0.04	1.07	0.60	188.0	108.4

GW Major Move 390E



ASA 3242835 5/8 SM 1/4 AN 1/8 AR

GW MOVIN ON 183C x GW PREDESTINED 701T

CE	BW	WW	YW	MCE	MILK	STAY
16.9	-1.9	79.2	129.4	11.0	21.5	18.4
DOC	CW	YG	MARB	REA	API	TI
14.1	44.1	-0.09	0.71	0.77	181.5	93.4

Hook's Encore 65E



ASA 3253795 PB SM

HOOK'S BEACON 56B x MR NLC ENTREPRENEUR 1227

CE	BW	WW	YW	MCE	MILK	STAY
18.5	-1.9	69.7	102.9	11.5	26.6	18.7
DOC	CW	YG	MARB	REA	API	TI
13.5	28.0	-0.39	0.65	1.24	186.5	92.4

Hook's Eagle 6E



ASA 3253742 3/4 SM 1/4 AN

GENEX

HOOK'S BLACK HAWK 50B x GW-WBF SUBSTANCE 820Y

CE	BW	WW	YW	MCE	MILK	STAY
17.2	-1.6	77.0	126.9	8.7	21.3	21.6
DOC	CW	YG	MARB	REA	API	TI
14.4	43.2	-0.25	0.56	0.98	180.2	88.9

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ASA 3288842 PB SM

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CE	BW	WW	YW	MCE	MILK	STAY
15.5	-0.1	73.1	103.9	11.2	41.6	12.6
DOC	CW	YG	MARB	REA	API	TI
12.9	31.0	-0.17	0.55	0.64	160.6	89.6

KBHR High Road E283



ASA 3312276 PB SM

HOOK'S BEACON 56B x CLRS GRADE-A 875 A

CE	BW	WW	YW	MCE	MILK	STAY
19.1	-3.2	66.8	106.1	11.7	32.4	13.6
DOC	CW	YG	MARB	REA	API	TI
13.2	28.4	-0.33	0.64	1.18	178.6	92.8

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BEEF BUSINESS

USCA Petitions USDA

The US Cattlemen's Association (USCA) has submitted a petition to the USDA's Food Safety and Inspection Service (FSIS) asking the agency for rulemaking on beef labeling to clarify for consumers the difference in beef derived from cattle and "beef" products created in a laboratory.

The petition comes on the heels of Tyson Foods' recent investments in Memphis Meats, a company creating meat from animal cells in a petri dish. Cargill also has invested in Memphis Meats.

Budget Proposes User Fees

Federal budget proposals for 2019 include legislation to impose additional user fees on meat processors. In its budget proposal for USDA's Food Safety and Inspection Service, the administration calls for legislation to allow a user fee covering domestic inspection, import re-inspection, and most of the central operation costs for federal, state, and international inspection programs for meat, poultry and egg products.

The fee would not cover federal functions such as investigation, enforcement, risk analysis and emergency response.

Checkoff Launches New Campaign

A new producer-directed advertising campaign called "Open Doors" has been launched by the beef checkoff. The idea was to bring facts to life by taking beef producers on a journey that allows them to experience first-hand the opportunities that lie

behind each door the Beef Checkoff Program has opened — and will continue to open — for the industry and their individual operations.

10-year Outlook Good

Favorable returns and robust demand provide incentives for continued growth of the US livestock sector over the next 10 years, according to the USDA.

In a new report, USDA's Economic Research Service predicted declining feed price ratios for the cattle industry reflecting lower cattle prices and suggesting lower returns to production. Meanwhile, both domestic and global demand for meats is expected to remain strong.

Beef Exports Up

The latest beef trade data shows continued improvement in beef exports. November beef exports were 260.7 million pounds, up 2.7% over exports in November 2016. For the year to date, beef exports are up 13%.

Japan is the largest US beef export market and accounts for 29.5% of total exports for the year. Second largest in South Korea, up 6.1%. Mexico is the third largest beef export market, up 7.5%. Hong Kong accounts for 11.1% of beef exports with Canada at 10.9%. These five markets represent 82.8% of total beef exports for the first eleven months of 2017.



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Red Meat Exports Set New Records

US red meat exports broke records in 2017, with beef export value exceeding \$7 billion for only the second time and pork exports surpassing the previous year's volume record, according to data released by USDA and compiled by the US Meat Export Federation (USMEF).

Beef exports totaled 1.26 million metric tons (mt), up 6% from 2016. This marked the fourth-largest volume on record, the second-largest volume on record and the second-largest of the post-BSE era. Beef export value reached \$7.27 billion, up 15% year-over-year and 2% above the previous high achieved in 2014 (\$7.13 billion).

School Lunch Program Passes Test

Stricter food safety standards for ground beef supplied to the National School Lunch Program (NSLP) are highly effective at keeping harmful bacteria out of school meals nationwide, according to a new study.

Researchers from the University of Connecticut and USDA found that NSLP-contracted meat suppliers who meet the stringent zero-tolerance standards for Salmonella and *E. coli* in ground beef achieved significantly better test outcomes on shipments and random tests.

US Restaurant Count Shrink

A decline in the number of independently operated restaurants is the primary reason the overall US restaurant count fell by 2% as of last fall, according to a new report from NPD Group.

A total of 647,288 restaurants were in operation across the country, after the number of independent units dropped 3% from fall 2016, the global information firm said. The number of restaurant chain units grew to 301,183 up by 982 units. The global information firm conducts a restaurant census each spring and fall.

Record-high US per Capita Meat

Production increases in beef, pork, and broiler industries expected in 2018 will likely lead to record quantities of red meat and poultry available to consumer, USDA forecasts.

For 2018, the combined per capita retail amount of beef, pork, lamb, mutton, broilers, and turkey is projected to reach 222.8 pounds, up from 216.6 pounds in 2017. The previous record was 221.9 pounds set in 2004, according to an USDA economist.

Positive Demand for Beef

Even as beef production continues to climb, demand for beef has been a positive surprise so far this year, according to the Daily Livestock Report (DLR).

In the report, DLR analysts noted that Choice beef product values have remained steady, unlike last year, when they faltered in the face of production increases. They also highlighted the role of the chunk portion of the carcass, noting atypical strength in prices.

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Owner: Jim Berry
Cattle Manager: Robbie Duis

WILDBERRY FARMS Simmental Cattle

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Hanover, IL 61041
815-591-3731
www.wildberrymfarms.net

CORPORATE REPORT

McDonald's Making Happy Meals Healthier

McDonald's has announced it will make improvements to its Happy Meal menu across 120 global markets to offer more balanced meals and simplify ingredients for children.

By June 2018, 100% of US Happy Meal combinations will be 600 calories or less; 100% of those meal combinations will be compliant with new nutrient criteria for added sugar and saturated fat, and 78% compliant with new sodium criteria.

Arby's, Buffalo Wild Wings Merge

Arby's Restaurant Group has completed a \$2.9 billion acquisition of Buffalo Wild Wings (BWW) Inc., and announced that it has renamed itself Inspired Brands, Inc.

It operates more than 1,700 restaurants and franchises more than 2,900 units as Arby's and BWW, as well as 26 units of R Taco, formally known as Rusty Taco, that BWW acquired in 2014. Annual sales for the three brands exceed \$7.6 billion in 2017.

New Online Butchery Certificate Program

Butchery expert Kari Underly, known for developing new cuts for the meat industry, has launched a new business, Range Meat Academy, offering an online program certifying meat clerks. Students of the program will finish up with an "understanding of meat knowledge, cut identification, cooking attributes and the ability to communicate culinary cooking methods with the proper cut."



The lessons include videos, quizzes, knowledge exercises and other learning techniques. The program is self-paced, and offers three "meat clerk" certificates: essentials, cuts and features, and cooking methods and preparation tips. Underly plans to add a certification course for meat cutter.

Amazon Offers Two-hour Delivery

Amazon is introducing two-hour delivery of Whole Food Market groceries in four markets, with plans to expand across the US. Customers in neighborhoods of Austin, Cincinnati, Dallas and Virginia Beach, VA, can receive free two-hour delivery for orders over \$35 from Whole Foods.

Shoppers select from thousands of items including meat, seafood, fresh produce, bakery, dairy, floral and everyday staples. Amazon bought Whole Foods last year for \$13.7 billion, immediately lowering prices on items including ground beef and rotisserie chicken.

HSUS Leadership Resigns

The Humane Society of the United States CEO Wayne Pacelle resigned a month after the Vice President of Policy, Paul Shapiro, left the organization, amid accusations of sexual misconduct by multiple women. Their sudden departure calls into question the future of the group's long campaign against animal agriculture spearheaded by the two.

Accusations against both former HSUS leaders were reported initially by The Chronicle of Philanthropy, followed by reports in POLITICO and the Washington Post.

Fatburger Names New CEO

Burger chain, Fatburger, has named Toni Bianco as its president and CEO. Bianco will succeed Don Berchtold, who will be transitioning to a new role as executive vice president and chief concept officer for the chain's parent company, FAT brands.

FAT Brands currently owns five restaurant brands: Fatburger, Buffalo Cafe, Buffalo's Express, Ponderosa, and Bonanza Steakhouses, that have 350 locations open and 300 under development in 32 countries. ♦

LONGRANGE® By Merial (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 ₁	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₁	
<i>Cooperia punctata</i> – Adults and L ₁	
<i>Cooperia sumabada</i> – Adults and L ₁	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L ₁ , and inhibited L ₁	
<i>Trichostrongylus axei</i> – Adults and L ₁	Mites
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

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>Dictyoaulus 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, Inc., Duluth, GA, USA. The Cattle Head Logo and LONGRANGE are registered trademarks of Merial, Inc. ©2015 Merial, Inc. All rights reserved. 1050-2889-06, Rev. 2/2015, 8L0N016C



Here, TIME IS MEASURED IN GENERATIONS.

That's why you need LONGRANGE for up to 150 days of parasite control.¹

Bloodlines. You're as proud of yours as you are of theirs. But if you used a short-term dewormer like CYDECTIN® (moxidectin) or DECTOMAX® (doramectin), you may not have been doing your genetics justice. That's because your cows and heifers were probably reinfected with parasites just halfway through the grazing season – right when they need to gain weight to breed back and give milk.

Only LONGRANGE delivers true season-long control.¹

25.4 lbs. LONGRANGE heifers gained 25.4 lbs. more on average over those treated with DECTOMAX.²



Out here, there is no time for shortcuts. This year, think LONGRANGE.

theLONGRANGElook.com

Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Warnings And Precautions: For use in cattle only, not for use in humans or other animal species. Keep out of reach of children. Not for use in breeding bulls, or in calves less than 3 months of age. Not for use in cattle managed in feedlots or under intensive rotational grazing. 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. Not for intravenous or intramuscular use. Do not underdose. Do not treat within 48 days of slaughter.



Available in 500 mL, 250 mL and 100 mL bottles. Administer subcutaneously at 1 mL/110 lbs.



Merial is now part of Boehringer Ingelheim. LongRange and the Cattle Head Logo are registered trademarks of Merial. All other marks are the property of their respective owners. ©2018 Boehringer Ingelheim Vetmedica, Inc. BOV-0534-ANTH1017

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

² Results based on actual on-farm comparative demonstration. Individual herd results may vary. Data on file at Boehringer-Ingelheim. Consult with your veterinarian to discuss expectations for your operation.

WLE **BIG IRON** E205



Lindsay Hanewich

\$50 / UNIT

10 UNIT MINIMUM

BD. 2/26/17 / ASA#. 3299035

PUREBRED SIMMENTAL
HETERO BLACK / HOMO POLLED

SIRE. WLE UNO MAS X549
DAM. C BAR/WLE WANDA A991
[CARD UPROAR 49Y]



CALF CHAMPION / 2017 NAILE



C BAR/WLE WANDA A991 / DAM



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W/C Loaded Up 1119Y

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ASA #
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W/C Relentless 32C

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W/C Double Down 5014E

ASA #
3336150



W/C Executive Order 8543B

ASA #
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ASA #
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Contact us for semen today!

WE GET VISITORS

Recent visitors to the ASA headquarters.

GeneSeek® representatives met with ASA's DNA team to discuss current testing available in the beef cattle industry and future projects that GeneSeek and ASA can collaborate on to enhance services available for members.



Left to right: Jackie Atkins, ASA's Director of Science and Education; Sheldon Ross, ASA's Lead Programmer; Caroline Wild, ASA's DNA Specialist; Tom Schultz, GeneSeek's Director of Sales and Marketing; JR Tate, GeneSeek's Director of Genetics Product Development; Leoma Wells, ASA's CHR Project Coordinator; Wade Shafer, ASA's Executive Vice President; John Paterson, GeneSeek's Territory Manager.

Chuck and Sandy Winninger, the late Jack Winninger's son and daughter-in-law, from Cody, Wyoming, visited ASA recently. When the Association was formed on October 14, 1968, Jack Winninger was named to the nine-member founding Board of Trustees, and was subsequently elected as the first president of the ASA. (In the early years, ASA's highest elected official was the President. In the late 1980s, that position was officially changed to Chairman.)



Chuck and Sandy, photographed holding Jack's portrait, dropped by on his birthday to see the ASA office and toured the building courtesy of ASA's EVP Wade Shafer.



Rick Prins, Hopkinsville, KY, dropped by the headquarters to visit with staff. Prins is getting back into the cattle business after retiring from 30 years of military service. He plans to move back to his home state, Idaho. ♦

ASA Fall Focus 2018

August 25-29, Bozeman, MT

Come celebrate



Embrace the Past,
Imagine the Future

Golf anyone? Join us for a fun-filled Fall Focus Par 3 Golf Tournament

ASA will host a par 3 golf challenge on Saturday, August 25. Check-in is at 9:30 am with a shotgun start at 10:00 am sharp. Cost is \$80/team or \$20 for an individual. You can either sign up a team of four or sign up as a free agent. Free agents will be placed together to form a team of four. Clubs will be available to rent at the course. Since this is a 9-hole par 3 course, carts are not allowed but walking carts are available to rent if needed. We have some fun prize holes and games planned so make sure to plan accordingly if you wish to participate. Pre-registration is required. Funds raised will go towards American Simmental-Simbrah Foundation — Fall Focus.

This year's hotel headquarters are new.

To reserve your hotel room, contact Best Western GranTree Inn 406-587-5261 • www.bestwestern.com/grantree. Room rates are \$129/night using American Simmental code.

Watch for more details at fallfocus.org or in your eNews.



With over 60 years in the animal identification business, we've been involved in some of the most important technology advances in our industry: from laser-ink marking to electronic ID and from tissue collection to our venture with SCR animal health monitoring.

We provide the tools to manage cows in more ways than ever before.



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THE: BACK TO BASICS

Registering Foundation Animals

ASA allows breeders to register animals of other breeds in ASA's Herdbook as long as they are registered with another breed association. There are several reasons a breeder should consider registering an animal as foundation with ASA:

- Complete parental pedigree will display on progeny registration certificate.
- Angus or Red Angus foundation progeny can receive the SimAngus™ certification.
- Creates "ties" with other offspring in the database for genetic evaluation, creating more meaningful EPDs.

At \$17 for females and \$25 for males, the cost is relatively minimal. Most popular AI sires of other breeds are registered with ASA as foundation sires. However, before buying semen make sure the bull is in ASA's system, and is approved as an AI sire.

The registration process for these requests typically takes 3-4 weeks to be completed. This involves entering a 4-generation pedigree and updating genetic defect risk. If you need a foundation reg-

istration expedited, you may opt to pay the priority processing fee of \$50 per head. Priority handling is normally completed within 48-hours for error-free applications.

Herd sires, AI sires, and donor dams of another breed have to meet the following DNA requirements in order for progeny to be registered with ASA free of errors:

- If an animal is at least 1/8 Maine-Anjou, Chinanina, or Shorthorn, it must be free of risk for TH and PHA.
- If an animal is at least 1/8 Angus, it must not be listed as a potential carrier or risk for AM, NH, CA, and DD.
- A High Density/150K test is required for registration of progeny resulting from AI and/or embryo transfer.
- If a foundation donor dam or AI sire has High Density test results with the primary association, those results can be forwarded by request of the owner to ASA. If an animal has SNP parentage markers or defect test results, and is not intended for AI or donor use, these can still be forwarded to ASA.

Fact or Fiction:

I purchased semen on a popular AI sire from a reputable semen company so I can be confident the sire is approved for AI use.

Fiction: Other associations have different DNA testing requirements, set forth by their own leadership. ASA requires a High Density panel be run on all AI sires. If you find a bull to breed your Simmental cows to, first make sure he is in ASA's system, and then call to be sure he is approved for AI use. If he is not, contact the owner or semen company to find out if they are willing to get him approved.

To register a foundation animal please send a copy (screenshot, PDF copy, etc.) of the animal's other association pedigree by:
 email: simmental@simmgene.com
 fax: 406-587-9301
 or mail: One Genetics Way
 Bozeman, MT 59718.

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Right from the pasture, home, and office



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- 1. Easy to get started:** Import your ASA herd inventory, including active animals, weights, EPDs, 3-gen pedigrees.
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P B SIMMENTAL

SFG *Cowboy Logic* D627



HOMOZYGOUS BLACK
HOMOZYGOUS POLLED

Triple C Singletary S3H
Sire: CCR Cowboy Cut 5048Z
CCR Ms 4045 Time 7322T

MCM Top Grade 018X
Dam: SFG Queen B01
SFG Queen Z11

ASA# 3208956
PBSM

	Direct					Maternal					Carcass						\$Index	
Trait	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	15.0	0.5	74.6	107.6	.21	11.2	32.4	69.7	5.4	12.7	34.2	-.20	.40	-.026	.72	-.48	137.4	85.2
%	5	25	10	15	10	25	1	1		20	25	10				2	20	1

SEMEN: \$40/unit

Semen available through owners:

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701.866.4402
bhawkins4h@hotmail.com

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Jeff Johnson
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He's got a simple solution for just about anything!

PERSONNEL PROFILES

This monthly series aims to personalize ASA's staff and connect faces with names and responsibilities.



The Kemp family, left to right: Tyler, Bailey, Nicky, and Chip.

Chip Kemp

Chip Kemp began working for ASA in 2015, and now serves as the Director of ASA and IGS Commercial and Industry Operations. Kemp graduated from the University of Missouri, where his undergraduate advisor, Dr. Jerry Lipsey, former EVP, ASA, became an extremely important mentor. Kemp went on to teach Animal Science at “Mizzou”, and eventually discussed working for ASA with Dr. Wade Shafer. Kemp now cites the Association’s “empowerment and impact” as reasons he enjoys his occupation.

Kemp and his wife, Nicky, have two grown kids, Tyler and Bailey — the entire

family received their college education at Mizzou. Tyler now owns MK Machining, a firm focused on shooting sports, and Bailey, recently married, works with youth livestock groups, for her and her husband Zac’s business Stock Show Outfitters, and on occasion, judges swine shows with her dad. Nicky is the Assistant Superintendent for their rural school district, and grew up in the same small town as her husband. In their free time, they enjoy taking their fifth wheel everywhere they can, and often to watch friends and family show livestock.

Luke Bowman

Luke Bowman began working for ASA in 2016, serving as the Director of Member and Progress Through Performance (PTP) Operations. Bowman grew up in Indiana, graduating from Purdue University with a degree in Agricultural Education. He went on to teach high school agriculture for five years. Bowman also consulted at bull sales and was recruited by Select Sires to train staff on beef cattle breeding and genetic evaluation.

This led to dealing with breed associations and attending several

association membership animal breeding conferences. Bowman had long wanted to work for a beef breed association to fulfill his passion for teaching people how to breed more profitable cattle. This piqued his interest in the science efforts of ASA, and he made a point to tell Dr. Wade Shafer that he wanted to know when a position at ASA opened up. Bowman has two kids, Oscar (4) and Georgia (2), who he loves teaching about animals and nature.



Bowman and his kids, Georgia and Oscar.



Platts roping on her favorite horse, Cougar.

Lilly Platts

Lilly Platts has been with ASA for just over a year, working both in the processing department and for ASA Publications. She currently focuses on general processing, DNA services, editorial, and proofing. Platts is a fifth generation Gallatin County native, graduating from Montana State University with a B.A. in English writing and a minor in agricultural business. She grew up on a small ranch, where her parents ran commercial Red Angus cows, and worked for a large commercial Angus operation, the CA, which runs 1,500 pairs. She continues her involvement

with the CA Ranch, and enjoys helping them brand and move cattle in the spring and fall.

Platts also shows reined cow horses and starts colts in her free time. In addition to agriculture, Platts plays fiddle for a country western band, Sam Platts and the Great Plainsmen, helps with the business side of the band, manages social media and communications for several groups and businesses, and writes freelance material. She and her husband, Sam, enjoy hanging out with their herd of dogs and playing music together. ♦

HPF QUANTUM LEAP 2952



QUANTUM LEAP

YOUR HERD IN THE DIRECTION OF PERFECTION!

	CE	BW	WW	YW	MCE	Milk	\$API	\$TI
EPD	14	.3	62	89	12	19	128	70
%	15	20			20		35	

EPDs as of 1.2.18

ASA#: 2649657 • Homozygous Polled • Heterozygous Black
 Sire: HTP/SVF Duracell • Dam: RP/MP Right to Love 015U



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

Quantum Leap was a champion bull at nearly every major show in 2014 and 2015! Now, his first progeny are the result of the eye-appeal, body-capacity, and structural soundness that he is dominantly transmitting!

Owners: Circle M Farms and Rocking P

QUANTUM LEAP "LIT UP" THE 2017 AJSA NATIONAL CLASSIC!



Grand Champion Bred and Owned Percentage Cow Calf Pair – exhibited by Brooklyn Vurden.



Reserve Grand Champion Bred and Owned Percentage Female – exhibited by AK Phillips.



Grand Champion Bred and Owned Purebred Female – exhibited by AK Phillips.



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



CMFM Time to Shine 99D, Champion at 2017 Simmental Sweepstakes Junior Show.

Semen - \$50
5 ml sexed female - \$200

CATTLE Visions

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Fort Worth Stock Show National SimGenetics Show

Date: January 28, 2018
Location: Fort Worth, TX
Judge: John Rayfield, Lubbock, TX

Editor's Note: PTP data for the Open Show is listed in the following order: Scrotal Circumference on older bulls, Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Stayability EPD, Yield Grade EPD, Marbling EPD, \$API, \$TI.

EPDs as of 1.19.18

Open Show Percentage Females

Calf Champion

"S&S Stylin Honey 733E," s. by Silveiras Style 9303, exh. by Sara Sullivan, Dunlap, IA. 12.5/54/86/4.3/41/8.5/-.09/.38/121/65



Reserve Calf Champion

"UDE Flossy 27E," s. by TLLC One Eyed Jack, exh. by Amelia Miller, Breckenridge, TX. 3.2/54/75/-.6/42/2/-.30/.20/83/57

Intermediate Champion

"Rocking P Blackcap D682," s. by HPF Quantum Leap Z952, exh. by A.K. Phillips, Maysville, KY. 11.1/64/96/9.3/51/9.1/-.16/.30/120/69

Reserve Intermediate Champion

"SJW Arkdale Pride 678D," s. by FHEN Halftime A127, exh. by Sara Sullivan, Dunlap, IA. 9.2/65/106/5.3/51/8.2/-.07/.35/119/70



Grand Champion and Junior Champion

"SJW Yolanda 641D," s. by FHEN Halftime A127, exh. by Anne Dameron, Towanda, IL. 13.4/60/91/5.8/52/13.6/-.14/.32/132/68



Reserve Grand Champion and Reserve Junior Champion

"MMR Yolanda," s. by FHEN Halftime A127, exh. by Mark Moriondo, Mt. Vernon, MO. 13.4/60/91/5.8/52/13.6/-.14/.32/132/68

Senior Champion

"Princess Leah," s. by Smith Prince Charming, exh. by Jacob Friedrich, Zabcikville, TX. 6.1/77/101/7.3/55/7.9/-.26/-.04/104/71

Percentage Bulls



Reserve Grand Champion and Calf Champion

"Volk Currency E69 CC," s. by SC Pay The Price C11, exh. by Elmore Cattle Services and Graham Cattle, Waukomis, OK. 9.7/49/78/5/42/6.5/-.22/.53/115/63

Reserve Calf Champion

"Hagan Harambe 100E," s. by TL Bottomline, exh. by Hagan Cattle Company, Yoakum, TX. 8.8/65/89/5.3/50/-.05/.28/103/65

Intermediate Champion

"DAJS Flatliner 124," s. by SVF Steel Force S701, exh. by Katy Satree, Montague, TX. 42/10.8/56/90/5.7/44/3.8/-.13/.29/108/65

Reserve Intermediate Champion

"MR BHB Kong Z4E," s. by HPF Quantum Leap Z952, exh. by Brooklyn Burden, El Reno, OK. 43/10.8/59/88/5.8/48/-.29/.23/107/64



Junior Champion

"Lakeith 601D," s. by WS A Step Up X27, exh. by Sublette Cattle Company, Lindsay, OK. 44.5/8.3/50/66/3/36/8.4/-.39/.10/100/56

Reserve Junior Champion

"SJCC Darwin D017," s. by LLSF Uprising Z925, exh. by Southern Jewel Cattle Company, Victoria, TX. 42/7.6/75/111/7/58/6.7/-.18/.17/115/75



Grand Champion and Senior Champion

"Rocking P Die Hard C060," s. by HPF Quantum Leap Z952, exh. by Rocking P Livestock, Maysville, KY. 45/8.1/59/96/7.3/50/11.4/-.16/.07/106/59

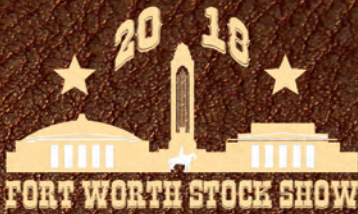
Groups

Get-of-Sire

Exh. by M R Cattle, Madill, OK.

Best Three Head

Exh. by M R Cattle, Madill, OK.



Purebred Females



Calf Champion

"FBFS Exclamation 045E,"
s. by JSSC Wide Body 090W,
exh. by Kaylee McInvale, Lockney, TX.
10.3/65/96/7.4/53/10.2/- .34/- .07/112/66

Reserve Calf Champion

"SFI Now U See Me E13X,"
s. by CCLT Alliance 91C,
exh. by Maddy Udell, Sioux City, IA.
6.4/53/71/7.2/52/13.6/- .30/.11/114/60



Reserve Grand Champion and Intermediate Champion

"Peine/GS Rosie 677D," s. by LLSF Addiction
AY792, exh. by Sara Sullivan, Dunlap, IA.
10/61/93/8.7/52/8.2/- .34/.23/121/71



Reserve Intermediate Champion

"Lambert Reba 642D,"
s. by CSCX Bandwagon 513A,
exh. by Hunter Norman, Sasakwa, OK.
6.8/69/102/3.1/50/6.7/- .24/.32/121/76



Grand Champion and Junior Champion

"DMCC Destiny 22D,"
s. by Yardley High Regard W242,
exh. by Abby Wood, Leavenworth, KS.
1.7/55/74/5.7/51/8.5/- .31/- .20/83/54

Reserve Junior Champion

"LFCC Lady K D4055," s. by MR Hoc Broker,
exh. by Lane Hagan, Yoakum, TX.
1.2/61/87/4.3/46/11.6/- .29/- .16/90/55



Senior Champion

"HPF/AF/B&K/Alley C430,"
s. by RGRS SRG Two Step 20Z ET,
exh. by Kydie Jo Smith, Lindsay, OK.
8.4/62/86/8.3/45/6.5/- .27/.06/104/65



Reserve Senior Champion

"Sheza Looker Lexi C704,"
s. by WLE Swagger Y770,
exh. by Michael Moffitt, Pattison, TX.
12.6/51/70/8.1/41/9.3/- .28/.14/117/62

Bulls



Calf Champion

"RRF Pays To Love E777,"
s. by LLSF Pays To Believe ZU194,
exh. by Red River Farms, Blythe, CA.
8.3/64/97/1.5/45/8.3/- .22/.28/122/72

Reserve Calf Champion

"OBR I'll Be E12,"
s. by MR TR Hammer 308A ET,
exh. by The Outback Ranch, Millican, TX.
2.8/75/116/4.5/54/7.8/- .30/- .03/101/69

Intermediate Champion

"JSSC 015B Ben 635D," s. by FBFS Ben 015B,
exh. by Seale Show Cattle, San Augustine, TX.
46/5.8/64/94/1.9/51/10.5/- .31/.09/111/66



Reserve Intermediate Champion

"CMFM Icon Don 929D,"
s. by Harkers Icon,
exh. by 2D Farms Inc., Aubrey, TX.
42/10.2/58/75/6.1/46/11.4/- .28/.08/116/63

Junior Champion

"SJCC Downtown D022,"
s. by HPF Quantum Leap Z952, exh. by
Southern Jewel Cattle Company, Victoria, TX.
49/10.7/61/85/5.5/50/9.8/- .24/.21/124/70

(Continued on page 70)



Purebred Bulls (Continued)



Grand Champion and Senior Champion
 "GSC GCCO Dew North 102C,"
 s. by HTP/SVF Duracell T52, exh. by
 Glacier Cattle Company, Crandon, WI.
 43/14.8/61/81/11.8/46/10.3/-35/.05/122/67



Reserve Grand Champion
and Reserve Senior Champion
 "CMFM Crossroads 224C," s. by HTP/SVF
 Duracell T52, exh. by Berlowitz Cattle and
 The Crossroads Group, Cushing, OK.
 42/14.2/59/82/9.7/48/12.2/-32/.07/125/66

Groups

Produce-of-Dam
 Exh. by Ryleigh Whitaker, Ranger, TX.

Simbrah Females



Grand Champion
 "LMC SSC Yolanda 5D/83,"
 s. by LN LMC 12th Man Y238,
 exh. by Madison Culpepper, Gonzales, TX.
 5.5/72/101/8.3/54/3.6/-25/.01/83/62



Reserve Grand Champion
 "Hagan Merryfield Belle,"
 s. by Hagan Dinero 5B,
 exh. by Miranda Skaggs, Bryan, TX.
 1.8/67/91/6.1/52/7.4/-19/.00/83/58

Simbrah Bulls



Grand Champion
 "Hagan Skaggs Fearless,"
 s. by Hagan American Chopper,
 exh. by Miranda Skaggs and
 Hagan Cattle Company, Yoakum, TX.
 -.6/59/82/4.6/46/5.3/-22/.03/73/52



Reserve Grand Champion
 "LMC 6G Golden boy D611,"
 s. by LMC Justice 5Y/127,
 exh. by Graceann Mullins, Golden, TX.
 1/64/91/5.6/50/3.6/-18/-02/71/55

The Cowtown Classic National Simmental Sale

January 27, 2018 • Fort Worth, TX

No.	Category	Average
34	Live Lots	\$11,598
1	Pick of the Fall Calf Crop	\$20,000
4	Flush Opportunities	\$4,625
33	Embryo Packages	\$728/Embryo
13	Semen Packages	\$376/Unit
8	Wide Body IVF Slots	\$750/Slot

Auctioneers: Jered Shipman, TX;
 and Bruce Miller, TX

Sale Manager: Innovation AgMarketing, LLC,
 KS; and Cattle In Demand, LLC, GA.

High-Selling Lots:

\$120,000 – 1/2 interest in, "KCC1 Exclusive,"
 cons. by Kearns Cattle Company,
 sold to Wiles Land and Cattle, NE.

\$35,000 – "SWC TO Everything Nice,"
 cons. by SWC and Terry Ohlde,
 sold to Hilbrands Simmentals, MN.

\$21,000 – 1/2 interest in, "RWA Distinction
 ET," cons. by Griswold Cattle Company,
 sold to Dusty Collum, OK.

\$20,000 – Pick of the Fall Crop,
 cons. by Werning Cattle Company,
 sold to Lazy SB, TX.

\$18,000 – "SWC Dylan K 330D,"
 cons. by Sarah Armitage,
 sold to Superior Simmentals, UT.



Inside the sale facility. ♦



2018 BULL SALE Performance WITH CLASS

Saturday at 5:00 pm
April 28th

Simmental,
SimAngus™
& Angus
Cattle

Waverly Livestock Auction • 2212 5th Avenue NW, Waverly, IA
65 Performance Tested Bulls with Complete Ultrasound
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SimAngus™
Herd Bull
Prospect

HL RIO D010

Sired by WDS-GLS Rio 116ET



3/4 SM
Herd Bull
Prospect

HL GNG E110

Sired by K-LER Guts & Glory 304A



3/4 SM
Herd Bull
Prospect

HL FAT BUTT E435

Sired by Flying B Cut Above



PB SM
Herd Bull
Prospect

HL GNG E73

Sired by K-ER Guts & Glory 304A



PB SM
Herd Bull
Prospect

HL BOUNTY D3

Sired by Hooks Bounty 6B



PB SM
Herd Bull
Prospect

HL FAST MONEY OE171

Sired by Hooks Fast Money 67C



PB SM
Bred to GRS
Substance
B405

HL MS. AUTHORITY OD107

Sired by CDI Authority 77X



SimAngus™
Bred to
Daddy's
Money

HL MS. LNL D611

Sired by W/C Lock N Load 8454B



Strong Age
Bulls like
this sell!

HL KABOOM D746

Sired by HL Kaboom 455S

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SALE RESULTS

The Magnolia Classic

October 28, 2017 • Starkville, MS

No.	Category	Average
2	Bred Pairs	\$3,700
4	Open SimAngus™ Heifers	2,440
8	Open Pairs	3,010
5	Full Fleckvieh Bulls	4,160
1	Bred Full Fleckvieh Cow	2,300
28	Bred Full Fleckvieh Heifers	4,230
1	Bred Simbrah Heifer	3,700
13	Open Full Fleckvieh Heifers	3,350
2	Three N Ones	2,950
64	Lots	\$3,686

Auctioneer: Dan Skeels, AB
Representing ASA: Jimmy Holliman

High-Selling Lots

- \$10,000** – “Rugged R Erica 6056D,” s. by FSS Maximus, sold to Jensen Simmentals, Osawatomie, KS.
- \$8,000** – “BHR Divine SA D266,” s. by BHR Imperial A855, sold to Lonestar Farms, Westlock, AB.
- \$6,200** – “Little Creek Claire C536,” s. by Little Creek Express, sold to Rocking R Farm, Bera, KY.
- \$6,000** – “Miss CJ D502,” s. by Outback of Double Bar D, sold to Old Magnolia Farm, Greenville AL.
- \$5,000** – “Little Creek Carson C509,” s. by Little Creek Xpress 840X, sold to Deer Creek Farm, Theodore, AL.



(L-R) Trustee Randy Moody, Dr. Mikell Davis and Trustee Fred Schuetze.



Dr. Mikell Davis welcomes the crowd.

Southern Cattle Company Bull Sale

December 9, 2017 • Marianna, Florida

No.	Category	Average
76	Bulls	\$3,498

Auctioneer: Andrew Conley, GA
Sale Manager: Marty Ropp, Allied Genetic Resources, Normal, IL
Representing ASA: Jimmy Holliman

High-Selling Lots:

- \$7,000** – “SCC GW Due North 569D,” s. by TFS Due North 2659Z, sold to Brigham Cattle Company.
- \$6,750** – “Southern Lock N Load 2091D,” s. by Remington Lock N Load 54U, sold to Craig Gana.
- \$6,000** – “SCC NR225Z,” s. by J Bar J Nightride 225Z, sold to PD Davis and Sons.
- \$5,000** – “SCC GW Carry On 576D,” s. by GW Carry On Z0219, sold to M&M Farms.
- \$5,000** – “SFG3 NF455W,” s. by S. by GW No Fault 455W, sold to Justin Williams.
- \$5,000** – “SFG3 JO30Z,” s. by Leachman Prophet J030Z, sold to Andy Williams.

Comments: 16 Angus bulls sold at an average of \$4,103; 17 Brangus bull sold at an average of \$3,312; 19 Charolais bulls sold at an average of \$4,734, 13 Hereford bulls sold at an average of \$4,031, five Red Angus bulls sold at an average of \$3,300; and 44 Commercial Breds/Pairs sold at an average of \$1,848.



Owner, John Downs welcomes the crowd.



Ken Stewart discusses the sale offering.



Mary Ropp (l) and John Downs visit.

Double J Farms' 44th Annual Bid Off Simmental Bull Sale

January 27, 2018 • Garretson, SD

No.	Category	Average
53	Bulls	\$4,986

Auctioneer: Dan Clark, SD
Marketing Representatives: Ted Souvignier and Phil Eggers
Representing ASA: Colton Buus

High-Selling Lots:

- \$10,000** – PB SM “E788,” s. by Boise, sold to Tim Ishee MS.
- \$9,250** – PB SM “E759,” s. by BCLR Cash Flow, sold to Dakota Simmental, SD.
- \$9,250** – PB SM “E728,” s. by Hook’s Broadway, sold to Gilliland Livestock & Robben Cattle, CA.
- \$8,250** – “E757,” s. by Hook’s Broadway, sold to Hammer Cattle Co, SD.

Comments: Double J Farms hosted one of their largest crowds ever, and the phone and absentee bidding was strong for this year’s sale. The sale offering included many purebred and percentage bulls, black and red. Cattle sold to CA, IA, MN, MS, ND, NE and SD.



The auction block.



Good crowd on hand.

Forster Farms 39th Annual Simmental and SimAngus™ Production Sale

January 27, 2018 • Smithfield, NE

Category	Average
Yearling Bulls	\$3,586
Bred Females	\$2,073

High-Selling Lots:

- \$7,250** – Bull, “FF Cowboy Cut E1018,” s. by CCR Cowboy Cut, sold to Gene Goodenburger, Trenton.
- \$6,750** – Bull, “FF Graduate E876,” s. by SDSU Graduate, sold to Steve Kopf of Lexington.
- \$6,600** – Bull, “FF Master E1239,” s. by CCR Graduate 0043B, sold to Rod Kopf, Lexington.
- \$6,500** – Bull, “FF Cowboy E956,” s. by CCR Cowboy Cut, sold to Wheeler Land and Cattle, WY.
- \$6,500** – “FF Absolute E1323,” s. by Bennett Absolute, sold to 66 Rancy, Valentine.
- \$2,500** – Female, “FF Ms. Master D711” s. by CCR Graduate 0043B, sold to Kelsey Evans, Elwood.
- \$2,500** – Female, “FF Ms. Style D957,” s. by Felt Silveiras Style 234Y, sold to Kevin Hilker, Arapahoe.
- \$2,500** – Female, “FF Ms. Shooter D1357,” s. by TJ Sharp Shooter, sold to Scot Breinig, Arapahoe.

Volume Bull Buyer: Brent Nash, Cimarron, KS.

J&C Simmentals 23rd Annual Bull Sale

January 27, 2018 • West Point, NE

No.	Category	Average
143	Bulls	\$3,200
9	Breds	2,600
18	Open Heifers	1,690
170	Total Lots	\$3,008

Auctioneer: Jon Schaben, IA

Marketing Representatives: Chris Beutler, Midwest Messenger; Tom Rooney, Midwest Marketer; J. W. Brune, Special Assignment.

Representing ASA: Michael Dikeman

Volume Buyer: Kyle Lewis, Lewis Farms LLC, Hastings OK.

Comments: Guest consignors included: Sloup Simmentals, Handsaker Simmentals, Alvie Bender Simmentals, Zeis Simmentals, BADJ Cattle Co., 102 River Ridge Cattle Co., Trennepohl Farms, Phelps Farms, CRR Simmentals, BF Black Simmentals, and Riley Farms. There was a “standing room only” crowd at the 23rd Annual J & C Simmentals Bull and Female sale. Cattle were sold into nine states. 143 bulls, 18 open heifers, and nine bred heifers were offered for sale.



Customers visiting prior to the sale.



Looking over the offering.



Capacity crowd.



Jon Schaben addressing the crowd from the auction block.

Reck Brothers-N-Sons Genetic Advantage Sale

January 28, 2018 • Blakesburg, IA

No.	Category	Average
33	SM and SimInfluenced Bulls	\$3,120
26	SM and SimInfluenced Bred	4,000
4	SM and SimInfluenced Opens	6,050
63	Total SM and SimInfluenced Lots	\$3,654

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Chance Ujzdowski (EE), WI; Tom Rooney, AgriMedia, IA; Mike Sorenson, *Livestock Plus*, IA; Kenny Bremer, IA; Kendall Bremer, IA; Willie Wies, IA; and Amanda Eberspacher-Hilbrands, *LiveAuctions.TV.*, MN.

High-Selling Lots:

- \$9,100** – Open Female, “RBS Ursela E757,” s. by W/C Loaded Up 1119Y, sold to Collin Laplant, Binford, ND.
- \$8,650** – Bred Female, “RBS Diamond’s Lady D624,” s. by RBS Raining Diamonds, bred to WLE Uno Mas X549, sold to Brandon Reed, Ottumwa.
- \$6,500** – Bred Female, “RBS D618,” s. by W/C Lock Down 206Z, bred to W/C Executive Order 8543B, sold to Les Veldhuzen, Oskaloosa.
- \$6,500** – Open Female, “RBS You’re Right E754,” s. by Mr. HOC Broker, sold to Shasta Mood, Maxwell.
- \$6,100** – Bred Female, “RBS Dorothy D646,” s. by RBS B831, bred to WLE Uno Mas X549, sold to Ray Johnson, Monmouth, IL.
- \$6,000** – Bred Female, “RBS D671,” s. by RBS Raining Diamonds, bred to WLE Uno Mas X549, sold to Jessica Wurzer, Waucoma.
- \$5,900** – Bred Female, “RBS D602,” s. by W/C Lock Down 206Z, bred to W/C Executive Order 8543B, sold to Ray Johnson, Monmouth, IL.
- \$5,800** – Bull, “RBS Raining Diamonds E202,” s. by RBS Raining Diamonds, sold to Nathan Upah, Clutier.



The Reck family did a great job on their first production sale.

(Continued on page 74)

SALE RESULTS

Reck Brothers-N-Sons Sale (Continued)



Gabe Burton (right) with Scott Sandeen, Tom Glosser and Joel Edge.



Mother/daughter duo Cathy and Paige Reck listen to opening comments from the Reck family.

Stavick Simmental Bull Sale

February 1, 2018 • Aberdeen, SD

No.	Category	Average
61	Bulls	\$5,582
28	Open Females	1,514
89	Total Lots	\$4,302

Auctioneer: Tracy Harl, NE

Marketing Representatives: Luke Keller, Jeff Thomas, and Jeff Kapperman

Representing ASA: Colton Buus

High-Selling Lots:

- \$12,500** – Bull, “STAV Hoss 66E,” s. by WINC Hoss 562C, sold to Mark Beck, SD.
- \$10,000** – Bull, “STAV Premium Luck 56E,” s. by GW Premium Luck 889A, sold to Paul Friske, SD.
- \$9,500** – Bull, “STAV King of Clubs 87E,” s. by STAV King of Clubs 106Y, sold to Tracy Burgod, SD.
- \$9,000** – Bull, “STAV Crossfit 51E,” s. by TJ Crossfit 570C, sold to Andrew Aesoph, SD.
- \$8,750** – Bull, “STAV Unified 55E” s. by TNT BCR Unified B203, sold to Curt Penfield, SD.
- \$1,900** – Open Female, “STAV Makers Mark 731E,” s. by TJ Makers Mark 215Y, sold to Beggers Diamond V Ranch, MT.

Comments: Both red and black SimGenetics were showcased at this year’s sale. This was the first year they offered open replacement females and offered breeding and backgrounding options to the buyers.



Looking over the offering.



Inside the sale facility.

Turn In Bull Sale

February 3, 2018 • Sioux Center, IA

Auctioneer: Matt Lowery, NE

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Alex Atchison, Midwest Marketer

High-Selling Lots:

- \$4,500** – Cow Calf Pair, “CLO Diva Dew 653X,” s. by HTP SVF In Dew Time; Heifer Calf s. by STF Huckleberry, cons. by Sloup Simmentals, sold to Joe Robertson, MS.

\$3,300 – Bull, “HLTS Select D629,” s. by LMF Revenue, cons. by Hilltop Simmentals, sold to Sharon Van De Stroet, SD.

\$3,200 – Bull, “SS Extraordinaire,” s. by Remington Lock N Load, cons. by Sloup Simmentals, sold to Carl Leuthold, MN.

\$3,000 – Bull, “SS Investment,” s. by HTP SVF In Dew Time, cons. by Sloup Simmentals, sold to Welsh Simmental, KY.



Jaron Van Beek and Craig Laackmann, Hilltop Simmentals, visit with past bull buyers.



A strong crowd was on hand.



Buyers inspecting the sale offering.



Auctioneer Matt Lowery visits with buyer Gerald Schrog post-sale.

Blue River Gang’s 36th Annual Sale

February 4, 2018 • Rising City, NE

No.	Category	Average
23	SM and SimInfluenced Bulls	\$4,887
6	SM and SimInfluenced Pairs	3,483
9	SM Bred Females	2,678
23	SM Open Females	2,648
61	SM and SimInfluenced Lots	\$3,579

Auctioneer: Russ Moravec, NE

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), Chris Beutler, AgriMedia, NE; Quentin Smola, NE; Kent Jaecke, OK; Kelvin Jorgenson, NE; Troy Meysenberg, NE; Drew Feller, Angus Association, NE; Myron Benes, NE; and Mariah Miller, LiveAuctions.TV, IA.

High-Selling Lots:

- \$8,000** – Bull, “Ruth Mr. E4-4 E44,” s. by LLSF Uprising Z925, cons. by Ruth Simmentals, sold to Flying K Simmental, Gothenburg.
- \$7,000** – Open Female, “Ruth Ms. E162,” s. by Remington Lock N Load 54U, cons. by Ruth Simmentals, sold to Amber Staab, Ord.
- \$6,250** – Open Female, “NABE Patty E28,” s. by EK Dew It Brilliant C501, cons. by Naber Farms, sold to JR Lewis, Iola, KS.
- \$5,750** – Bull, “Ruth Mr. E104,” s. by LLSF Uprising Z925, cons. by Ruth Simmentals, sold to Doug Tonniges, Gresham.
- \$5,500** – Bull, “Ruth Mr. E93,” s. by Triple C Bettis S72J, cons. by Ruth Simmentals, sold to D&R Farms, Inc., Ulysses.
- \$5,500** – Bull, “Ruth Mr. E121,” s. by BF The Judge, cons. by Ruth Simmentals, sold Ferris Ag inc., Central City.
- \$5,500** – Bull, “Ruth Mr. E28,” s. by Felt Command 23C, cons. by Ruth Simmentals, sold to Rushkamp Farms, Dodge.

(Continued on page 76)



STF/DSF Brimstone

EC70

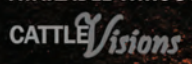


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SALE RESULTS

Blue River Sale (Continued)

Comments: Also selling were eight Angus Bulls at an average of \$5,913; five Angus Pairs at an average of \$4,350; six Angus Bred Females at an average of \$2,683; three Angus Open Females at an average of \$4,083; and six Commercial Bred Females at an average of \$2,033. The Blue River Gang includes: Ruth Simmentals, Mackovicka Angus, Mach Simmentals, Naber Farms and BADJ Cattle Company.



Eric Pospisel, Pospisel Cattle, selected a new herd sire.



The sale offering enjoyed the sunshine despite the frigid temps.



Sale consultant Quentin Smola working hard on the phone.



Standing-room only despite the cold temps.



Justin Hart discuss the bulls with Barry Emmons, MT.



Travis Hart welcomes the crowd as Tracy Harl awaits for his turn at the microphone.



To show appreciation to their customers, Hart offered an open heifer to their buyers, and Heather Mehlhaff was the lucky winner. L-R: Pictured Kerry Hart, Heather, Travis Hart and Justin Hart.



Long-time customer John Berdo (left) and Jeff Bohr once again took Hart genetics to Iowa.

Hart Simmentals Power Bull Sale

February 8, 2018 • Frederick, SD

No.	Category	Average
86	SM Bulls	\$6,122

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Donnie Leddy, *Cattle Business Weekly*, SD; Jeff Kapperman, *TriState Neighbor*, SD; and Chris Effling, *Tri-State Livestock*, SD.

High-Selling Lots:

- \$19,000** – “Hart Prime 017E,” s. by BBS True Justice B10, sold to Emmons Ranch, Olive, MT.
- \$14,000** – “Hart 102E,” s. by GLS Integrate Z3,” sold to Ashworth Farm and Ranch, Oungre, SK.
- \$14,000** – “Hart Hitman 184E,” s. by DKSR Hollow Point C66, sold to Semex, ON; and Crossroads Farms, Shell Lake, SK.
- \$12,000** – “Hart Burlington 087E,” s. by GLS Integrate Z3, sold to 6H Ranch, Ashley, ND.
- \$11,500** – “Hart Double Shot 096E,” s. by JBS Single Shot 601C, sold to Bucky Kukla, Kildeer, ND.
- \$11,000** – “Hart 243E,” s. by Welsh’s Warsaw 312Z, sold to CK Cattle, Highmore.
- \$11,000** – “Hart Sling Shot 135E,” s. by JBS Single Shot 601C, sold to Tracy Burgod, Ipswich.
- \$10,500** – “Hart Weaver 088E,” s. by BBS True Justice B10, sold to Todd O’Brayn, Kyle.

Volume Buyers: Stoddard Ranch, Broadus, MT; and Gilliland Livestock, Davis, CA.

Lassle Ranch Simmentals 25th Annual Bull Sale

February 8, 2019 • Glendive, MT

No.	Category	Average
22	PB SM Bulls	\$5,565
19	¾ SM Bulls	3,474
69	⅝ and ½ SM Bulls	5,148
110	Bulls	\$5,059
1	Proven Donor	\$10,000

Auctioneer: Roger Jacobs, MT

High-Selling Lots:

- \$16,000** – ½ SM ½ AN, “LRS 437E,” s. by SAV Resource 1441, sold to Rick Gross, ND.
- \$15,000** – ½ SM ½ AN, “LRS 102E,” s. by Connealy Capitalist 028, sold to Daniel Hebert & Brandon Fortenberry, MS.
- \$13,000** – PB SM, “LRS 328E,” s. by CCR Gravity 9064A, sold to Kenner Simmentals, ND.
- \$11,000** – PB SM, “LRS 218E,” s. by LRS A Plus 219A, sold to Tom Tuhy, ND.
- \$10,500** – ½ SM ½ AN, “LRS 935E,” s. by Connealy Capitalist 028, sold to Kelly Froelich, ND.
- \$10,500** – ½ SM ½ AN, “LRS 308E,” s. by LRS Iconic 303C, sold to Perhus Brothers, ND.
- \$10,000** – PB SM, “LRS 120E,” s. by LRS A Plus 219A, sold to Genex Beef & Kelly Froelich, ND.

Volume Buyers: Singleton Farms, MT; Perhus Brothers, ND; and Log Cabin Ranch, MT.


Comments: Bulls sold into MS, MT, ND, NE, WA, WI, WV and WY.



Cold, snowy weather on sale day.

(Continued on page 78)

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SALE RESULTS

Lassle Ranch Sale (Continued)



Looking over the offering.



Inside the sale facility.

Bata Brothers/Bell Family 21st Annual Production Sale

February 9, 2018 • Rugby, ND

No.	Category	Average
36	Bata Brothers SM Bulls	\$5,292
16	Bell Family SM Bulls	4,484
52	Yearling Bulls	\$5,043
10	Bata Brothers Bred SM Heifers	\$2,685
5	Bell Family Bred SM Heifers	2,120
15	Bred Heifers	\$2,497

Auctioneer: Joe Goggins, Billings, MT

Sale Representatives: Jeff Thomas, *Farm and Ranch Guide*; Todd Finke, Special Assignment; and Jackie Oelke, DV Auction.

Representing ASA: Russ Danielson

High Selling Lots:

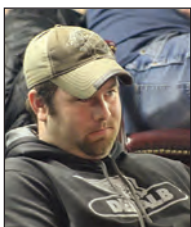
- \$13,000** – PB Yearling Bull, “BBS Riddler E17,” s. by LFE Riddler 323B, sold to Chris Fettig, Tappen.
- \$11,000** – PB Yearling Bull, “BBS ABE E86,” s. by RFS Lincoln Z95, sold to Robert Ellingson, Britton, SD.
- \$10,500** – PB Yearling Bull, “BBS Riddler E46,” Purebred s. by LFE Riddler 323B, sold to Robert Ellingson, Britton, SD.
- \$10,000** – PB Yearling Bull, “BBS Grand Slam E77,” s. by Spring Creek Grand Slam, sold to Robert Ellingson, Britton, SD.
- \$7,000** – PB Yearling Bull, “BBS Batter Up E75,” s. by Spring Creek Grand Slam, sold to Robert Ellingson, Britton, SD.
- \$6,250** – PB Yearling Bull, “Bell Odin E45,” s. by OLF Odin Z19, sold to Cory Atkinson, Rugby.
- \$6,000** – PB Yearling Bull, “Bell True Justice E19,” s. by BBS True Justice B10, sold to Cory Atkinson, Rugby.
- \$3,500** – PB Bred Heifer, “BBS Lincoln D35,” s. by RFS Lincoln Z95, sold to Kelly Hoffart, Rugby.



Larry Martin, Twin Bridges, MT, and Joe Bata view sale bulls on a -22 degree day.



Mark Bata and Auctioneer, Joe Goggins during pre-sale remarks.



Chris Fettig, Tappen, purchased the high-selling bull.



Robert Ellingson, Britton, SD, purchased four high-selling bulls.

TNT Simmentals' 33rd Annual Bull Sale

February 9, 2018 • Almont, ND

No.	Category	Average
105	Bulls	\$7,236

Auctioneer: Marlin Kapp, ND

Sales Representatives: Rocky Forseth, Alex Acheson, Kirby Goettsch, Scott Ressler and Tony Heins.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$17,000** – Black ¾ SM ¼ AN, s. by CCR Wide Range 9005A, sold to Black Tie Simmentals, Kindred.
- \$16,500** – Black ¾ SM ¼ AN, s. by WBF Significant B132, sold to Don Zimbleman, Fullerton.
- \$15,000** – Red 5/8 SM 3/8 Red AN, s. by TNT Whisky River B298, sold to Chase Trautmann, Robinson.
- \$14,500** – Black PB SM, s. by WBF Significant B132, sold to Bobby Steichen, Tuttle.
- \$14,000** – Red 5/8 SM 3/8 Red AN, s. by TNT Whisky River B298, sold to Chase Trautmann, Robinson.
- \$13,000** – Black ¾ SM ¼ AN, s. by TNT BCR Unified B203, sold to Ken Adair, Brownfield, AB.
- \$12,000** – Black PB SM, s. by NPS Status C186, sold to Ed Fischbach, Mellette, SD.

Volume Buyers: Joe Wagner, Brandon, MN; George Weiser, Leola, SD; George Benson, Sheyenne; and Tim and Holly Johnson, Litchville.

Comments: Over 90% of the bulls sold to repeat customers.

Grass-Lunning Bulls-Eye Bonanza Sale

February 10, 2018 • LeRoy, MN

No.	Category	Average
27	SM and SimInfluenced Bulls	\$4,091
28	SM and SimInfluenced Breds	2,984
18	SM and SimInfluenced Opens	2,295
73	Total SM and SimInfluenced Lots	\$3,223

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Chance Ujzdowski (EE) WI; Kelly Schmidt, MN; Amanda Eberspacher-Hilbrands (EE)/LiveAuctions.TV, MN; Mike Sorenson, *Livestock Plus*, IA; and Tom Rooney, AgriMedia, IA.

High-Selling Lots:

- \$10,000** – Bull, “GLS Easy Rider E1,” s. by GLS/JRB Cash Flow 163C, sold to Fohrman Family and Landon Forhrman, Dover.
- \$9,000** – Bull, “GLS El Salvador E24,” s. by CCR Cowboy Cut 5048Z, sold to Roger Haley, Waseca.
- \$5,750** – Bull, “GLS Emperor E19,” s. by GLS/JRB Cash Flow 163C, sold to James Earley, Wykoff.
- \$5,000** – Bred Female, “GLS Ms. Answer D101,” s. by GLS/WDZ Advisor Z441, bred to Felt Trump 318D, sold to Whitewater Creek, Waterville.
- \$4,750** – Bull, “GLS Electrify E85,” s. by WS Beef King W107, sold to James Earley, Wykoff.
- \$4,700** – Bull, “GLS El Diablo E86,” s. by Hook’s Broadway 11B, sold to Greg Myers, Kathryn, ND.
- \$4,500** – Bull, “GLS Explosion E12,” s. by CCR Cowboy Cut 5048Z, sold to James Bowers, Janesville.
- \$4,300** – Bull, “GLS New Direction E180 D180,” s. by GLS New Direction X184, sold to Gordon Gulbranson, Lanesboro.

(Continued on page 80)



RFG/K-LER ELEVATION 727E ASA# 3268058 PB SM
 • Top selling bull at the NWSS 2018 "The One" Sale
 • A purebred Simmental power bull with extreme numbers. Calving ease, eye appeal with real growth, and performance!



K-LER KINGSMAN 610D ASA# 3125337 5/8 SM 3/8 AN
 • Top selling bull at the NWSS 2017 "The One" Sale
 • A nearly perfect combination of EPD profile, genetic merit, unique pedigree power, structural soundness, and real-world functionality.



K-LER DASH OF CLASS 621D ASA# 3159435 3/4 SM
 • A complete package bull with style and power.
 • He's admired by many for his extreme length of body, great front end, and foot shape.



K-LER CASH FLOW 528C ASA# 3042933 PB SM
 • K-LER Cash Flow will breed power, structure, and phenotype
 • Calves are active and fancy at birth!



K-LER ARCHITECT 709E
 ASA# 3268068 1/2 SM 1/2 AN

PURCHASED BY
 SELECT SIRES. 1/2
 SIB TO K-LER
 KINGSMAN AND
 DASH OF CLASS



Chance

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 WELCOME!

BULLS FOR SALE
 PRIVATE TREATY
 FEATURING THESE
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 ST. CHARLES, MN 55972
 (5 MI N of I90 -ext 233)

K-LER

CATTLE COMPANY

WWW.KAEHLERCATTLE.COM
 KLERCATTLECO@GMAIL.COM

SALE RESULTS

Grass-Lunning Sale (Continued)

Comments: Also selling were seven Genetic Lots at an average of \$2,471.



Mike Sorenson, Livestock Plus, evaluated the bred heifer division.



The Mark Graner Family, Kellogg, MN, enjoyed the GLS hospitality.



Seth Kaehler, K-LER Simmentals and Scott Grass, JS Simmentals, made purchases.



Bob and Luke Grass make opening comments to the crowd.

Dixie National Simmental Sale

February 10, 2018 • Jackson, MS

No.	Category	Average
49	Total Lots	\$3,030

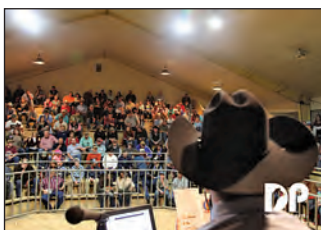
Auctioneer: Tommy Carper, IN

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Steven Bell, Larry Demuth and Mark Sims

High-Selling Lots:

- \$15,000** – Bred Female, “STCC/PPCC Precious Kitty,” s. by STCC Jack Around, bred to STCC Plymouth Rock, cons. by Trennepohl Family Farms and Prospect Cattle Co., sold to Dean Puderbaugh, PA.
- \$7,500** – Open Female, “BF 8543 Ms. United E19,” s. by W/C United, cons. by Boyd Farm, sold to J&W Simmental, AL.
- \$6,000** – Open Female, “B&K Knockout 125E,” s. by CCR Santa Fe, cons. by B&K, sold to Fenton Farms, MS.
- \$5,100** – Open Female, “DBLG Athena,” s. by WLE Uno Mas, cons. by Double G Simmentals, sold to Rolling Hills Farm, AR.
- \$4,600** – Open Female, “Southern Story E12 ET,” s. by Brown Super Star, cons. by Southern Cattle Company, sold to Michael Smith, TX.
- \$4,000** – Open Female, “DBLG Miss Sweetie E216,” s. by VSF Nixon, cons. by Double G Simmentals, sold to Mark and Ashly Tingle, MS.
- \$4,000** – Open Female, “3ACES Real Spice 207E,” s. by FCF Intuition, cons. by 3 Aces Cattle Co., sold to Destiny Angus, Farm, IL.
- \$4,000** – Open Female, “3BCC Lily Grace,” s. by W/C United, cons. by 3B Cattle Company, sold to David Baria, MS.



A standing room only crowd was again on hand.



Wayne Klein made the trip to Mississippi.



Cattle make their way through the ring at this year's Dixie National.



The Tingle family contemplating their next purchase.

Kenner Simmental Ranch 22nd Annual Sale

February 10, 2018 • Leeds, ND

No.	Category	Average
21	PB Black SM Bulls	\$5,143
45	SimAngus™ Bulls	4,778
33	PB Red SM Bulls	5,840
25	SimAngus Red Bulls	5,760
124	Total SimInfluenced Bulls	\$5,320
73	SimGenetic Bred Heifers	\$2,810

Auctioneer: Roger Jacobs, Billings, MT

Sale Representatives: Jeff Thomas, *The Praire Star*; Scott Ressler, ND Stockman's Association; Vern Frey, Special Assignment; Marty Ropp, Allied Genetic Resources; and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-selling Lots:

- \$12,000** – Black PB SM Bull, “KS Land Rover E57,” s. by GW-WBF Substance 820Y, sold to Joe Wagner, Brandon, MN.
- \$11,500** – Red ¾ SimAngus Bull, “KS Mr Commotion E236,” s. by GW Commotion 333B, sold to Double T Simmentals, Tim and Tam Clark, Turtle Lake.
- \$10,000** – Red PB SM Bull, “KS Imperial E898,” s. by BCLR ShamWow W611, sold to Westin Rebenitsch, Hazelton.
- \$9,500** – Red PB SM Bull, “BGL Beretta E179B,” s. by CDI Ambition 255C, sold to Oscar & Gloria Kleven, Maddock.
- \$8,500** – Black PB SM Bull, “KS Lexus E74,” s. by GW-WBF Substance 820Y, sold to Mandan Lake Simmental, Center.
- \$8,500** – Black ¾ SimAngus Bull, “KS Mustang E1323,” s. by GW Robust 605Z, sold to Flittie Ranch, Hosmer, SD.
- \$8,500** – Black ½ SimAngus Bull, “KS Jaguar E1150,” s. by TJ Sharper Image 809U, sold to Duane Steffan, Dickinson.
- \$8,500** – Red PB SM Bull, “KS Atlantic E3021,” s. by BCLR ShamWow W611, sold to Larry Walford, Devils Lake.

Volume Buyers: T-T Ranch, Grace City; Hesch Ranch, Pingree; Wes Leapaldt, Woodworth; and Joe Wagner, Brandon, MN.

Comments: Also selling were two red purebred Angus Bulls at an average of \$6,250. Cattle sold to CA, ID, MI, MN, MT, ND, SD, WA, WI and SK.



Joe Wagner purchased five bulls.



Tim Clark, Double T Simmentals, Turtle Lake.

(Continued on page 82)

2018 COOL Additions!

CATTLE *Visions*

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www.cattlevisions.com



Homo black
Hetero polled

SC Pay the Price C11

Pays to Dream x Trademark

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
10 .8 54 81 .17 6 17 44 12 134 71

Two-time NWSS Grand Champion Bull

ASA#
2988788



Homo black
Homo polled

KCC1 Exclusive 116E

Hammer x Entourage

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
9 1.3 75 116 .26 9 16 53 11 126 77

\$240,000 valuation high-seller at Fort Worth!
Lead bull in Kearns' 2018 NWSS Champion Pen!

ASA#
3306064



Homo black
Homo polled

TNGL Imprint D989

TNGL Track On x JF Shock and Awe

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
13 1.3 60 83 .14 7 23 53 11 128 65

Division Champ at 2016 NAILE & 2017 NWSS! Use his impeccable structure and great design with outcross pedigree!

ASA#
3173557



Homo black
Homo polled

RFG/K-LER Elevation 727E

RS Elevate x MCM Top Grade

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
17 -.8 63 98 .22 11 25 56 11 152 78

High-seller at 2018 NWSS "The One" Bull Sale. Awesome outcross and EPD profile with excellent outline!

ASA#
3268058



GSC GCCO Dew North 102C

Duracell x Dew It Right

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
15 .3 61 81 .13 12 16 46 11 122 67

Calving ease combined with tremendous structural soundness! 2018 Fort Worth Champion!

ASA#
3141837



Homo black
Homo polled

Longs Pay the Man E16

Pays to Believe x Shear Pleasure

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
5 4.5 89 132 .27 6 15 59 14 130 83

Great-built, stout, double-homozygous
Pays to Believe son!

ASA#
3327014



KWA Law Maker 59C

CDI Authority x KWA Red Rock

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 2.3 70 103 .21 9 30 65 10 126 73

Producing highly desirable, stout progeny!

ASA#
3223767



STF Crimson Tide D287

CDI Rimrock x STF Much More

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 0.0 50 65 .10 11 18 43 9 132 65

Exciting Red Genetics both phenotypically and genotypically!

ASA#
3274952



Homo black
Homo polled

MR CCF 20-20 100B

MR CCF Vision x HTP SVF Dew The Stroke

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
13 1.9 77 117 .25 10 19 58 12 125 76

20-20 has sired lots of high sellers for his owner group of Cooper, Hartman and Polzin. They are stout-made and growthy with loads of eye appeal!

ASA#
2964446



Homo black
Homo polled

KSIG Steelin His Style 6D

Silveiras Style x Steel Force x SS Babys Breath

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
14 0.0 52 84 .20 8 17 43 6 138 69

1/2 SimAngus™, calving ease from the 2012 American Royal Champion!

ASA#
3130639



Hetero black
Homo polled

Rocking P Die Hard C060

Quantum Leap x Mo Magic

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
8 2 59 95.8 .23 7 21 50 10 106 59

Die Hard is ultra sound and was the 2018 Fort Worth Champion % Bull as well as the Reserve Champion at the 2017 NAILE & American Royal! 3/4 blood.

ASA#
3102430



Homo black
Homo polled

WHF Dealer D365

PVF Insight x Broker

EPDs: CE BW WW YW ADG MCE Milk MWW DOC SAPI \$TI
9 1.2 80 128 .30 5 22 62 11 126 78

1/2 SimAngus™, Dealer is a maternal brother to the popular many-time 2017 champion female for Steenhoek/Wayward Hills Farm.

ASA#
3239595

SALE RESULTS

Kenner Simmental Sale (Continued)



Oscar and Gloria Kleven purchased a high-selling bull.



Erika Kenner, Russ Danielson, Roger Jacobs and Roger Kenner during the pre-sale comments.

Kline Simmental Ranch's 6th Annual Production Sale

February 11, 2018 • Hurdsfield, ND

No.	Category	Average
35	Bulls	\$4,470
17	Registered Bred Heifers	2,268
154	Commercial Bred Heifers	1,768
206	Total Lots	\$2,268

High-Selling Lots:

\$11,000 – Black ¾ SM, “KLSR Profile E745,” s. by LFE The Ridler, sold to Steichen Farms, Goodrich.

\$8,500 – Black PB SM Bull, “E774,” s. by LFE The Riddler, sold to Kyle Graber, Fredonia.

\$8,500 – Black PB SM Bull, “E773,” s. by LFE The Riddler, sold to Reimche Land and Cattle, Martin.

\$8,000 – Red PB SM Bull, “KLSR Whiskey Dream E734,” s. by MRL Red Whiskey, sold to Jason Quandt, Oaks.

\$2,400 – Red PB Bred SM Female, “D600,” s. by 3D Red Power, bred to Kuntz Sheriff, sold to Kelly Mauch, Bismarck.

Rydeen Farms Vision XX Sale

February 11, 2018 • Clearbrook, MN

No.	Category	Average
45	SM Yearling Bulls	\$3,528
25	SM Fall Yearling Bulls	4,114
35	SM Bred Heifers	2,447
9	SM Yearling Heifers	1,767
114	Total Lots	\$3,186

Auctioneer: Tracy Harl, Loup City, NE

Sale Representatives: Beau Bendigo, *Cattle Business Weekly*; Alex Acheson, Farm and Ranch Guide; Luke Keller, Progressive Genetic Solutions; Marty Ropp, Allied Genetic Resources; and Jackie Oelke, DV Auction.

ASA Representative: Russ Danielson

High Selling Lots:

\$5,750 – PB Fall Yearling Bull, “RFS Duplex D229,” s. by Ellingson Dominator W905, sold to Paul Vanbeck, Pollock, SD.

\$5,500 – SimAngus™ Fall Yearling Bull, “RFS Developer D246” s. by Hook's Black Hawk 50B, sold to Anthony Lindseth, Ellsworth, IA.

\$5,750 – PB Yearling Bull, “RFS End Zone E78,” s. by RFS Bulletproof B42, sold to Durnell Klain, Ruso, ND.

\$5,250 – SimAngus Yearling Bull, “RFS Elegance E104,” s. by CLRS Constitution 311C, sold to Gary Gross, Hines.

\$5,000 – PB Bred Heifer, “RFS Miss Dish D99,” s. by RFS Bulletproof B42, sold to Keller's Broken Heart Ranch, Mandan, ND.

\$2,700 – PB Yearling Heifer, “RFS Miss Ella E97,” s. by WS Zenith Z55, sold to Corey Petterson, Clearbrook.



(L-R) Long-time customers, Shawn Sandmeyer and Roy Lund with Paul Rydeen.



Paul and Lois Rydeen with auctioneer, Tracy Harl.



Paul Rydeen with a potential buyer.



Pre-sale scene.

Benda Ranch Sale

February 12, 2018 • Kimball, SD

No.	Category	Average
56	SM and SimAngus™ Bulls	\$4,858

Auctioneer: Justin Tupper, St. Onge, SD

Representing ASA: Colton Buus

High-Selling Lots:

\$8,750 – PB Bull, s. JBS Big Casino 336Y, sold to Sys Simmentals of Douglas, ND.

\$8,000 – Black ¾ SM Bull, s. by CCR Santa Fe, sold to Steve Kubik, Hamill.

\$8,000 – PB Bull, s. by KNH Added Value, sold to John Hansen, Gregory, SD.

\$7,500 – PB Bull, s. by JBS Mr. Crimson Tide 941B, sold to Jonathan Gorzalka, Sheridan, WY.

\$7,250 – PB Bull, s. by Hook's Broadway 11B, sold to Doug Konechne, Kimball.

\$7,000 – PB Bull, s. b Hook's Broadway 11B, sold to Greg Wettlaufer, Winfred.

\$7,000 – PB Bull, s. by LFE The Riddler, sold to Joe Koch, Stickney.

Volume Buyer: Hoing Farms, Kimball.

Bichler Simmentals Quality, Not Quantity Annual Production Sale

February 13, 2018 • Linton, ND

No.	Category	Average
57	Yearling SM Bulls	\$4,823
4	18-month-old SM Bulls	2,675
17	Bred SM Heifers	3,150
12	Yearling SM Heifers	2,180
90	SM Lots	\$4,059

Auctioneer: Tracy Harl, Loup City, NE

Sale Representatives: Tony Heins, *Cattle Business Weekly*; Kirby Goetsch, *Farm & Ranch Guide*; Scott Ressler, ND Stockman's Association; Kris Peterson, Special Assignment and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$18,000 – PB Yearling Bull, “BCLR Ambition E130,” s. by CDI Ambition 255C, sold to Crosshair Simmental, Dawson.
- \$16,000 – PB Yearling Bull, “BCLR Prime Time E508,” s. by WS Prime Time B6, sold to Steve Bosch, Streeter.
- \$11,000 – PB Yearling Bull, “BCLR Ambition E887-1,” s. by CDI Ambition 255C, sold to Crosshair Simmental, Dawson.
- \$10,000 – PB Yearling Bull, “BCLR Lock N Load E21-3,” s. by Remington Lock N Load 54U and sold to Allen Tom, Kempner, TX.
- \$8,000 – SimAngus Yearling Bull, “BCLR Red Eye E218,” s. by TNT Red Eye A212, sold to Jeff Dewitz, Steele.
- \$7,750 – SimAngus™ Yearling Bull, “BCLR Direction E38-1,” s. by Andras New Direction R240, sold to Luciene LaPlant, Binford.
- \$7,500 – PB Yearling Bull, “BCLR Ambition E428,” s. by CDI Ambition 255C, sold to Steve Bosch, Streeter.
- \$5,250 – PB Bred Heifer, “BCLR Miss PRM Time D618,” s. by WS Prime Time B6 and sold to Rydeen Farms, Clearbrook, MN.

Comments: Also selling were three Yearling Red Angus Bulls at an average of \$4,417 and one Yearling Red Angus Heifer for \$7,760.



Doug and Maria Bichler welcoming their customers.



Ben Klepp, Crosshair Simmental purchases two high-selling red bull prospects.



Buyers evaluating sale bulls.

Werning Cattle Company's 37th Annual Production Sale

February 13, 2018 • Emery, SD

No.	Category	Average
10	SM and SimAngus™ Breeder Bulls	\$49,500
161	Yearling and Aged SM and SimAngus Rancher Bulls	4,238
79	SM Breds	7,946
250	SM and SimAngus Lots	\$7,220

Auctioneer: Dustin Carter, SD; and Jered Shipman, TX
Sale Manager: Eberspacher Enterprises (EE), Inc., MN
Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Chance Ujazdowski (EE), WI; Jim Scheel, *Cattle Business Weekly*, SD; Randy Rasby, *Livestock Plus Inc.*, NE; Matt Macfarlane, *CA Cattleman*, CA; Ryan Johnson, SD; Justin Dikoff, *DVAuction*, SD; Chris Beutler, *AgriMedia*, NE; Chris Eifling, *TriState Livestock News*, SD; Marty Ropp, AGR, IL; Jered Shipman, TX; Kelly Schmidt, MN; and Graham Blagg, TX.
Representing ASA: Colton Buus

High-Selling Lots:

- \$142,500 – PB SM Bull, “W/C Anchor 84E,” s. by CCR Anchor 9071B, sold to Cowan Cattle Company, Burlington, WI.
- \$105,000 – PB SM Bull, “W/C Executive Order 5014E,” s. by W/C Executive Order 8543B, sold to Hicks Cattle Company, IN; H2O's Simmental Farm, IN; and High Prairie Genetics, KS.
- \$45,000 – PB SM Bred Female, “W/C Miss Werning 638D,” s. by W/C Executive Order 8543B, bred to W/C Lock Down 206Z, sold to Windy Creek Cattle Company, Spencer.
- \$42,000 – PB SM Bull, “W/C Loaded Up E80,” s. by W/C Loaded Up 1119Y, sold to Walsh Simmentals, Hubbard, NE.
- \$40,000 – 1/2 interest in PB SM Bred Female, “W/C Miss Werning 6026D,” s. by W/C Bullseye 3046A, bred to Leachman Cadillac L025A, sold to Ferguson Show Cattle, Chardon, OH.
- \$37,500 – PB SM Bull, “W/C Lock N Load 285E,” s. by Remington Lock N Load 54U, sold to Goeken Cattle, Utica; and Healy Simmental, Irene.
- \$33,000 – PB SM Bull, “W/C Utah 3471E,” s. by Yardley Utah Y361, sold to Goeken Cattle Utica.
- \$32,000 – SimAngus™ Bull, “W/C Style 69E,” s. by Silveiras Style 9303, sold to Barry Reimann, Ree Heights; and Owen Brothers Cattle Company, Bois D Arc, MO.
- \$32,000 – PB SM Bred Female, “W/C Miss Werning 6053D,” s. by W/C Wide Track 160B, bred to W/C Lock Down 206Z, sold to Jake Cunningham, Sheridan, IN.

Comments: Also selling were nine PB Angus Bulls at an average of 5,425; eight red and black Angus Breds at an average of \$3,581; seven genetic lots (embryos and flush) averaged \$5,143; 65 semen units averaged \$208/unit and 29 commercial breds averaged \$2,531.



Dave Duello, Duello Cattle, made the trip from WY, visits with Chris Effling.



Barb Ohlrich, Ohlrich Cattle, selected a bull to add to their bull battery.



Jay Hennessy, Hennessy Show Cattle, and Josh Rust, Rust Mountain View Ranch, discuss the offering.



Presale announcement from Dustin Carter.

Wilkinson Farms Simmentals 20th Annual Production Sale

February 14, 2018 • Montpelier, ND

No.	Category	Average
36	Red SimInfluenced Bulls	\$6,171
19	Black SimInfluenced Bulls	6,211
57	SimInfluenced Bulls	\$6,184

Auctioneer: Tracy Harl, Loup City, NE.
Sale Representatives: Alex Acheson, Farm & Ranch Guide; Tony Heins, *Cattle Business Weekly*; Scott Ressler, *ND Stockman*; Luke Keller, Progressive Genetic Solutions; Marty Ropp, Allied Genetic Resources and Logan Hoffmann, DV Auction.
(Continued on page 84)

SALE RESULTS

Wilkinson Farms Sale (Continued)

Representing ASA: Russ Danielson

High-Selling Lots:

- \$21,000 – Black PB Yearling Bull, “WS E202,” s. by CCR Cowboy Cut, sold to APEX Cattle Company, Dannebrog, NE.
- \$17,000 – Red PB Yearling Bull, “WS E152,” s. by WS All Aboard B80, sold to Wheatland Cattle Company, Bienfait, SK and Semex, Madison, WI.
- \$16,000 – Black PB Yearling Bull, “WS E151,” s. by KBHR Nightwatch C114, sold to Stavick Simmental, Veblen, SD.
- \$10,500 – Red PB Yearling Bull, “WS E245,” s. by CDI Abundance 391C, sold to Wayne Mittleider, Tappen.
- \$9,500 – Red PB Yearling Bull, “WS E150,” s. by W/C Executive Order, sold to Heath Klein, Atwood, KS.
- \$9,500 – Black SimAngus™ Yearling Bull, “WS Calling Baton Rouge,” s. by SAV Ten Speed 3022, sold to Cracker Box Livestock, Glendive, MT.
- \$9,500 – Red SimAngus Yearling Bull, “WS E184,” s. by LSF TBJ Takeback, sold to Corey Bader, Lehr.



Looking over the sale offering.



Terry Schlenker (left) and Auctioneer, Tracy Harl, from the auction block.



Trevor Temple of Cracker Box Livestock, Glendive, MT.



Russ Danielson making pre-sale comments.

- \$5,000 – “Felt Elway 80E,” s. by CAJS Blaze of Glory, sold to Royal Cropsey, Presho, SD.
- \$5,000 – “RS Lockdown 291E,” s. by W/C Lock Down 206Z, cons. by Roberts Simmentals, sold to Dan Backer, Randolph.
- \$4,700 – “Felt Antonio 64E,” s. by Harkers Johnny Ringo, sold to K-Ler Farms LLC, Randolph.



James Felt visits prior to the sale with Verlin Hansen.



Russ Long, Wakefield, was the volume buyer.



Lee AgriMedia Representative, Chris Beutler visits with Clayton Hartman.



Delores Felt and ADM Rep Vaughn Stevers enjoy a pre-sale visit.

Cow Camp Ranch's Annual Spring Bull Sale

February 16, 2018 • Lost Springs, KS

No.	Category	Average
180	SM and SimAngus™ Bulls	\$5,550
59	SM and SimAngus Bred Females	3,450
239	Total SM and SimAngus Lots	\$5,032

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

- \$45,000 – Bull, “CCR Stockman 803E,” s. by CCR Wide Range 9005A, sold to Stockmen's Source Beef Bulls, Wauneta, NE.
- \$30,000 – Bull, “CCR 0880 Fusion 746E,” s. by Andras Fusion R236, sold to Shoal Creek Land and Cattle, Excelsior Springs, MO.
- \$20,000 – Bull, “CCR Basin Pay Out 8057E,” s. by Basin Payweight 1682, sold to Glover Cattle Co., Elgin, OK.
- \$18,000 – Bull, “CCR Striker 9011E,” s. by CCR Flint Hills 2092B, sold to Turner Farms, Carthage, TN.
- \$17,500 – Bull, “CCR Flint Rock 0101E,” s. by CCR Flint Hills 2092B, sold to Walking 5 Ranch, Broadview, MT.
- \$12,000 – Bull, “CCR Cowboy 5036E,” s. by CCR Cowboy Cut 5048Z, sold to Gib Yardley, Beaver, UT.
- \$10,500 – Bull, “CCR Cowboy 3405C,” s. by CCR Cowboy Cut 5048Z, sold to Jim Williams, Springdale, AR.
- \$10,000 – Bull, “CCR Cowboy 1286D,” s. by CCR Cowboy Cut 5048Z, sold to Downey Angus Ranch, Wamego.
- \$10,000 – Bull, “CCR Cowboy 5032E,” s. by CCR Cowboy Cut 5048Z, sold to Jamie Brooks, Camulet, OK.

(Continued on page 86)

Felt Farms “Brand of Excellence” Sale

February 15, 2018 • West Point, NE

No.	Category	Average
48	SM and SimInfluenced Bulls	\$3,360

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE) NE; Brian Brester, NE; Chris Beutler, AgriMedia, NE; Randy Rasby, Livestock Plus Inc., NE; and Mariah Miller, LiveAuction.TV, IA.

High-Selling Lots:

- \$9,600 – “Felt Taylor 807E,” s. by W/C Executive Order 8543B, sold to Clay Sand Farm, Laurel.
- \$6,300 – “Felt Evan 416E,” s. by Harkers Johnny Ringo, sold to Joshua Doerr, Bloomfield.
- \$5,300 – “Felt Odell 115E,” s. by W/C Executive Order 8543B, sold to Matt Nenneman, New Castle.
- \$5,100 – “Felt Edison 41E,” s. by FHEN Halftime A127, sold to Eisenhauer Simmentals, Wausa.
- \$5,000 – “RS Lockdown 66E,” s. by W/C Lock Down 206Z, cons. by Roberts Simmentals, sold to Russ Longe, Wakefield.

JBSF Logic SE



semen
price / unit

\$50

volume discounts
available



Sara Sullivan's
many-time
champion is a
maternal sister
to Logic.

BD: 3/4/17 • Reg#: 3337441
Sire: W/C Relentless 33C
Dam: Brooks Steel Magnolia X57

Owners...

BLOOMBERG CATTLE

Jim 309/368-5868 • Jake 309/368-8525 • Blake 309/368-3648

WILLOW SPRINGS CATTLE CO.

Eric Walker 479/601-3567 • Cory Thomsen 605/730-2397
Cody Green 479/979-5223

JS SIMMENTAL

Jay & Dani Steenhoek
515/238-5938



CATTLE *Visions*

SALE RESULTS

Dakota Xpress Annual Bull and Female Sale

February 16, 2018 • Mandan, ND

No.	Category	Average
132	SM and SimAngus™ Bulls	\$4,801
153	SM and SimAngus Bred Females	2,504
285	Total SM and SimAngus Lots	\$3,568

Auctioneer: Jim Birdwell, OK

Sale Consultants: Matt Lachenmeier, Scott Ressler, Kirby Goettch, Kris Peterson, Marty Ropp, Jeff Thomas, Doug Parke, and Drew Hatmaker.

Representing ASA: Perry Thomas

High-Selling Lots:

- \$18,000** – Red PB Bull, “MLC Mr. Redneck E157,” s. by IPU Redneck 92B, sold to Doll Farm Enterprises, New Salem.
- \$14,500** – Red PB Bull, “MLC Mr. Redneck E47,” s. by IPU Redneck 92B, sold to Richard Hoffart, Rugby.
- \$12,000** – Red PB Bull, “MLC Mr. Integrity E68,” s. by KWA Integrity 148C, sold to Richard Hoffart, Rugby.
- \$10,000** – Black PB Bull, “MLC Mr. Border Patrol E109,” s. by MRL Border Patrol 144A, sold to Dick Hach, McLaughlin, SD.
- \$10,000** – Black PB Bull, “MLC Mr. Blackhawk E85,” s. by MRL Blackhawk 77C, sold to Nathan Henke, Center.
- \$4,300** – Red PB Bred Female, “MLC Ms. Redskin D669,” s. by IPU Redskin 150X, sold to Kelly Hoffart, Rugby.
- \$3,800** – Red PB Bred Female, “HSR Ms. Glacier D346,” s. by DKSR Glacier Z563, sold to Kunkel Simmental, New Salem.

7P Ranch's 24th Annual Spring Bull and Female Sale

February 17, 2018 • Tyler TX

No.	Category	Average
11	Two-Year-Old Bulls	\$3,318
30	Fall Yearling Bulls	2,447
7	Yearling Bulls	1,957
48	Total Bulls	\$2,575
12	Bred Cows	2,400
22	Cow Calf Pairs	2,680
11	Bred Heifers	2,260
45	Total Females	\$2,502

Auctioneer: Mark Tillman, Junction

Sale Consultant: Warren Garrett, Canton

High-Selling Lots:

- \$4,100** – PB SM Bull, “Mr. 7P C306,” s. by PMS Principal 301U, sold to Bradley Wilson, Durant, OK.
- \$3,900** – ½ SM ½ AN Bull, “Mr. 7P D55,” s. by EXAR Upshot 0562B, sold to Micky Jones, Shelbyville.
- \$3,900** – ½ SM ½ AN Bull, “Mr. 7P D163,” s. by Quaker Hill Rampage 0A36, sold to R.G. McKellar, Dalls.
- \$3,900** – PB SM Bull, “Mr. 7P D159,” s. by CCR Cowboy Cut 5048Z, sold to Tony Whitlow, Marshall.
- \$3,900** – ½ SM ½ AN Bull, “Mr. 7P D213,” s. by Hooks Xavier 14X, sold to Jerry Pope, Omaha.
- \$3,300** – PB SM Cow Calf Pair, “Miss 7P C336,” s. by Hook's Yellowstone 97Y; Heifer Calf s. by McKellar IF 4925 4120, sold to R.G. McKellar, Dallas.
- \$3,200** – PB SM Cow Calf Pair, “Miss 7P D32,” s. by Hooks' Yellowstone 97Y; Heifer Calf s. by Hook's Beacon 56B, sold to R.G. McKellar, Dallas.

\$3,200 – PB SM Female, “Miss 7P B267,” s. by WS Beef Maker R13, sold to Richard Briley, Wills Point.

Volume Buyers: R.G. McKellar, Dallas; Krueger Livestock and Poultry, Center; and Kevin McElroy, Troup.

Trauernicht Simmentals' 43rd Annual "Performance Cattle With a Touch of Class" Bull Sale

February 18, 2018 • Beatrice, NE

No.	Category	Average
66	Black SM and SimInfluenced Yearling Bulls	\$4,400
16	Red SM and SimInfluenced Yearling Bulls	4,656
15	Strong Age SM and SimInfluenced Bulls	4,000
100	LHT Herd Bull Prospects	4,400
197	Total SM and SimInfluenced Bulls	\$4,390

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberspacher (EE); Derek Vogt (EE), NE; Chris Beutler, AgriMedia, NE; Randy Rasby, *Livestock Plus Inc.*, NE; and Dennis Henrichs, NE.

Representing ASA: Bert Moore

High-Selling Lots:

- \$14,000** – Black PB SM, “LHT Mr. Profit 166E,” s. by Profit, sold to Dean Cattle Company, Douglas.
- \$14,000** – Black PB SM, “LHT Mr. Loaded Up 65E,” s. by W/C Loaded Up 1119Y, sold to Willie Morris Cattle Company, Plainfield, IA.
- \$9,500** – Black SimAngus™, “LHT Mr. Lock Down 44E,” s. by W/C Lock Down 206Z, sold to Pietzyk Farms, Burr.
- \$8,250** – Black SimAngus, “LHT Mr. Lock Down 30E,” s. by W/C Lock Down 206Z, sold to Bob Hardin, Blue Springs, NE.
- \$7,750** – Black SimAngus, “LHT Mr. Integrate 180E,” s. by GLS Integrate Z3, sold to Indian Wells Cattle Company, Lebanon, MO.
- \$7,000** – Black SimAngus, “LHT Mr. Makingtracks 145E,” s. by LHT Making Tracks 03C, sold to Welch Farms, Reynolds.
- \$7,000** – Red SimAngus, “LHT Mr. Lockdown 313D,” s. by W/C Lock Down 206Z, sold to Tyler Fast, Burlington Junction, MO.

Comments: Also selling were three Red Angus Yearling Bulls at an average of \$5,167. Guest consignor was State Line Farm Simmentals.



Ken Knoll, McCaskill, AR, selected two herd bull prospects.



Scott Trauernicht welcomes the standing room only crowd.



Senior partner of the LHT program Loren Trauernicht visits with customer Mark Miller.



Roger Jorgensen is a repeat customer to the LHT program.

(Continued on page 88)

ARE YOU JACKED?

STCC Jacked Up 4070

TLLC One Eyed Jack x HF Serena
ASA #2886365 | \$40/unit



STCC Jacked Up x JS Flat Out Flirty
2018 NE Cattlemen's Classic Supreme Heifer



\$30,000 High Seller by Jacked Up on the
Right by Design Sale



High Selling Bred by Jack Around at
Mississippi Dixie National Sale



\$24,500 High Seller by Jacked Up on The Event Sale

STCC Jack Around 4031

TLLC One Eyed Jack x HF Serena
ASA #2886364 | \$40/unit



STCC Jack Around x Empress



STCC Jack Around x Steel Force x N42

Contact Owners for Semen:

Trennepohl Farms

Scott 765.620.1700

Jeff 765.620.0733

Dalton Lundy

502.727.6898

CRR Simmentals

Clint 402.672.3556

NP Cattle

Nick 402.720.7476

Dale Phelps

847.732.9332

Herman Schwantz

217.737.6230

Zeis Simmentals

Dave 402.720.1967

Semen also available through

CATTLE *Visions*

SALE RESULTS

Quandt Brothers - VJT Ranch "Power By Design" Annual Bull Sale

February 20, 2018 • Oakes, ND

No.	Category	Average
53	SM and SimInfluenced Yearling Bulls	\$4,692

Auctioneer: Dustin Carter, Vermillion, SD

Sale Representatives: Donnie Leddy, *Cattle Business Weekly*; Luke Keller, Special Assignment; Greg Meyers, Special Assignment; Kacey Holm, Special Assignment; and Logan Hoffmann, DV Auction.

Representing ASA: Russ Danielson

High-Selling Lots:

\$11,500 – PB Yearling Bull, "VJT E55 (ET)," s. by LRS Grade Break 114B, sold to Hansen Simmental Ranch, Ryder.

\$9,250 – PB Yearling Bull, "QB E60 (ET)," s. by Remington Lock N Load 54U, sold to Bobby Schmidt, Oakes.

\$7,250 – PB Yearling Bull, "QB E71," s. by LRS Grade Break 114B, sold to Dallas Dinger, Hecla, SD.

\$7,000 – PB Yearling Bull, "QB E34 (ET)," s. by Remington Lock N Load 54U, sold to John Peterson, Nebraska City, NE.

\$7,000 – SimAngus™ Yearling Bull, "VJT E21 (ET)," s. by SVF Allegiance Y802, sold to Taylor Jenner, Ashely.



Owner Travis Thompson addressing the crowd prior to the sale.



Owner Jason Quandt visiting with potential buyers.



Recent snow did not detract from the quality of the bulls.

Minnesota Simmental Association's 45th Anniversary Sale

February 24, 2018 • Cannon Falls, MN

No.	Category	Average
5	SM and SimInfluenced Bulls	\$2,362
15	SM and SimInfluenced Breds	3,013
13	SM and SimInfluenced Opens	1904
33	SM and SimInfluenced Lots	\$2,480
10	Genetic Lots	\$2,360

Auctioneer: Jon Schaben, IA

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

Marketing Representatives: Val Eberspacher (EE); Chance Ujazdowski (EE) WI; Derek Vogt (EE) NE; Austin Brandt, *Livestock Plus Inc.*, IA; Kelly Schmidt, MN; and Amanda Eberspacher-Hilbrands, LiveAuctions.TV, MN.

Representing ASA: Bill Zimmerman

High-Selling Lots:

\$7,500 – Bred Female, "HILB/Jass Enchanted Miss D715," s. by LLSF Uprising Z925, bred to W/C Executive Order 8543B, cons. by Hilbrands Cattle Company and Jass Simmentals, sold to Rodney Yocom, Cable, OH.

\$5,750 – Flush of, "K-LER Rain Maire," cons. by K-LER Cattle Company, sold to Newman Cattle Company, Bardwell, TX.

\$5,500 – Bred Female, "HSF Kaylynn D620," s. by WLE Uno Mas X549, bred to CCR Wide Range 9005A, cons. by Hecksel Simmental Farm, sold to Jason Martins, Monona, IA.

\$4,500 – Pick of Any Fall Calving Female, cons. by Brant Farms, sold to Rydeen Farms Simmentals, Clearbrook, MN.

\$4,200 – Three IVF Heifer Embryos, s. by SC Pay The Price, cons. by Hilbrands Cattle Company, sold to K-Lee-S Simmentals, Hosper, IA.

\$3,600 – Bred Female, "GLS/Franke D126," s. by LLSF Pays To Believe ZU194, bred OMF Commander Y69, cons. by Franke Show Calves, sold to Chambers Cattle Company, Orchard, IA.

\$3,400 – Open Female, "RCC Rumors True E7328," s. by TJSC 152A, cons. by Redalen Cattle Company, sold to Hulst Cattle Company, Waltham.

\$3,400 – Open Female, "ASF Evermore E4," s. by CCR Cowboy Cut 5048Z, cons. by Andersland Simmental, sold to Herman Farms, Hastings.

\$3,100 – Bred Female, "RS Daphne D25," s. by GLS Mr. Answer A78, bred to W/C Executive Order 8543B, cons. by Thesing's Riverside Ranch, sold to Austin Bauer, Kenyon.

Obvious Maternal Greatness



Hooks Shear Force 38K

Sired embryos

FOR SALE

The leader in Simmental maternal genetics combined with timeless Angus maternal strength.

Donor ID	AAA Reg. #	Donor Sire	Embryo Count
447	13028180	Paramont Ambush 2172	33
375	15021830	OCC Emblazon 854E	17
624	14758560	Paramont Ambush 2172	14
498	13267818	Paramont Ambush 2172	13
559	13411049	BAX Elite 16-4182	12
189	13308061	BAX Elite 16-4182	8

Contact us about purchasing these maternally-predictable SimAngus™ embryos.

BAX Maternal Beef Genetics

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512-648-9268 • baxmaternal@gmail.com

Keller Broken Heart Ranch Annual Production Sale

March 1, 2018 • Mandan, ND.

No.	Category	Average
74	Yearling Bulls	\$5,729
71	Yearling Heifers	1,557
145	Total Lots	\$3,686

Auctioneer: Tracy Harl, Loup City, NE

Marketing Representatives: Scott Ressler, *North Dakota Stockman*; Dennis Ginkens, *Tri-State Livestock News*; Chris Peterson, Special Assignment; Logan Hoffmann, DV Auction; and Marty Ropp, Allied Genetic Resources.

Representing ASA: Russ Danielson

High-Selling Lots:

- \$30,000** – Red PB SM Yearling Bull, “KBHR Sniper E036,” s. by BAR CK Hunter 3006A, sold to Wilkinson Farms Simmental, Montpelier.
- \$27,000** – Black PB SM Yearling Bull, “KBHR Lighthouse E111,” s. by Hook’s Beacon 56B, sold to Gengenbach Cattle Company, Grant, NE.
- \$23,000** – Black SimAngus™ Yearling Bull, “KBHR Wentz E190,” s. by GAR Prophet, sold to Mike Bielenberg, Ames, IA.
- \$12,000** – Red SimAngus Yearling Bull, “KBHR All Together E051,” s. by WS All Aboard B80, sold to Nayne Mittlieder, Tappen.
- \$11,000** – Black SimAngus Yearling Bull, “KBHR Northern Pike E018,” s. by GAR Prophet, sold to Ethan Hall, Mandaree.
- \$10,000** – Black PB SM Yearling Bull, “KBHR Refract E283,” s. by Hook’s Beacon 56B, sold to Gibbs, JC Simmental & All Beef, AL.

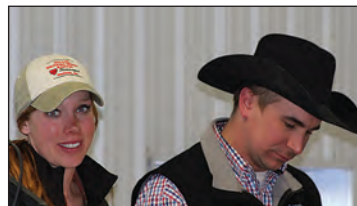
- \$10,000** – Red PB SM Yearling Bull, “KBHR Kingsman E114,” s. by WS All Aboard B80, sold to Rydeen Farms, Clearbrook, MN.
- \$5,250** – Red PB SM Yearling Heifer, “KBHR E069,” s. by WS Prime Time B6, sold to Scott Trauernicht, Wymore, NE.



Sale crowd.



Kelly Froelich purchased 16 heifers.



Sale hosts Katy and Luke Keller.



Paul Rydeen purchased a high-selling bull. ♦

FROM OUR PASTURES TO YOURS

Thank You!

to our buyers and contending bidders at our 25th Annual Production Sale!
We appreciate your continued support!



GENEX & KELLY FROELICH GENEX



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KENNER SIMMENTALS, ND



DANIEL HEBERT & BRANDON FORTENBERRY, MS



OPEN 8 GENETICS, MT



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42 Road 245 Glendive, MT 59330 // Email: lrsbeef@midrivers.com
www.lassleranchsimmentals.com



Home of the

Hottest Sires!

EPDs as of 1.2.18



Homo black
Homo polled

TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 1.5 80 123 .26 6 16 56 126 80

ASA# 3028710

One of the most exciting sires with a new pedigree twist! He commanded \$70,000 at the legendary Hudson Pines dispersal. His first progeny are creating nation-wide buzz!



Daughter at
Lee Simmentals, MO



Homo black
Homo polled

W/C Night Watch 84E

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
18 -1.5 55 73 .11 10 35 62 150 77

ASA# 3336327

2018 Werning top selling at \$142,000! Here's a new calving ease twist that you can use on all those baldy heifers and cows! 125 IMF ratio, 104 REA ratio.



Miss Werning 8543U



Black
Polled

FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 .8 53 79 .17 9 20 46 110 62

ASA# 2841159

Dream On and Steel Force outcross pedigree with presence! Supreme Champion at 2015 World Beef Expo.



Leading outcross
donor!



Homo black
Homo polled

CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
18 -2.8 65 105 .25 10 24 56 174 86

ASA# 3097854

High-seller at \$52,000 for Clear Springs/Hook to APEX. Combines top % rank in every trait with great looks.



Dam: CLRS Bonnie 405B



Homo black
Homo polled

TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 1.6 49 64 .09 -1 18 42 107 63

ASA# 2668223

One Eyed Jack's first calves are awesomely balanced with pizzazz!



One Eyed Jack



Hetero black
Homo polled

HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .3 62 89 .17 12 19 50 128 70

ASA# 2649657

A multiple-time Champion producing great progeny with his first crop!



\$50,000 daughter
at Circle M Sale, TX



Homo black
Homo polled

W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 3.3 56 75 .12 7 15 44 118 65

ASA# 3045559

Werning's 2016 \$87,000+ high-seller by Utah! Ultracool look and function!



Hudson Pines Farms high-seller and
Champion at Hoosier Beef Congress!



One Eyed Jack's first progeny are looking extra special across the country!



Homo black
Hetero polled

ASA#
2886364

STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 2.8 56 75 .12 1 17 45 106 66



Homo black
Hetero polled

ASA#
2886365

STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 3 63 89 .16 2 17 48 110 69

The exciting brothers by One Eyed Jack x HF Serena have the whole country talking!



Hetero black
Homo polled

W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .6 56 74 .11 7 24 52 111 62

ASA# 3187005 • Werning's 2017 \$205,000 high-seller! Loaded Up x 8543U – hot, hot, hot!



Homo black
Homo polled

WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 65 97 .20 4 19 52 126 70

ASA# 3208343 • Walsh's 2017 high-seller. A PB Stepping Stone x Built Right red charlie free!



3/4 SimAngus™
Homo black
Homo polled

CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.5 100 151 .32 7 27 77 143 95

ASA# 3152448 • TJ Main Event 503B x CDI Miss Shear Force 49U • A CDI top seller to JS Simmental and Wayward Hill Farm. • 2018 NWSS Champion % Bull!



Black
Polled

Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
-6 4.8 69 102 .21 2 14 48 64 53

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black
Homo polled

TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
15 -.2 59 82 .15 4 21 50 126 66

ASA# 2911629

Transmitting great structure & profile!



Son of Track On, Tingle Farms, KY.



SimAngus™
Hetero black
Homo polled

W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
19 -2.3 69 108 .25 -.4 10 44 147 79

ASA# 2658496

Proven calving ease on heifers, yet produces incredibly sound, functional, good looking progeny!



\$17,000+ Lock Down at Plendl's



Homo black
Homo polled

SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
14 .9 75 112 .23 11 32 70 141 85

ASA# 3208952

Cowboy Cut x 3/4 Top Grade tracing back to BC Lookout's full sister. Elite phenotype combined with breed leading data!



Black
Polled

STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 3.8 53 84 .19 9 17 44 107 57

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



Hetero black
Hetero polled

LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 1.4 58 76 .12 8 15 43 116 64

ASA# 3123088

An exciting son of deceased Two Step out of WLE Missy U409, the full sister to WLE Uno Mas. Purebred Winter Calf Champion at the 2017 NWSS!



Dam:
WLE Missy U409



Black
Hetero polled

Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
1 2.4 63 92 .18 2 22 54 79 59

ASA# 2522822 • High Regard is stamping his progeny with outstanding quality, making him a must-use regardless of his "old school" pedigree and EPD profile.



\$75,000 High Regard daughter at Jones Show Cattle, OH.



High Regard feature for Hara Farms, OH.



Hudson Pines/Circle M Farms sold for \$11,000.



Multiple-time Champion for Sara Sullivan



CATTLE Visions



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Entire lineup online at:

www.cattlevisions.com

Semen available on the best Angus and Clubbie sires too.

THE CIRCUIT

San Antonio Livestock Show National Simbrah Show

Date: February 12, 2018
Location: San Antonio, TX
Judges: Dave Allen, Schulenberg (Percentage and Purebred Simbrah)

Purebred Females



Grand Champion and Calf Champion
 "Smith RFI Double Takes,"
 s. by Smith Satisfies, exh. by Smith Genetics, Giddings.



Reserve Grand Champion and Reserve Calf Champion
 "Hagan Elana 60E,"
 s. by Hagan Arapaho, exh. by Morgan Culpepper, Gonzales.



Intermediate Champion
 "LMC Electra 5D/165,"
 s. by Mr. HOC Broker, exh. by Mia Ramirez, Linn.



Reserve Intermediate Champion
 "Smith Redi To Win,"
 s. by Smith Nu Approach, exh. by Zachary Mills, DeKalb.



Junior Champion
 "Charlotte's Beauty,"
 s. by LMC 6 Red Rock 5Y/203, exh. by Diana Garcia, Mission.



Reserve Junior Champion
 "LMC SSC Yolanda 5D/83," s. by LN LMC 12th Man Y28, exh. by Madison Culpepper, Gonzalez.



Senior Champion
 "McCrary Smith Look At Me,"
 s. by McCrary Smith Inspired, exh. by Hayden Hackett, Texarkana.



Reserve Senior Champion
 "LMC BBS Candi,"
 s. by LN LMC Dream Up W219, exh. by Cole Mau, Columbus.

Purebred Bulls



Grand Champion and Calf Champion
 "LMC MT Transformer 5B/32,"
 s. by LMC BBS Manziel 5B/2, exh. by LaMuñeca Cattle Co., Linn.



Reserve Grand Champion and Reserve Calf Champion
 "BBC Admiral,"
 s. by BCC Power Drive, exh. by Baring Cattle Co., Elmendorf.



Intermediate Champion
 "HR Awesome D30,"
 s. by LMC Red Alert, exh. by Hallak Ranch, Athens.



Junior Champion
 "LMC 6G Golden Boy D611,"
 s. by LMC Justice, exh. by Grace Mullins, Golden.



Senior Champion
 Exh. by Melanie Evans, Raywood.



Reserve Senior Champion
 Exh. by Melanie Evans, Raywood.



Best Three Head
 Exh. by Rocking Chair Cattle Co., Edinburg.



Get-of-Sire
 S. by LMC VG Go Getter, exh. by Jose Garza, Rio Grande City.

Percentage Females

Calf Champion
 "C99 Mas Emotion,"
 s. by WLE Uno Mas X549, exh. by Claire Godwin, Round Rock.

Reserve Calf Champion
 "Bandita 471E," s. by CTCF Made It Rain, exh. by Deona Vitela, Harlingen.

Intermediate Champion
 "Smith McCrary So Good,"
 s. by Smith Entitled N Red, exh. by Hallie Hackett, Texarkana.

Reserve Intermediate Champion
 "BCC Red Mags," s. by GLS Red Assassin, exh. by Clay Smith, Edinburg.



Grand Champion and Junior Champion
 "CRCF Mary Jane's Beau,"
 s. by LLSF Pays To Believe, exh. by Madison Culpepper, Gonzales.

Reserve Junior Champion
 "BCC Wheelman's Lady,"
 s. by FBFW Wheelman,
 exh. by Audra Smith, Edinburg.



Reserve Grand Champion and Senior Champion
 "BCC Star Struck,"
 s by ZKCC Chopper 844U,
 exh. by Reese Gonzalez, Poteet.

Reserve Senior Champion
 "Princess Leah,"
 s. by Smith Prince Charming, exh.
 by Jacob Friedrich, Zabcikville.

Percentage Bulls

Calf Champion
 "HR Red Label 31,"
 s. by LMC Red Alert,
 exh. b Hallak Ranch, Athens.



Reserve Grand Champion and Intermediate Champion
 "Smith Just Because,"
 s. by Smith Stout N Black,
 exh. by Smith Genetics, Giddings.

Reserve Intermediate Champion
 "Smith Prince N Black"
 s. by Smith Prince Charming, exh.
 by Jacob Friedrich, Zabcikville.



Grand Champion and Senior Champion
 "BCC Maverick," s. by ZKCC
 Chopper, exh. by Baring Cattle
 Co., Elmendorf.

Groups

Best Three Head
 Exh. by Baring Cattle Co.,
 Elmendorf.

Produce-of-Dam
 S. by CHCC Superstar, exh. by
 Baring Cattle Co., Elmendorf.

Junior Simbrah Show Females

Calf Champion
 "Hagan Ethereal 61E," exh. by
 Bradley Meuth, Floresville, FFA.

Reserve Calf Champion
 "6G Rapnuzel 5E2,"
 exh. by Amelia Stavinoha,
 Colorado County 4H.

Junior Champion
 "Hagan Joy 50D,"
 exh. by Miranda Skaggs,
 Brazos County 4H.

Reserve Junior Champion
 "LMC BBS Kelly 5D/191,"
 exh. by Jerrell Williams,
 Liberty County 4H.



Grand Champion and Senior Champion
 "LMC BBS Layla 5D/37,"
 exh. by Mackenzie Groce,
 Burleson County 4H.



Reserve Grand Champion and Reserve Senior Champion
 "LMC BSS Sadie 5D/102,"
 exh. by Caleb Fuchs,
 Washington County 4H.

Simmental Show

Date: February 15-16, 2018
Judge: Shane Lindsey,
 Prairie City, IA

Junior Show Females

Calf Champion
 "OBR JLO E11,"
 exh. by Cole Todd, Needville, FFA.

Reserve Calf Champion
 "RHF/ECS Emel 730E,"
 exh. by Lily Romanchuk,
 Montgomery County 4H.

Junior Champion
 "CMFM Shawnee 721D,"
 exh. by Jayci Phillips, Teague FFA.

Reserve Junior Champion
 "CMFM Blace 354D,"
 exh. by Sylee Sulak,
 McLennan County 4H.

Grand Champion and Senior Champion
 "LFCC Lady K D4055," exh. by
 Lane Hagan, Lavaca County 4H.

Reserve Grand Champion and Reserve Senior Champion
 "Fly Queen Latifah,"
 exh. by Shandie Hamilton,
 Palo Pinto County 4H.

◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆ ◆
**Simmental/
 Simbrah
 Superbowl XXVI**

Date: February 14, 2018
Location: San Antonio, TX
Judges: Luke Bowman, ASA;
 and Katy Wunderlich,
 Hempstead, TX

Simbrah Females Purebred

Junior Calf Champion
 S. by KSSR Milestone,
 exh. by Jill Phelps, sponsored
 by JV Cattle Co., Winnie.

Reserve Junior Calf Champion
 S. by LMG 6G Red Rock 5Y/203,
 exh. by Marcela Garza,
 sponsored by Bar P Bar
 Cattle Company, Happy.

Senior Calf Champion
 S. by Smith TMP Red Jewel,
 exh. by Morgan Maniscalco,
 sponsored by Smith Genetics/
 Temperance Livestock, Giddings.

Reserve Senior Calf Champion
 S. by LMC Gold Medal 5/75,
 exh. by Colby Jedlicka, sponsored
 by La Muñeca, Linn.

Intermediate Champion
 S. by Smith Satisfies,
 exh. by Grant Hinckley, sponsored
 by Smith Genetics/Temperance
 Livestock, Giddings.

Reserve Intermediate Champion
 S. by LMC 3P So Johnny 5W/286,
 exh. by Cole Mau, sponsored by
 Boening Bros., Floresville.

Early Junior Champion
 S. by 6G/LMC Ragin Cajun, exh.
 by Haley Bryand, sponsored by
 La Muñeca Cattle Company, Linn.

Reserve Early Junior Champion
 S. by LMC 6G Red Rock 5Y/203,
 exh. by Graceann Mullins,
 sponsored by La Muñeca Cattle
 Company, Linn.



Reserve Grand Champion and Junior Champion
 S. by LMC 6G Red Rock 5Y/203,
 exh. by Diana Garcia, sponsored by
 Cameron Chappell, Raymondville.

Reserve Junior Champion
 S. by Hagan Arapaho, exh. by
 Regan Merryfield, sponsored by
 Hagan Cattle Company, Yoakum.



Grand Champion and Senior Champion
 S. by McCrary Smith Inspired,
 exh. by Hayden Hackett,
 sponsored by McCrary Farms
 and Smith Genetics, Giddings.

Reserve Senior Champion
 S. by PRR Prevail,
 exh. by Victor Balderas,
 sponsored by LaMuñeca Cattle
 Company, Linn.

Percentage Simbrah Females



Grand Champion Female
 S. by ZKCC Chopper,
 exh. by Reese Gonzalez,
 sponsored by Baring Cattle
 Company, Elmendorf.



Reserve Grand Champion
 S. by Rolling Hills Endeavor, exh.
 by Robert Stavinoha, sponsored
 by 6G Ranch, Rock Island.

(Continued on page 94)

THE CIRCUIT

Simmental/Simbrah Superbowl XXVI (Continued)

Purebred Simmental Females



Reserve Grand Champion and Calf Champion

S. by Longs Captain Jack, exh. by Lily Romanchuk, sponsored by Elmore Cattle Services, Waukomis, OK.

Reserve Calf Champion

S. by JSSC Wide Body, exh. by Brandon Adams, sponsored by Blount Farms, Denison.

Junior Champion

S. by FBFS Wheel Man, exh. by Jayci Phillips, sponsored by Circle M Farms, Rockwall.

Reserve Junior Champion

S. by VLF/OBCC Steelin Banners, exh. by Tristan Boone, sponsored by Turkey Creek Cattle Co., Lone Oak.



Grand Champion and Senior Champion

S. by HPF Quantum Leap, exh. by Allie Jordan, sponsored by Circle M Farms, Rockwall.

Reserve Senior Champion

S. by TLLC One Eyed Jack, exh. by Mike Petrus, sponsored by Southern Jewel Cattle Company, Rosharon.

Percentage Simmental Females



Grand Champion

S. by LLSF Uprising, exh. by Kayden Tanner, sponsored by Southern Jewel Cattle Company, Rosharon.



Reserve Grand Champion

S. by Sandeen Upper Class, exh. by Kaylee Langford, sponsored by Udell Cattle Company, Sioux City, IA.

Showmanship

8-9 Year-Old Division

Mia Ramirez (1st place)
Rory Die (2nd place)

10-11 Year-Old Division

Aubree Blissard (1st place)
Carlos X Guerra III (2nd place)

12-13 Year-Old Division

Miranda Skaggs (1st place)
Hallie Hackett (2nd place)

14 Year-Old Division

Natalie Martinez (1st place)
Robert Stavinoha (2nd place)

15 Year-Old Division

Clay Smith (1st place)
Mia Barba (2nd place)

16 Year-Old Division

Allie Jordan (1st place)
Caleb Fuchs (2nd place)

17 Year-Old Division

Hayden Hackett (1st place)
Reagan Merryfield (2nd place)

18 Year-Old and Older Division

Ryan Eary (1st place)
Dillon Jackson (2nd place)



Showmanship winners with their buckles (l to r) Mia Ramirez, Rory Die, Aubree Blissard, Carlos X. Guerra III, Miranda Skaggs, Hallie Hackett, Natalie Martinez, Robert Stavinoha, Clay Smith, Mia Barba, Allie Jordan, Caleb Fuchs, Hayden Hackett, Reagan Merryfield, Ryan Eary, and Dillon Jackson. Front row includes judges Luke Bowman and Katy Knox Wunderlich. Back row includes Brian DeFreese, American Simmental Association former chairman, Carlos Guerra, sponsor and founder, Fred Schuetze American Simmental Association former chairman and Tim Smith, sponsor and founder, and American Simmental Association Chairman of the Board of Trustees.

Sponsors

Sponsors, each of whom provided \$1,000 were: 6G Ranch, 7N Ranch, Bar P Bar Cattle Co., Baring Cattle Co., Blissard Cattle Co., Blount Farms, Boening Bros., Chappell/CTCF, Circle M Farms, Diamond RF Farms, Elmore Cattle Services, Foster Bros Farms, Freasier Ranch, Hagan Cattle Co., H-3 Harris Farms, JV Cattle Co., Knezek Simmental Simbrah Ranch, La Escoba Cattle Co., La Hacienda Hinojosa, La Morra Ranch, La Muñeca Cattle co., La Negra Cattle Co., LPJ Ranch, McCrary Farms, Morris Cattle Co., Pine Ridge Ranch, Reavis Farms, RGV Cattle Co., Smith Genetics, Southern Jewel Cattle Co., Temperance Livestock, Triple J/Tortorici/Carpenter Ranch, Turkey Creek Cattle Co., Udell Cattle Co. and Walters Livestock Enterprises.

Note: At the conclusion, Junior exhibitors of Simbrah, Simmental, Percentage Simbrah and Simmental competed for over \$40,000 in prize monies, awards and scholarships. The event in its 26th year has now awarded almost \$800,000 in monies and prizes to 1,500 plus exhibitors of SimGenetics. The show is made possible by sponsors who each put up \$1,000 and junior exhibitors who purchase calves from them are eligible to compete. The event was held in conjunction with the San Antonio Livestock Show and each exhibitor was only allowed to bring one animal to the competition. This year's event drew 168 exhibitors.

The grand champion in the Purebred Simbrah and Simmental Shows were each awarded \$1,500 and the reserve champions 1,000. The grand champion in the Percentage Simbrah and Simmental Shows were each awarded \$500 and the reserve champions \$250. Division champions also received checks and trophy belt buckles were also awarded to each class winner, as well as monetary awards deep in each class.

For more information on the event go to www.simmental-simbrahsuperbowl.com. Also sponsorships for the 2018 event are now being accepted and posted to the website. Contact Tim Smith, 512-587-7896 or Carlos Guerra 956-383-7566 for details. ♦



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Revival is the ultra-exciting, record selling purebred Simmental bull at "The One", commanding \$160,000! Cattlemen from all breeds admired his sleek design, soundness of structure, ample muscle shape, cleanness of joints, and "out of this world" neck extension.

FLECKVIEH FORUM

Anniversaries

For the ASA and the Simmental breed, 2018 is undeniably and deservedly a year of celebration. The ASA has kicked off the process in recognition of its 50th Anniversary since founding in 1968 with in depth coverage of the storied history of this remarkable organization. We are all grateful to the ASA team for their dedication and commitment to fill the pages of *the Register* with information and stories about the Founders, cattle, events and people who have contributed to the ASA's tremendous success. We congratulate the ASA leadership and staff, past and present, for guiding our organization through both good and bad times that has allowed the ASA to survive and flourish. This was no small task!

From my inquisitive perspective, I often wonder what our young folks think as they go through the pages of *the Register's* 50th Anniversary editions and see the many photos of the Simmental cattle that formed the genetic base of our breed 50 years ago. I offer this perplexing question based on my own experiences. Several times over the years, while manning our fullblood Simmental stall area at the North American International Livestock Exhibition (NAILE) in Louisville, Kentucky, I have fielded questions from

By Larry H. Maxey



youngsters as to what kind of cattle we had. I recall one example from a puzzled boy about 10 years old who said: "Daddy, the sign says Simmental, but the cows don't look like our Simmentals". Of course, these questions always require an attempt at explanation.

2018 marks another celebration — the 10th Anniversary of the NAILE Fullblood Simmental Show, the Pinnacle. We have successfully sustained this show at the world's largest livestock exposition thanks to many fine people, breeders, and exhibitors who have so generously supported the program. We are also thankful to the Board of Directors, staff and members of our official sponsor, the Fullblood Simmental Fleckvieh Federation (FSFF), for all they continue to do to ensure our success. The positive and overwhelming industry response to our NAILE program has enabled us to grow in recent years to three shows. We now have a junior Fullblood heifer show, the Challenge Cup, and a crossbred Fleckvieh percentage show, the Fleck Effect™. If you have Fleckvieh influenced cattle, enter them, and show us what you have! We are committed to growing our shows and program for many years to come.

As the ASA and FSFF spend 2018 in celebration of their 50/10 year milestones, the strength of the Simmental breed in the US is at its own "pinnacle". We, as a breed, are so fortunate to have such a wide and diverse genetic foundation that began with the introduction of the first Fullblood Simmentals five decades ago. Thanks to the dedication of many Fullblood Simmental breeders, the 2018 NAILE will once again have Fullblood "traditional" Simmentals on display and in the NAILE show ring. Please join us in Louisville from November 8th thru November 12th and celebrate with us as we offer the opportunity to see Fullblood Simmental cattle as they appeared with their first importation to the US. With the help of the ASA's coverage and photos in *the Register* throughout 2018, perhaps some of our youngsters seeing these "traditional" Simmentals for the first time will not have to ask "what kind of cattle are these?" 2018 is indeed a great time to witness the 50/10 success of Simmentals in our country.

For more information about our Fullblood NAILE show and sale opportunities, please contact me at larryhmaxey@gmail.com. ♦

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*GGP-LD	\$50
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**Parental Verification (PV)	\$18	Free
Coat Color	\$20	\$9
Red Charlie	\$15	NA
Horned/Polled	\$33	\$19
PMel (Diluter)	\$20	Free

	Stand Alone ↓	Add-on ↓
Genetic Conditions Panel	\$34	\$17
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Oculocutaneous Hypopigmentation (OH)	\$25	NA
Contractural Arachnodactyly (CA)	\$25	\$11
BVD PI	\$5	

***Subject to additional research fees in the case of exclusions or multi-sire groups*

THE Enrollment

Fall 2018 THE Enrollment (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2018**.
Late enrollment available until August 1, 2018.

Spring 2019 THE Enrollment (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2018**.
Late enrollment available until February 1, 2019.

	<u>Option A (TR)</u>	<u>Option B (SR)</u>	<u>Option C</u>	<u>Option D (CM)</u>
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd
<i>*Late enrollment fees</i>				

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. 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 calendar year when a member did not participate in THE.

American Simmental Association Fees

First Time Membership Fee:

Adult First Time Membership Fee*	\$160
<i>(Includes: \$50 set-up fee and \$110 ASF)</i>	
Junior First Time Membership Fee*	\$50
Prefix Registration	\$10
<i>*After January 1: \$105 for Adults and \$25 for Juniors</i>	

Annual Service Fee (ASF):

Adult Membership	\$110
Junior Membership	\$50
Multiple Memberships at the same address	\$160
Fiscal year runs from July 1 – June 30	

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)	\$50
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

Thank You!

to the bidders and buyers at our Vision XX Sale!
Looking forward to the progeny of these exciting herd sires!



ASA# 3152402

Big Time 297D

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
17	-2.2	79	118	.24	11	19	58	15.9	9.9	36.3	-21	.47	.97	-.20	173	92



ASA# 2984470

Constitution 311C

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
11	-4	75	127	.33	9	16	53	7.7	13.3	45.4	-.04	.97	.50	-.45	162	94



ASA# 3312138

Kingsman E144

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
12	1.5	84	120	.23	14	20	62	14.2	11.7	42.5	-.24	.44	.80	-.30	155	89



ASA# 3047675

Compass C324

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
9	4	96	151	.34	13	22	70	14.7	11.8	65.2	-.08	.29	.91	-.38	146	90



ASA# 3312199

Next Level E206

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
20	-3	72	125	.33	10	30	66	16	11	40	-11	1.05	.83	-	200	101



ASA# 3287061

Schatz's Outlaw

EPDs

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	MB	REA	SHR	\$API	\$TI
14	.8	74	110	.22	11	23	60	11	12.4	35.9	-.48	.32	1.68	-.13	144	83

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S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MAY 2018						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



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- 5 Midland Bull Test Sale — Columbus, MT
- 6 CK Bar Ranch/Kammer Livestock Bull Sale — Saint Onge, SD
- 6 Southeast Elite Female Sale — Perry, GA
- 6 South Dakota State University Bull Sale — Brookings, SD
- 7 Bulls of the Bluegrass — Mt. Sterling, KY
- 7 McDonald Farms' 15th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 7 Southeast All Black Classic — Greenwood, FL
- 7 The Gathering at Shoal Creek — Excelsior Springs, MO
- 7 WBIA 61st Annual Performance Selected Bull Sale — Platteville, WI
- 9 Nelson Livestock Company's Production Sale — Wibaux, MT
- 13 Trennepohl Farms' "Back to the Farm" Bull Sale — Zanesville, OH
- 14 Brant Farms' Genetic Balance Sale — Hinckley, MN
- 14 Choctaw County Land and Cattle Sale — Boswell, OK
- 14 New Day Genetics Elite Bull and Female Sale — Osceola, MO
- 14 Shenadoah's Shining Stars Spring Sale — Quicksburg, VA
- 14 Southeast All Black Classic and Southern Cattle Company Angus Production Sale — Marianna, FL
- 14 Timberland Cattle Angus Herd Dispersal Sale — Cullman, AL
- 16 Northern Plains Simmentals' Bull Sale — Rugby, ND
- 18 The TF Top 10 Sale — Middletown, IN (pg. 97)
- 20 Cowboy Logic Female Sale — Talmo, GA
- 20 Virginia Beef Expo — Harrisonburg, VA
- 21 2nd Annual Southwest Showcase Sale — Crockett, TX
- 21 Owen Bros. Diamonds & Spurs SimGenetic Sale — Bois d' Arc, MO
- 22 Prospect Cattle Company's High Society Sale — Hillsboro, OH (pg. 99)
- 28 Heartland Performance with Class Bull Sale — Waverly, IA (pg. 71)

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- 3 Nelson Simmental and SimAngus Bull Sale — Glasgow, MT
- 4 SNESA's 7th Annual All Breed Sale — Springfield, MA
- 5 Stars and Stripes Sale — Gettysburg, PA (pg. 19)
- 5 Timberland Cattle's Black Angus and SimAngus™ Female Auction — Vernon, AL
- 12 Banners and Beyond Simmental Sale — Jefferson, GA (pg. 49)
- 19 4th Annual Spring Turnout Sale — Seward, NE (pg. IFC)

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- 12-16 North Central Regional Classic — Springfield, IL
- 13-16 South Central Regional Classic — Fayetteville, AR
- 20-23 Eastern Regional Classic — West Springfield, MA
- 20-23 Western Regional Classic — Yreka, CA

JULY

- 2-7 AJSA National Classic — St. Paul, MN

AUGUST

- 25 Generations of Value — Colbert, GA

SEPTEMBER

- 1 NC Fall Harvest Sale — Union Grove, NC
- 8 Silver Towne Farms' 32nd Annual Production Sale — Winchester, IN (pg. 3)
- 9 Field of Dreams Production Sale — Hope, IN
- 15 Family Matters Sale — Auburn, KY
- 19 Gonsalves Ranch Bulls Eye Breeders Angus & Sim Angus™ Bull Sale — Modesto, CA
- 22 Head of the Class Sale, Louisburg, KS
- 24 LRW Simmental's Genetic Harvest Sale — Janesville, WI
- 27 Beef Solutions Bull Sale, Lone, CA
- 29 Ferguson Show Cattle's Production Sale, Chardon, OH

(Continued on page 104)

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PUREBRED SIMMENTAL
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BW 2.2 YW 96.5 MILK 11.7 CW 30.5 REA 0.96 TI 75.7



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OCTOBER

- 6 Belles of the Bluegrass — Campbellsburg, KY
- 6 Buckeye's Finest Sale — Belle Center, OH
- 7 Krieger Farms' Annual Sale — Universal, IN (pg. 35)
- 7 Wisconsin Simmental's Midwest Fall Roundup — Lancaster, WI
- 13 New Direction Sale — Seward, NE (pg. 30)
- 14 Ladies of the Valley Sale — West Point, NE (pg. 30)
- 15 Houck Rock Creek Ranch Private Treaty Bull Sale — Allen, KS
- 15-16 Oktoberfest at Windy Ridge Simmentals — www.dponlinesales.com
- 19 Buckles and Banners — West Point, IA
- 20 Fred Smith Company's Extra Effort Sale — Clinton, NC
- 20 Midwest Made Sale — Ames, IA
- 20 MN Beef Expo- White Satin on Ice & All Breeds Sale — Minneapolis, MN
- 27 Clear Water Simmentals' 1st Annual Production Sale — Milan, IN
- 27 Red Hill Farms' "Bulls of Fall IV" Sale — Lafayette, TN

NOVEMBER

- 3 Hawkeye Simmental Sale — Bloomfield, MN
- 3 Irvine Ranch 14th Annual Production Sale — Manhattan, KS
- 4 Triangle J Ranch's Female Sale — Miller, NE (pg. 30)
- 10 Gibbs Farms' 13th Annual Bull and Replacement Female Sale — Ranburne, AL
- 12 NAILE Select Sale — Louisville, KY
- 16 Heartland Simmental Performance with Class Sale, Waverly, IA
- 17 Southwest Cattleman's Classic — Wytheville, VA
- 17 Timberland Cattle's Fall Bull Sale — Vernon, AL
- 18 North Central Simmental Fall Classic — Hubbard, IA
- 23 Ruby Cattle Co "Livin' The Dream" Production Sale — Murray, IA
- 24 Foxy Ladies Bred Heifer Sale — West Point, NE (pg. 30)
- 24 Trennepohl Farms' Right Be Design Sale — Middletown, IN
- 25 Chestnut Angus Female Sale — Pipestone, MN

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- 1 Jewels of the Northland — Clara City, MN
- 3 Genetic Perfection Sale — Fremont, NE (pg. 30)
- 8 7th Annual Strickland-Driggers Bull Sale — Glennville, GA
- 8 North Dakota Simmental Association's Simmental Classic Sale — Mandan, ND
- 9 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 15 South Dakota Source Sale — Mitchell, SD
- 26-27 St. Nick's Eggstravaganza — www.dponlinesales.com

JANUARY 2019

- 25 Ellingson Annual Production Sale — Dahlen, ND (pg. 57)
- 26 Double J Farms Sale — Garretson, SD
- 26 J&C Simmentals' Annual Bull Sale — Arlington, NE (pg. 30)
- 27 Triangle J Ranch's Bull Sale — Miller, NE (pg. 30)

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- 2 Prickly Pear Made In Montana Sale — Helena, MT (pg. 35)
- 6 Begger's Diamond V Bull Sale — Wibaux, MT (pg. 35)
- 7 Stavick Simmental's Annual Sale — Veblen, SD (pg. 31)
- 11 Edge of the West Bull and Female Sale — Mandan, ND
- 13 River Creek Farms' Annual Production Sale — Manhattan, KS (pg. 32)
- 15 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 32)
- 15 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 57)
- 15 Sandy Acres' Bull Sale — Neligh, NE (pg. 30)
- 18 Bulls of the Big Sky — Billings, MT (pg. 35)
- 19 QBVJT Power By Design Sale — Oakes, ND (pg. 57)
- 21 Felt Farms' Bulls of Excellence Sale — West Point, NE (pg. 30)

MARCH

- 1 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 31)
- 2 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 57)
- 7 Keller Broken Heart Ranch's Annual Production Sale — Mandan, ND (pg. 57)
- 15 3C/NLC Annual Production Sale — Wessington, SD (pg. 31)
- 15 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 32)
- 16 Dickinson Ranch's Annual Sale — Gorham, KS (pg. 32) ♦



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CW	YG	Marb	BF	REA	Shear	API	TI	
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CW	YG	Marb	BF	REA	Shear	API	TI	
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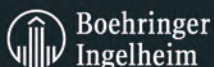
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WS A Step Up X27

By SS Ebony's Grandmaster
EPDs: CE: 7 \$API: 107 \$TI: 63



Mr. Hoc Broker C623

By Steel Force
EPDs: CE: -6 \$API: 64 \$TI: 53



SSC Shell Shocked 44B

By Remington Secret Weapon 185
EPDs: CE: 12 \$API: 115 \$TI: 61



THSF Lover Boy B33

By HTP/SVF Duracell T52
EPDs: CE: 19 \$API: 140 \$TI: 76



Fitz POL Blazon B1203

By PRS Blazin Hot W192
EPDs: CE: 11 \$API: 113 \$TI: 75



S&S Sweet Dreams 507C

By CNS Dream On L186
EPDs: CE: 12 \$API: 116 \$TI: 64



CSCX Bandwagon 513A

By TJSC Optimus Prime
EPDs: CE: 6 \$API: 121 \$TI: 73



W/C Bullseye 3046A

By Lock N Load 54U
EPDs: CE: 17 \$API: 131 \$TI: 69



Kappes Big Ticket C521

By Lock N Load 54U
EPDs: CE: 9 \$API: 116 \$TI: 70



NEW

Hook's Brilliance 37B

By Hooks Shear Force
EPDs: CE: 16 \$API: 182 \$TI: 89



NEW

OBCC Ships Ahoy D150

By CCR Anchor 9071B
EPDs: CE: 19 \$API: 152 \$TI: 80



NEW

PAL/CLAC Meant To Be 823E

By Mr HOC Broker
EPDs: CE: 2 \$API: 100 \$TI: 65



NEW

JBSF Gavel 9D

By Mr TR Hammer 308A
EPDs: CE: 4 \$API: 111 \$TI: 72



TJSC 152A "Vindication"

By Flying B Cut Above
EPDs: CE: 4 \$API: 93 \$TI: 58



STF Rock Solid 033C

By CDI Rimrock 325Z
EPDs: CE: 11 \$API: 109 \$TI: 69



CNS Pays To Dream T759

By CNS Dream On L186
EPDs: CE: 11 \$API: 135 \$TI: 70



CLO Captain America 704Y

By CNS Pays to Dream T759
EPDs: CE: 14 \$API: 107 \$TI: 64



Angus

Circle M Tejas 107Z

By BC Lookout 7024
EPDs: CE: 19 \$API: 112 \$TI: 58



SimAngus™

WLTR Renegade 40U ET

By 3C Macho M450 BZ
EPDs: CE: 6 \$API: 118 \$TI: 74



3/4 SimAngus

WS Stepping Stone B44

By W/C Lock Down
EPDs: CE: 11 \$API: 125 \$TI: 73



Angus

Silveiras Style 9303

By Gambles Hot Rod
EPDs: CE: 18 \$API: 134 \$TI: 65



Angus

SP The Answer 813

By SAV Final Answer 0035
EPDs: CE: 20 \$API: 126 \$TI: 69



W/C Tribute 84C
By Yardley Utah Y361
EPDs: CE: 6 \$API: 130 \$TI: 75



LLSF Pays To Believe ZU194
By CNS Pays To Dream T759
EPDs: CE: 6 \$API: 130 \$TI: 75



K-LER Make It Rain 696S
By Foundation 724N
EPDs: CE: -8 \$API: 89 \$TI: 54



W/C Cash In 43B
By JS Sure Bet 4T
EPDs: CE: 15 \$API: 122 \$TI: 63



LLSF Addiction AY792
By Top Grade
EPDs: CE: 7 \$API: 111 \$TI: 67



W/C Rolex 0135E
By Yardley Utah Y361
EPDs: CE: 12 \$API: 123 \$TI: 67

NEW



CDI Executive Power 280D
By W/C Executive Order
EPDs: CE: 13 \$API: 157 \$TI: 86



HPF Tradecraft D010
By JF Milestone 999W
EPDs: CE: 8 \$API: 111 \$TI: 73



FBF1 Combustible Y34
By Steel Force
EPDs: CE: 10 \$API: 98 \$TI: 61



LLSF Uprising Z925
By Heads Up 20X ET
EPDs: CE: 4 \$API: 102 \$TI: 78

SimAngus™



CCR Anchor 9071B
By CCR Cowboy Cut 5048Z
EPDs: CE: 21 \$API: 164 \$TI: 84

SimAngus™



SS/PRS Tail Gater 621Z
By HTP/SVF Duracell T52
EPDs: CE: 10 \$API: 116 \$TI: 75



W/C Grandstand 6B
By W/C Wide Track 694Y
EPDs: CE: 11 \$API: 125 \$TI: 66



W/C Catchin A Dream 27X
By Dream Catcher
EPDs: CE: 10 \$API: 125 \$TI: 68



HPF Rockstar B332
By JF Milestone 999W
EPDs: CE: 6 \$API: 112 \$TI: 79



WAGR Dream Catcher 03R
By Dream On
EPDs: CE: 13 \$API: 132 \$TI: 73



JBSF Logic 5E
By W/C Relentless 32C
EPDs: CE: 9 \$API: 108 \$TI: 63

NEW



Long's Stand Alone B35
By Built Right
EPDs: CE: 9 \$API: 107 \$TI: 59



Yardley Top Notch C371
By Sandeen Upper Class 2386
EPDs: CE: 9 \$API: 125 \$TI: 68



HILB Maverick A43
By GLS New Direction X148
EPDs: CE: 4 \$API: 101 \$TI: 58



Rousey Gold Strike 512C
By Hooks Trinity 9T
EPDs: CE: 20 \$API: 152 \$TI: 87

SimAngus™



WLTR Nashville 22A ET
By High Voltage
EPDs: CE: 11 \$API: 116 \$TI: 65

Worrier



SAS Big Bruzer Y131
By King of the Yukon (outcross)
EPDs: CE: 11 \$API: 121 \$TI: 63



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LON-GEV-I-TY (lon-jev'-i-te') 1. a. A Long duration of life. b. length of life
2. a. Continuous or duration of life.



SPRING 2018 EPDS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	AP	TI
6.4	1.8	75.7	112.1	0.23	12.9	12.3	50.1	17.1	12.4	38.9	-0.34	0.32	-0.033	1.15	144.9	79.9
% 80	50	10	10	10	10	99	65	3	20	15	40	15	90	4	10	10

Sire: ASR/GLS Pacesetter by Hooks Pacesetter

Dam: ASR Primrose M231 by ASR Showcase by ER Black Cisco

- The cattle are gentle and quiet, giving him a Docility score (DOC) ranking him in the top 20% of the breed and in the top 3% of the breed for Stayability (STAY). These traits heavily influence the All Purpose Index (API). ASR Longevity ranks in the top 10% of the breed for API.
- ASR Longevity was enrolled in the Carcass Merit Program (CMP) and ranks in the top 15% for Marbling and top 4% for Ribeye. His top 10% growth for Weaning and Yearling Weight EPDs and carcass traits rank ASR Longevity in the top 10% for Terminal index (TI).
- The real plus of ASR Longevity Y184 is his maternal strength. His grand dam raised 14 calves. His dam is still in production and recently calved with her 14th calf. He ranks in the top 10% for Maternal Calving Ease (MCE). Ideal for making SimAngus™ halfbloods. Outcross for many of the current Simmental pedigrees.



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ASR Primrose M231,
dam of ASR Longevity,
leading the herd home
from winter pasture.



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