

EVERYONE IS HEADING TO THE

WEST SIMMENTAL SALE

Tuesday, January 20, 2015 • 5:00 PM

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Selling 60 Open & Bred, Black & Red Female lots! Ranch raised "Bred to be Cows" Show Prospects



ASR Ms. Super Baldy A304 Amigo x LJC Mission Statement-SimAngus™

Bred to Red Angus New Direction



Oval F Cool Dude x In Dew Time

Bred to LMF Revenue



WW YW MCE Milk MWW ASR Longevity x Traveler 004-SimAngus™ Bred to Top Grade



Amigo x Feddes Big Sky-3/4 Blood Bred to WS High Stakes



Oval F Bubble Yum B424





Oval F Brea B459 Oval F Cool Dude x In Dew Time



Oval F Bubblicious B437 Wide Track x New Trend Way Cool



ASR Ms. Fine Art B4 WW YW MCE Milk MWW 70 101 11 21 56 Wide Track x In Dew Time

AHLB Jinn

Hoc Broker x Frontman - SimAngus™ Champion at the Nebraska State Fair and American Royal

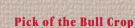


AHLB Grace Point CE BW WW YW MCE Milk MWW 13 1.1 53 83 11 19 46 Silveiras Style x STF Easy Rider-SimAngus™



AHLB Beige

NLC Upgrade x STF Unanimous





ASR Augustus Z2165

Pick of the 140+ Altenburg bull crop.

During the Denver National Western Stock Show Simmental events, bus

transportation from the NWSS grounds will be provided to the sale.

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ELITE GENETICS TO FIT ANY PROGRAM'S NEEDS

29SM0456 FRONTIER



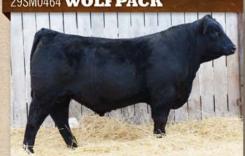
CCR FRONTIER 0053Z ASA 2703756 1/2 SM, 1/2 AN MCC DAYLITE 0005 x HTP/SVF DURACELL T52

Frontier Outcross Genetics

- Homozygous black and homozygous polled
- Elite genetic profile ranks in the top 20% or better for 11 traits with top 2% API, top 2% TI and dominating carcass merit
- ✓ Sire is the product of the ABS Sire Alliance winner DAYBREAK

CE	BW	WW	YW	MCE	MILK	MWW	STAY	000	CW	46	MARB	BF	REA	SHR	SAPI	\$TI
+16.5	-0.5	+71.1	+117.3	+13.1	+27.4	+63.0		+10.6	+39.3	13	+.74	+.034	+1.04	36	\$171	607
.45	.58	.38	.40	.24	.22	.26		.09	.34	.27	.39	.32	.29	.19	\$1/1	\$87
DEL				1000	3000	2000	1955	1000000	-97500	10000	100	100	200000	EA	11 2014	mana

29SM0464 WOLFPACK



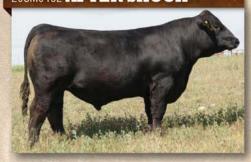
GW WOLFPACK 712A ASA 2708199 5/8 SM, 3/8 AN GW PREMIUM BEEF 021TS x GW PREDESTINED 701T

Get Ahead of the Pack

- Homozygous black, homozygous polled
- ✓ Lot 1 and high selling bull of the 2014 Gateway Simmental sale
- Stacked pedigree for predictable breed leading results, representing generations of breeder focus

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	46	MARB	BF	REA	SHR	SAPI	\$11
+17.6	-1.7	+65.0	+115.7	+12.2	+24.5	+57.0		+14.4	+37.0	26	+.77	006	+1.09	29	\$175	607
.29	.44	.39	.43	.25	.24	.29		.18	.35	.27	.40	.26	.33	.21	\$1/5	\$87
DOF	PART C	- 47750	10000	ENTE	311		TOTAL TOTAL	-	THE RES	7	1700	993		FA	1 2014	TOP

29SM0462 AFTER SHOCK



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

Epicenter of Genetic Progress

- Homozygous black, homozygous polled
- ✓ Breed leading calving ease, growth, carcass, and profitability in one package
- His highly productive dam consistently rings the bell including 5 @ 114 IMF and 5 @ 102 REA

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	46	MARB	BF	REA	SHR	SAPI	\$TI
+14.9	-0.8	+76.8	+124.4	+12.0	+24.3	+62.7		+12.8	+42.8	30	+.34	031	+1.09	43	\$153	602
.35	.43	.39	.41	.24	.23	.28		.27	.33	.27	.38	.31	.29	.20	\$153	\$82
DDFI	775	OH THE				C = 31	11550		126 44				Total Car	FA	L 2014	TOP 35

29SM0467 SANTA FE



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

Drive Your Herd To Prosperity

- ✓ The answer to a lot of needs
- Very attractive and correct made calving ease bull
- Ranks in the top 10% or better for CE, REA, and API
- Dam is the famous MS APPLE, donor dam of many greats

	CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	SAPI	\$TI
-	16.1	-3.1	+62.2	+95.3	+14.4	+31.7	+62.9		+13.6	+22.1	25	+.21	+.007	+.98	52	\$153	672
	.27	.36	.31	.33	.18	.19	.23		.15	.27	.25	.41	.25	.32	.25	\$103	\$/3

FALL 2014 TOP 35%

Breed leading genetic profiles, proven pedigrees and dominating phenotype - these sires offer it all. To order contact your local ABS Representative or call 1.800.ABS.STUD





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By Dan Rieder



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By Jackie Atkins, Ph.D.

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About the cover: The Golden Book Award Class of 2015: clockwise from lower right: Verlouis Forster, Smithfield, NE; Jenny Rucker, (with husband, Phil) Hamptonville, NC; and Dr. Mike Tess, (right, receiving BIF Pioneer Award from Ben Eggers) Bozeman, MT.



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LOOK FOR THESE CONSIGNMENTS AT THE WILD, WILD WEST SALE

High-Selling Lot in the 2014 Bridle Bit Sale. Seven full brothers will sell this Spring.



Bridle Bit Miss B496

EPDs: 15 .7 62 87 7 24 55 DOC: 11 CW: 22 YG: -.26 MB: .58 BF: -.03 REA: .71 \$API: 146 \$TI: 75

ASA#: 2871484 • BD: 3/9/2014 Sire: WS Beef Maker R13 Dam: Bridle Bit Miss T754

Bridle Bit's 2nd Annual Bull Sale, March 23, 2015 Guest consignors: T-Heart Ranch, Center, CO; SRS Red Angus, Haswell, CO







Bridle Bit Miss B439

EPDs: 11 1.3 73 109 10 24 61 DOC: 10 CW: 37 YG: -.27 MB: .62 BF: -.05 REA: .78 \$API: 149 \$TI: 83

ASA#: 2871409 • BD: 2/8/2014 Sire: Mr. NLC Upgrade U8676 Dam: Bridle Bit Miss U878

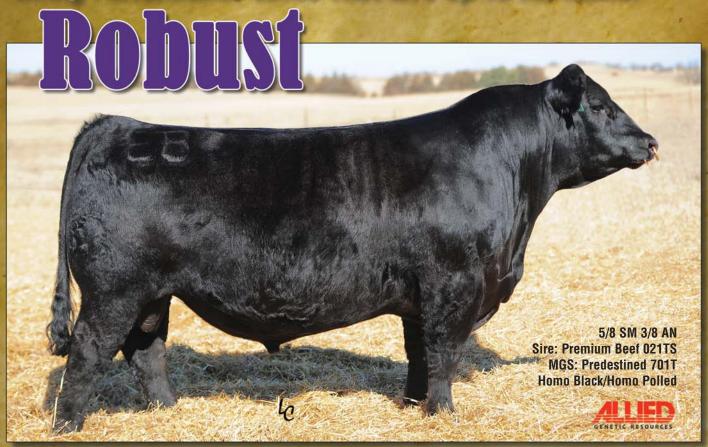
Bridle Bit Simmentals

Erroll Cook and Sons PO Box 507 Walsh, CO 81090

Chad Cook 719-529-0564 (Cell) 719-324-5474 (Home) bridlebitsimm@gmail.com

Tuesday, January 20, 2015 • 5:00 PM

Siring Performance Cattle That Live Up To His Name!



GW RODUSÍ 605Z

7SM75 ASA# 2694778

CE: 15 BW: 0.9 WW: 74 YW: 130 Milk: 25 \$API: 169 \$TI: 91

Few bulls offer the wealth of trait goodness that you'll find in Robust. This stout rascal has sired an impressive first crop with calves that are born small and excel for added dimension and look. Use him to generate soft-made performance cattle that are designed to live up to his name - Robust! From Gateway Simmentals, MT; Gibbs Farms, AL; and Cow Camp Ranch, KS



Substance

7SM72 ASA# 2605922 3/4 SM 1/4 AN

Premium Beef x Mr. Maternal 3/4 S CE: 15 BW: -.5 WW: 66 YW: 108 Milk: 23 \$API: 166 \$TI: 83

Take advantage of exceptional 'Substance' in good-looking cattle that grow fast.

From Gateway Simmmentals, MT; and Wildberry Farms, IL.



Uno Mas

ASA# 2532016
Goldmine PB SM

CE: 16 BW: -1.7 WW: 58 YW: 77 Milk: 20 \$API: 153 \$TI: 77

A proven choice to build a cow herd around plus an ideal choice for your heifers.

From Wesner Livestock and Purdue University, IN.



Wide Range

7SM80 ASA# 2725666 3/4 SM 1/4 AN

Graduate x In Dew Time CE: 15 BW: -2.5 WW: 65 Y

CE: 15 BW: -2.5 WW: 65 YW: 99 Milk: 32 \$API: 149 \$TI: 74

Offering a 'Wide Range' of breeding options for heifers and cows everywhere.

From Cow Camp Ranch, KS; Gibbs Farms, AL; and HRM Simmental, IA.

Conception. Calving ease. Carcass. Cows. SELECT SIRES

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YOUR SUCCESSOUR Passion

VIEWPOINT



By Trustee Scott Cowger, Kansas City, MO



Teamwork

Alone we can do so little; together we can do so much. — Helen Keller

Simmental/Simbrah breeders . . . Working together united should be at the forefront of each individual member of the American Simmental Association (ASA). How do you envision your influence on the Simmental breed or the beef

industry locally or nationally? We are all stewards of this breed and representatives for the ASA, serving different roles and setting different examples. Your values not only influence your program, but are extremely important toward the betterment of the Simmental/Simbrah breeds and the cattle industry as a whole. Working together we can accomplish anything.

Marketing the breed and developing a plan for the future is the responsibility of everyone and the trustees represent the membership and welcome input. After all, we represent our membership not only within our region, but across the entire nation. This association belongs to the members that pay their registration fees, annual service fees and are stewards of the breed. We have to stand TOGETHER, whether you have two cows or 800 cows. We have positioned our breed in a great place due to the science, and we will continue to advance our genetic/science, and make major changes within the breed, focusing on calving ease and carcass merit. The time has arrived for us to spread the message and any input on how you believe that can be accomplished is not only welcomed, but truly appreciated. The field service representative program is being evaluated and evolving. Please share feedback on any positives, negatives or suggestions you believe would assist our breed in progressing and spreading the message. I am also a big believer in the junior program and junior members will carry the torch for the breed for years to come. Setting an example for these junior members and providing guidance from our experiences will aid the future of our breed as well. Working cohesively on a unified front is the key to our success as a breed.

Ten plus years ago this breed was transforming itself. The progress we have made is something to be extremely proud of! We have addressed calving ease. We have led the industry in scientific data for enhanced EPDs and carcass evaluations. We have transformed our industry-leading junior program and have seen success with commercial cattlemen in marketing our bulls. Our challenge is defining the next step. What are the future challenges we face and how do we get people to buy in? •



DVW Force of Hope 320B

HS Work Force X427 x HS/AJE/MB Star of Hope BW: 83 lbs. WW: 785 lbs.

He sells at the 2015



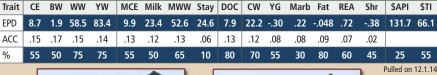
Sioux Empire Farm Show Wednesday, January 28, 2015 Sioux Falls, SD



Wasinger Cattle Company

Winnebago, MN Dan and Val Wassinger www.wasingercattlecompany.com valwilmes@hotmail.com 507.779.6378





HS Work Force X427



HS/AJE/MB Star of Hope



Exciting UP & COMING Prospects



014SM03079 | REG#:2774076 Homo Polled/Homo Black 75% SM / 25% AN Easy Money x Rookie



Cornhusker is a big middle, soft made bull from a great Rookie daughter. He offers tremendous outcross options!

GW MARSHALL 756A

014SM03080 | REG#:2708284 Homo Polled/Homo Black 50% SM / 50% AN Premium Beef x Predestined 701T



Marshall is a great SimAngus™ prospect that offers calving ease with an API and TI in the top 1% of the breed!

GLS INTEGRATE Z3

014SM03076 | REG#:2659754 Homo Polled/Homo Black Purebred Upgrade x Better Than Ever



Integrate is wide based, moderate framed and full of muscle. Great performance in a calving ease package.

LRS TOP TEN 104A

014SM03082 | REG#:2729707 Homo Polled/Homo Black 50% SM / 50% AN Ten X x Sure Bet



Top Ten combines two of the most elite sires in the beef industry with Ten X and Sure Bet and has an EPD profile that is hard to beat!

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Call your local Accelerated Genetics representative today!

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Intrigued by the Science

Cline cows and calves on fall grass. All cattle pictures by Jeremie Ruble.

By Dan Rieder

"The progress of cattle production science in recent years has been remarkable," observes Tommy Cline of Rocky Hollow Simmentals, Wytheville (pronounced With-ville), Virginia. "Sometimes I have difficulty believing what these scientists have accomplished."

He compliments the American Simmental Association for its scientific approach. "I really like ASA's All-Purpose (\$API) and Total (\$TI) Indexes. The \$API incorporates all the significant economic traits into the mix. My customers are most interested in calving ease and growth — and they get those factors right along with other equally important traits," he explained.

"We pay very close attention to EPDs, especially for calving ease — because a lot of our bull buyers are still hung up on the past, when those huge, old-time

Simmental bulls brought calving problems to their little commercial cows," he continued. "I try to give them as much information as I can, but it takes some convincing to get them to change. Once they try one of our calving ease bulls, they come back for more."

Cline credits fellow Virginian Bill McDonald of Blacksburg, a former ASA Board Chairman, for his effort as an advocate for Simmental genetics. "Bill pushes the \$API to cattlemen in this area and he's given me some great advice over the years. He's a tremendous source of information, and really knows his stuff. I toured his farm this past summer and he showed me some of the numbers on his calves, which blew my mind. He's been a real crusader for Simmental and the use of the best science around here," he said.

Rocky Hollow's breeding program revolves heavily around artificial insemination and embryo transfer. Cline has performed his own AI work for years, and consistently exceeds the 70% conception mark.

Usually, any cows that don't settle are implanted with an embryo. Working with embryologist Alan Striker, Cline flushes several donor cows, including PF Vidilia, a female that is owned in partnership with Nick Sloup of Seward, Nebraska, and TNC Sweet Dream, a second highly regarded donor. "We put embryos in our open purebred Simmental cows, plus a couple of commercial cows we keep as recips," he said. "I've been trying to talk some of the local commercial guys into serving as cooperators, but that has been difficult to get done."

Cline expressed his astonishment at other recent scientific breakthroughs. "We took some cattle up to the Beltsville Agricultural Research Center in Maryland and we learned that they can now get viable eggs out of pregnant cows and they can flush heifers as early as six months of age — that is amazing science!"

Establishing the Cowherd

Tommy and Tina, his wife of 26 years, are owners of CJ's Pizza, a thriving Italian restaurant in Wytheville. "The restaurant has been in the family for 33 years, started by Tina's folks, Don and Violet Young. We were in partnership with them until they retired 10 years ago and we bought them out at that time. Tina tells me that the restaurant supports my cattle hobby," he laughed.

"We serve a variety of foods at the restaurant, from lasagna to spaghetti to submarine sandwiches to calzones. We have a staff of 25 to 26 people, including a couple of managers who can take over when we are away," he explained. "We are able to free up time from the restaurant to do what we need to do with the cattle."

Cline affiliation with the Simmental breed began when the late Tom Clark, a well-known area breeder, came into the restaurant and was lamenting about the fact that he could not find good help. Cline, who had grown up on a 225-head Holstein dairy operation and had maintained an affinity for cattle, volunteered to help Clark in the mornings. Clark paid him off by giving him an embryo out of one of his prize females.

Ironically, Cline's father-in-law had earlier purchased a Simmental bull from Clark to use on his own small herd of commercial cows. Operating under the name of Young & Young Simmental, Tina's folks then transitioned from commercial to registered Simmental.

"I owe a lot to Tom Clark," Cline said. "He knew Simmental cattle and taught me about them. Since 1994, I've enjoyed these cattle, and many of my cows go back to Tom's herd," he reports. "Today, we're running 55 mostly purebred females on 130 acres. We've grown over the years primarily by purchasing quality animals out of sales in the surrounding states. We've purchased cattle from several top breeding programs."

He described the makeup of his herd. "We have mostly black cattle with a handful of reds. I like a little white on them. If we have a baldy bull for sale, my buyers go crazy over that. Most of the bulls we sell are purebred, but we've been producing a few SimAngus™ — breeding our purebred Simmental females to Angus bulls — because some potential buyers have inquired about them. We've learned that we have to breed to meet our market."

Cline genetics are marketed in a variety of ways. "We sell 15-20 bulls a year, and don't have any problem at all getting them sold. Our bulls sell quickly and at good prices. Some guys even come here while the calves are still on the cows and pick the ones they want," he commented. (Continued on page 10)



A Virginia breeder relies on science to enhance the performance of his cowherd.

Inurigued by the

(Continued from page 9)

"We consign to a number of state and private sales, including the Virginia Beef Expo; the Stars and Stripes Sale at Gettysburg, Pennsylvania; the Good Girl Sale in Bowling Green, Kentucky; the North Carolina State Sale; and the North American in Louisville. We're members of several state associations, because we like to support their state sales through our consignments," he continued.

Cline also markets 50 or more embryos annually, some through consignment and others through private treaty. "Those embryos are sold over a wide area, ranging from Michigan to Nebraska to states closer in," he said.

Wytheville (population: 8,200) is located in the mountainous area of southwest Virginia, about 45 minutes from West Virginia, 45 minutes from Tennessee and 45 minutes from North Carolina.

Family Ties

Tommy was born just outside Chicago, but the Cline family moved to Virginia when Tommy was a young boy. He and Tina began dating when they were sophomores in high school. They are the parents of two children: Nathan, 23, is studying journalism at Liberty University at Lynchburg, while Savannah, 18, is a freshman, majoring in nursing at Wytheville Community College. She will transfer to Virginia Tech or Radford later on. "Both of them love the cattle, always liked showing, and Nathan has an ownership interest in our cattle," Tommy reports.

After relocating to Virginia, the Cline family established a large dairy operation, operated by Tom, Sr. and his three sons. "We had 12 milkers, six on each side, and we'd each take three cows at a time, a system that worked pretty well when we had that many to run through the milking parlor," Tommy says.





The oldest Cline brother, Tim, now owns his own painting business. Tom, Jr. is the middle brother and the youngest is Roy, who installs flooring and ceramic tile back in Illinois.

Cline is grateful for the advice and friendship he has received through contact with three well-known marketing experts: Doug Parke, Paris, Kentucky; Jeremie Ruble, Corydon, Iowa; and Jered Shipman, Grandview, Texas. "Whenever they come through here, they stay at our house and eat at our restaurant. It's been a good thing to be associated with people like this," he said.

(Continued on page 12)

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Excellence

Saturday, March 7, 2015 at the ranch in Ellensburg, WA











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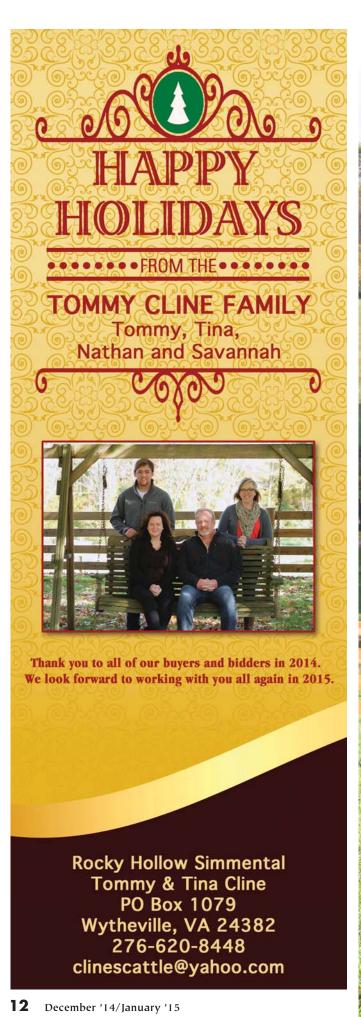


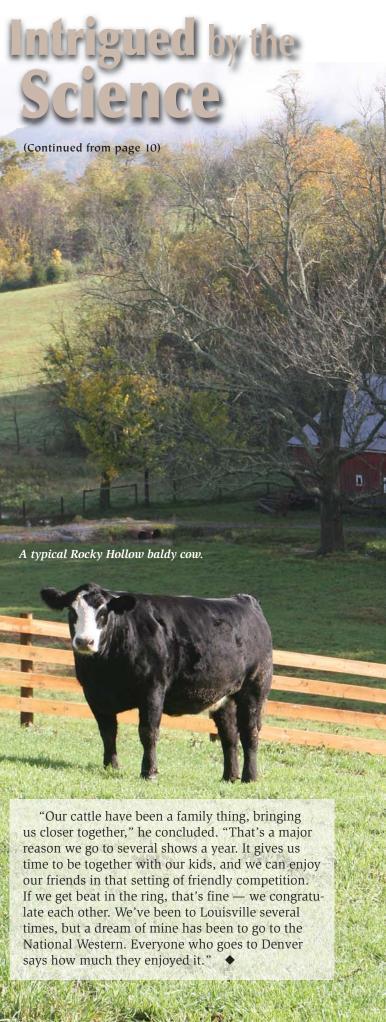
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Video clips will be available for viewing mid-February via our website or LiveAuctions.TV where you can also sign up to bid.

Robb & Debbie Forman 509-201-0775

Mike & Paulette Forman 509-968-4800







Ellingson Dominator W905 x Ellingson 680S W903 CE BW WW YW MCE Milk MWW \$API \$TI 12 2.1 71 107 12 22 57 118 68 Adj. BW: 95 lbs. • Adj. WW: 811 lbs.



LFE BS Lewis 322U x Ellingson Ms. W962 Y108 CE BW WW YW MCE Milk MWW \$API 8 4.5 75 118 5 18 55 92 Adj. BW: 100 lbs. • Adj. WW: 806 lbs.



Wheatland Bull 680S x Ellingson Powerline P452 EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 2 6 73 118 5 22 59 106 65 Adj. BW: 108 lbs. • Adj. WW: 815 lbs.

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Terry Ellingson & Family

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Ellingson Klondike Y123 x Ellingson Powerline S642 EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 4 4.5 78 118 10 27 66 114 72 Adj. BW: 103 lbs. • Adj. WW: 895 lbs.



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Harvie JDF Wallbanger 111X x Ellingson Ms. Pstock M207 EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 5 3.2 76 126 10 25 63 107 66 Adj. BW: 110 lbs. • Adj. WW: 860 lbs.

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A Discussion With Dulcie

AJSA President Dulcie Fields answers questions posed by the Register's Dan Rieder

Rieder: Please provide background information on yourself and your family.

Fields: I am the proud daughter of my parents, Tim and Karen Fields. We live in Mt. Pleasant, Texas, located in the far Northeast corner of the state. My mom and dad are hardworking and self-less parents who have sacrificed much to help further their children's futures. Their encouragement and support has led me to my success and words cannot express my gratitude and appreciation! I am the youngest of three: my older sister, Katie, works for ShowChampions Livestock Photography as a photographer, editor and manager. My older brother, Webb, is the Sire Procurement Manager at Bovine Elite in College Station. I am currently a junior at Texas A&M University, studying Animal Science.

My involvement in agriculture started before I was old enough to talk. My big brother and sister were always in the showring, and I knew that someday I wanted to do that, too. I was very involved in my local 4-H and FFA chapters, serving as my 4-H club President and FFA Chapter Officer many times. In high school I was also involved in organizations such as National Honor Society serv-

ing as an officer, Student Council, and Senior Leader on the MPHS Varsity Cheerleading Squad. Now that I'm a college student, I spend most of my days going to class or studying for my next big exam. During my time at Texas A&M, I have become a member of the Saddle & Sirloin Club, and am involved with the Alpha Zeta Honors Fraternity on campus.

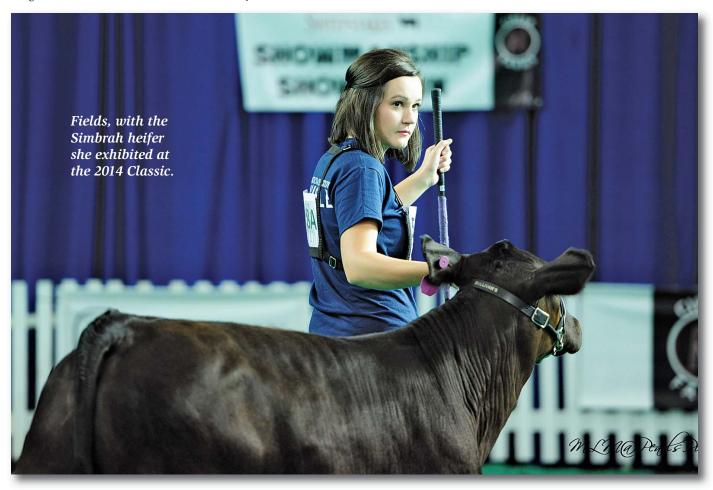
When I am not going to class or working cattle, I love to read! I have been a bit of a bookworm and secretly always carry two or three good books with me at least wherever I go. It is not uncommon to see me with a book or Kindle in hand.

Rieder: What are your career goals?

Fields: My future goals include graduating with a Bachelor's in Animal Science. I am currently exploring opportunities to further my education through graduate programs. While I am not certain on the specific job field I will enter, I know that I want to be involved in agriculture and the beef industry. My family has strong roots in this business and the Simmental breed. It is a tradition I look to carry on with pride!

Rieder: Discuss your family's experience with cattle.

Fields: My father grew up raising and showing Hereford cattle in South Texas. He decided as a boy that he would carry on his father's cattle and ranching tradition. A few years after graduating college, he accepted a job as the General Manager of 5T Simmentals, which was a primarily Fullblood Simmental operation at the time. This opportunity led my family to the Simmental breed.





The Fields family, left to right: Tim, Karen, Dulcie, Katie and Webb.

We eventually formed Fields Cattle, our own family run operation, where we raise and sell Purebred Simmental and Simbrah seedstock as well as Sim-Influenced cattle. My family's breeding philosophy has always been to produce the highest quality cattle that are fundamentally sound and functional in all settings be it showring or pasture. In particular, we maintain a large focus on production and improvement of our cow families. We strongly believe that no genetic improvement can occur without a strong female base.

As the youngest Fields, my earliest memories around cattle almost always include watching my older siblings in the show ring or around the barn. When I was about six, my brother had a dark cherry-colored Simmental heifer named Baroness. While she was extremely gentle as a heifer, she became even more docile after she had her first calf, a bull named Max. Although Max was pretty adorable and fun to play with, I was always much more interested in spending time with Baroness. That winter show season I could frequently be seen leading her to tie-outs every day or anywhere my daddy would let me. She may have technically been my brother's cow, but you wouldn't have been able to convince me otherwise. I was the proudest six-year-old you ever saw . . . With a 1,500 pound cow following along behind!

Rieder: Review your own involvement in AJSA and state junior programs.

Fields: My involvement in the AJSA started early. I attended my first National Classic in 1999 at the age of five and I have made it to every National Classic since, bringing my attendance total to 16. I am a proud founding participant in the AJSA novice program, having been among the very first novice contestants. I try to attend the South Central Regional Classic each summer and stay as involved in my region as possible. On a state level, I have been participated in a number of TJSSA State Futurities and served as a director on our state junior board. I ran for trustee in 2011 in Missouri and was elected to my first term on the board. Four years later, I'm in my last term as a Trustee and last year to compete at the Classics.

Rieder: What were your thoughts as you became involved in the AJSA?

Fields: I became an AJSA member when I was six. As one of the very first novices, I was so excited to get to do the contests like my big sister and brother. When I became a Trustee, I was extremely honored. I took it as a huge responsibility to listen to the needs of the membership and take their concerns to the junior board. I take great pride in giving back to our members who have entrusted me to represent them. I felt this was my opportunity to make a difference in the Association that had given so much to me. I tried to take an active role on the junior board and once again was honored and humbled to be elected as president by my fellow Trustees. Becoming the AJSA president was something that I have had in the back of my head ever since my very first year on

the board of trustees. It was an amazing feeling to have my fellow board members believe in me and my ability to lead. I knew it would be a challenge, but was ready for the responsibility of leading this Association.

Rieder: What would you like to see accomplished during your term?

Fields: My goals as AJSA President are much like the goals I had when I started on the board. These are goals I feel we should strive to continually reach and improve upon. First, I believe that continued expansion of our junior program is imperative! We cannot hope to succeed without a strong and active membership. Over the years, I have watched membership and attendance fluctuate at Regional and National classics. I try to reach out to those kids who may have never attended a Classic or to youths who own Simmental/Simbrah cattle, but maintain a less active membership. By getting these individuals more involved, we expand the reach of AJSA and in turn build the strength of our members.

Also, I would like to see the continuation of better communication between our Board and the ASA Board. Over the past two years, the junior trustees have made great improvement in our communication on the activities and changes we would like to see. Being a trustee has taught me a great deal about cooperation and the importance of listening in order to accomplish a shared goal. I think that sometimes communication lines can get blurred where neither group really understands where the other one is coming from. We, the junior membership, represent the future of the Simmental and Simbrah breeds and I believe that we have responsibility to make positive change for our association that will benefit generations of youth that follow in our footsteps. We serve as some of the best activists for our junior program and breeds. By incorporating these tools to encourage more communication, we will only see more benefits created for the entire association.

(Continued on page 16)

A Discussion With Dulcie



Dulcie (yellow shirt), competing in the judging contest at the 2014 Classic in Louisville.

(Continued from page 15)

Rieder: How significant is the Foundation with regard to the youth program?

Fields: The Foundation is a big part of supporting AJSA members. Scholarships provided through Gold and Silver Merit Awards are a great help to any young person who is faced with the ever-increasing costs of secondary education. I wish the Foundation could provide even more to support. The juniors are the future of our breed and giving back to them is essential if those members are to have the best chance to attain their full potential. More fundraising efforts need to be established to increase the amounts and number of scholarships given at our National Classic. I know several kids who have applied multiple times for those prestigious Gold and Silver Merit awards without success. I agree that the standards should be high, but we also don't want to discourage those who are worthy of such an honor. I would challenge the Foundation board as well as our junior membership to push existing barriers to see how successful we can truly become.

Rieder: What are your feelings with regard to the Summit?

Fields: The Summit Leadership Conference is one of the things of which I am most proud. So far we have had two and they were such a great experience. It is another way that Simmental kids can get together, bond and have fun while learning. At this past Summit we had the opportunity to do the ropes course at OSU. It was an amazing experience and it was so awesome to see people conquering their fears. Everyone I talked to after both previous Summits had an amazing time. It is a unique Simmental experience, in that, you get to meet new people and also hang out with old friends without the usual responsibility of having to rinse or feed your calf. I would like to encourage everyone to attend this summer's Summit. I promise you won't regret it!

Rieder: Any memorable AJSA events or experiences?

Fields: My time as a novice is definitely very memorable. From making new friends and getting to do fun activities and contests like my older sister and brother, it was an absolute blast! I especially remember doing Sales Talk in a pretty, ruffled jean skirt that my mom put me in and using a picture to sell a fullblood cow we had in our pasture back home. They of course bought her. Who could resist a cute little kid?

One of the very best years as a novice was in Bowling Green, Kentucky. We had our own room for arts and crafts and playing. They had so many fun activities planned for us that I hardly saw my family! I will always look back on my time as a novice with fond memories.

Rieder: What are the strengths of the AJSA program?

Fields: I believe that the AJSA is second to none from an educational standpoint. The AJSA program is unique because we focus on educational events. It's not just about exhibiting cattle but also about learning and becoming more confident and knowledgeable. From the Cattlemen's Quiz to Public Speaking, our contests prepare our youth to be successful in whatever endeavors they take on. The AJSA also provides opportunity to make lifelong friendships with people from all across the country.

(Continued on page 18)



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ET January 1/2 Steel Force x Remington Sandra



January 5/8
Mr. Confidence x HPF Bottomline



January 1/2
Mr. Confidence x WAR Alliance



January 5/8
BWL Hardcore x NLC LG772



January Purebred HOC Broker x J&C/SS Bernadette



February Purebred Combustible x Inevitabull



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January 1/2
Duff New Edition x
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September 1/2
Callaway x Duff Basic Instinct



January 1/2
Gold Standard x Zeis Perfection

A Discussion With Dulcie



Some of the participants at the most recent AJSA Summit, from the left: Caleb Rodenbeck, Todd Bettice, Callie Henly, Shea Mackey, Tanner Howey, Dulcie, J. W. Howell and Georgia Dunn.

(Continued from page 16)

Rieder: What advice would you offer to juniors who are reluctant to become involved in AJSA programs?

Fields: With our show and herd numbers increasing, I would like to address all those out there who are not currently members or active in the AJSA. If you have been considering joining or maybe on the fence about joining, now is the time to become involved. Believe, me I understand what it feels like to be the new kid on the block and how scary that can be — not to mention contests like public speaking and sales talk that may ask us to step out of our comfort zones. I can remember when I dreaded these activities. But looking back on it, I am so grateful to have grown up in the AJSA. This organization and all the contests I have done each summer since the age of six have truly shaped me. Don't stand on the sidelines . . . I encourage you to jump in — DON'T WAIT! The AJSA can help you broaden your horizons educationally, provide an environment to network with other juniors, and provide a platform for your personal success.

Rieder: Comment on the value of these ASA Programs:

Fields: Progress-through-performance shows. Since the implementation of PTP shows, EPDs of cattle that are being exhibited have gotten much more consistent by eliminating the outliers in the breed. I believe that PTP shows have definitely been beneficial to the evaluation of our cattle.

All-purpose and Terminal Indexes. API and TI allow our commercial bull buyers and Simmental breeders alike simplicity in making breeding decisions. With all the data currently available, it can be overwhelming to weigh all the different totals. Being able to evaluate one or two tabulations that give a cattle producer insight into what will affect their bottom line is invaluable. I believe it is important to pay attention to these indexes while making breeding selections. However, it is important to use these values as one of many selection tools. Phenotypic value, individual traits that need to be adjusted within a producers herd, along with our indexes are all decisions that need to be made.

ASA Publications. ASA publications are always very informative. I love to get the new *Register* every month and can read up about all the current happenings in the Simmental and Simbrah breeds. My favorite part of *the Register* has always been the cow sense questions. I love testing myself to see if I know the answer. From *the Register* to the *SimTalk*, purebred and commercial breeders are kept well informed on SimGenetics. With the world so technology driven, we even have ASA's elink to keep us up-to-date.

Rieder: How significant is it for ASA to be recognized for leadership in the science of animal breeding?

Fields: It's important for all breeds to add to the progression of animal breeding. In my opinion, science isn't a replacement for

good cow sense and the knowledge passed down from generations, but it's absolutely important to continue to let new information enhance our breed and the beef industry in a positive direction. Simmental have been a leader in improving science-based information and should remain steadfast in this task.

Rieder: What should be the role of SimGenetics in the beef industry?

Fields: SimGenetics work for a multitude of programs whether you want black or red, SimAngus™ or Simbrah. There is something for everyone. I believe that SimGenetics cattle are an all-purpose type of cattle. Whether you want to add growth in your program, excel on the rail, or just have functional, maternal cattle, SimGenetics will work for you. The Simmental breed has positioned itself through genetic enhancement as the "go-to" Continental breed in crossbreeding situations. In my opinion, they are the most widely adaptable and functional Continental breed. And no matter if you have a purebred or a commercial operation, SimGenetics is the right choice for you!

Rieder: What unique experiences can participants expect at the 2015 Classic in College Station?

Fields: I would like to invite all current and prospective junior members to College Station this summer for the 35th AJSA National Classic. It will more than likely be hot so come prepared but don't let that stop you from missing out on what is bound to be a great time. One unique experience is that orientation day is college-themed so wear your favorite college shirt. The dinner that evening will be tailgate style which promises to be loads of fun! Also, there will, of course, be a dance/cowboy prom so be sure to bring your dancing boots and your cowboy hat. I look forward to seeing you all in College Station!



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Follow us online at www.RRCattleCo.com or www.Facebook.com/RRCattle to view updated information about the 2015 sale as it becomes available.

GGP-LD: The New DNA Test Option



By Jackie Atkins, Ph.D., ASA Director of Science and Education

The American Simmental Association is now offering a low density SNP test called the GGP-LD (LD for Low Density). The GGP-LD is a cheaper option but functionally similar to the GGP-HD (high density). Like the high density test, you get parentage with the LD panel but there are fewer SNP markers on the panel (~30,000 compared to 78,000). Here are eight questions and answers to explain the GGP-LD option to help you may make the best decision for your future testing.

- 1. What is a SNP? A SNP (pronounced "snip") stands for single nucleotide polymorphism. This is a fancy term describing single points in DNA sequence that differ between animals. DNA is like a long string made up of individual blocks called bases or nucleotides (adenine [A], guanine [G], thymine [T], or cytosine [C]). The sequence of these bases provides the directions for the cell to make proteins. The vast majority (~99.9%) of the DNA sequence is identical in all cattle (and people and mice for that matter). There are specific locations in the DNA sequence where a single base differs from one individual to another. For instance, Bull A has a DNA sequence of A-G-T-T-C and Bull B has a sequence of A-G-A-T-C. In this instance, the third base is not the same between these individuals and is called a SNP. These variations in DNA sequence account for the genetic variation we see from animal to animal (and person to person).
- 2. How do SNP panels improve predictions of EPDs? There are thousands of SNPs associated with genetic potential for the traits we quantify in genetic evaluation (quantitative traits). The combination of these SNPs explains (in part) the genetic potential an animal has for a trait. For instance there may be hundreds of SNPs that are associated with weaning weight (some that increase and others that decrease weights). For one animal, the sum of each of their SNP variants associated with weaning weight is used to generate a molecular breeding value (MBV) for weaning weight on that animal. These MBVs are combined with traditional EPDs to calculate genomically enhanced EPDs (GE-EPDs). Blending MBVs with our traditional EPDS can improve the accuracy by

an equivalent of several progeny records depending on the trait (See Table 1). When MBVs are blended with low accuracy EPDs, there will be a greater increase in accuracy and potential EPD movement than when blended with high accuracy EPDs.

Table 1.	
Trait	Progeny Equivalents
CE	5
BW	7
WW	8
YW	9
Mlk	8
MCE	3
Stay	28
Sh Force	: 6
Mrb	8
REA	4
BF	1

- 3. What is imputation? Imputation is a process where we fill in the gaps in incomplete data sets in order to still use parts of the data. With SNP panels, the density changes so frequently but we want to compare animals on similar density platforms. With imputation, animals genotyped using 30K, 50K, 80K, and 770K are all set (imputed) to the same SNP density platform (50K) so they are compared more effectively. Imputation from the GGP-LD panel to the 50K panel is near perfect with an accuracy of 95% or better.
- 4. How does imputation work? Imputation takes advantage of the fact that chromosomes are inherited in sections (Figure 1, adapted from Dr. Bob Weaber slide, Kansas State University). About 30% of the time an entire chromosome is inherited intact, 40% of the time a recombination event occurs where part of the chromosome is from the dam and the remaining part is from the sire, and 30% of the time two or more recombination events occur (Figure 1). If the 50K SNP profile is completed on a sire and a maternal grand sire of a replacement heifer, we can use lower density profile of the heifer and fill in the gaps by looking at the 50K SNPs of her sire and maternal grand sire. The SNPs from the chunks of chromosome she inherited from her sire can be filled in with the same SNPs as her sire. The same is true for the chunks inherited from her maternal grand-sire.

(Continued on page 22)



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Hart 070B • PB SM

Dbl Black, Homo Polled Act BW: 87 Adj WW: 853 Hart The Factor x Sand Ranch Hand EPDs. CE: 8 BW: 2.3 WW: 64 YW: 88 MCE: 10 MM: 25 MWW: 57 API: 108 TI: 60



Hart 042B • PB SM

GLS Integrate Z3 x WS Hallmark T2 EPDs. CE: 9 BW: 1.9 WW: 75 YW: 108 MCE: 7 MM: 22 MWW: 60 API: 126 TI: 75



Hart 209B • PB SM

Homo Black, Homo Polled Act BW: 74 Adj WW: 878 ES Ridgerider YW3 x Hart First Class X160 EPDs. CE: 12 BW: 1.2 WW: 77 YW: 120 MCE: 13 MM: 26 MWW: 64 API: 130 TI: 75



Hart 067B . PB SM

Dbl Black, Homo Polled Act BW: 83 Adj WW: 772 JF Rancher 222Z x Contender EPDs. CE: 7 BW: 2.1 WW: 59 YW: 78 MCE: 9 MM: 27 MWW: 56 API: 112 TI: 64



Hart 065B • PB SM

Homo Black, Homo Polled Act BW: 78 Adj WW: 875 Homo Black, Homo Polled Act BW: 85 Adj WW: 869 JF Rancher 222Z x SAS Big Impact EPDs. CE: 6 BW: 2.7 WW: 63 YW: 89 MCE: 8 MM: 30 MWW: 62 API: 100 TI: 63



Hart 094B • PB SM

Dbl Black, Dbl Polled Act BW: 87 Adj WW: 851 ASR Final Sort X0151 x Dillons In Time EPDs. CE: 10 BW: 1.9 WW: 63 YW: 80 MCE: 8 MM: 18 MWW: 49 API: 137 TI: 66

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GGP-LD: The New DNA Test Option

(Continued from page 20)

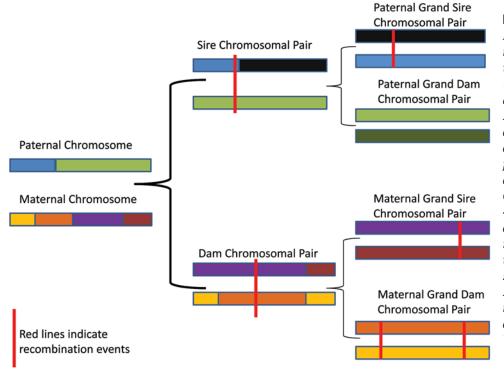


Figure 1.

Diagram of chromosomal inheritance. Each animal has two versions of each chromosome (one from sire and one from the dam; far left of the diagram). About 30% of the time the entire chromosome is passed to the offspring exactly as it is in the parent (like the light green chromosome from the Paternal Grand Dam to the Sire). About 40% of the time recombination occurs where part of the maternal chromosome is recombined with part of the paternal chromosome resulting in a new pairing. Approximately 30% of the time two or more recombination events occur. Adapted from Dr. Bob Weaber, Kansas State University.

- 5. What animals are ideal for testing with GGP-LD?
 - With a lower cost, and parental validation, the GGP-LD is a great option for your cowherd, replacement heifers and bull calves not considered to be AI prospects. Please note, for both GGP-LD and GGP-HD, we must have SNPs for parentage for the sire and/or dam on file in order to verify parentage with these tests. If an animal may become a donor or AI sire, then using GGP-HD is a better option (see question 6).
- 6. Why use GGP-HD if GGP-LD costs less and works nearly as well in predicting GE-EPDs? It is still important (and required) to have GGP-HD completed on high impact animals (AI sires and donor dams). These animals are vital to maintain a training population to develop prediction equations for MBVs. Additionally, the ability for imputation to fill the gaps in information depends on having animals with high density SNP panels to compare. Without high impact animals in the training population, the accuracy of MBVs and imputation will diminish with time as animals become less related to those in the training population. We must maintain a good training population for future predictive ability — which is why your board of trustees has chosen to require GGP-HD on AI sires and donor dams.
- 7. How do I best use the information from SNP testing? Thankfully, the information is relatively easy to use. If you know how to use EPDs then you can use GE-EPDs they work the exact same way. In order to take advantage of the DNA information (LD or HD), you need to use this information in your selection decisions. This may sound self explanatory but the tests should be completed in time to influence which animals you choose to breed.
- 8. What does the test cost and how do members order the GGP-LD? The test costs \$50 and includes parentage (assuming the parents' SNPs are on file). To order a test contact the ASA by phone (406-587-4531) or email (DNA@simmgene.com).

DNA technology is quickly evolving with improvements in the techniques and laboratory equipment, methodology of the genetic predictions, and software and hardware used to handle the huge amount data generated from DNA testing. All of these advancements promise to give more accurate information for breeding decisions. In light of this progress, producers should consider making DNA collection part of their standard operating procedure when handling their cattle (along with collecting weights, vaccinations, etc.). It's easier to have a stockpile of DNA waiting to test than to retroactively try to find DNA samples.

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2015 Golden Book Winners Recognized A pioneer breeder, a long-time state association secretar retired animal scientist are named to receive ASA's higher

A pioneer breeder, a long-time state association secretary, and a retired animal scientist are named to receive ASA's highest honor.

hree highly respected, long-time advocates for Simmental cattle have been recognized with the coveted World Simmental/Fleckvieh Federation (WSFF) World Book Award. The honor is the ASA equivalent of Hall-of-Fame membership.

The newly named recipients join 66 previous award winners and will be publicly recognized during the ASA Annual Meeting, to be held in conjunction with the National Western Stock Show in January.

Verlouis Forster, Smithfield, Nebraska

In his own words, Verlouis Forster, patriarch of Forster Farms, located at Smithfield, in the south-central sector of Nebraska, is "semi-retired." The holder of ASA membership number 4220, Forster has been producing Simmental cattle since 1972.

Throughout his tenure with Simmental cattle, he has been actively involved in local, state and national cattle activities, culminating in a productive six-year term on the ASA Board of Trustees from 1998 to 2005. He was instrumental in adoption of several key programs as a dedicated advocate for the Progress Through Performance (PTP) Program, Total Herd Enrollment (THE), and vigorously supported junior programs.

Forster Farms has provided volumes of carcass data on the cattle they fed and sent to slaughter and had the distinction of registering the 500,000th Simmental in 1979. They also have a long history of promoting their cattle at state fairs and the National Western Stock Show.



Forster in his ranch office.

Forster purchased his first Simmental bull from the famed Bar 5 herd out of Alberta, Canada. His seedstock cattle, with a focus on meeting the needs of midwestern commercial cattleman, have been marketed through a production sale held in late January without interruption for the past 36 years.

An ardent champion of tested and proven cattle, Forster and his sons have diligently worked to improve calving ease throughout the years, while moderating frame size and maintaining consistently high levels of performance.

Widowed when his first wife, Shirley, passed away in 1998, Forster married Darlene in 2000. A dedicated and accomplished quilter, she has produced several spectacular quilts in support of ASA fundraisers.

He's the father of four sons: Craig, Boyd (now deceased), Kevin and Alan, with all three surviving sons actively involved on the farm. He has two daughters: Melanie Ayres and Tamara Eitel, and two stepchildren: Jim Davis and Virginia Harshbarger. Rounding out the Forster clan are 18 grandchildren and 15 great-grandchildren.

Jennie Rucker, Hamptonville, **North Carolina**

For the past 21 years, Jennie Rucker has served faithfully as Executive Secretary of the North Carolina Simmental Association (NCSA), much of that time with little or no monetary remuneration. She served the Simmental breed in whatever capacity was needed, going well beyond what was expected of her prescribed duties.

Known affectionately as "Ms. Simmental," she has worked tirelessly to promote Simmental genetics throughout North Carolina and the surrounding states, making efficient use of programs offered by the American Simmental Association. In her capacity as Secretary of the NCSA, Jennie Rucker has assumed responsibility for numerous shows, sales, annual meetings, state fairs, bull tests and manned informational booths at various all-breeds tradeshows.

She has scheduled and successfully managed hundreds of events on behalf of Simmental breeders and their cattle. When Progress Through Performance (PTP) guidelines became available, she took the lead in assuring that the North Carolina State Fair Simmental Show would match the ASA recommended standards.

In addition, she has taken on a leadership role in promoting AJSA programs and events. Even though North Carolina does not have a large junior membership, she felt that the state should take their turn in hosting the Eastern Regional Classic and then went to work to assure that those events would be memorable for all participants.



She uses a wide variety of methods to advertise and promote her chosen cattle breed. She produces a two-page monthly Simmental section in the Carolina Cattle Connection, along with an annual special Simmental section featuring articles on breeders who utilize Simmental genetics. She publishes a quarterly NCSA newsletter that features ASA news and information, and continously updates a comprehensive NCSA website, which is linked to the ASA website.

Jennie and her husband, Phil, own and run Rucker Family Farm, and are the parents of four grown children: Rae, Christy, Jacob and Erin.



The Rucker family, from the left: Jacob, Phil, Jennie, Christy, Erin and son-in-law Kyle Richardson. Absent when photo was taken: daughter Rae.

Dr. Michael W. Tess, Bozeman, Montana

Michael Tess grew up on a California poultry farm. After obtaining a Bachelor of Science degree in animal science from Cal Poly-San Luis Obispo, Tess and his wife, Kathy, moved to Montana with the goal of starting their own cattle ranch. That stint as a cattleman stroked an interest in animal genetics, a curiosity that led him to Montana State University (MSU), where he earned a Master's Degree, which was then followed by his doctorate in animal breeding from the University of Nebraska.



After completing his education in 1981, Tess accepted a professorship at North Carolina State University in Raleigh, returning to Montana State in 1988 as a professor of animal breeding. During his 21 years of tenure at MSU, he taught a variety of classes, performed extensive research, served as Department Head on several occasions, and retired with emeritus status in 2009.

After retirement, Tess established a private consultancy business dubbed "Pack Mule Services." He continues to consult with the American Simmental Association and the famed Bair Ranch Foundation. In addition, he continues to teach an MSU calving class on a volunteer basis. On a national basis, he served a term as executive director of the Ultrasound Guidelines Council.

Extremely active in community affairs, he volunteers with his church and the Bozeman Warming Center among other organizations. He has made tireless contributions of his time and financial generosity to those less fortunate. An avid big game hunter and outdoorsman, he spends as much time as possible in the nearby mountains.

His long and productive career has been of benefit to countless students, a wide range of beef producers, fellow animal scientists, state and national beef-based organizations and the entire beef industry.

Mike and Kathy are the parents of four children: Amy, Jacob, Melanie and Joseph, and are proud grandparents of 15.

A well-mounted Tess, returning from a hunting trip.

(Continued on page 26)

Golden Book Award Recipients 1982 to Present:

The World Simmental-Fleckvieh Federation (WSFF) Golden Book Award recognizes individuals and organizations that have made significant contributions to the development of the Simmental/Simbrah breeds in the United States. The ASA Board, which nominates and approves Golden Book Awards, authorizes up to three awards annually. Recipients of the award receive a handsome plaque from the WSFF and a framed citation signed by the ASA Board Chairman in honor of their distiguished service and contributions.

Jerry Moore, '82, Canton, OH Dr. Horst Leipold, '82, Manhattan, KS Dr. Harry Ferguson, '82, Anaconda, MT Don Vaniman, '85, Bozeman, MT Dr. Ray Woodward, '86, Miles City, MT Lou Chesnut, '86, Spokane, WA Jess Kilgore, '87, Three Forks, MT Arnold Brothers, '87, McIntosh, SD Rob Brown, '88, Throckmorton, TX Bob Dickinson, '88, Gorham, KS Tom Abell, '89, Wharton, TX Ron Baker, '89, Hermiston, OR Albert West, III, '90, San Antonio, TX Miles Davies, '92, Deer Trail, CO Henry Fields, '92, Claude, TX Dr. Earl Peterson, '92, Littleton, CO Colville Jackson, '92, Gloster, MS Ancel Armstrong, '93, Manhattan, KS Javier Villarreal, '94, Acuna Coah, Mexico Dr. Harlan Ritchie, '94, East Lansing, MI Bud Wentz, '94, Olmito, TX Kay Thayer, '95, Bozeman, MT Walt Browarny, '95, Calgary, AB

Steve McGuire, '96, Bozeman, MT H.W. Fausset, '96, Worland, WY Hugh Karsteter, '97, Cushing, OK Nina Lundgren, '97, Eltopia, WA Don Burnham, '99, Helena, MT Dr. Bob Schalles, '99, Manhattan, KS Tom Risinger, '99, Crockett, TX Bill Spiry, '00, Britton, SD Bob Christensen, '00, Malvern, IA Kay Klompien, '01, Bozeman, MT Robert Haralson, '01, Adkins, AR Dr. John Pollak, '02, Ithaca, NY Dr. Dick Quaas, '02, Ithaca, NY Dr. Jerry Lipsey, '03, Bozeman, MT Marty Ropp, '03, Bozeman, MT Jim Taylor, '03, Wallace, KS Dr. Joe & Mary Prud'homme, '04, Tyler, TX Dr. Bob Walton, '05, DeForest, WI Sam Smith, '05, Prague, OK Emmons Ranch '05, Olive, MT Hudson Pines Farms, '06, Sleepy Hollow, NY Dan Rieder, '06, Bozeman, MT

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Carcass: +27.0 -0.28 +0.24 -0.042 +0.75 Shr NA
API 135.3 TI 69.1



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Mr Hoc Broker x SAS Sweets Star R101 (SAS/ASF All Star)
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BULLETINS



Lower Cost DNA Test Available

The ASA is offering a new DNA test, called ASA LD (low intensity), which is the functional equivalent of ASA HD (high density). ASA LD delivers parental validation, as well as essentially the same genetic evaluation information as ASA HD, at a cost of just \$50.

The major difference between HD and LD is that HD provides information for ASA's training population. Therefore, to ensure continued collection of genotypes, which are so important to building training populations, ASA has maintained the requirement that AI sires and donor dams have ASA HD on file.

Foundation Honor Roll

The following people donated to the ASA Foundation in the last 30 days.

Harker Simmentals

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Joshua & Lesley Flook Tipton, IN

Paul & Michelle Allen

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Marty & Lora Collier Romulus, MI

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We Invite You to Add Your Name to The List.

2015 NWSS Schedule Announced

The schedule of Simmental activities for the 2015 National Western Stock Show has been announced. The event is being held in conjunction with the 47th ASA Annual Meeting.

Officials are:

- Pen shows Galen Fink, Randolph, KS, and associate Ken Stewart, Okeechobee, FL;
- Junior show Mark McClintock, Fort McKavett, TX; and
- Open class/hill shows Marshall Ruble, Ames, IA, and associate Dr. Brad Skaar, Ames, IA.

Dates and times are:

Dales alla lilles	uic.		
Fri., Jan. 16	Pen check-in	9:00 am	Yards
Sat., Jan. 17	Meet and Greet in The Yard SimMagic on Ice Sale	12:00 noon 6:30 pm	Yards DoubleTree Denver Central
Sun., Jan. 18	Bull Pen Show People's Choice Power Bull Judging Open & junior cattle check-in Annual Meeting Chairman's Reception Foundation Auction		Stockyards arena Stockyards arena Hill The Double Tree The Double Tree The Double Tree
Mon., Jan. 19	Female Pen Show People's Choice Power Female Judging The One Sale (includes Foundation lot and Power Simi	8:00 am 3:00 pm mental selectio	Stockyards arena Auction Arena
Tues., Jan. 20	Junior Show Open Bull Show <i>Wild, Wild West</i> Sale	8:00 am 10:00 am 5:00 pm	Stadium Arena Stadium Arena Adams Co Fairgrounds
Wed., Jan. 21	Open Class Female Show	8:00 am	Stadium Arena
Thur., Jan. 22	Market Steer Show		

(includes breed/Simmental classes, depending on entry numbers)

Entry fee information and class breakdowns are posted on www.coloradosimmental.com.

PTP Herdsman of Year Award

For the first time, ASA will be presenting a PTP Herdsman of the Year Award in conjunction with the National Western Stock Show in Denver. The winner of the award will be chosen by a vote of exhibitors, who will vote onsite for the individual who "most supports and promotes the SimGenetics industry on a personal and professional level, while gently commanding the respect and upholding the honor and dignity of respectable cattlemen."

The ultimate recipient will be publicly recognized and awarded a custom belt buckle just prior to the selection of the Grand Champion Simmental female.

2015 Year-Letter is "C"

The year-letter animal identification letter for 2015 is "C," and will be followed by **D** in 2016 and **E** in 2017. The letter **B** was the year-letter designated for use during 2014.

Double Tree Serves as Denver HQ

The Double Tree-Denver again serves as the headquarters hotel for Simmental and Simbrah breeders at the Annual Meeting and National Western Stock Show. Rooms are priced at a flat rate of \$93 per night with a cutoff date of December 10. Simply call 303-321-3333 and refer to the American Simmental Association block of rooms.

The Annual Meeting is scheduled for Sunday, January 18, at 4:00 pm with the Chairman's Reception/Foundation Auction set to follow the Annual Meeting.

Suspended Membership

The following memberships were suspended by the ASA Executive Committee for violations of the ASA's Rules and Bylaws: KATLYN KAY RUTH (ASA #223674); KYLE P. RUTH (ASA #216061); RUTH FAMILY SIMMENTALS (ASA #153221); and RUTH FAMILY & THOMPSON BREEDING (NONMEMBER #274198). ◆



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oundation Foc

By Nancy Kay Tom, Foundation Board Chairman, Campbellton, TX

The ASA Foundation auction is scheduled once again to be held in conjunction with the Annual Meeting and Convention, January 18, 2015, in Denver. Foundation board chairman, Nancy Tom, Campbellton, TX, is once again spearheading the event, along with the support of board member Lori Eberspacher, Marshall, MN, who is overseeing the heifer donation auction lot on Monday evening, January 19. These two events at the NWSS are the primary fundraisers of the year for the ASSA Foundation.

"The goal this year is to have lots of fun while raising money," Tom said. "The auction is coming together with some great items being offered including some fun vacation packages. We are excited to have C. Jason Spence joining us as auctioneer this year. There is never a dull



moment when he is behind the microphone." Tom is also thankful to all the Simmental and Simbrah breeders, their

families and friends that come together to donate items for this event. "We couldn't put together such a great selection of items without their generosity."

Spence has conducted over 1,000 auction sales worldwide and is one of the most sought after auctioneers in the competitive livestock world. His passion is selling and that carries through in his chant. He has been one of the top competitors in the International Livestock Auctioneers Championship and is known for his bi-lingual selling in Spanish. Recently in late 2014, Spence acquired DriveLiveBid.Com and has incorporated this into his business as SpenceLiveBid.com to provide clients with a videobased open market auction platform. In a typical year Spence will conduct 150 + sales — sometimes three or four in day.

When he is not flying around the country selling, he spends time with his two son:, Sterling, 10 and Spencer. 3. Sterling is an active member of the Texas Junior Simmental/Simbrah Association and exhibited the Grand Champion and Reserve Grand Champion Simbrah Heifers in 2013 and 2014 at TJSSA State Futurities. Both heifers came from former AJSA Board Member Reese Hagan, Yoakum, TX. The entire Spence clan has helped support the efforts of the TJSSA by donating auction items that ranged from Frequent Flyer points to handmade custom boots. •





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By AJSA Trustee Allyson Ottensmeier, Oskaloosa, KS

The holiday season is upon us but many of us are in the midst of winter shows. I'm sure that many of you are in a bustle trying to gear up for Denver and Fort Worth. Last month, I sat down and was thinking how I was going to be able to juggle the last few months of my junior Simmental career and my new career as a Kindergarten teacher during these busy months. Who would have

known that two things that I am very passionate about would get busy at the same time?

After much thought, I knew that it was time to take advantage of all the great resources that the American Simmental Association has to offer to stay up-to-date on the latest news, upcoming deadlines, and AJSA events. Here are just a few of my favorite resources that are offered in the Simmental world:

The Register has the latest events highlighted that help us stay up-to-date on future and past sales. It is also a great resource to gain knowledge of the cattle industry and prepare for the Cattleman's Quiz at National Classic. I can't forget to mention there is always a wealth of reminders on important deadlines and dates to add to your already busy calendar.

The AJSA Hotwire newsletter is the best resource to keep up-todate on all things AJSA and what is happening within the Junior Board of Trustees. The Hotwire gives updates on the upcoming Junior shows, committee updates from the Board of Trustees, and allows you to connect to current and past AJSA members and State Associations. Lastly take a look at the Hotwire to prepare for the upcoming summer's Regional and National Classics.

If you haven't "liked" the AJSA Facebook page yet, you should go like it because there are always things happening on the page. This is a great resource for members to stay in touch with the Board of Trustees. The Facebook page also offers some fun contests throughout the year that our junior members can take advantage of. Who knows if you participate you may just win some Simmental gear. Finally, the AJSA Facebook page allows the Board of Trustees to push information about our events, industry events, and pictures to a lot of members at one time.

After all, I knew that Teachers Pay Teachers, countless class-room management articles, and lesson plans would not keep me up-to-date on all things happening in the AJSA and Simmental world. I hope that you all take the time and use the Simmental resources that are out there to stay in the loop with the latest happenings. Stay warm and the best of luck to all of you at the upcoming shows!

	2015 Classic Schedule	
Event	Dates	Location
South Central Regional	June 7-11, 2015	Springfield, MO
North Central Regional	June 16-19, 2015	Austin, MN
Eastern Regional	June 24-27, 2015	West Springfield, MA
Western Regional	June 26-28, 2015	Bozeman, MT
National Classic XXXV	July 5-12, 2015	College Station, TX

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DIRECTORS' DIALOGUE



jatkins@simmgene.com

By Jackie Atkins, Ph.D., Director, Science and Education

Where do cow-calf producers go to learn information about breeding and genetics? They go to you — trusted seedstock operations. A recent survey as part of the National Program for Genetic Improvement of Feed Efficiency in Beef Cattle, asked cowcalf producers (n = 269) what sources they use to learn about breeding and genetics. About 40% of respondents use unpaid consultants (talk to neighbors, family, etc.) and roughly 30% look to veterinarians, extension specialists, and seedstock producers for information about breeding and genetics (respondents could choose more than one resource). Only 15% of operations use breed associations for information on breeding and genetics. These survey results emphasize the importance of staying educated as breeders to help disseminate factual information on breeding and genetics.

There are many resources available to you for current animal breeding and genetic information. One such resource is the National Beef Cattle Evaluation Consortium (NBCEC). This group is composed of researchers, educators, producers, and industry leaders who have a joint interest in beef cattle genetics. The mission of the NBCEC is "to advance U.S. beef genetics, increase the sustainability and competitiveness of the beef industry, and provide consumers with affordable and

healthy beef products." The NBCEC publishes papers, a beef sire selection manual, updates on current research programs, produces a webinar called the NBCEC Brown Bagger series, and hosts all this material and more on their website (www.nbcec.org). I highly encourage you to use some down time this winter to educate yourselves with the vast amount of material available from the NBCEC.

If online learning is not your cup of tea, talk to your extension agent or attend a conference focused on animal breeding and genetics. You can also contact the ASA to learn more about animal breeding and genetics. This is a quickly evolving field and it pays to keep up with new ideas. There are plenty of resources that are questionable in their validity. Like using EPDs with low accuracy, there is risk associated with unsubstantiated claims. Conversely, using information based on firm research and science is more likely to be real like the EPDs of a proven sire.

In whatever way you are comfortable, seek out fact based information to keep you up to date on breeding and genetic concepts. This is not only good for your business as cattle breeders but as 30% of cow/calf operations are coming to you for information, this helps spread accurate information industry wide.



hwine@simmgene.com

By Hannah Wine, Director, Media, Youth and PTP Programs

Percentage Simmental Royalty at the Royal

Kansas City was great fun with the World Series, great cattle, and the opportunity to catch up with lots of ASA members. It was an exciting day for Simmental as the Percentage Simmental was named Supreme Female at the 2014 American Royal. In the Junior Show Kennedy Core of Pleasantville, Iowa, exhibited the Champion Percentage Simmental Heifer, S&S Selena 330A, a March 27, 2013 GOET I-80 daughter under judge, Curt Rincker of Shelbyville, Illinois, and went on to be crowned the Supreme Female of all breeds under Brandon Callis of Brenham, Texas.

I'd like to take a moment to thank the Missouri Simmental Association for all of their help during the Royal. On behalf of the ASA, we greatly appreciate the group's support of the PTP programs and planning and hard work to pull of another great event.

Editor's Note: See American Royal Section elsewhere in this issue for additional photos and Results.



Oh The Places You Will Go With AJSA

January 1, marks the calendar as the long awaited day for many of our youngest AJSA members as 2015 will be their first year of eligibility to be part of the AJSA experience. On the other end of the spectrum our AJSA members who are 22 on January 1 will close a chapter of their youth livestock experience. This age requirement also affects our AJSA Board of Trustees who age out during their term.

This January, North Central Trustee, Allyson Ottensmeier will hang up her tan blazer for the last time as she ages out during her term. By night on AJSA conference calls she just goes by Allyson, but during the day she's known as Ms. Ottensmeier to a classroom full of Kansas kindergarteners. As the Youth Coordinator for the AJSA it's exciting to watch our AJSA members continue after their AJSA experience. The AJSA members that age out this year will be missed, but I'm confident they will go on to do great things. Wishing each and every one of you the best in your future!

Allyson Ottensmeier.



Hinton Ranch Simmentals From Swanz Language And State Control of the Control of t

Make Plans to Join Us in the Mile High City

NWSS attendees will have a chance to meet with the ASA Board of Trustees and other Simmental producers in the Simmental hospitality tent in the Yards. Sponsored by the ASA Board of Trustees, the meet and greet pen will be located in the Simmental pens in the Yards. It will be a great place for breeders to discuss business or just to visit with old friends. The pen will be open and stocked with beer and chili on Saturday, January 17, from noon until 5 p.m. Simmental events wrap up Wednesday with the female show in the Stadium Arena on the Hill starting at 8 a.m. If you can't make the trip to Denver, you can find Simmental show results online at Simmental.org/livecoverage.

See you in the yards at Denver! ◆

MEET THE TEAM

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

and responsibilities. Two individuals, proceeding in alphabetical order, will be featured in each of the next six issues of *the Register*. Russ Danielson and Dr. Michael Dikeman will be featured in February.



Colton Buus, Salem, South Dakota

Buus is a 2012 Animal Science graduate of South Dakota State University (SDSU), where he was on the Livestock Judging team and was active in the Little International Show. It's also where he met his future wife, Maria.

Buus, (rhymes with juice), grew up on the family farm, located at Lennox, South Dakota. Their operation produced row crops and cattle and maintained a custom hay-baling enterprise. The present family cowherd consists of registered Simmental and Angus cattle, with bulls and heifers marketed primarily through private treaty.

After college graduation, he worked at an SDSU research facility, managing feeding trials for cattle and swine. In the spring of 2014, Colton and Maria moved back to her family farm, which has a principal focus on commercial cattle, utilizing Black and Red Angus, Shorthorn, Simmental and SimAngus™ genetics in a planned crossbreeding program. Future plans call for establishing a seedstock component. In demand as a cattle judge, he has also worked swine, sheep and goat shows.

"Few management decisions can have as large an economic impact on a commercial cow/calf operation like crossbreeding. The heterosis advantage is real. We know that Simmental offers both maternal and terminal opportunities that help advance commercial



Colton and Maria Buus.

herds no matter which direction they may want to go," he declared.

"I am extremely impressed with the progressive, big-picture thinking of the ASA Board and staff in their decision-making. By staying on the cutting edge of technology, the ASA is doing their part to move the beef industry in a positive direction." he continued.

He admits that driving to sales in his region during the winter can be "interesting," considering the number of blizzards and sub-zero temperatures he has encountered. "I'm enjoying this experience though, being able to talk to breeders about sale cattle from across the country and then hearing from them when they tell me they're really happy with the lots I helped them buy," he concluded.



Dennis Courtright, Colfax, Louisiana

Raised in eastern Oregon on a diversified grain, hay, cattle and sheep ranch, Dennis Courtright, earned a degree in Agricultural Economics from Oregon State University in 1967. A veteran of the Viet Nam war, he served five-and-a-half years as an Air Force Pilot. He met and married his wife, Paula, while stationed in Louisiana.

After leaving the Air Force, they moved to Oregon where he worked briefly as a sales rep for Ralston-Purina. In 1974, they moved back to Louisiana and purchased a small farm. "I supported my cattle habit and family for several years as a pilot — for a major airline that went bankrupt, a couple of corporate jobs, flying prisoners for the US Marshals Service and even as a contractor in Afghanistan," he reported. "I still own an aerobatic sport airplane which doubles as transportation for two, if we travel light."

His cattle operation began with 30 Brangus cows that were dispersed due to brucellosis. His affiliation with Simmental began in 1984, and eventually grew to a herd of 350 cows. After losing most of his rented pasture, he has cut back to 150 cows with all calves except replacements sold to Laura's Lean Beef (LLB). His daughter, Dana Shuff, and her family own 50 Simmental cows and also market to LLB.

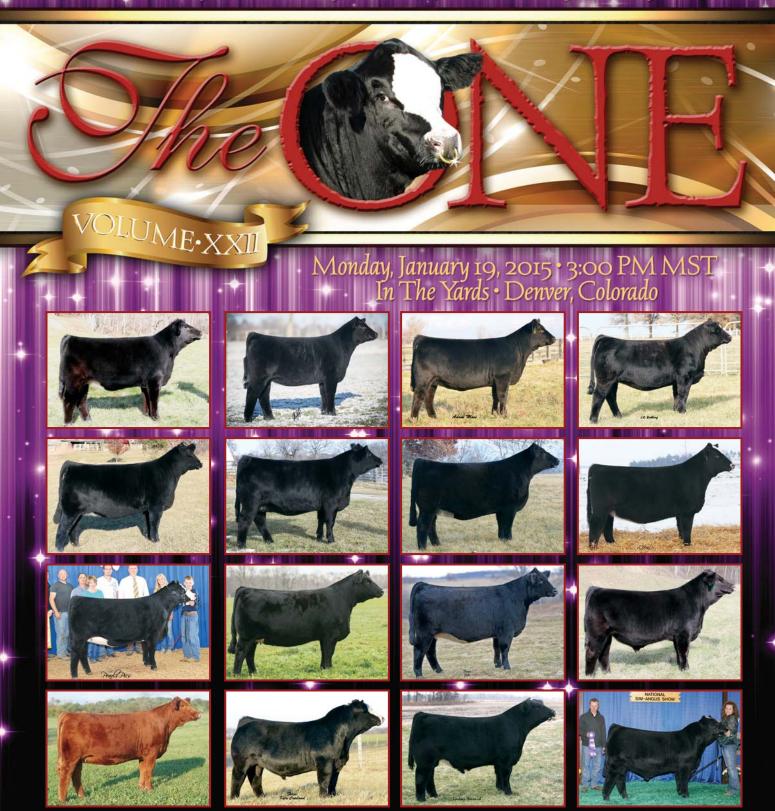


BSE-testing bulls, from the left: Dr. Chris Thomson, DVM; Courtright; Dennis' daughter Dana Shuff.

"Like many producers, we believe we have downsized, when in reality we have decreased frame scores," he says. "Our cows continue to average around 1,300 pounds which works well for us. I am pleased that ASA is pursuing a new feed intake program — this organization is a proven leader in areas that are to be the next important focus in the industry."

He believes that casual visits are an excellent way to exchange information. "I hope that this Field Service program evolves into one with possibilities for formal information exchange," he said. "I look forward to offering presentations to Simmental and producer groups that will highlight ASA's leadership role in science and technology."

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AMERICAN SIMMENTAL-SIMBRAH

AUCTION 2015

Once again, the ASA Foundation Auction will be held in conjunction with the Annual Meeting and Convention, January 18, in Denver, Colorado. Foundation Board Chairman Nancy Tom spearheaded the 2015 event, along with the support of Lori Eberspacher, who continues to keep the enthusiasm fired up for the Heifer Donation Auction Lot, and Bill McDonald, who worked tirelessly rounding up other donations. The annual Heifer Donation will sell on Monday, January 19, at "The One" Sale, Volume XXII. The activities at the NWSS are the primary avenues for Foundation fundraising for the year.

This year's auction is shaping up to be a great one. We have some great items including several fantastic vacation packages that should tempt everyone into raising their hand! Thanks to all the donors who always come through for us, we couldn't put this together without their support. The funds we raise from this auction help support many new projects we have planned for 2015 that will benefit juniors and adult members as well as the American Simmental Association.

Here is the list of donations at press time — more items are expected to arrive before the Denver Auction:

Donor

Item & Description

Accelerated Genetics

Nancy Tom

Two \$200 semen credits

Mustang Island/Port Aransas, Texas, beach trip. 8 people/3 nights. Includes accommodations at 3 bedroom/2 1/2 bath beachfront condo, heated pool, evening sunset cruise of bay/St. Joe's Island. No calendar restrictions

ASA Publication, Inc.





American Simmental Association



Travel Package for two to Bozeman, Montana, for the Dedication and Grand Opening of ASA New Headquarters — includes air fare and lodging. Created and donated by Custom Home Decor by Georgia Dunn



Bejeweled steer head

Nancy Tom



Framed, vintage American Flag

Double J Saddlery, Yoakum, TX



\$100 gift certificate for a custom leather belt or handbag



Donated by Tom Brothers Ranch and proceeds to benefit the 2015 AJSA National Classic in College Station, Texas.



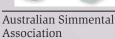
South Texas Helicopter Hog Hunt at Tom Brothers Ranch for 2-4 people. This hunt gives you to chance to shoot hogs, coyotes, and bobcats from a helicopter. Hunt includes 4 hours minimum fly time (usually 6 + hours). Lodging for 2 nights in Tom ranch guest house and home cooked meals provided during your stay. Guns and ammunition provided on site. Airport transportation provided to and from San

Antonio International Airport. The ranch is located one hour south of San Antonio, TX. A valid Texas hunting license is required. Hunt will take place early part of February 2015. For more information please email Philip Tom at philip @tombrothersranch.com

Dewayne Fair, Sallisaw, OK



20X. Beaver Cowboy Hat – K Bar F Hatters





Men's XL insulated vest and cap

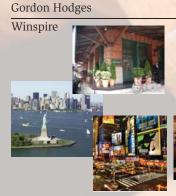
Check out the website for updates to the list of donated items: www.simmental.org than click on ASA Foundation.

Betty and James Freasier



Stained glass cross designed by James Freasier

Select Sires	Two 10 unit buyer's choices
Classic Leather Designs	Custom-made, adjustable, 27" Camera Strap
AJSA Board of Trustees	Original CJ Brown Art work
with proceeds to benefit	16.5" x 29" Bulls of the
the 2015 Summit	Simmental Breed Print
Tim Smith, Jon Willis,	Hospitality Basket —
Blake Nelson, Scott Cowger	South Central Regional
Roger Finke, Erika Kenner,	Hospitality Basket —
JW Brune, Calvin Drake	North Central Regional
Dale Miller, Bob Lanting,	Hospitality Basket —
Jim Butcher, Susan Russell	Western Regional
Bill McDonald, Cliff Orley,	Hospitality Basket —
Brian DeFreese,	Eastern Regional



NY Weekend: Choice of Broadway Show, Dinner at Tribeca Grill, 3-night stay at Hilton New York with airfare for two.



Winspire



National Finals Rodeo: Center Balcony Tickets to 1st Weekend of the 2015 National Finals, 3-night stay at Renaissance Las Vegas, with airfare for two.





Cattle Visions

\$200 Certificate good for buyer's choice of semen

Donated by Friend of Foundation



Autographed Pete Rose baseball

Werning Cattle Company Donates this SimAngus™ Heifer



W/C Miss Werning 4132B

ASA# 2900359 • BD: 4/15/14 • SimAngus™ Sire: W/C Wide Track 694Y (3C W/C Right Track W9462) Dam: Miss Werning 132Y (Yardley High Regard W242)

CE BW WW YW MCE Milk MWW DOC CW YG MB BF REA \$API \$TI 4 3.4 79 118 8 19 59 10.3 45 -.19 .14 -.047 .65 98 70

What a great combination of popular bulls of Wide track and High Regard!!

2015 will be an exciting year for everyone at Werning Cattle Company as they will celebrate their 32nd Annual Production at their brand new sale facility on the ranch as well as joining the elite list of breeders who have donated a heifer to American Simmental Simbrah Foundation during The One Sale in Denver.

The Werning Cattle Company (ASA Number 3773) is an established family operation in the Emery, SD, area. Dale with his wife, Joan, and their family have become well known in the industry as leaders in seed stock production. Along with running approximately 400 cow-calf pairs, they also grow corn, beans and alfalfa on the 2,500-acre ranch. Dale was one of the first people in the upper Midwest to start using Simmentals in his Angus breeding program for the positive genetic traits this cross produces. The dedication that the Werning family has for the beef industry and the Simmental breed has resulted in extreme success in the sale ring and show ring.

The ASA Foundation is honored to welcome Werning Cattle Comapny to the elite list of breeders in our Foundation Honor Roll.

By year, previous donors were:

1997	Cheyanne Allen, IN
1998	Triple C Farms, MN
1999	Breinig Simmentals, NE
2000	Dave Nichols, IA/Barry Wesner, IN
2001	Sue Ann Fletcher Nichols, IA
2002	LeighBert Farms, WI
2003	Double S Simmentals, KY
2004	Hudson Pines Farm, NY
2005	Buzzard Hollow Ranch, TX
2006	JDJ Ranch, MI
2007	Gateway Simmental Ranch, MT
2008	Triple C Farms, MN
2009	Hart Farms, SD
2010	Grindstone Creek, MO
2011	Sanders Ranch, KS — bull lot
2012	HTP Simmentals, KY
2013	Lazy H Farm Randy and Karen
	Henthorn and Family, Fleming, OH.

Owen Brothers, MO



SPOTLIGHT ON SIMGENETICS

436 Honored As 25-Year Members

By Hannah Wine, Director of Media, Youth and PTP Shows

In January, the ASA will celebrate and recognize 436 active members from 39 states who have registered cattle annually for 25 or more consecutive years. This new program is designed to recognize members' efforts and loyalty, with the primary focus being long service. The ASA currently has 3,609 active adult members.

This inaugural group includes many who are well past the 25-year mark. Sixty-three recipients are in their 40 + year of consecutive registrations, and one of those members hit the 46-year mark, dating back to 1969. Thirty-five of this year's recipients are in their 25th year of consecutive registrations and the other 332 members fall somewhere in between. In 2018, the first group of breeders will be eligible to receive 50-year awards.

Currently there are 31 24-year members who, should each of them register calves next year, they will be recognized as 25-year members in January 2016.

"These awards represent the ASA's appreciation, and we hope they will serve as an ongoing reminder of our members' achievements," remarked Association CEO Dr. Wade Shafer, "Wow, 436! They make us proud to say they are a part of our association and that we know them."

Withstanding the test of time in the cattle industry isn't for the faint of heart. The harsh winters, dry summers, fluctuating cattle prices, land prices, and corn prices can make for hard times and hard work. Many members who have withstood the test of time have been up before dawn, in the field all day, on horseback checking pairs, up all night in the barn beside the best newborn calf ever seen and watch it die, just to stand up with a heavy heart and go feed the rest of the cows. These members have spent graduation days on a tractor in order to get the hay up before the rain, gotten up from anniversary dinners to get cattle out of the road and fix fence in the dark, hurried home on the interstate with a loaded trailer to make it in time for a birthday celebration, left the hay field and spent a summer afternoon at the National Classic to support the Simmental kids, knowing it's those young ones who will be filling their shoes and be breeding Simmental cattle in 20 years.

The dedication and commitment of these members serves as a vital link in the chain that drives the SimGenetics industry. With them the industry and the breed thrives.

Recipients will receive their awards via mail in January. View the list of 25 + year breeders who will receive awards this year online at www.simmental.org.

Simmental, Red Angus Collaborate

On December 13, the North Dakota Simmental Association (NDSA) and Red Angus Association (NDRAA) joined forces to combine their respective state sales at Kist Livestock in Mandan. While each breed maintained its' own identity, the feeling prevailed that sharing a date and location provided buyers with a more ideal venue.

"Many producers are using both Red Angus and Simmental in their breeding programs and by sharing a sale date, those breeders can come to one location on one day to buy genetics from both breeds," said Todd Leland, NDRAA president.

On a national level the Red Angus and Simmental associations have worked together for several years and in 2012, joined together to configure their EPDs on a common database for true multi-breed EPDs. They have also worked together on joint industry conferences and promote crossbreeding between the two breeds for their commercial customers.



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 is the term that describes a condition whereby the two toes on a bovine's foot are fused together?
- 2. From what country did the Waygu breed derive?
- 3. A surgically-altered male used in heat detection is known by what name?
- 4. Which vessels carry blood back to the heart?
- 5. What is the normal body temperature for a bovine?
- 6. Feeds that are high in total digestible nutrients and low in fiber are known collectively by what term?
- 7. What is the number of chromosomes that cattle possess?
- 8. If a homozygous polled bull is bred to a homozygous polled cow, what percentage of their offspring would be polled?
- 9. What is the purpose of hot-iron branding?
- 10. Which government agency is responsible for overseeing the beef checkoff?

Answers:

I.Syndactaly; 2. Japan; 3. Comer bull; 4. Veins; 5. 100.5 degrees F; 6. Concentrates; 7) Thirty; 8. 100%; 9. Determination of ownership; 10. U.S. Department of Agriculture (USDA).



STATE SCENE



CSA Elects Officers

The Colorado Simmental Association (CSA), during its most recent Annual Meeting, held in conjunction with the Colorado State Fair in Pueblo, elected new officers on both the senior and junior levels. Roger Schager, outgoing board member from Louisville, was honored with an engraved Simmental cowbell in recognition of his nine years on the Board.

New board members: Russ Princ of Fort Collins and Mitchell Jergensen of Burlington, were seated along with re-elected incumbents Robert Campbell, Ignacio, and Mike Rains, Oakley. Campbell was then elected president, succeeding Curtis Russell, Sugar City in that position; Beth Temple, Center, was named vice president; with Susan Russell, Sugar City, also an ASA trustee, retaining her post as secretary/treasurer.

Chad Russell, Sugar City, was re-elected president of the CJSA, with Keanna Smith, Ignacio, as vice president. RJ and Andrea Kerchal, Calhan, will continue in their role as junior advisors.

Drought Linked to Climate Change

Atmospheric conditions associated with the unprecedented drought in California are very likely linked to human-caused climate change, according to researchers at Stanford University. They determined that a persistent region of high atmospheric pressure over the Pacific diverted storms away from the state, and that the "high" was much more likely to form in the presence of greenhouse gas concentrations.

The report is regarded as one of the most comprehensive studies to investigate the link between climate change and the ongoing drought. It is the worst drought in the recorded history of the state, combining high temperatures and stagnant air conditions.

Nevada Hunting Cattle Killers

Nevada authorities are searching for the unknown persons suspected of maliciously shooting several dozen cattle in three counties during late September and early October. The cattle were shot near Elko, Wells and the Martin Basin in the northeast sector of the state.

A reward of nearly \$20,000 was being offered for information leading to the arrest and conviction of the shooters. Sheriff's offices in Lander, Humboldt and Elko counties, along with investigators from the Department of Agriculture's Brand Inspection Division are involved in the investigation.

Steak for \$385

The Empire Steak House, located in New York City, has announced that it has begun offering imported certified Japanese Kobe tenderloin and ribeye steaks. A choice of an eight-ounce tenderloin or a 10 to 12-ounce ribeye will be priced at a cool \$385 and \$375 respectively.

While some restaurants offer Kobe beef raised in the US, few offer imported Kobe beef from Japan, primarily due to the high price tag associated with the perceived delicacy.





Saturday, January 17, 2015 · 6:30 pm MST • Denver, Colorado Double Tree, Denver Central • Pre-Sale Social 5:30 pm • Hors d'oeuvres & Cash Bar



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Kappes Sadie M166
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Class, LLSF Uprising & SVF Steel Force



HPF Sazerac Z074
Selling full sib embryos to this Junior
National Champion



RP/MP Right To Love 015U
Selling full sibling embryos to HPF
Quantum Leap Z952, 2014 Fort Worth
& NAILE Champion Bull



SS Magnificent Dream T69
Selling embryos by LLSF Uprising,
W/C Wide Track & BC Lookout



BWL Image 8B
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Broker daughter



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Real-Time Bidding is available via Internet for this sale!



Register-

THE CUTTING EDGE

GM Feed No Risk to Health

The safety of genetically modified (GM) or genetically engineered (GE) crops remain a controversial social, political and topic of concern through the US and globally. A newly published article from the peer-reviewed and highly respected *Journal of Animal Science* concludes that feeding livestock feed from GM crops has no impact on the animal's health or productivity.

Since they were introduced in 1996, GM feed crops have been an increasing component of livestock diets. It has been calculated that in the US alone, 95% of food-producing animals consume feed containing GM crops.

Children Need Meat

According to a new study first published in the Australian and New Zealand *Journal of Public Health*, children need to eat more meat as early as 12-16 months of age. Researchers cautioned that inadequate meat consumption compromises iron levels of youngsters in a period of crucial growth.

What has been called the current world wide "low-meat trend" has been linked to an increase in the use of infant formula instead of meat, eliminating a natural source of iron and other nutrients. It was determined that as many as one in five children is not receiving any meat and almost half were receiving inadequate amounts.

Infertility Linked to Y Chromosome

According to a USDA study, a major reason for infertility in beef cattle cows may be because they have received fragments of the male (Y) chromosome in their DNA. The research results came out of the Agricultural Research Service at the US Meat Animal Research Center in Clay Center, NE.

Females usually inherit an X chromosome from each parent (XX), while males inherit an X and a Y (XY). Researchers found fragments of the male Y chromosome only in the DNA from non-pregnant animals.

Cellulosic Ethanol Facility Opens

The first commercial cellulosic ethanol production plant in the US recently opened in Emmetsburg, IA. The project is a joint effort between the US based POET-DSM and the DSM, based in the Netherlands. The grand opening, attended by government officials from the US and the Netherlands, include plant tours, a flyover, and a formal grand opening ceremony.

Project Liberty, as the plant has been named, will process 770 tons of corn cobs, leaves, husks and stalks per day to produce 20 million gallons of cellulosic ethanol annually, later ramping up to 25 million gallons/year.



PTP Herdsman of the Year Will be Presented in Denver



The American Simmental Association is proud to present its first PTP Herdsman of the Year Award at the 2015 National SimGenetics show in Denver. The winner will be chosen by the exhibitors who will vote onsite for the person who most supports and promotes the SimGenetics industry on a personal and professional level while gently commanding the respect and upholding the honor and dignity of respectable cattleman.

This is a very prestigious award. The recipient will be recognized and awarded a custom belt buckle just prior to the selection of the Champion Simmental Female.

Voting will take place on The Hill on Tuesday, January 20.



Register-

CORPORATE REPORT

Consumers Losing Taste for Fast Food

Americans are visiting quick-service restaurants much less frequently than before, according to a new study by the consulting firm Brand Keys. The study surveyed three age-based groups: Baby Boomers, Millennials and Generation X.

Baby Boomers experienced an 18% drop in visits to fast-food stores, but a 20% increased visits to "fast-casual" brands such as Panera, Au Bon Pan and Applebees. Millennials decreased their visits to fast-food joints by 20%, but had a 42% jump in fast-casual visits such as Chipotle, Panera and Five Guys; while Generation X decreased their fast food visits by 11%, while preferring fast-casual outlets Subway, Chipotle and Au Bon Pan.

Fewer Farms Hampers Deere

Deere & Company has reported that its third quarter profits were down by 15%, attributed to fewer farms produced more food for less money than ever. Deere dealers have responded with various incentives such as free warranty coverage and software subscriptions. However, demand for new equipment remains low.

The downturn isn't just in the US. Sales remain soft across the globe except for Asia, where demand was expected to rise somewhat. Market analysts say a glut of late-model used equipment will be around for years to come, which means that growth in sales will likely remain low.

Perdue Removing Antibiotics

Perdue Foods has announced that it is removing all antibiotics from its chicken hatcheries, in an attempt to "set the standard that defines the responsible use of antibiotics in poultry production." The company does not use antibiotics for growth promotion, but will continue to use them to control intestinal parasites and other diseases only.

The announcement was the latest step in a 12-year evolution in the company's approach to antibiotic use, exceeding the Federal Drug Administration's (FDA) voluntary guidelines as well as those of the USDA Organic certification program.

Synovex Choice® Approved for Heifers

Zoetis has announced that Synovex Choice® has been approved for use in feedlot heifers. The implant helps increased average daily gain and improved feed efficiency in heifers and helps to increased gain in feedlot steers as well.

For more than 12 years, the product has helped optimize weight gain in feedlot steers through a 10 to 1 ratio of trenbolone acetate to estradiol-17B (E2). The US Food and Drug Administration recently approved its use in heifers, which means that feedlot managers can use the same implant on all cattle, regardless of gender.



LET'S FETTIER in the year of the second sec

for Tailgate Chili with all the toppings and beer

Saturday, January 17, 2015

American Simmental Association Board of Trustees Hosts
Chili Tailgate in the Yards at 2015 National Western Stock Show

When was the last time you had a chance to meet all of the Trustees on the Senior Board or share your thoughts with them about all things Simmental over a drink? On Saturday, January 17, 2015 from noon until the chili runs out the American Simmental Association (ASA) Board of Trustees invites ASA members, customers, and all SimGenetics supporters to a meet-and-greet in the Yards at the 2015 National Western Stock Show. Amid chili and beer, guests will have the opportunity to mingle with Trustees and ASA staff.

chili Remember: It's chilty in Denver

BEEF BUSINESS

Pork To Surpass Beef

USDA has raised its pork production forecast for the calendar year that ends in September of 2015 to show that pork will pass beef for the first time since 1952 as hog farmers recover rapidly from the deadly Porcine Epidemic Diarrhea virus. That disease killed more than 8 million pigs and was a devastating setback for the pork industry.

The estimate puts pork production at 23.9 billion pounds, compared to beef production for the same period at 23.8 billion pounds. Compared to beef, pork has a short generational turnaround, months instead of years. It can take a beef animal, on the other hand, up to two years before it is ready for processing.

Pastures Appreciate from High Prices

The average value of US pastureland soared 11% through the first months of 2014 to \$1,300/acre. That's another new high for pasture and well ahead of the 7.6% increase experienced by more expensive cropland.

Since the 2008 economic downturn, this is the first year that pasture appreciation rates have outstripped cropland. Pasture prices are being "pulled" higher by a combination of record-high cattle prices, low interest rates and continued low returns from competing investments.

Ritchey Ear Tags have been made in the good ole USA since 1964. Just like Old Glory, our tags have stood the test of time and have proven themselves faithful and true. RITCHEY's dual-colored, engravable tags allow for permanent numbering. Ritchey Livestock ID —157.1861— 1-800-EAR-TAGS www.ritcheytags.com.

Income Determines Restaurant Dining

The growing disparity between the highest-earning consumers in the US and those classified as lowest-earning, is having a huge negative impact on overall restaurant performance, according to new research by a Chicago-based firm.

Low-income consumers are heavier users of quick-service restaurants, and were most adversely affected by the economic downturn of the past few years. Visits to fine-dining (or more expensive) restaurants on the other hand, represent only 1% of total dining out traffic. The rapidly shrinking middle class no longer is able to afford frequent fine dining, as it did just a decade ago.

Intake Influenced by Companions

A study by Cornell University suggests that the weight of a dining partner or people dining nearby may influence an individuals food selection and the amount they consume. The research was based on 40 women and 42 men, ages 18 to 33 and was designed to examine the effect the presence of overweight people have on fellow diners' food choices.

As illustrated by the study's results, people will consume larger portions or higher calorie food items when eating with individual's who are overweight, because they are less focused on personal health goals.

Cal-Davis Ranked Number One

For the second consecutive year, the University of California-Davis ranks number one in the world for teaching and research in the area of agriculture and forestry, according to rankings recently issued by the QS World University Rankings. The University was also ranked in the top 10 in the natural sciences and in the top 15 in environmental sciences.

This year, 2,838 universities were evaluated on a global scale, with 689 ranked by Quacquarelli Symonds, a British firm widely considered to be one of the most influential international university rankings providers.

14% of Citizens Food Insecure

USDA, in is Household Food Security Annual Report, reveals that 14.3%, (or one in every seven) of US households were food-insecure in 2013. This number is a slight decline since 2011, but remains well above levels of food insecurity recorded prior to the recession.

The USDA defines food insecurity as "when consistent access to adequate food is limited by a lack of money and other resources at times during the year." While unemployment declined between 2011 and 2013, inflation and increased price of food relative to other goods continued to rise.



US Consumers Ignore Meatless Mondays

The impression that the wide-ranging campaign called "Meatless Monday" has grown rapidly in popularity is often trumpeted by its supporters. However, statistics compiled through a survey by Oklahoma State University economists fail to support that premise.

Interestingly enough, 80% of survey participants said they have not participated in Meatless Monday. In addition, 51.6% said they have never even heard of it and furthermore, 31% individuals surveyed say they had heard of it but ignored it. Only 8.4% admitted to regularly making a conscious effort to following the campaign's message

Increase in Global Ethanol

The Global Renewable Fuels Alliance (GRFA) projects that fuel ethanol production will surpass 90 billion liters during 2014. Despite a fragile world economy, GRFA has predicted growth of 2.7% in output to 90.38 billion liters, up from 88 billion liters produced in 2013.

The growth has been significant in most major ethanol-producing areas. Brazil and the US are the world's two largest producers with growth at 2.5%, while the European Union has seen a major increase of 8% and in Africa, which is an emerging region with huge biofuel potential is projected to experience unprecedented growth of 136%.

Climate Change Costly

Climate change will impose enormous costs on the US economy in the form of lost property, reduced industrial output and even deaths, according to a report backed by the Risky Business Project, an affiliation of individuals with vast business experience.

The report predicts that considerable coastal property will be under water by 2050; that the productivity of outdoor labor could be reduced by at least 3% due to increased temperatures; and demand for electricity to power air conditioners will also increase dramatically.

Safety Program Controversial

The Childhood Agricultural Safety Network's (CASN) "Keep Kids Away from Tractors" campaign is drawing considerable criticism from farm owners and agricultural parents. Many farm raised adults consider riding a tractor with parents or grandparents a memorable childhood tradition and "quality time" for children.

The campaign states that it is never okay for a child younger than 12 to be on a tractor, and that the earliest a child should be on a tractor is when he or she is old enough to take and pass a tractor safety class. The CASN is a coalition of 38 health, safety and youth organizations who advocate for child safety on the farm. The organization's website is www.childagsafety.org.



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Register

Don Burnham Honored

Former ASA Trustee Don Burnham, owner-operator of Prickly Pear Simmental Ranch, Helena, Montana, has been named an "Outstanding Agriculture Leader" by Montana State University (MSU), his Alma Mater. An ASA Charter Member, Burnham's ranch was founded in 1864, and is one of the oldest operations in Montana.



Don Burnham and his wife, Nancy, photographed shortly after he received the prestigious Outstanding Agriculture Leader award. Photo by Jenny Lavey, MSU.

A native of Missoula, Burnham is a 1956 animal science graduate of MSU, where he was active in Sigma Nu Fraternity, the MSU Ag Club and the Livestock Judging Team. Prickly Pear Simmental comprises 7,500 acres and maintains a herd of 300 cows along with 80 replacement heifers. Burnham and his wife, Nancy, are the parents of four children and have 10 grandchildren.

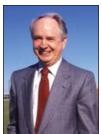
The criteria for the Outstanding Agricultural Leader Award reads: "a statewide award given to individuals who are well-respected in the agricultural community, have impacted many with their accomplishments, have a lifetime of achievement in agriculture, are industry leaders or innovative producers, and are actively involved in the agricultural community in Montana."

NEWSMAKERS

Late Trustee Honored

Dr. Robert Totusek has been honored posthumously by Oklahoma State University (OSU). The University's Division of Agricultural Sciences and Natural Resources has renamed the OSU Animal Science Arena in his memory.

Totusek, who served on the ASA



Board of Trustees from 1992 to 1995, and as head of the OSU Animal Science Department for 14 years, passed away in June of 2014, at the age of 87. In all, he spent 38 years on the faculty of OSU which was his alma

Dr. Robert Totusek which was his alma mater. An Oklahoma native, he earned his Ph.D. from Purdue.

In Remembrance . . .

• After a brief, very courageous fight

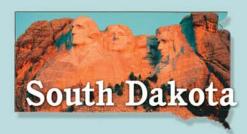


against cancer, Peggy Lipsey, 65, passed away December 2 in Bozeman, MT. She grew up in Grand Ledge, Michigan, and married her high school sweetheart, Jerry, the recently retired ASA Executive Vice Presi-

Peggy Lipsey

dent. After raising her children, she began a successful career in real estate. A woman of strong faith, she was also an ardent bicyclist, hiker and an avid reader. She is survived by her husband; one son Jason (Rozlyn); one daughter, Amanda; a grandson, Max; and two sisters Lana Miller and Judy Peterson.





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INTERNATIONAL

MTP Labeling Required by Canada

Canada now requires all mechanically tenderized beef (MTB) to be labeled as such. The rule, which went into effect this past summer, requires that along with the MTB labeling, that the beef comes with instructions for safe cooking.

The stated goal of the new labeling requirements is to provide consumers with information on the products they are purchasing and how to cook them properly in order to prevent foodborne illnesses. The requirements apply to all industry sectors selling fresh or frozen MTP to other industry members or consumers in an uncooked, solid cut form.

APHIS to Allow **Argentine Beef**

USDA's Animal and Plant Health Inspection Service (APHIS) has announced a plan to amend the regulations to allow importation of fresh (chilled or frozen) beef from the Northern and Patagonion regions of Argentina.

A risk assessment conducted by APHIS at the request of Argentina, indicates that fresh beef can be safely imported, provided certain conditions are met to ensure that the beef does not harbor food-and-mouth disease (FMD). Once published in the Federal Register, the public will have 60 days in which to comment on the proposed rule, plus economic and risk analysis.

EU, Canada Reach Agreement

A declaration has been signed between Canada and the European Union signifying conclusion of negotiations for a free trade agreement. The agreement will now move to the ratification process.

The Canadian Cattlemen's Association has endorsed the agreement as "outstanding" for beef producers and was hailed as a "game-changer" for Canada's beef industry. If ratified, it will provide new duty-free access for 64,950 tons of Canadian beef valued at \$600 million annually.



Methane Reduction Methods

Australian researchers have discovered that supplementing cattle diets with nitrates works effectively to reduce the emission of methane. Researchers believe that the discovery has a significant impact on the environment and may also have beneficial marketing opportunities.

Major supermarkets in Australia already require their suppliers to measure emissions so it is probable that those retailers will utilize the emission reduction methods as a marketing tool in appealing to their environmentally inclined customers.

Compensation for Russian Import Ban

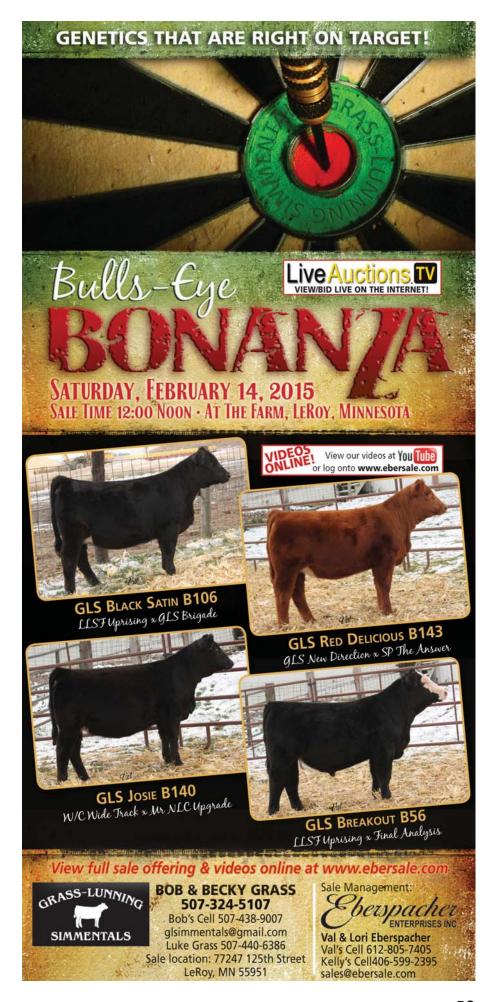
European farmers are being compensated in the wake of Russia's ban on importation of fruits and vegetables. Farmers complained that they were shouldering an unfair share of costs associated with sanctions put in place against Russia after the Kremlin's aggression against Ukraine.

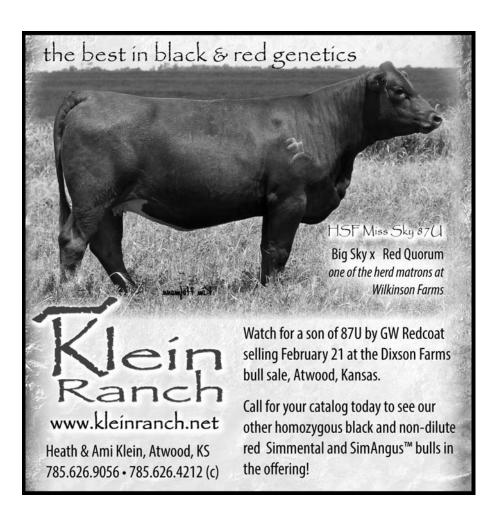
The European Commission is compensating farmers for perishable crops such as tomatoes, cucumbers and peppers. Prices had dropped dramatically after the loss of EU farmers largest outside market.

Food Security Threatened by Ebola

The world's worst Ebola epidemic is endangering harvests and soaring food prices in West Africa, with the distinct likelihood that the situation will intensify in the coming weeks and months.

Special alerts have been issued by the UN Food and Agriculture Organization (FAO) for Liberia, Sierra Leone and Guinea, which are the three countries most affected by the outbreak. Well over 1,500 people have died since the virus was detected in March. Panic buying, food shortages and dramatic price increases are occurring in countries that are ill-prepared to absorb such activity.







MENU MORSELS

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

Slow Cooking Swiss Steak

Ingredients

1-2 pounds Swiss steak 1 package onion soup mix 1 can cream of mushroom soup

Instructions

- Pour water into bottom of a slow cooker
- Cut meat into bit-size pieces
- Layer the meat, onion soup and cream of mushroom soup, then repeat
- Cover and cook for 6-8 hours

Note: the longer it cooks, the better the flavor.

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.

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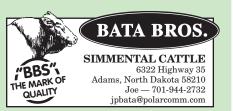


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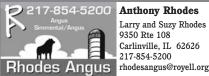
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The Harvest Sale at Krieger Farms

October 5, 2014 • Universal, IN

No.	Category	Average
38	Total Lots	\$5,537

Auctioneer: Jered Shipman, TX

Sale Staff: DP Sales Management, LLC, Jered Shipman,

Shane Ryan, Thomas Carper

Sale Consultants: Buddy Robertson and Roger Allen

DVAuction: Laramie Smith **Representing ASA:** Brian DeFreese

High-Selling Lots:

\$9,250 – Open Female, "Kriegers Blackcap B301," s. by Mr. Hoc Broker, sold to Greeley Eastep, IN.

\$9,000 – Open Female, "Kriegers Queen Supreme," s. by SVF Steel Force, sold to Greeley Eastep, IN.

\$7,750 – Open Female, "HPRP Diana 090X," s. by STF Dominance, sold to Darryl and Trudy Wendland, OR.

\$7,000 – Bred Female, "Kriegers Wonder Z013," s. by Wheatland Stout 930W, bred to White Star Granite, sold to BF Black Simmentals, NE.

\$6,750 - Open Female, "Kriegers Dixie Dew B053," s. by Kriegers The Situation, sold to Jimmy Martin, IN.

\$5,500 – Bred Female, "Kriegers Sweetheart Y046S," s. by GWS/SCF Rendition, bred to Mr. Hoc Broker, sold to John Brosh, OK.

\$5,250 – Bred Female, "Circle T Mystery X045," s. by HC Power Drive, bred to Mr. Hoc Broker, sold to Sloup Simmentals, NE.

\$5,100 – Bred Female, "Kriegers Bonnie A160," s. by THSF Black Pearl, bred to Mr. NLC Upgrade, sold to Herman Schwantz, IL.

Comments: Cattle sold into eight states including: IA, IL, IN, NE, OH, OK, OR and TN.



A full house on sale day.



Mark Krieger welcomes the crowd to their 4th annual sale.



Jame Krieger presents Shelby Ison with a \$100 check for exhibiting her Krieger heifer at the National Classic this past summer.



Brent & Curt Rincker were on hand sale day.

WSA Midwest Fall Roundup Sale

October 5, 2014 • Lancaster, WI

No.	Category	Average
2	Bulls	\$2,100
16	Bred Cows	2,579
5	Cow/Calf Pairs	3,930
12	Bred Heifers	3,321
9	Open Heifers	2,712
4	Steers	1,688
5	Embryo Lots	2,810
5	Semen Lots	2,887
58	Total Lots	\$2,838

Auctioneer: Dustin Carter, Vermillion, SD Sale Manager: Ruble Cattle Services, IA Sale Consultant: Dalton Lundy, KY

Ringmen: Bill Schermer, Midwest Beef Producer;
Austin Brandt, Livestock Plus Inc.,
Dave Geffert, Midwest Beef Producer.

WSA Sale Committee: Craig Kaisand, Trent Templeton,

Bill Meyer, Nate Moll and Perry Wolff.

Representing ASA: Bill Zimmerman

High-Selling Lots:

\$8,550 – Semen Lot, FBF1 Combustible Semen, cons. by Forest Brook Farms, WS & Griswold Cattle Co, OK; sold to Jon Weaver, IA.

\$7,250 - Bred Heifer, "Maggle's Danny Z318," s. by B C Lookout 7024, cons. by Maggle Simmental Farms, WI; sold to Krosch Cattle Company, IA.

\$5,900 - Open Heifer, "FBF1/SF CANDY KISS," s. by FBF1/SF Sweet Kisses, by FBF1 Supremacy, cons. s. by Forest Brook Farms, IA; sold to Zimmerman Farms, WI.

\$5,500 – Bred Heifer, "FBF1/SF Sweet Kisses," by FBF1 Supremacy, cons. by Forest Brook Farms, WI; sold to Brad Boswell, IA.

\$5,350 - Cow/Calf Pair, "Triple C Guiding Light & Maggle's Pride B301," cons. by Maggle Farms, WI; sold to Greg Amudt, IN & Deer Creek Simmentals, IA.

\$5,100 – Cow/Calf Pair, "Miss CCF Butter Cup," s. by SVF Steel Force S701 cons. by Forest Brook Farms, WI; sold to Brad Boswell, IA.

\$4,600 – Embryos by, SAS Connie R966/One Eyed Jack Embryos & SAS Connie R966/MR TR Hammer 308A, cons. by Denning Farm Simmentals, IA; sold to Clint Nielson, NE & Gunn Simmentals, TX

\$4,000 - Bred Heifer, "Woodlawn," by GIBBS 0689X Crimson Tide, cons. by Woodlawn Farms, GA; sold to Lauren Kaemingk, IA.

Comments: A large crowd was on hand in addition to numerous absentee buyers. The WSA fall sale was a great success.

RA Brown Ranch Continuing the Legacy Sale

October 8, 2014 • Throckmorton, TX

No.CategoryAverage84SimAngus™ Bulls\$6,821

Auctioneers: Jim and Joel Birdwell, OK; and Doak Lambert, TX **Representing ASA:** Ben Spitzer

Comments: Also selling were: 203 Black Angus Bulls at an average of \$7,867; 27 Black Red Angus Bulls at an average of \$6,685; 274 Red Angus Bulls at an average of \$8,542; 144 Commercial Bred Heifers at an average of \$2,783; 30 Commercial Open Heifers at an average of \$1,650; 17 Weanling Quarter Horses at an average of \$152; 26 Brood Mare Quarter Horses at an average of \$213; and 33 Riding Horses at an average of \$6,667.

(Continued on page 58)



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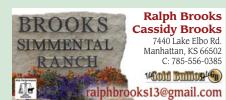
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continued

RA Brown Ranch Sale (Continued)



Good turnout for the 40th RA Brown Ranch sale

17th Annual Belles of the Bluegrass Sale

October 11, 2014 • Mt. Sterling, KY

No. Category Average
72 Total Lots \$3,632

Auctioneer: Jered Shipman, TX **Sale Manager:** DP Sales, LLC, KY

Sale Staff: Thomas Carper, Andee Marston and Tim Dietrich Sale Consultants: Doug Parke, Drew Hatmaker and Dalton Lundy

DVAuction: Cassie Carper

High-Selling Lots:

- \$12,500 Bred Female, "Swain Perfect Heart 230Z," s. by SVF Steel Force, bred to MCM Top Grade, cons. by Swain Select Simmentals, sold to Sloup Simmentals, NE; and Hilltop Simmentals, SD.
- **\$8,600** Open Female, "MMF Jade B906," s. by GW Predestined, cons. by Misty Meadow Farm, sold to Clear Water Simmentals, IN.
- \$7,300 Bred Female, "Swain Excitement 232Z," s. by Mr. NLC Upgrade, bred to IR Range Boss, cons. by Swain Select Simmentals, sold to David Groves, AR.
- \$5,750 Bred Female, "DBLDF Morning Dew ET," s. by HTP SVF In Dew Time, bred to DBLDF Candy Shop, cons. by Double Diamond Farms, sold to Sloup Simmentals, NE.
- **\$5,400** Bred Female, "Swain Blush 306A," s. by TNT Axis, bred to MCM Top Grade, cons. by Swain Select Simmentals, sold to Hilltop Simmentals, SD.
- \$4,750 Bred Female, "WHF Adrian 40A," s. by ASR Longevity, bred to MCM Top Grade, cons. by Wayward Hill Farm, sold to Stephen Rafferty, KY.
- \$4,500 Bred Female, "Ms. MLH Emma E 371A," s. by HTP SVF In Dew Time, bred to GLS New Direction, cons. by Maple Leaf Holdings, sold to Hilltop Simmentals, SD.
- \$4,500 Bred Female, "MMF Nikita A60," s. by GW Lucky Man, bred to WLE Uno Mas, cons. by Misty Meadow Farm, sold to Blackwater Simmentals, KY.
- \$4,500 Pregnancy out of, "GLS Miss Answer X45," s. by SVF Steel Force, cons. by Three Trees Simmentals, sold to Brian Daniel, KY.

Comments: Cattle sold into 12 states including: AR, IL, IN, KS, KY, MI, NC, NE, NY, OH, SD and TN.



Jonathan Steele, Black Gold Simmentals attended the sale.

A.K Phillips kept things running smoothly in the chutes.





Jennye Logsdon and Billy Glenn Turpin both of KY visit about the offering



As always a strong set of cattle producers are ready to take home an outstanding set of genetics.

20th Annual New Direction Sale

October 18, 2014 • Seward, NE

 No.
 Category
 Average

 138
 Total Lots
 \$6,912

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management, LLC

Sale Staff: Steve Sellers, Kristian Rennart, Randy Rasby,

Chris Beutler and Gene Fitzgerald.

Sale Consultants: Doug Parke, Drew Hatmaker, Roger Allen, Dalton Lundy, Buddy Robertson, Bruce Van Meter and Ron Miller.

DVAuction: Becky Wadlow **Representing ASA:** Nathan Smith

High-Selling Lots:

- \$46,000 Donor, "EKHCC Red Jewel 760," s. by SVF/NJC Built Right, cons. by Sloup Simmentals and Tyler Lane, sold to Hilltop Simmentals, SD.
- \$36,000 Open Female, "BWL Image 8B," s. by Mr. Hoc Broker," cons. by B&L Cattle Co., sold to Smith Farms, TX.
- \$24,000 Bred Female, "SWC JM WRS Zoie 4Z," s. by CNS Dream On, bred to SAV Brilliance, cons. by Windy Ridge Simmentals, sold to Silverstone, Schwantz and Armuth, IN.
- **\$24,000** Open Female, "SS Platinum B782," s. by HC Power Drive, cons. by Sloup and Crusader Simmentals, sold to Hilltop Simmentals, SD.
- \$21,000 Cow/Calf Pair, "HPF Misti X082," s. by TNT Ever Ready, bred to CCR Cowboy Cut, sold to Gerdes Show Cattle, IA; Heifer Calf s. by Mr. Hoc Broker, sold to Mike Dickson, OH.
- \$19,000 1/2 interest in Donor, "SS Windsong W017," s. by OCC Legend, cons. by Sloup Simmentals and Crusader Simmentals, sold to Zach Buch, IA.
- \$15,600 1/2 interest in Open Female, "SS Cotton Candy 530A," s. by WLE Uno Mas, cons. by Sloup Simmentals, sold to Zach Buch, IA.
- \$13,950 Embryos out of, "SVF/NJC Magnetic Lady," s. by Sandeen Upper Class, WLE Big Deal and HC Power Drive, cons. by Sloup Simmentals and Crusader Simmentals, sold to Silver Towne Farms IN; Cody Gale, NE and Arrow H Cattle, NE.

Comments: Cattle sold into 20 states including: CO, GA, IA, IL, IN, KS, KY, MN, MO, MS, NE, NY, OH, OK, SD, TN, TX, UT, VA and WI.

(Continued on page 60)

PREMIUM SOURCED CATTLE THIRD ANNUAL

Bull and Female Sale

WEDNESDAY, MARCH 25, 2015



Genetics and Partnerships for Sustainable Profitability

Billy Hall 918.244.0154 bkcattle@netzero.net Trevor Tuell 970.630.4108 tuellcattle@hotmail.com Roger Tuell 970.630.3290 rogertuell@hotmail.com

Selling 65 18-month-old Simmental Bulls Sired by:

- * CCR Dream Better 3058T
- * GW Game Changer 823Y
- * Schiefelbein Effective 61
- * GW Pacesetter 480W
- * SVF Steel Force S701
- * RRTT Upgrade 611X (Upgrade's Full Brother)

	EPD	%
CE	18.4	2
BW	-2.6	10
ww	64.4	35
YW	104	25
Milk	25.8	30
Marb	.56	15
REA	.84	15
API	167.4	3
TI	81.4	10





Selling a large number of heifer bulls and many sets of full brothers. Also selling two loads of commercial pairs.

> Inspect the bulls anytime. Visit us while you're at the NWSS we are 2.5 hours away!

Selling 50 18-month-old Angus Bulls Sired by:

- * Schiefelbein Effective 61
- * PA Power Tool 9108
- * AAR Ten X 7008 SA
- * Summitterest Focus 2U66
- * EXAR Emblazon 1779B
- * Jac's Anticipation 7507
- * VinMar O'Reilly Factor



5500		
373	EPD	%
BW	-1.2	7
ww	54	35
YW	94	35
Milk	26	30
sw	45.51	25
\$F	44.57	35

Register

SALE RESULTS

continued

New Directions Sale (Continued)



A standing-room-only crowd was ready for the 20th Anniversary New Direction Sale.



Nick Sloup thanks the crew at Hilltop Simmentals, SD for purchases.



Barry Holst, Nick Sloup, Dean Holst, Ron & Zach Buch along with Bill Sloup pose after a historic day in Seward, NE.



Mike Dickson, OH, Bob Volk, NE, and Ryan Ranes , MO visit post sale.

Comments: Also selling were seven Maine heifers at an average of \$2,356; 14 Shorthorn heifers at an average of \$2,615; 17 AOB heifers at an average of \$3,243; 12 Commercial heifers at an average of \$2,915; and 33 steers at an average of \$2,366.

In conjunction with the MN Beef Expo, the 3rd Annual White Satin on Ice Embryo Sale was held on Friday, October 17, 2014. Forty-one embryo lots averaged \$1,591.



The Auction block at the White Satin on Ice Embryo Sale.

Route 66 Road to Success Sale

October 18, 2014 • Strafford, MO

No.	Category	Average
14	Bulls	\$3,600
20	Bred Cows	2,945
14	Cow/Calf Pairs	3,736
27	Open Females	1,226
1	Pick of the Herd Lot	5,250
76	Total Lots	\$2,631

Auctioneer: Kyle Gilchrist, IA **Representing ASA:** Danny Ulmanis

Comments: Also selling were seven Commercial Red Angus at

average of \$3,336.

74th Indiana Beef Evaluation Program Bull Sale

October 18, 2014 • Springville, IN

No. Category 6 SimAngus™ **Average** \$4,050

Auctioneer: Mike Berger, Bremen

High-Selling SimAngus Bull:

\$6,500 - s. by W/C United 956Y, cons. by Rustic Hills Cattle Company, Fort Branch.

Comments: Also selling were 27 Angus at an average of \$4,052; one Hereford for \$2,250; and three Red Angus at an average of \$3,583. The sale average of \$3,965 for 37 bulls was the highest average of 50 sales held at Springville. Bulls sold into four states including: IA, IL, IN and KY.





Welcome sign.

NELCOME

Cattle entering the ring.



Great Crowd!

Minnesota Beef Expo

October 18, 2014 • St. Paul, MN

No. Category Average
12 Simmental Heifers \$2,954

Auctioneer: Dustin Carter, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE);

Tom Rooney, *IA Farmer Today*, IA; Mike Sorenson, *Livestock Plus*, IA; Kirby Goettsch, *MN Farm Guide*, SD.

Representing ASA: Bill Zimmerman

High-Selling Simmental Lots:

\$6,150 – Open Female, "GLS Black Chrome B112," s. by WS A Step UP X27, cons. by Grass-Lunning Simmentals, sold to Whitney Kyllo. Owatonna.

\$4,000 – Open Female, "RTZ Ms. Utopia B83," s. by Remington Lock N Load 54U, cons. by Raatz Farms, sold to Korri Perschau, Arlington.

The Magnolia Classic

October 18, 2014 • Starkville, MS

No.	Category	Average
9	Bulls	\$4,939
2	Bred Cows	4,500
37	Bred Heifers	3,962
20	Open Females	3,668
3	Embryo Lots	1,267
71	Total Lots	\$3.904

December '14/January '15 (Continued on page 62)

HARTMAN CATTLE COMPANY SIMMENTAL BULL SALE



Sunday, February 8, 2015 Tecumseh, NE

at the HCC Sale Center

12:00 noon lunch - 2:00pm Auction Sale

Offering 40 bulls including...

19 PB • 18 3/4 • 3 1/2

All polled • 39 blacks & 1 red

Located from the Junction of Hwy 136 & 50, in Tecumseh go North 3 miles on HWY 50, 2 miles west on Hwy 41 and 1/4 North at the sign.

Featuring...

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Selling the best purebred and 3/4's right off the top of the HCC 2014 calf crop. Unequalled in quality, pedigree, and performance and we'll include a few exceptional individuals from fellow breeders.



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Printed copies will be mailed on request Auctioneer: Steve Dorran



Mike (cell) 402-440-6825 Dalton (cell) 402-440-6469





continued

Magnolia Classic Sale (Continued)

Auctioneer: Dan Skeels, Rimbey, AB **Representing ASA:** Dennis Courtright

High-Selling Lots:

\$10,250 – Bred Female, "BHR Samantha A305," s. by DDD Sargent Rote 211U, cons. by Buzzard Hollow Ranch, sold to Arturo Pedroza, MX.

\$7,100 – Bull, "Little Creek Amos 134A," s. by Little Creek Xtra 001X, cons. by Little Creek Farms, sold to Gumaro Valdez, MX.

\$5,400 – Open Female, "Willow Oaks Alda," s. by GPCC Hfkenberg 8F, cons. by Willow Oaks Farm, sold to Ross Small, Dora Lee Genetics, ON.

Volume Buyers: High Point Farm, Bill & Lori Epperson, Starkville, MS Trevor Hughes, Peru, IN JRW Farms, Johnny Ingram, Seminary, MS



Trevlor, Annie, Jenna, and Emma Hughes were repeat buyers and volume buyers at the 2014 sale.

3rd Annual Buckles and Banners Sale

October 24, 2014 • West Point, IA

No.	Category	Average
65	Total Lots	\$6 200

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC

Sale Staff: Kent Jaecke, Tom Rooney and Mike Sorenson

Live Auctions: Margo Schmerge **Representing ASA:** Bert Moore

High-Selling Lots:

\$78,000 – Open Female, "OBCC Legend 138B," s. by FBFS Wellman, cons. by Owen Brothers, sold to Circle M Farms, TX; and KenCo Cattle Co., TN.

\$25,000 – Open Female, "OBCC Miss H25 910B," s. by W/C United, cons. by Owen Brothers, sold to KenCo Cattle Co., TN; and Sloup Simmentals. NE.

\$19,000 – Open Female, "MG/GSC Glamorous B070," s. by SVF Allegiance, cons. by Gerdes Show Cattle, sold to Tyler Drach, IL.

\$12,000 – Open Female, "LTS Taken 13B," s. by Mr. NLC Upgrade, cons. by Lone Tree Simmentals, sold to Mandy Veggy, IA.

\$10,000 – Open Female, "GSC Brystol's Dawn B29," s. by SS Mr. Callaway, cons. by Gerdes Show Cattle/Brystol Gerdes, sold to Cendra Sebolt, IA.

\$10,000 – Open Female, "MG/GSC Kadence 36B," s. by SS Ebony's Grandmaster, cons. by Gerdes Show Cattle, sold to Brad Gohr, OR.

\$9,200 – Donor, "THO/LTS Divas Moco," s. by CNS Dream On, bred to GWS Ebony's Trademark, cons. by Lone Tree Simmentals and Thoman & Sons, sold to Dustin Ford, IA.

\$9,000 – Open Female, "OBCC Paige 59YB," s. by AJE/PB Montecito, cons. by Owen Brothers, sold to Kanoy Farms, MO.

\$9,000 – Open Female, "MG/GSC Ketta Y30B," s. by Mr. Hoc Broker, cons. by Gerdes Show Cattle, sold to Remy Wellman, IA.

Comments: Cattle sold into 13 states including: GA, IA, IL, IN, KY, MO, NE, NY, OR, TN, TX, UT and WI. Consignors included: Gerdes Show Cattle (host); Owen Brothers Cattle, Wellman Cattle, Lone Tree Simmentals and David Haines.



Nancy Adkins and Mary Bloomberg visit during the sale.



Matt Owen, Clint Woodrow, Jeff Thompson, Adam Owen and Eric Gerdes working hard during the sale.



Representing ASA Dr. Bert Moore visits with some young AJSA members.



Jeff and Kristie Thompson thank some of their repeat customers after the sale.

7P Ranch 38th Annual Production Sale

October 25, 2015 • Tyler, TX

	•	
No.	Category	Average
14	Two year old Bulls	\$4,821
18	18 month old Bulls \$4,625	
58	Yearling Bulls	3,769
90	Total Purebred SM	
	& SimAngus™ Bulls	\$4,103
11	Pairs	\$4,268
8	Bred Cows	3,200
35	Fall Calving Bred Heifers	3,623
40	Spring Calving Bred Heifers	3,216
94	Total Purebred SM	
	& SimAngus Females	\$3,489
2	Pairs from 7P Ranch	\$3,300
40	Bred Heifers from 7P Ranch	3,487
1	Open Heifer from 7P Ranch	1,100
67	Bred Heifers from guest consig	nor,
	Rio Neches Ranch	3,043
110	Total Commercial Females	\$3,192

Auctioneer: Mark Tillman, Junction

Sale Consultants: Warren Garrett, Canton; Bruce Van Meter, Rome, GA; and Marty Ropp, Normal, IL

Representing ASA: Ben Spitzer

High-Selling Lots:

\$7,500 – Purebred SM Bull, "Mr 7P A5," s. by Ankonian Caesar T004, sold to Bill Tiller, Elysian Fields.

\$6,50 – ½ Simmental ½ Commercial SM Bull, "Mr 7P Z313," s. by Mr 7P R580, sold to Jason Dowd, Calera, OK.

\$6,750 – PB Bred SM Heifer, "Miss 7P Z293," s. by WS Beef Maker R13, sold to Raymond Carlton, Midway.

\$4,700 – SimAngus Cow/Calf Pair, "Miss 7P Y104," s. by Sand Ranch Hand, sold to Jay Anderson, Anderson Simmental, St. Paul, NE; Heifer calf s. by RRJS Steel Force 061U sold to John Howard, Pigeon Mountain Simmental, La Fayette, GA.

\$4,250 – SimAngus Bred Heifer, "Miss 7P A10," s. by TJ High Bet 236X sold to Chase Groves, Garland, AR.

(Continued on page 64)



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continued

7P Production Sale (Continued)

\$4,250 – Purebred SM Cow/Calf Pair, "Ms TAG Blk Sue 51Z," s. by MCM Top Grade 018X, Bull calf at side s. by TNT Dual Focus T249, cons. by TAG Simmental Ranch, Pittsburg; sold to Raymond Carlton, Midway.

\$4,200 – PB SM Bred Heifer, "Miss 7P A21," s. by Dikeman's Sure Bet, sold to W. Kirk Smith, S & S Farms, Utica, MS.

Volume Buyers: Blake Mason, Fouke, AR; Joyce Forrest, JMF Pecan Cattle Ranch, Midway; Santo Lusco, III, Lusco Cattle, Raceland, LA; Trey Cousins, Arlington; Winred Sorrells, Sparkman, AR.

Comments: The 110 commercial females were Brafords (Brahman x Hereford F1's) and Simbrah (Brahman x Simmental F1's). These commercial females were bred to low birthweight black Angus bulls. Sixty-seven of these females were Braford bred heifers from guest consignor, Rio Neches Ranch, Tyler. The balance of the commercial females in the sale were from 7P Ranch.

At this year's sale, 7P Ranch welcomed two well-known Simmental breeders as guest consignors, TAG Simmental Ranch, Pittsburg, and Alfred Bayer & Sons, Muenster.



Waiting for the sale to begin.



Customers looking things over prior to the sale.



The crowd arrived early for the 7P sale.

Flying H Genetics 14th "Grown on Grass" Missouri Bull Sale

October 25, 2014 • Lowry City, MO

No. Category
102 Total Lots

Average \$6,534

Auctioneer: Jered Shipman, TX

Marketing Representatives: Jared Wareham, Flying H Genetics;

James Sparks, Flying H Genetics; Ed Creason, Creason Cattle Co.; J.W. Brune, *Missouri Farmer Today*; Rod Swofford, *High Plains Journal*; Andrew Sylvester; and Steven Russell.

Representing ASA: Bert Moore

High-Selling Lots:

\$10,500 – 3/4 Simmental, "Bovine Loaded Up A22," s. by Rust Loaded Up Y02, sold to Rocking CK Ranch, AR; and 3S Simmentals, MS.

\$10,000 – SimAngus™, "A778," s. by Ellingson Legacy M229 (Olie) Connealy sold to DC/BC Ranch, MO.

\$10,000 – Purebred Simmental, "JDL1 Dura Mack," s. by HTP/SVF Duracell T52, sold to DC/BC Ranch, MO.

Volume Buyer: DC/BC Ranch, MO.

Comments: An unusually hot fall day didn't limit the standing room only crowd in attendance for this 14th Annual Sale. Demand on the day was strong for these 18-20 month old bulls. LiveAuctions.tv and phone bidding was also active with bulls selling into eight states.



Flying H crowd.



Barry Slayton, West Plains, MO consigned some red bulls to the sale.



Auctioneer Jered Shipman visits about the offering.



Ringman Steven Russell, Jared Wareham, Auctioneer Jered Shipman & Liveauctions.tv rep on the block

Midwest Made Production Sale

October 25, 2014 • Ames, IA

No. Category
48 Total Lots

Average \$6,707

Auctioneer: Tracy Harl, NE

Sale Manager: DP Sales Management, LLC

Sale Staff: Tom Rooney, Mike Sorensen and Joel Edge

Sale Consultants: Doug Parke, Drew Hatmaker, Jeremie Ruble, Marshall Ruble, Greg Miller, Craig Sand and Stuart Gilbert.

Representing ASA: Bill Zimmerman

High-Selling Lots:

\$40,000 – Open Female, "JS Burning Desire 22U," s. by Hooks Shear Force, cons. by JS Simmentals, sold to Sloup Simmentals and Crusader Simmentals, NE.

\$15,000 – Open Female, "JS Southern Belle 5B," s. by Mr. Hoc Broker, cons. by JS Simmentals, sold to Clear Water Simmentals, IN.

\$13,000 – Open Female, "JS Wind Dancer 21B," s. by BC Lookout, cons. by JS Simmentals, sold to Fenton's Black Simmentals, OK.

\$12,500 – Open Female, "JS Dazzle 'N Daze 18B," s. by LLSF Uprising, cons. by JS Simmentals, sold to Fenton's Black Simmentals, OK.

\$10,750 – Bred Female, "JS Shooting Star 6A," s. by GLS/JS Sure Shot, bred to WS A Step Up, cons. by JS Simmentals, sold to Davey Janes, IA.

\$10,000 - Bred Female, "JS Nobody's Fool 7A," s. by GLS/JS Sure Shot, bred to WS A Step Up, cons. by JS Simmentals, sold to Fenton's Black Simmentals, OK.

\$7,000 – Flush out of, "LVCC Mrs. Picasso 180," s. by 3C Picasso, cons. by Scott Foreman, sold to Brad Peterson Simmentals, TN.

\$7,000 – Open Female, "RRA Cedar 119 4100," s. by 231 Pie, cons. by Rich Red Angus, sold to Tim Johnson, IA.

\$7,000 – Bred Female, "JS Suzie Q 35," s. by Musgrave Foundation, bred to WS A Step Up, cons. by JS Simmentals, sold to Todd Fenton, MS.

\$7,000 - Bred Female, "Silverstone Abby," s. by JF Milestone, bred to W/C Wide Track, cons. by Volk Livestock, sold to Jay Anderson, NE.

Comments: Cattle sold into 13 states including: AR, IA, IL, KY, MN, MO, MS, NE, OK, SD, TN, UT and WI. The sale was held in the brand new Hansen Ag facility on the Iowa State campus.

(Continued on page 66)



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continued

Midwest Made Sale (Continued)



Ken Steenhoek keeping up with grandson, Grady Grass.



Emily Brinkman, Missing Rail Simmentals. OH, was on hand.



Dean Volk, Mark Krieger, and John Walston take in the sale.



A great crowd of Simmental enthusiasts were in the seats for the 2014 Midwest Made at the beautiful Iowa State facility.

Representing ASA: Bert Moore

High-Selling Lots:

\$7,500 – PB SM Bred Female, "HL Ms. Viper A2S," s. by HL Viper 938Y, bred to W/C Lock Down 206Z, sold to Brad Boswell, Pella.

\$7,000 – Open SimAngus™ Female, "HL Ms. Kelly B100," s. by FBF1 Combustible, sold to Jessica Kramer/ Keagan Echard, Farmersburg.

\$5,750 – PB SM Bred Female, "HL Ms. Superman A49," s. by CJ Superman 01S, bred to GNB Shear Power 81X, sold to Drake Simmentals, Centerville.

\$5,250 – SimAngus Bred Female, "HL Lula A559," s. by HL Kaboom 455S, bred to Welshs Dew It Right 067T, sold to Grass-Lunning Simmentals, Le Roy, MN.

\$5,000 – PB SM Bred Female, "HL Ms. Fat Butt A430," s. by Flying B Cut Above, bred to Welshs Dew It Right 067T, sold to C-Mor Beef Farms, Seymour, IL.

5,000 – PB SM Bred Female, "HL Ms. Top Gun A1," s. by TNT Top Gun R244, bred to WS Prime Beef Z8, sold to Michael Pugh, Waverly.

\$4,750 – Open Red SimAngus Female, "HL Ms. Abigail AT50," s. by WDZ-GLS Rio 116 ET, sold to Double J Farms, Sherman, SD.

\$4,750 – Open SimAngus™ Female, "BMR Ebonys Pride B16," s. by Plainview Lutton E102, cons. by Big M Ranch, sold to Lydia Brown, Cedar Rapids.

Comments: Guest consignors included: David Martinson, Big M Ranch and Mat Goddard, CNB Cattle Co.



Keagan Echard purchased the high-selling open heifer.



Youth winners with Heartland genetics were recognized.



Kirk Lynch visits with a sale attendee.



Sale crowd at the Waverly, IA sale barn

Tanner Farms Pasture Performance-Tested Bull Sale

October 25, 2014 • Shuqualak, MS

No.CategoryAverage31SimAngus™ Bulls5,766

Auctioneer: Jarvene Shackelford, Ripley

Sale Manager: American Angus Hall of Fame, Tom Burke,

Kurt Schaff and Jeremy Haag Representing ASA: Dennis Courtright

High-Selling SimAngus Lots:

\$18,500 – SimAngus, "7L Superstout Z432," s. by Mr Ishee Superstout 014, sold to Bruce Cudde, Albemarle, NC.

\$9,500 – SimAngus, "7L Superstout Z402," s. by Mr Ishee Superstout 041, sold to James Driskill, Benton, KY.

Comments: Also selling were 147 Angus Bulls at an average of \$5,437.

Heartland "Performance with Class" Female Sale

October 26, 2014, Waverly, IA

No.	Category	Average
7	SM and SimInfluenced Cow/	
	Calf Pairs	\$5,307
53	SM and SimInfluenced Breds	3,940
14	SM and SimInfluenced Opens	3,747
74	Total SM and SimInfluenced Lots	\$4,032

Auctioneer: Phil Schooley, IA

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt, (EE); Tom Rooney, IA Farmer Today, IA; Mike Sorenson, Livestock

Plus, IA; Marshall Ruble, IA; and Larry Martin, IL.

Simbrah Synergy Sale VII

October 26, 2014 • Giddings, TX

No. Category Average
140 Total Lots \$6,324

Auctioneer: Terry Reagan, TX Representing ASA: Bill Zimmerman

High-Selling Lots:

\$32,500 - Percentage Simbrah Female, "Smith JCC Richer Look 3B," s. by Smith Stout N Black, cons. by Smith Genetics/Johnson Cattle Co.; sold to Diamond RF Farms, Floresville.

\$25,000 – Purebred Simbrah Female, "Smith Madam B," s. by Smith Satisfies, cons. by Smith Genetics, sold to Diamond RF Farms, Floresville and Jim and Joann Stacey, Houston.

\$25,000 – Purebred Simbrah Bred Female, s. by Smith Satisfies, bred to RFI Real Deal, cons. by Southwestern Farms and Smith Genetics, sold to 7N Ranch, Falls City.

(Continued on page 68)

Bata Brothers/Olafson Brothers

Joint Simmental Bull and Female Sale

February 10, 2015 • 1:00 PM CST

Sale location: Rugby Livestock Auction, Hwy. 2 West, Rugby, North Dakota

• Visit our website at: www.bataolafson.com for updated information and videos •

Selling: 90 Yearling Bulls

65 Bred Heifers 6 2-year-old bulls This auction will be broadcast live at www.DVAuction.com.

Real time bidding will be available via the internet.





EPDs: 12 3.2 89 143 13 22 67 \$API: 129 \$TI: 79 OLF Otis Y43 x OLF Lady J Y31 Adj. BW: 103 lbs. • Adj. WW: 837 lbs. This fancy red non-diluter son of Otis has it all. Style, performance, and tremendous EPDs.



Dikeman's Sure Bet x DCR Ms. Lady Hart Z346 Adj. BW: 85 lbs. • Adj. WW: 851 lbs. Our high weaning black bull. He has tremendous muscle expression and body length. From a first calver, this bull is complete from end to end.



EPDs: 5 4.2 82 130 16 31 71 \$API: 126 \$TI: 75 Mr. NLC Icon X0104 x OLF Lady Triathlon S631 Adj. BW: 104 lbs. • Adj. WW: 956 lbs. At 956 lbs., this Icon son set a record for adjusted weaning weight on our ranch. He is a real powerhouse of muscle and performance.



EPDs: 12 3 89 141 43 21 66 \$API: 136 \$TI: 80 OLF Otis Y43 x OLF Miss Lakota Z108 Adj. BW: 95 lbs. • Adj. WW: 816 lbs. A stylish and powerful black son of Otis, with weaning and yearling EPDs in the top 1% of the breed.



EPDs: 3 5.7 86 148 9 26 69 \$API: 122 \$TI: 7 Wheatland Bull 680S x OLF Lady Triathlon T229 Adj. BW: 98 lbs. • Adj. WW: 751 lbs. Our high-selling heifer from the 2014 sale. More like her sell on February 10th.



EPDs: 15 .1 86 131 14 26 69 \$API: 139 \$TI: 81 DBV True Grit 11X x BBS Miss Justice Z7 Adj. BW: 85 lbs. • Adj. WW: 830 lbs. performance. He represents how True Grit calves easy

Homozygous Polled. Exceptional set of EPDs with great on heifers and then really grow.

> Auctioneer: Tracy Harl **SALE DAY PHONE:**

OLF Reference Sires: OLF Otis Y43 MLC Mr. Justice W744 (Mr. J) BDV True Grit 11X DCR Mr. Beefmaker X13 WS Beefmaker R13 Mr. NLC Icon X0104 Traxs Rushmore X103

701-776-6393 **BBS Reference Sires:** TNT Top Cut P274 BDV True Grit TESS Black Renegade MRL Ringman 112Z Gibbs 0601 Raisin'Cain MLC Mr Justice Kop True North 103Y

BOZ Redcoat



EPDs: 9 2.8 80 127 11 19 59 \$API: 127 \$TI: 74 Gibbs 0601X Raisin Cain x BBS Miss Bear W37 Adj. BW: 91 lbs. • Adj. WW: 789 lbs. A moderate bull that's as soggy as you can make them. Deep ribbed with tons of capacity and excellent neck extension.



MRL Ringman 112Z x BBS Miss Canadian N23 ET • Adj. WW: 844 lbs. Here's a red bull that is sure to put pounds on your calves. Sired by our new herdsire MRL Ringman that was purchased

from McMillen's for \$20,500.

Many bulls are being tested for Homozygous Polled and Black. View our catalog online at: www.simmental.org



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continued

Simbrah Synergy Sale (Continued)

\$18,900 - Semen (nine units @ \$2,100 each), out of Smith Nu Wave, cons. by Reavis Farms and Smith Genetics, sold to 7N Ranch, Falls City.

Volume Buyers: 7N Ranch, Falls City; Monte Christo Ranch, Mission; and Southwestern Farms, Kirbyville.

Comments: Consignors included: 7N Ranch, Baring Cattle Co., Burch Farms, Diamond RF Farms, Hagan Cattle, Hallak Ranch, McCrary Farms, Pine Ridge Ranch, Reavis Farms, Smith Farms, Southwestern Farms, Triple J Ranch, Triple P Ranch and Smith Genetics.



Pete Nieshwietz and his mother, Marilyn of 7N Ranch, were volume buyers at the Synergy Sale. They are pictured with Tim Smith (r), sale host.



Jim and Joann Stacev (1) join sale host. Tim Smith, (c) and the Foster family from Diamond RF Farms for a photo after the sale. The Stacey's are new breeders and teamed with the Fosters in a nurchase. The Foster family also purchased the high-selling lot in the sale.



Jud and Mariorie Flowers, Monte Christo Ranch, Mission, Texas made several purchases at the Simbrah Synergy VII Sale.

Rust Mountain View 2nd Annual "Queens of the Pasture" Sale

October 27, 2014 • Turtle Lake, ND

No.	Category	Average
4	Bred Heifers	\$5,875
22	Open Heifers	3,945
3	Embryo Lots	17,333
3	Flush Lots	7,333
32	Total Lots	\$5,759

Auctioneer: Jered Shipman, TX

Sale Manager: Bohrson Marketing Services, AB

Marketing Representatives: Kirby Goettsch, Kris Peterson,

Scott Ressler, Ryan Dorran, Steve Koester, Clint Berry, Justin Dikoff and Tony Heins

Representing ASA: Russ Danielson

High-Selling Lots:

\$13,000 - Flush of, "RF Scream 215Z," s. by Mr Hoc Broker, sold to Black Gold Simmentals, Lloydminster, SK.

\$11,000 - Bred Female, "Rust Miss 3107A," s. by Wheatland Protocol 83X, bred to HPF Mr Olie Z552, sold to Rancier Farms, Killam, AB.

\$9,500 - Open Female, "Rust Miss 447B," s. by Kuntz Super Duty 4Y, sold to Jeff & Ellie Moe, Tioga, ND.

\$8,000 - Open Female, "Rust Miss 457B," s. by Rust Loaded Up Y02, sold to Lewis Farms, Spruce Grove, AB.

Volume Buyer: Jeff & Ellie Moe, Tioga, ND.

Comments: Bidders were on hand from the U.S. and Canada.



Josh Rust welcomed the crowd and made pre-sale introduction.



Average

\$4,248

Viewing of sale offering.

15th Annual Land of Lincoln Sale

November 1, 2014, Altamont, IL Category No.

Total Lots

Auctioneer: Jered Shipman, TX

Sale Manager: DP Sales Management, LLC

Sale Staff: Thomas Carper, Shane Ryan and Chris Smith Sale Consultants: Doug Parke, Drew Hatmaker, Roger Allen

and Larry Martin **DVAuction:** Becky Wadlow

High-Selling Lots:

\$17,750 - Cow/Calf Pair, "Harkers Why Not Me W110," s. by STF Dominance, heifer calf s. by W/C United, cons. by Clear Water Simmentals, sold to Bill Sloup, NE.

\$9,250 - Open Female, "H2J2 Angelich Lady B02," s. by SAV Bismarck, cons. by Jordon Simmentals, sold to Koty Allen and Shelby Routh, TN.

\$9,000 - Open Female, "DAF All Summer A65," s. by BC Lookout, cons. by Diamond A Farms, sold to Kayla Jackson, TN.

\$8,100 - Open Female, "Bramlets Joliette 404," s. by CNS Pays To Dream, cons. by Bramlet Simmentals, sold to Kyle Brinkman, OH.

\$8,000 - Open Female, "DF Secret Weapon 101B, " s. by Remington Secret Weapon, cons. by Dorsey Farms, sold to Skylar Martin, IL.

\$7,250 - Bred Female, "DLS Dana Z250," s. by STF Dominance, bred to RGRS/SRG Two Step, cons. by Sunny View Farms, sold to Hilltop Simmentals, SD.

\$7,000 - Bred Female, "DAF A76," s. by SVF/NJC Mo Better, bred to FBFS Wheelman, cons. by Diamond A Farms, sold to Diamond M, KS.

\$6,900 - Bred Female, "CLRWTR Ms. Power A9492," s. by RKC/FKS Steel Power, bred to Spring Creek Wallbanger, cons. by Clear Water Simmentals, sold to Whispering Oaks Farms, IN.

Comments: Cattle sold into 15 states including: AR, GA, IA, IL, IN, KS, KY, LA, MO, NE, OH, SD, TN, TX and WI.



Ashley & Cannon Bramlet watch the sale.



Buyers from 15 states including IL took home the 2014 offering at the Land of Lincoln Sale.

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CSCX Bandwagon 513A Reg. # 2757819



ZKCC Chopper 844U Reg. # 2453413



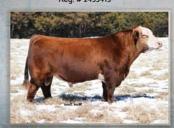
FBF1 Combustible Reg. # 2588018



Flying B Cut Above Reg. # 2341498



GW Predestined 701T Reg. # 2414537



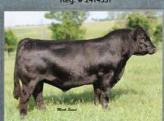
Houston X01 Reg. # 2537200



K-ler Make it Rain Reg. # 2376230



TLLC One Eyed Jack Reg. # 2668223



Yardley High Regard W242

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continued

Drake Lady Diva Production Sale

November 1, 2014 • Centerville, IA

No.	Category	Average	
12	Bred SM and SimInfluenced Heifers	\$3,750	
27	Open SM and SimInfluenced Heifers	3,541	
39	Total SM and SimInfluenced Lots	\$3,605	

Auctioneer: Tracy Harl, NE

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

Marketing Representatives: Val Eberpacher (EE); Kelly Schmidt (EE);

and Tom Rooney, Lee Agri-Media, IA.

High-Selling Lots:

\$7,000 – Open Female, "Drake Miss Rampage B19," s. by Tess Black Rampage, sold to Cobb Cattle, Martinsburg, MO.

\$6,750 – Bred Female, "Drake Poppy 530A," s. by HTP/SVF Heartbreaker W38, sold to Gunn Simmentals, Pasadena, TX.

\$6,500 – Open Female, "Drake Combustible B31," s. by FBF1 Combustible, sold to Kaemingk Feedlot, Sioux Center.

\$6,000 - Open Female, "Drake BH Combustible B14," s. by FBF1 Combustible, sold to Double M Simmentals, Grand Saline, TX.

\$5,000 – Bred Female, "Drake Miss T106A," s. by SS Sleep Tight 69U, bred to TJ Diesel 350Z, sold to Heartland Simmentals, Nashua.

\$4,800 – Open Female, "Drake Killin' It B17," s. by Silveiras Style 9303, sold to John Spangler, Bowen, IL.

\$4,750 – Open Female, "Drake Emmylou X76B," s. by Elm-Mound/ GS Stands Alone, sold to Kaemingk Feedlot, Sioux Center.

\$4,750 – Open Female, "Drake Misbehaven R530B," s. by HTP/SVF Heartbreaker W38, sold to Double M Simmentals, Grand Saline, TX.

Comments: Buyers from 22 states and Canada expressed interest in the sale offering.

Irvine Ranch Annual Production Sale

November 1, 2014 • Manhattan, KS

No.	Category	Average
35	SM and SimAngus™ Bulls	\$6,700
20	Fall Cow/Calf Pairs	4,873
1	Embryo Lot	9,000
56	Total Lots	6,089

Auctioneer: Garren Walrod, KS **Representing ASA:** Nathan Smith

High-Selling Lots:

\$12,250 - "IR Teton A718," s. by IR Teton X497, sold to John Raftopoulos, Craig, CO.

\$11,750 – "IR Expedition A723," s. by IR Expedition W413, sold to Twin Oaks Simmental, Lincolnton, NC.

\$11,500 – "IR Dundee A732," s. by IR Dual Focus Y620, sold to Lee Boyd Farm, New Brockton, AL; and Ronnie Nicholson, Elba, AL.

\$9,000 – "IR Inforce A734," s. by S D S Inforce 112Y, sold to Windsong Cattle Company, Green City, MO.

\$9,000 – Special Embryo Lot sold to Hays Land and Cattle, Craig and Becky, Maryville, MO.

Comments: 70 % of the cattle sold to repeat customers. Cattle sold into nine states including: AL, CO, IA, KS, KY, MO, NC, ND and OK. Mark your calendars for the Irvine Ranch 11th Annual Production, November 7, 2015. See www.IrvineRanchGenetics.com for more information.

36th Annual Hawkeye Female Sale

November 2, 2014 • Bloomfield, IA

No.	Category	Average	
13	Bred SM and SimInfluenced Heifers	\$3,912	
40	Open SM and SimInfluenced Heifers	4,045	
53	Total SM and SimInfluenced Lots	\$4,012	

Auctioneer: Phil Schooley, IA

Sale Manager: Eberspacher Enterprisese (EE), MN

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE);

Larry Martin, IL; Jeremie Ruble, IA; and Tom Rooney, *Midwest Marketer*.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$9,250 – Open Female, "Cason's Miss Crystal B50R," s. by SS Ebony's Grandmaster, cons. by Cason's Pride and Joy Simmentals, sold to PL Johnson Land and Cattle, Grand Island, NE.

\$8,000 – Open Female, "RBS Blown Away B413," s. by K-Ler Make It Rain, cons. by Reck Brothers & Sons Simmental, sold to Tyler Espenscheid, Monroe.

\$7,500 – Open Female, "Cason's Miss Emerald B99W," s. by MCM Top Grade 018X, cons. by Cason's Pride and Joy Simmentals, sold to Jullian and Carson Keller, Lola, KS.

\$6,750 – Bred Female, "RBS A320," s. by RBS Hot Shot, bred to WLE Uno Mas X549, cons. by Reck Brothers & Sons Simmental, sold to Tasha Eggleston-Wood, Arbela, MO.

\$6,250 – Open Female, "Cason's Miss Pearl B13U," s. by FBF1 Combustible, cons. by Cason's Pride and Joy Simmental, sold to Lauren Kaemingk, Sioux Center.

\$6,000 – Open Female, "VPF Temptation B5," s. by Mr. Hoc Broker, cons. by Ver Ploeg Farms, sold to Kendall Jacobson, West Union.

\$5,750 – Open Female, "WLM Ms. Tank B501," s. by 74-51 Tank X108, cons. by McGlothlen Simmentals, sold to Grant Mathis, Unionville, MO.

\$5,750 – Open Female, "Cason's Miss Opal B28S," s. by SS Ebony's Grandmaster, cons. by Cason's Pride and Joy Simmentals, sold to Hannah Mathis, Unionville, MO.

Comments: The Hawkeye group consists of Cason's Pride and Joy Simmentals, Reck Brothers & Sons Simmental, Ver Ploeg Farms, K-C Simmentals, McGlothlen Simmentals, Moore's Simmental Farm and Onstot Cattle Co. Guest consignors included: Jarr Cattle, Houston Family Simmentals, Top Line Simemntals, Triple G Livestock and Greg Scott.

Moser Ranch 23rd Bull Sale

November 8, 2014 • Wheaton, KS

No.	Category	Average
1 <i>7</i>	Purebred SM Bulls (Reds & Blacks)	\$6,933
80	SimAngus™ Bulls (Reds & Blacks)	6,475
97	SimInfluenced Lots	\$6,555

Auctioneer: Dan Harris, Holton, KS **Sale Management:** The Moser Family

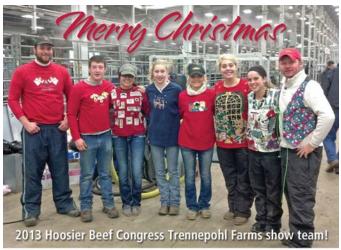
High-Selling SimInfluenced Lots:

\$15,000 - ½ Angus x ½ Simmental, "MSR Tenacity 3733A," s. by Connealy Confidence 0100, sold to Cow Camp Ranch, KS, and Genex.

\$13,000 - ½ Angus x ½ Simmental, "MSR 3712A," s. by Connealy Confidence 0100, sold to Dave & Sharri Hageman, KS.

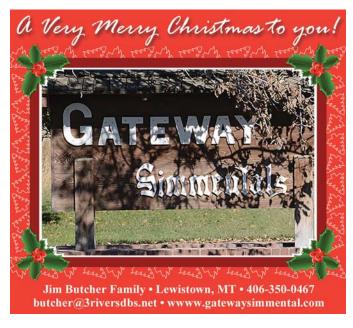
\$11,000 – Purebred Simmental, "MSR 3714A," s. by Sure Bet, sold to Charlie and Mary Dixon, KS.

(Continued on page 72)



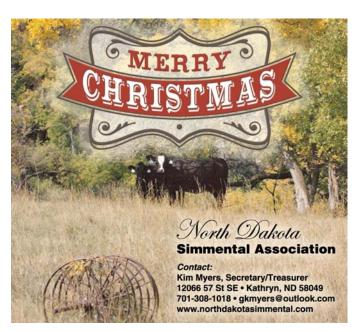














SALE RESULTS

continued

Moser Bull Sale (Continued)

\$10,000 - ½ Angus x ½ Simmental, "MSR 3793A," s. by BPF Special Focus 504, sold to Martin Farms, TN.

\$10,000 – $\frac{1}{2}$ Angus x $\frac{1}{2}$ Simmental, "MSR 3708A," s. by Connealy Confidence 0100, soldto Brandy Johnston, KS.

\$9,500 – ½ Simmental x ½ Angus, "MSR 3814A," s. by Premium Beef 021TS, sold toPerry Ranch, KS.

Volume buyers: Porter Ranch, KS; Brandy Johnston, KS; Lance Ayers, Double B Ranch, Barry Jones, Dennie & Delwin Klahr, Eric Nienke, and Andy Servaes, all from KS.

Comments: Also selling were eight Angus bulls at an average of \$6,813. Repeat customer support was strong, as they purchased 80% of the bulls in the sale. Bulls sold into eight states including: IN, KS, MO, NE, ND, OK, SD and TN. Owen Brothers Cattle Company, MO; and Gocke Simmentals, NE; were guest consignors.



Repeat customers Larry Cordell, Leo and Frank Finan, KS.



Harry's folks have been down to Kansas for 22 of Moser Ranch's 23 bull sales. Pictured here are Harry's mom Elaine, his sister Wendy from Salina, KS, and Harry's father, LaVerne Moser. LaVerne was a charter member of the American Simmental Association, holding the ASA# 2896.



Stan Armstrong and Brad Shelton, IN, arrived a day early to inspect the Moser offering. Armstrong bid on several lots and Shelton purchased a bull for Purdue University.



The mother-daughter duo of Sally and Jamie Kissel, KS, walked through the bull pens in the morning and then attended the video auction in the Moser shop. Jamie, a second year buyer of Moser genetics, purchased Lot 56, a purebred Simmental bull, for their operation.

Timberland Cattle Inc.'s Best of the Black Angus and SimAngus™ Fall Bull Sale

November 15, 2014 • Vernon, AL

No. Category
14 SimAngus Lots

Average \$3,914

Representing ASA: Gordon Hodges

High-Selling SimAngus Lots:

 $\$4,\!800$ – "TLCI Premium Beef A325," sold to I.D. McClurkin and Sons, Pike Road.

\$4,600 – "TLCI Catalyst A316," sold to I.D. McClurkin and Sons, Pike Road.

\$4,200 – "TLCI Premium Beef A313," sold to I.D. McClurkin and Sons, Pike Road.

\$4,000 - "TLCI Tuition A302," sold to I.D. McClurkin and Sons, Pike Road.

\$4,000 – "TLCI Premium Beef A304," sold to I.D. McClurkin and Sons, Pike Road.

\$4,000 - "TLCI Catalyst A328," sold to Doug Nunley, Tishomingo, MS.

Volume Buyers: I.D. McClurkin and Sons, Pike Road; Borders Ranch, Emelle; Billy Joe Ferguson, Vaiden, MS; and Sumter Farm, Emelle.

Comments: Also selling were 41 Angus Bulls at an average of \$3,876.

Travernicht Simmentals' Nebraska Platinum Standard Female Sale

November 15, 2014 • Beatrice, NE

No.	Category	Average
10	SM & SimInfluenced Herd Bulls averaged	\$4,220
65	SM & SimInfluenced Bred Heifers averaged	3,737
5	SM & SimInfluenced Fall Pairs averaged	3,640
13	SM & SimInfluenced Open Heifers averaged	3,854
93	Total Lots averaged	\$3,800

Auctioneer: Tracy Harl, NE

Sale Manager: Eberspacher Enterprises (EE) Inc, MN

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt, (EE); Chris Beutler, Lee AgriMedia, NE; Dennis Henrichs, NE;

and Randy Rasby, NE.

Representing ASA: Dr. Michael Dikeman

High-Selling Lots:

\$7,500 – Bred Female, "LHT Ms. Confidence 59A," s. by BF Mr. Confidence, bred to SS/PRS High Voltage 244X, sold to Riley Cattle Company, Arapahoe.

\$7,500 – Herd Sire, "LHT Mr. Up Grade 257A," s. by Mr. NLC Upgrade U8676, sold to Mark Traunernicht, Wymore.

\$6,750 – Herd Sire, "LHT Mr. Direction 266A," s. by GLS New Direction X184, sold to Tommy Dush, Eba.

\$6,500 – Open Female, "LHT Ms. Scarlet 05B," s. by SVF Steel Force S701, sold to Baring Cattle Company, Elmendorf, TX.

\$5,500 – Bred Female, "LHT Mr. Amigo 276Z," s. by GCF Mr. Amigo, bred to SS/PRS High Voltage 244X, sol to Lehrman Family Simmentals, Spencer, SD.

\$5,500 – Bred Female, "Felt Angel Eyes 1400A," s. by Felt Next Big Thing 54T, bred to WLE Big Deal A617, sold to BF Black Simmental,

\$5,250 – Herd Sire, "LHT Mr. Voltage 272A," s. by SS/PRS High Voltage 244X, sold to Jake Stowell, Frankfort, KS.

\$5,250 – Herd Sire, "LHT Mr. F Answer 177A," s. by S A V Final Answer 0035, sold to Dave Zimmerman, Wymore.

Comments: It was a snowy blustery day in Nebraska with slick road conditions but many long-time customers were on the seats as well as on the internet where bidding action was very active.





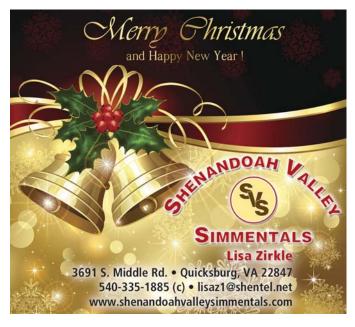
The auction block

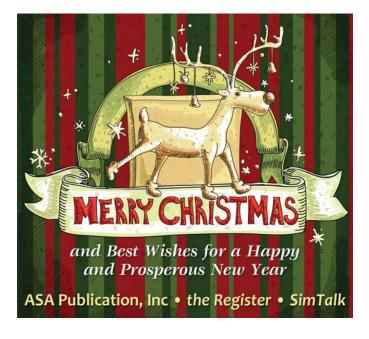
Mike Pietzyk, Burr, NE was a volume buyer. ◆





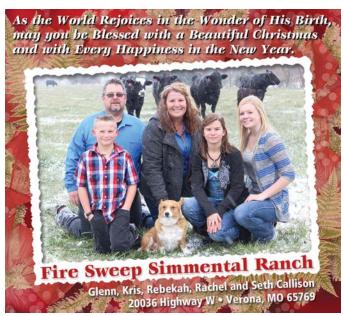


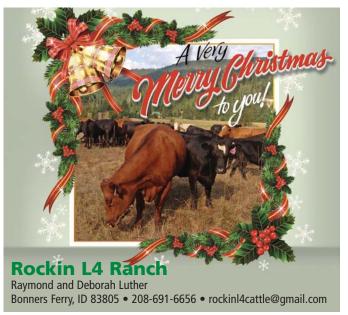




















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THE CIRCUIT



Minnesota **Beef Expo**

Date: October 16-19, 2014 Location: St. Paul, MN

Junior Show

Simmental Heifer Champion "JRB Sweet A910," exh. by Trinity Lindner, Appleton.

Reserve Simmental Heifer Champion "GLS Brooke B142," exh. by Levi Anderson, Waltham.

Foundation Simmental Heifer Champion

"BRT Talita 402B," exh. by Jared Radcliffe, Weston, WI.

Reserve Foundation Simmental Heifer Champion

"RCC Just a Rumor," exh. by Audrey Redalen, Chatfield.

Open Show

Reserve Supreme **Female Champion**

"GLS Black Chrome B112," s. by WS A Step Up X27, exh. by Grass-Lunning Simmentals, LeRoy.

Reserve Female Champion "RTZ Ms. Utopia B83," s. by Remington Lock N Load 54U, exh. by Raatz Farms, Jasper.

Comments: There were a total of 15 breed categories in the Junior Show.

Showcase

Date: October 26, 2014 Location: Giddings, TX

Judge: Scott Cowger, MO (cattle);

Robert Cromwell Bastrop, TX (showmanship)

Purebred Simbrah Heifer Show

Calf Champion

S. by Smith Satisfies, exh. by Wintson Walters, sponsored by Smith Genetics, Giddings.

Reserve Calf Champion

S. by Smith Highly Recommended, exh. by Cary Perry, sponsored by Smith Genetics, Giddings.

Junior Champion

S. by Hagan Scout, exh. by Regan Merryfield, sponsored by Hagan Cattle, Yoakum.

Reserve Junior Champion

S. by Smith Satisfies, exh. by Zachary Mills, sponsored by Smith Genetics, Giddings.



Grand Champion and Senior Champion

S. by Hagan Shamoo, exh. by Payton Meuth, sponsored by Hagan Cattle, Yoakum.



Reserve Grand Champion and Reserve Senior Champion

S. by Smith Satisfies, exh. by Syndey Paul, sponsored by Smith Genetics, Giddings.

Percentage Simbrah Heifer Show

Calf Champion

S. by Mr. Strack, exh. by Brody Hill, sponsored by Hallak Ranch, Athens.

Junior Champion

S. by Smith Matt N Black, exh. by Sophia Palmore, sponsored by Smith Genetics, Giddings.



Grand Champion and Senior Champion

S. by FBFS Wheelman, exh. by Payton Meuth, sponsored by Hagan Cattle, Yoakum.



Reserve Grand Champion and Reserve Senior Champion S. by Smith Matt N Black, exh.

by Sophia Palmore, sponsored by Smith Genetics, Giddings.

Simmental **Heifer Show**



Reserve Grand Champion and Calf Champion

S. by Smith Stout N Black, exh. by Zachary Willey, sponsored by Smith Genetics, Giddings.

Junior Champion

S. by MCM Top Grade, exh. by Paige Hovey, sponsored by Hallak Ranch, Athens.



Grand Champion and Senior Champion

S. by Smith William N Black, exh. by Sophia Palmore, sponsored by Smith Genetics, Giddings.

Reserve Senior Champion

S. by SAS T101 Sweet Meat, exh. by Jacob Freidrich, sponsored by Smith Genetics, Giddings.

Showmanship Winners



9 and under

Grant Hinckley was the winner of a belt buckle and \$300 in the 9-andunder category of showmanship.



10 to 11 Division

Bradley Meuth (l) won the 10 and 11-year-old division of showmanship, while Jeremy Friedrich was the reserve.

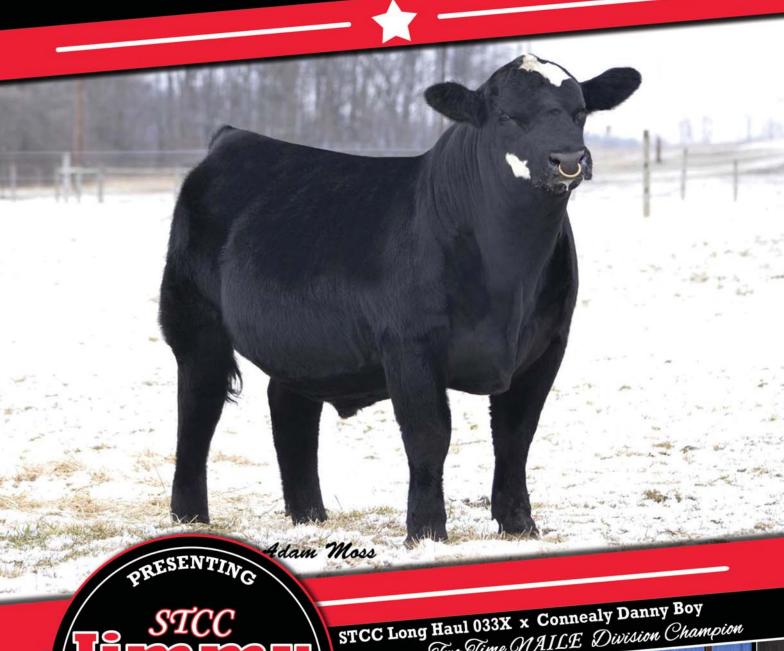


12 to 13 Division

The winners in the 12 and 13year-old division of showmanship were (l) Zachary Mills, followed by Jacob Friedrich, Trever Jenkins and Logan Perry.



14 to 15 Division The winners in the 14 and 15-year-old division ofshowmanship were (l to r) Payton Meuth, Regan Merryfield, Winston Walters, Caryle Rodenbeck, Calley McGinley, Paige Hovey, Clayton Hinckley, Bradley Bilbo, Sophie Palmore, Zachary Willey, Kayla Boyett and Travis Damazio.



ASA #2768188

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Prospect Cattle

Company Dave Fairley









THANK YOU Mew Edition Spring Rull Sale to all participants in our 1st Production Sale! Stappy Holidays and God Bless! from the Fliehman Family visit us online at www.fliehmanfamily.com

Register

THE CIRCUIT

Simbrah Synergy Showcase (Continued)



16-and-older Division

The winners in the 16-and-over age division of showmanship were (l to r) McClaine Pawelek, Tyler Jenkins, Sydney Paul, Chris Beatty, Andi King, Cary Perry, Cody Westbrook and Payton Cox.

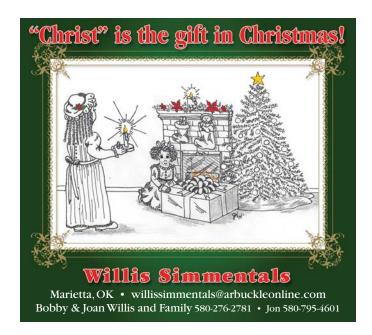


Educational Winners

(I to r) Chris Beaty, Reserve Senior Sales Talk; Bradley Meuth, Reserve Junior Sales Talk; Coy Westbrook, Reserve Senior Skill-A-Thon; Tyler Denny, Reserve Junior Sales Talk; Payton Meuth, Senior Sales Talk; Clyde Perry; and Cary Perry, Senior Skill-A-Thon.

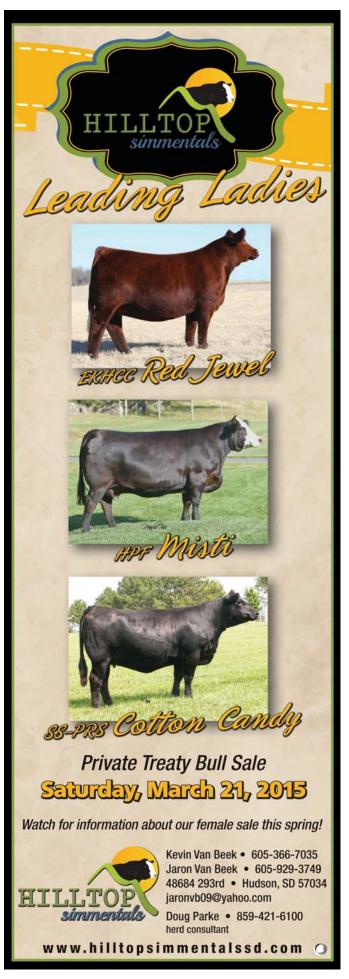
Not pictured: Logan Perry, Junior Skill-A-Thon and Sales Talk. ◆











WANTERICAN ROYAL

Show 2014

Date: November 1-2, 2014 Location: Kansas City, MO

Judges: Curt Rincker, Shelbyville, IL

(Junior Show);

Randy Daniel, Colbert, GA

(Open Show)

Junior Show Purebred Females



Junior Calf Champion "JPLF/RBS You're the One," s. by Mr. Hoc Broker, exh. by Ben Weis, McIntire, IA.



Reserve Junior Calf Champion

"Thill's Brystol 84B," s. by Mr. Hoc Broker, exh. by Madyson Thill, Pleasantville, IA.

Senior Calf Champion

"OBCC Firefly 139A," s. by JF American Pride 0987X, exh. by Tanner Howey, Rockwall, TX.



Reserve Senior Calf Champion

"ETR Marissa A441," s. by SVF Steel Force S701, exh. by Gabbi Litchford, Horatio, AR.



Junior Champion

"Flirt With Me," s. by WAGR Driver 706T, exh. by Abby Nelson, Valparaiso, NE.

Reserve Junior Champion

"Hearthstone Natoma A400," s. by STF Elan XE79, exh. by Brooke Hayhurst, Shreve, OH.



Grand Champion and Senior Champion

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



Reserve Grand Champion and Reserve Senior Champion

"Miss Beau 371A," s. by SVF/NJC Built Right N48, exh. by Chezney Early, Leeton, MO.

Percentage Females



Junior Calf Champion

"GOET Miss Berry Girl," s. by Broker, exh. by Becca Chamberlin, Winchester, IN.

Reserve Junior Calf Champion

"Miss Ima Five 24B," s. by FBF1 Combustible Y34, exh. by Chole Yoder, Redding, IA.



Senior Calf Champion

"DAJS Diana 718," s. by Mr. Hoc Broker, exh. by Kara Cloud, Carthage, MO.



Reserve Senior Calf Champion

"Harrell Barb Rose 513A," s. by Mr. Hoc Broker, exh. by Sam Wallace, Stotts City, MO.





Reserve Grand Champion and Junior Champion

"RCF Ms. Chopper 319A," s. by ZKCC Chopper 844U, exh. by Taylor Goering, McPherson, KS.

Reserve Junior Champion

"Miss Ebony, s. by SS Ebony's Grandmaster, exh. by Mark Moriondo, Mt. Vernon, MO.



Grand Champion and Senior Champion

"S&S Selena,

s. by GOET 1-80,

exh. by Kennedy Core, Pleasantville, IA.

Reserve Senior Champion

"HSS Chancy,"

s. by FC No Surprise,

exh. by Cole Horner Newton, IL.

Open Show

Editor's Note: PTP Data for the American Royal Percentage Bull, Purebred Bull, Open Percentage Female and Open Purebred Female Show are in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI. These are Fall 2014 EPDs.

Purebred Females



Reserve Grand Champion and Junior Calf Champion

"OBCC Legend 119B,"

s. by FBFS Wheelman 649W, exh. by Owen Brothers Cattle Co., Bois D' Arc, MO. 8.7/61/91/8.4/53/-.24/.15/116/65



Reserve Junior Calf Champion

"SVJ Lady In Red B354, s. by SVF Steel Force S701, exh. by Valerie Mankey, Amity, PA. 6.3/63/94/6.9/48/-.12/.19/129/65

Spring Calf Champion

"JPLF/RBS You're the One," s. by Mr. Hoc Broker, exh. by Ben Weis, McIntire, IA. 5.2/61/91/8.8/51/-.24/-.07/97/59

Reserve Spring Calf Champion

"CMFM Hottie 207B," s. by JF American Pride, exh. by Circle M Farms, Rockwall, TX. 8/61/96/7.4/55/-.03/.14/112/66



Senior Calf Champion

"SVJ Stylish One Too A14," s. by SVF/NJC Built Right N48, exh. by Valerie Mankey, Amity, PA. 12/58/5.7/51/-.26/.04/115/62



Reserve Senior Calf Champion

"OBCC Firefly 139A," s. by JF American Pride, exh. by Tanner Howey, Rockwall, TX. 11/67/98/11.4/57/-.34/.14/122/70

Junior Champion

"RP/MP Built To Love A021," s. by Ruby's Wide Open 909W, exh. by Morgan Phillips, Maysville, KY. 9.3/65/96/6.6/53/-.22/.16/111/65

Reserve Junior Champion

"KFA Miss Grace A862,"

s. by HVA Daxton,

exh. by Daniel Kimball, Seymour, WI. 5.4/58/79/9.3/54/-.22/.12/117/63



Grand Champion and Senior Champion

"Firefly 311A,

s. by WS Pilgrim H182U, exh. by Chesney Effling, Highmore, SD. 10/71/104/9.6/56/-.18/.18/128/71

Reserve Senior Champion

"Kriegers Wonder A570," s. by Mr. Hoc Broker, exh. by Anna Krieger, Universal, IN. 7/63/97/7.6/53/-.28/-.11/108/59

Groups



Premier Breeder and Premier Exhibitor SVJ Farms, Amity, PA

Percentage Females



Spring Calf Champion

"Miss Ima Five 24B, s. by FBF1 Combustible Y34, exh. by Chloe Yoder, Redding, IA. 9.3/52/83/8.4/49/-.22/.24/108/59

(Continued on page 82)

ROYAL (Continued from page 81)

Show 2014



Reserve Spring Calf Champion

"Miss Blackberry Wine B10," s. by Mr. NLC Upgrade U8676, exh. by Justin Willard, Reeds, MO. 7.3/70/101/7.4/56/-.35/.25/113/71



Junior Calf Champion

"Ms. SB Dirty Dianna 402B," s. by Mr. Hoc Broker, exh. by Sisco Brothers Cattle Co., Syracuse, NE. 6/66/98/8/53/-.12/.1/94/61



Reserve Junior Calf Champion

"AHLB Jinn," s by Mr. Hoc Broker, exh. by Ahlberg Cattle, Longmont, CO. 7.8/64/105/9.3/61/-.19/.15/103/64





Grand Champion and Senior Calf Champion

"Harrell Barb Rose," s. by Mr. Hoc Broker, exh. by Maddy Udell, Sioux City, IA. 8.2/61/103/10.4/53/-.16/.17/107/63

Reserve Senior Calf Champion

"DAJS Diana 718," s. by Mr. Hoc Broker exh. by Kara Cloud, Carthage, MO. 6.5/60/99/8.7/54/-.14/.11/94/59



Reserve Grand Champion and Junior Champion

" RCF Ms. Chopper 319A," s. by ZKCC Chopper 844U, exh. by Taylor Goering, McPherson, KS. 7.4/60/89/7.5/48/-.15/.35/111/65

Reserve Junior Champion

"Ms. TR Alyssa3729A ET," s. by WAGR Driver 706T, exh. by Elizabeth Hodges, Lebo, KS. 11/51/76/11.2/44/-.26/.53/134/67



Senior Champion

"Katie 0528A," s. by WAGR Driver 706T, exh.b y Cagney Effling, Highmore, SD. 9.8/68/107/11.2/52/-.12/.44/129/74

Reserve Senior Champion

"HSS Chancy," s. by FC No Surprise, exh. by Cole Horner, Newton, IL. 7.7/55/85/.3/44/-.19/.16/88/58

Purebred Bulls



Spring Calf Champion

"LL Updraft," s. by Mr. NLC Upgrade U8676, exh. by L&L Cattle, Topeka, KS. 4.4/78/114/5.6/64/-.5/.12/114/73

Reserve Spring Calf Champion

"S5 Relentless," s. by Playboy, exh. by Austin Sorensen, Villisca, IA. 8.4/67/91/5.8/52/-.34/.13/114/67



Junior Calf Champion

"GLF Mr. Shameless B24," s. by Mr. Hoc Broker, exh. by Chris Bell-Kaplan, Sturgeon, MO. 5.4/66/98/9.1/56/-.29/-.06/110/62



Reserve Junior Calf Champion

"RPS General Purpose," s. by Mr. Hoc Broker, exh. by RPS Trout Lake Simmentals, Bovey, MN. 3.2/57/89/4.5/52/-.32/-.13/71/51

(Continued on page 84)

Consigning in Denver at "The One Sale", January 19, 2015



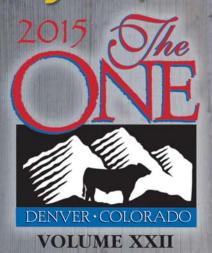
High Regard x 54S Lutton Donor Maternal sib to last year's Dominance x 54S sold for \$17,000.



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WANTERICAN ROYAL

Show 2014

(Continued from page 82)



Senior Calf Champion

"CSC Big Craig 377B,"

s. by WLE Swagger,

exh. by Connors State College, Warner, OK. 9.8/57/79/9.6/53/-.34/.08/117/63

Reserve Senior Calf Champion

"SAS Broken 120A,"

s. by Mr. Hoc Broker,

exh. by Jeff Springer, Cresco, IA. 4/69/98/12.7/66/-.15/.09/105/62



Junior Champion

"LLSF/VLF Reactor A40," s. by SS/PRS High Voltage, exh. by Vestlane Farms/Shoal Creek Land and Cattle, Excelsior Springs, MO. 10/70/97/8.5/59/-.29/.11/131/70

Reserve Junior Champion

"RBS Raining Diamonds," s. by K-Ler Make It Rain, exh. by Brandon Reck, Blakesburg, IA. 3.7/77/109/8.7/61/-.17/.13/97/67





Grand Champion and Senior Champion

"HPF Quantum Leap," s. by HTP/SVF Duracell, exh. by Rocking P Livestock/ Circle M Farms, Rockwall, TX. 13/66/98/11.3/57/-.22/.17/123/71



Reserve Grand Champion and Reserve Senior Champion

"SVF Sledgehammer Z40," s. by Flying B Cut Above, exh. by Sunset View Farms/Metzger Cattle, Rockfield, KY. 8.5/57/85/11.2/48/-.25/.17/122/63

Percentage Bulls



Grand Champion and Junior Calf Champion "GCC CM Stockbroker,"

s. by Mr. Hoc Broker,

s. by Mr. Hoc Broker, exh. by Circle M Farms, Rockwall, TX. 9.5/60/96/11/49/-.17/.21/115/63



Reserve Junior Calf Champion

"SB Wallstreet 409B," s. by Mr. Hoc Broker, exh. by Sisco Brothers Cattle Co., S

exh. by Sisco Brothers Cattle Co., Syracuse, NE. 7.8/56/90/10.6/51/-.17/.13/104/59

Junior Champion

"CSC Cowboy On 306A," s. by OSU Cowboy Up 0631, exh. by Connor's State College, Warner, OK. 9.5/70/104/8.4/58/-.24/.25/119/71



Reserve Grand Champion and Senior Champion

"Conley-Brooks Road Hog Z64," s. by WAGR Driver 706T, exh. by Brooks Cattle Co./ Conley Cattle Co., Calumet, OK. 11/58/80/8.2/47/-.33/.39/130/68

Reserve Senior Champion

"White Star Granite," s. by Mr. Hoc Broker, exh. by White Star Cattle/ Hartman Cattle Co., Universal, IN. 7.5/69/111/7.4/57/-.06/.33/113/71











Join Us Saturday, October 17th, 2015

Saturday, October 18th was a special, historic day. It was a day to celebrate 20 years of hard work and dedication to the Simmental industry by the Sloup family. Nick Sloup, the Sloup family, along with guest consignors put together an outstanding offering of live and genetic lots sampling pedigrees

built to succeed. Simmental breeders and friends came from across the United States to purchase genetics from the best cow families in the breed. What began as a small private treaty sale has blossomed into one of the prime opportunities

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2014 EPDs, as of 12.8.14

Wheatland High Octane x Macho 3/4 • ASA# 2897633 • WWR: 108

CE BW WW YW MCE Milk MWW \$API \$TI EPDs: 2 3.4 69 99 7 23 57 88 64



RC Club King x WS Independence
Purebred • ASA# 2896784 • WWR: 114

CE BW WW YW MCE Milk MWW \$API \$TI EPDs: 10 2.2 77 113 13 22 60 126 75



JBS Big Casino x Olie
Purebred • ASA# 2896871 • WWR: 104

CE BW WW YW MCE Milk MWW SAPI STI EPDs: 11 2.2 71 107 14 22 57 117 74



Hart Final Answer x ASR Pacesetter U862 1/2 • ASA# 2896907 • WWR: 112

CE BW WW YW MCE Milk MWW SAPI STI EPDs: 13 -.1 74 113 12 24 61 148 81

Bulls had no creep feed. • Will have ultrasound data available. Most of the bred females are bred to Hart Final Answer.



Contact us for a sale catalog and ultrasound information.

Benda Ranch Simmentals

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Register-

ASA FEE SCHEDULE

DNA S	Services
DNA SNP (PV, ET)\$45	Tibial Hemimelia (TH)\$25
HD and SNP (PV, Al Sire, Donor Dam)\$90	Pulmonary Hypoplasia W/Anasarca (PHA) \$25
Horned/Polled	Osteopetrosis (OS)
Arthrogryposis Multiplex (AM)\$25	Coat Color
Neuropathic Hydrocephalus (NH) \$25	PMel (Diluter)
Contractural Arachnodactyly (CA)\$25	Contact ASA For Testing Kit

Spring 2015 THE Enrollment

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

	Spring THE Submitted by	Option A (TR)	Option B (SR)	Option C
Enrollment submitted by member	Pr December 15	\$15	\$0	\$7.50

See Late-Enrollment if after December 15 *Late-Enrollment

*Late-Enrollment

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

Members will have until February 1,

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

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

Re-Enrollment

Would you like to re-join the Total Herd Enrollment program? \$35/per animal (up to \$350) plus enrollment fees.

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

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

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

American Simmental Association Fees

Multiple Memberships at the same address. \$160 Junior Membership \$50 Registration Fees: Registration Fees enrolled in THE Enrolled in THE — Option A No Charge	First Transfer
---	----------------



2015 IOWA BEEF EXPO

Monday, February 9th at 11:30 am
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Al'd to One Eyed Jack Larson Bros.



Al'd to WS Prime Beef Heartland Simmentals

FUTURE SHOW HEIFERS AND DONORS



Lock N Load Kitzerow Cattle Co

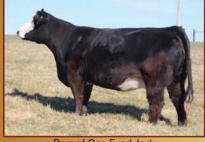


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Broker JS Simmentals

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Dam of One Eyed Jack Tyler Loudon









One Eyed Jack Pregnancy & Embryos Jessica Kramer/Echard Farms

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DATE BOOK



		JANU	JARY	2015		
S	M	Т	W	Т	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

Këgister

IANUARY 2015

- Resolutions On Ice Online Auction-Closing Day www.cattleindemand.com (pg. 3)
- Royal Edge Sale Ames, IA
- 10-25 National Western Stock Show — Denver, CO
 - Tanner Farms Pasture Performance-Tested Bull Sale Wiggins, MS 10
- 16-2/7 Fort Worth Stock Show and Rodeo — Fort Worth, TX
 - SimMagic On Ice Denver, CO (pgs. 37, 43, 95) 17
 - University of Florida Bull Test Sale Greenwood, FL 17
 - 19 National Western "The One" Simmental Sale — Denver, CO (pgs. 37, 41, 83)
 - 20 Wild Wild West Sale — Brighton, CO
 - Triangle J Ranch Annual Production Sale Miller, NE 25
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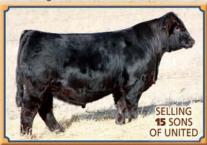
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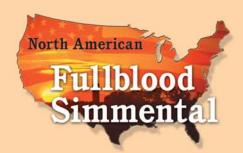
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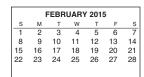
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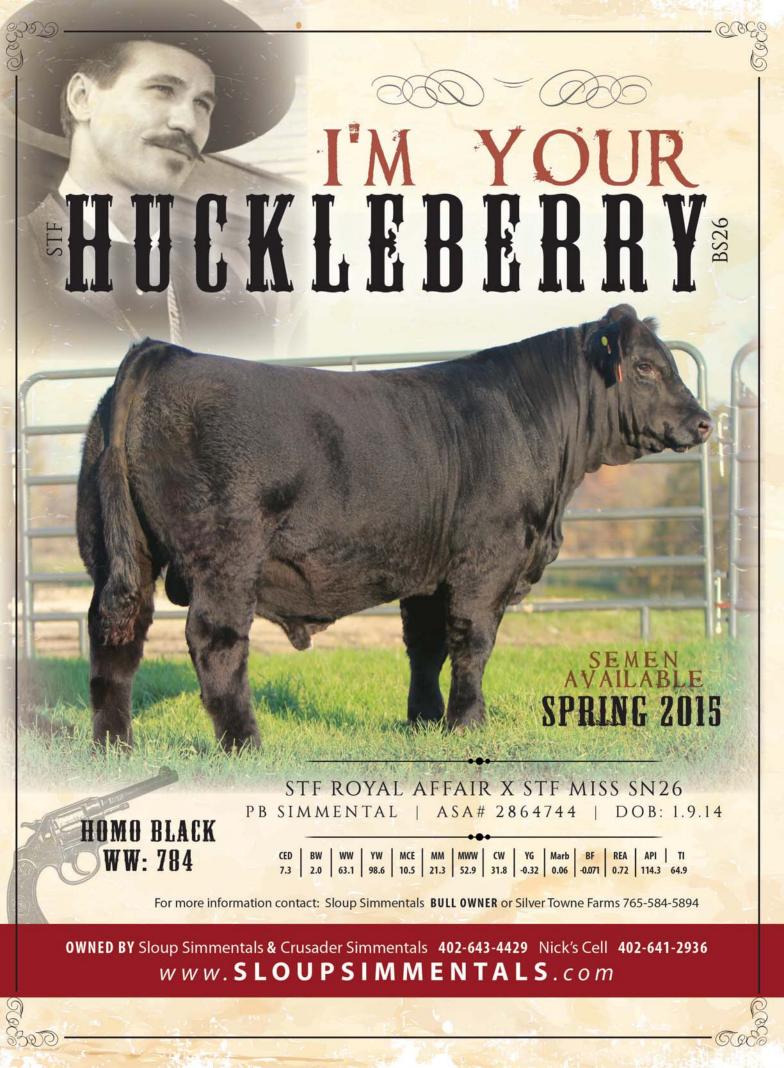
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LLSF Pays To Believe ZU194

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

Pays To Believe is the spectacular NAILE Champion Bull who was a stall favorite at the NWSS! He offers excellent structure with a great hoof and profile!





Dam: URA Baby Doll





WS A Step Up X27

Frame moderator.

ASA#: 2568260 Grandmaster x Macho Homozygous Black/Heterozygous Polled The calving ease sensation sweeping the nation.



CE: 9 \$API: 129 \$TI: 63



KY Beef Expo Champion Simmental Female — \$14,000



LLSF Addiction AY792

ASA#: 2762392 • Top Grade x Steel Force Smooth Polled, Homozygous test pending. Addiction is a sleek fronted baldy bull with awesome EPDs out of tremendous cow family! EPDs: CE: 10 \$API: 138 \$TI: 73



Dam: LLSF Eye Candy





GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with

confidence to make sound, soggy, Sim-Influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.



HILB Fashionista — \$10,000 New Direction daughter at The One Sale





Reserve Champion NWSS Pen of Three Bulls for GLS, all sired by New Direction.



New Direction bred at GLS, MN



HILB Maverick — \$50,000 New Direction son at The One Sale



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. He was the Supreme Champion Bull over all breeds at the 2013 World Beef Expo!

\$API: 114 \$TI: 62



Ignition's fantastic full sister



Ignition's donor grandam



Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

CE: 15 \$API: 158 \$TI: 81

Heterozygous Black Homozygous Polled

Damien is a fantastic,

calving ease prospect who'd we never imagine to own this much eye-appeal studying his pedigree. Genetic outliers with "look" are rare and we're

wayyy excited about Damien!







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Home of the

2014 Fall EPDs pulled 10.17.14



FBF1 Combustible Y34

BW WW YW MCE Milk MWW \$API \$TI 2.6 54 85 10 23 50 119 59

ASA# 2588018 The hottest sire in the country!



Combustible daughter at NAILE sale!



SS/PRS Gunslinger 824X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 14 1.9 76 107 7 17 56 133 74

ASA# 2571741 Calving ease with outstanding profile!



Featured Gunslinger daughter at Hilbrands.



CARD Uproar 49Y

EPDs: CE BW WW YW MCE Milk MWW SAPI \$TI 8 2.2 74 105 9 23 60 128 77

ASA# 2623651 First progeny are winners!



Supreme Champion Female World Beef Expo



Ruby's Wide Open 909W

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 7 2.6 68 96 5 14 48 103 65

ASA# 2492312 He sires awesome quality!



Calf Champion for Morgan Phillips at NAILE!



TLLC One Eyed Jack 15Z

MCE Milk MWW \$API \$TI 60 121 71

ASA# 2668223 One Eyed Jack's first calves are awesomely balanced with pizazz!



One Eyed Jack









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



FBF1 Supremacy Y93

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 11 1.7 56 78 11 17 45 112 62

ASA# 2588017 Adding amazing body depth and soundness!



daughter was a NAILE Class Champion and World Beef Expo Res. Champion.



Long's Shear Pleasure W6

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 7 2.9 77 109 11 32 70 107 70

ASA# 2496326 Has been a great calving-ease, baldy maker for breeders around the country.



One Eyed Jack was thought by many to be the best bull in Denver.



W/C No Remorse 763Y

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 11 -1.5 49 70 10 20 45 116 58

ASA# 2614801 Calving ease, high profile sire producing high valued progeny!



\$20,000 No Remorse daughter at Huston Cattle Co.'s Sale.

Home of the

2014 Fall EPDs pulled 10.17.14



Mr. Hoc Broker X623

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 3 4.1 68 109 13 20 54 101 58

ASA# 2531081 **Grand Champion at** the NAILE, Royal and Denver!



\$190,000 Broker Heifer



KLS Halfblood X217

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 15 -1.3 64 93 12 26 58 144 73

ASA# 2537824 **Awesome Calving** Ease and profile!



Halfblood progeny are cool lookin'!





JF American Pride 0987X

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 11 2.1 67 109 11 28 61 127 74

ASA# 2573743 His first progeny verify his individual greatness!



Bull calf champion at NAILE by A.P.

STF Royal Affair Z44M

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI .1 53 87 25 51 114 63

ASA# 2639758 The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



WC Lockdown 206Z

EPDs: CE BW WW YW MCE Milk MWW SAPI \$TI 10 -.6 65 123 10 30 62 130 76

ASA# 2658496 Proven calving ease on heifers, yet produces incredibly sound, functional, good looking progeny!



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



STF Shocking Dream SJ14

WW YW MCE Milk MWW \$API \$TI 20 -.1 65 93 19 51 155 72

ASA# 2335795 Produces the best fronts in the business!



Jordan Simmentals \$15,000+ **Shocking Dream daughter**



Yardley High Regard W242

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI 2 .9 60 89 7 16 46 80 55

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.



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



High Regard feature for Hara Farms, OH.



National Junior Heifer Show Champion Female Exhibited by Vickland.





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Semen available on the best Angus and Clubbie sires too.



Card Uproar 49Y By Mr. NLC Upgrade EPDs: CE: 8 \$API: 128 \$TI: 77



SS/PRS Gunslinger 824X By STF Shocking Dream SJ14 EPDs: CE: 14 \$API: 133 \$TI: 74



WS A Step Up X27 By SS Ebony's Grandmaster EPDs: CE: 9 \$API: 129 \$TI: 63



Mr. Hoc Broker C623 By Steel Force EPDs: CE: 3 \$API: 101 \$TI: 58



Long's Shear Envy Y34 By Hooks Shear Force 38K EPDs: CE: 14 \$API: 143 \$TI: 75



STF Shocking Dream SJ14 By CNS Dream On L186 EPDs: CE: 20 \$API: 155 \$TI: 72



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



OBCC King Pin W42Y By RC Club King EPDs: CE: 9 \$API: 111 \$TI: 68



CSCX Bandwagon 513A **By TJSC Optimus Prime** EPDs: CE: 8 \$API: 106 \$TI: 62



TLLC One Eyed Jack 15Z By Long's Shear Pleasure EPDs: CE: 9 \$API: 121 \$TI: 71



WC No Remorse 763Y By Yardley High Regard W242 EPDs: CE: 11 \$API: 116 \$TI: 58



W/C Lock Down 206Z By Lock N Load EPDs: CE: 9 \$API: 132 \$TI: 78



GCC Whizard 125W By SVF Steel Force S701 EPDs: CE: 9 \$API: 100 \$TI: 57



Long's Steel Shot X21 By SVF Steel Force S701 EPDs: CE: 8 \$API: 118 \$TI: 53



W/C United 956Y By TNT Tuition EPDs: CE: 15 \$API: 155 \$TI: 94 EPDs: CE: 6 \$API: 108 \$TI: 71



WLTR Renegade 40U ET By 3C Macho M450 BZ



R Plus Reload 2006Z By R Plus Hard Rock (outcross) EPDs: CE: 9 \$API: 128 \$TI: 71



KLS Halfblood X217 **Bv SP The Answer 813** EPDs: CE: 15 \$API: 144 \$TI: 73



R&R Chamberlain X744 By Mr. NLC Upgrade EPDs: CE: 5 \$API: 102 \$TI: 80



WLE Ouota U547 By SVF/NJC Built Right N48 EPDs: CE: 13 \$API: 119 \$TI: 67



TJSC 152A "Vindication" By Flying B Cut Above EPDs: CE: 5 \$API: 107 \$TI: 62



S S Incentive 9J17 SS Objective T510 0T26 EPDs: CE: 17 \$API: 135 \$TI: 75



Silveiras Style 9303 By Gambles Hot Rod EPDs: CE: 19 \$API: 146 \$TI: 65



SP The Answer 813 By SAV Final Answer 0035 EPDs: CE: 21 \$API: 148 \$TI: 70



GLS/JS Sure Shot Y18 By GLS/GF Brigade 31R EPDs: CE: 10 \$API: 130 \$TI: 73



LLSF Pays To Believe ZU194 By CNS Pays To Dream T759 EPDs: CE: 11 \$API: 135 \$TI: 69



K-LER Make It Rain 696S By Foundation 724N EPDs: CE: 1 \$API: 84 \$TI: 58



STF Royal Affair Z44M By Lock N Load EPDs: CE: 9 \$API: 114 \$TI: 63



LLSF Addiction AY792 By Top Grade EPDs: CE: 10 \$API: 138 \$TI: 73



Long's Damien A37 By Hooks Shear Force 38K EPDs: CE: 15 \$API: 155 \$TI: 82



FBF1 Supremacy Y93 By STF Dominance T171 EPDs: CE: 11 \$API: 112 \$TI: 62



GWS/SCF Rendition T310 By Trademark EPDs: CE: 7 \$API: 112 \$TI: 61



FBF1 Combustible Y34 By Steel Force EPDs: CE: 7 \$API: 119 \$TI: 59



Wheatland Mr. Bojangles 97X By Wheatland Bull 680S EPDs: CE: 8 \$API: 103 \$TI: 61



FBFS Warsaw 068W By Sure Bet EPDs: CE: 17 \$API: 140 \$TI: 61



SS/PRS Tail Gater 621Z By HTP/SVF Duracell T52 EPDs: CE: 13 \$API: 130 \$TI: 72



Westfall Voyager 721P By Power Surge EPDs: CE: 13 \$API: 104 \$TI: 56



W/C Catchin A Dream 27X By Dream Catcher



Rubys Wide Open 909W By The Foreman EPDs: CE: 10 \$API: 134 \$TI: 66 EPDs: CE: 7 \$API: 103 \$TI: 65



WAGR Dream Catcher 03R By Dream On EPDs: CE: 12 \$API: 147 \$TI: 71



GLS New Direction X184 **Bv Better Than Ever** EPDs: CE: 8 \$API: 108 \$TI: 60



HTP/SVF Duracell T52 **Bv Dream On** EPDs: CE: 14 \$API: 144 \$TI: 76



Yardley High Regard W242 By Yardley Impressive T371 EPDs: CE: 2 \$API: 80 \$TI: 55



Wheatland High Octane 169Y **Bv Wheatland Predator** EPDs: CE: 4 \$API: 96 \$TI: 63



By Steel Force EPDs: CE: 6 \$API: 97 \$TI: 64



WLTR Nashville 22A ET By High Voltage EPDs: CE: 10 \$API: 133 \$TI: 68



SAS Big Bruzer Y131 By King of the Yukon (outcross) EPDs: CE: 8 \$API: 109 \$TI: 63



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