

# the Register

December 2017/  
January 2018

Serving the Simmental  
and Simbrah Breeds



## 2018 Golden Book Recipients Pages 30-31

## Features

Combining Cows and Conservation  
Knowledge is the New Loyalty  
A Conversation with Cowger  
Fifty Years of Simmental



Embrace the Past,  
Imagine the Future



EVERYONE IS HEADING TO THE

# WILD, WILD WEST SIMMENTAL SALE

Tuesday, January 16, 2018 • 5:00 PM

Adams County Fairgrounds • Brighton, Colorado



**WCS Ms Hammer 634D**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
10	2.1	61	89	10	16	47	127	68

LRS Hammer x Harker's Bandito  
Bred to ASR Aim High



**WCS Ms 6072D**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
10	1.4	68	108	11	25	59	122	71

WCS Mr. BLK Crown x TC Top Grid Topper  
Bred to Executive Order



**Oval F Dharma D661**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
10	1.8	62	94	9	23	54	128	70

Oval F Animation x Top Grade  
Bred to Oval F All Time



**Oval F Della D608**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
12	.9	72	107	14	27	64	148	83

All Around x Beef Maker  
Bred to Oval F Daytime



**Oval F Elaine E713**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
10	1.9	54	90	8	25	52	136	98

Hooks Baltic x Way Cool



**ASR Fine Art D601**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
13	-.4	69	106	7	22	56	137	75

True Justice x Wide Track  
Bred to ASR Insight D647



**ASR Fine Art D6104**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
15	-.6	63	92	10	16	48	144	72

True Justice x Augustus  
Bred to CTS Remedy



**ASR Ms Desi D6236**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
12	1.2	65	100	8	20	52	132	72

Koch Monte x Hummer  
Bred to ASR Insight D647



**Oval F Emily E712**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
8	3.6	67	113	1	20	54	139	75

Hooks Baltic x Wide Track



**AHLB Eva 710E**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
11	-.2	68	93	7	4	38	122	68

AHLB Special Delivery x Brylor Squall



**AHLB Elsa 753E**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
11	1.8	62	82	7	9	39	124	67

AHLB Special Delivery x Shocking Dream



**AHLB Echo 782E**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
11	-.4	69	90	8	19	48	124	70

Broadway x BC Balance



**Oval F Erma E710**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
11	.9	63	94	6	25	57	132	73

Oval F All Time x Wide Track



**ASR Fine Art E746**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
12	-.2	66	95	5	13	46	134	74

Alliance x Augustus



**ASR Ms Camille E7138**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
11	2.8	70	95	9	21	57	139	76

Cowboy Cut x ASR Top Shelf  
Dam is ASR Ms. Camille W967



**ASR Ms Camille W967**

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
8	2.9	62	85	5	17	48	119	63

Dam of Several Heifers in the Sale  
Selling ET Flushes

EPDS as of 11.16.17



During the Denver National Western Stock Show Simmental events, bus transportation from the NWSS grounds will be provided to the sale.



Catalogs mailed on request  
or view online at:  
[parklivestock.com](http://parklivestock.com)

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Russ Princ, manager  
256-254-9042

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308-665-1111

**Oval F Ranch**  
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816-392-8771  
Matt and Andrea Fischer  
St Joseph, Missouri  
816-383-0630



**Bridle Bit Simmentals**  
Erroll, Chad, Brent  
and Brad Cook  
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**Ahlberg Cattle**  
Rod, Vicky and  
Cashley Ahlberg  
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**BOULDER**

29SM0472



**CCR BOULDER** 1339A ASA 2880390  
HOOVER DAM x TRIPLE C L. TAYLOR

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- ✓ Top 1% of the breed for calving ease, birth weight, API, maternal, and red meat shape
- ✓ Moderate framed, big ribbed, deep flanked stud with loads of muscle
- ✓ Progeny proven – they calve easy and display his good looks – you will love them at weaning
- ✓ Use to moderate frame, add flesh and muscle in one generation
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
<b>EPD</b>	+20.9	-4.6	+58.6	+95.9	+23	+10.9	+25.6	+54.9	+14.2	+14.1	+20.6	-.44	+.78	-.043	+1.17	-.45	\$181	\$88
<b>ACC</b>	.67	.80	.72	.65	.65	.29	.30	.40	.31	.16	.51	.33	.41	.36	.33	.16		

DNA tested DLF, Homozygous Black, Homozygous Polled FALL 2017 TOP 35%

**PAY DIRT**

29SM0480



**CCR PAY DIRT** 2340C ASA 3112013  
BASIN PAYWEIGHT 1682 x TRIPLE C SINGLETARY S3H

## We Have Hit Pay Dirt

- ✓ Arguably the best PAYWEIGHT 1682 son in the beef business
- ✓ Our easy pick as the best prospect in a superb draft at the Cow Camp spring 2017 sale
- ✓ Ranks in the top 1% of the breed for pounds on the ground, on the rail, and total end product - one of only four Simmental bulls in the breed with that claim
- ✓ Perfect blend of growth, power, and end product with the tremendous body, muscle and fleshing ability
- ✓ DNA tested homozygous black, homozygous polled, 1/2 SM, 1/2 AN

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
<b>EPD</b>	+11.2	+0.4	+84.2	+141.6	+36	+11.1	+28.0	+70.0	+3.0	+11.6	+55.0	+0.05	+.90	+.057	+.84		\$145	\$95
<b>ACC</b>	.28	.44	.39	.43	.43	.19	.22	.27	.23	.04	.35	.25	.38	.22	.30			

DNA tested NHF, DDF, DLF, Homozygous Black, Homozygous Polled FALL 2017 TOP 35%

Contact your local ABS rep or call **1-800-ABS-STUD** to add these headline sires to your herd today!

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Volume 31, Number 4

## You can COUNT ON IT!

Proven genetic lines have been the foundation of our program since the beginning. We have relied heavily on proven cow families to produce progeny with predictable performance, genotypes and phenotypes. Our cattle work and we have generations of documentation to back up our claims! The Bella Bella line shown here is just one of many proven lines in our herd.



**SMITH BELLA BELLA** One of the most valued producers in the Simbrah breed, as she has progeny working in many, many herds. She is the matriarch of our program and the breed. She as a top 4% ranking for TI, too!



**SMITH EVAN** A son of Smith Bella Bella and out of Smith Nu Approach. He ranks in the top 15% for the breed for API and top 2% for TI. Owned with Reavis Farms.



**RFI REAL DEAL** A son of Evan and the 2014 ASA National and San Antonio National Champion Bull. He ranks in the top 1% of the breed for both API and TI. Also used in the programs of Reavis Farms, Burch Farm and Diamond RF Farms.

If you want Simmental, Simbrah or SimAngus™ genetics that you can count on to work, visit us!



Tim Smith, Joel Isgrig & Haley Smith  
P.O. Box 330, Giddings, TX 78942  
512-587-7896 • smithgenetics1@gmail.com

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*About the cover:* ASA's 2018 Golden Book Award recipients. Upper left: Fred and Phyllis Swain; lower right: Susan and Curtis Russell.

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**Treat**



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**Helga 28W**



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**Kerstin**



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# the Register

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# IMPACT

# Sires

Fall 2017 ASA Sire Summary



**7SM96 CLRS DIVIDEND 4050** 3097854 // PB SM

After Shock x Premium Beef // Homo. Black // Homo. Polled

- ▶ Top-selling bull from the 2017 Hook and Wulf Bred for Balance Sale
- ▶ Performed at the top of his class against a stout set of contemporaries
- ▶ A Calving Ease purebred with "hard-to-beat" EPDs and incredible phenotype

CE: 16.8 BW: -2.6 WW: 64.8 YW: 102.9 Milk: 23.8 API: 170.7 TI: 86.3

From Apex Cattle Co., NE and Clear Springs Cattle Co., MN



**7SM91 TJ MAIN EVENT 503B** 2891336 // 1/2 SM 1/2 AN

Upgrade x New Day 8005 // Homo. Black // Homo. Polled

- ▶ Phenomenal figures for growth performance with a minimum Birth Weight
- ▶ Amazing 'added value'—first nine sons averaged \$11,277 at CDI
- ▶ Seeing heavy use in programs where phenotype and performance are valued

CE: 12.5 BW: -2.8 WW: 101.1 YW: 142.4 Milk: 24.9 API: 152.0 TI: 100.3

From C Diamond Ranch, ND and Triangle J Ranch, NE



**7SM80 CCR WIDE RANGE 9005A** 2725666 // 3/4 SM 1/4 AN

Graduate x In Dew Time // Homo. Black // Homo. Polled

- ▶ Combines depth, width and added shape as well as any
- ▶ Backed by an incredible proven donor at Cow Camp Ranch
- ▶ His pedigree offers exciting options for both purebreds and percentages

CE: 12.4 BW: -0.6 WW: 73.6 YW: 117.1 Milk: 22.5 API: 148.2 TI: 80.0

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



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

Lock N Load x Predestined N5905 // Homo. Black // Homo. Polled

- ▶ Moderate-sized, blaze-faced Lock N Load son
- ▶ Massive, smooth, stout and flexible—balanced from nose to tail
- ▶ Blends good looks, exciting EPDs and a timely pedigree

CE: 12.9 BW: -0.4 WW: 62.7 YW: 112.9 Milk: 20.0 API: 152.8 TI: 81.5

From Scott Werning, SD; River Creek Simmental, KS and Ruble Ranch, IA

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# VIEWPOINT

By Trustee John Irvine, Manhattan, KS



It is with great honor that I serve the American Simmental Association members as a Trustee of the North Central Region. Growing up in a 'Simmental' family and coming up through the AJSA ranks, I have had some level of involvement with Simmental and ASA my entire life. This is an organization I hold in high esteem, not simply for nostalgic reasons, but because of the vision and qualities this organization has sustained throughout its first 49 years.

From its inception, the American Simmental Association has attracted the most forward thinking and innovative ideas in beef production. In the early days of ASA, requiring weaning weights for registry and publishing the industry's first Sire Summary were bold steps. Along the way ASA launched what is now the largest and longest running, structured sire-testing program in the industry with the Carcass Merit Project. With the extremes of the 1980s, we teetered on the precipice of irrelevance, but have recovered with a bang by rolling up our sleeves and improving the breed for traits of economic relevance.

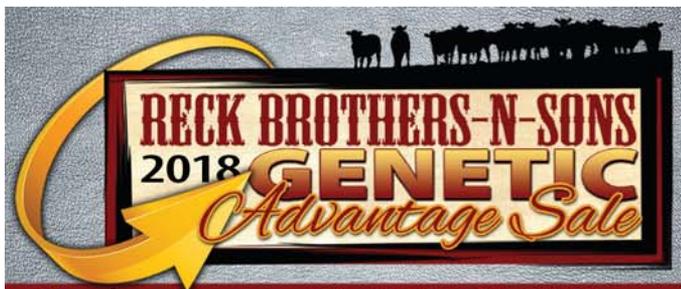
Science, and its application in commercial beef production, is a cornerstone to our organization. Crossbreeding is one fine example. Promoting the use of more than one breed runs counterintuitive for a "breed" association. ASA embraces it. Why? Because science has documented the economic benefits to the beef enterprise, and that makes our members more efficient and profitable.

Another cornerstone to ASA is our Multi-breed Genetic Evaluation. There is no tool in the history of cattle breeding that has enabled greater genetic progress than EPDs. Today we talk about how many "primes" were on the kill sheet rather than how many went "choice". Think about how rare dystocia has become in our breed. ASA has been, and continues to be, on the cutting edge of providing EPDs that enable this type of improvement. Total Herd Enrollment plays a vital role in the accuracy of our evaluation while DNA incorporation, another ASA first, will become an increasingly more powerful tool of the future.

Part of being a contributing member within a community involves performing service to others. One principal way in which ASA serves the "beef community" is by providing outstanding junior programs. These programs provide opportunity to our youth to acquire knowledge of the beef business as well as developing leadership skills. ASA's youth are the future of our organization and will be the next generation of influential leaders in the beef business.

Reflecting upon my first two years serving on the Board and innumerable interactions with ASA's staff, I would submit that under the leadership of Dr. Wade Shafer, the employees of ASA are our greatest asset. They carry out the day to day operations and implementation of ASA's industry leading programs in a dedicated and skillful way.

ASA is not a breed organization that blindly promotes itself, but an organization that pursues what is genuinely in the best interest of its members. Providing the tools to members that make them successful in pursuit of profitable production of beef is paramount. We are an organization unafraid to entertain fresh thoughts and take bold actions, even those that seem unconventional at the time. ASA in my opinion is something special, and I am proud both to serve as Trustee and to be a member. ♦



**Sunday, January 28, 2018 • 12:00 Noon**  
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 W/C Lock Down x RBS Xman X677



**RBS Diamond's Lady D624**  
 Bred to W/C Executive Order  
 RBS Raining Diamonds x  
 Meyer Ranch 734



**RBS Loaded Up E313**  
 Herd Bull Prospect  
 W/C Loaded Up x Mr NLC Upgrade



**RBS Upgrade E554**  
 Herd Bull Prospect  
 Mr NLC Upgrade x WLE Uno Mas

*For more information, give us a call!*

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 FOLLOW THE OUTBACK RANCH FACEBOOK PAGE

# MAIL BAG

Dear Editor,

THANK YOU, again, to Carla Stephens for all of her hard work along with her team members at ASA for making it possible for the calf registration to be completed in time for our eldest daughter, Josephine, age six, to show at her first beef expo in the junior division. She had so much fun. She did not place with the Simmental calf but did end up third with her Shorthorn. Please do feel free to share with everyone else at the office who helped!

It made Josephine's day!  
Allison Kuhl



Josephine's father, Tyler Kuhl, helps her lead her calf.

Dear Editor,

I have donated my 50 years of auctioneering and consultant work to Texas A&M, San Antonio. I have a painting of Amor, the first Pureblood to come into the United States. This picture has the quality to hang in our Simmental office. I spent a lot of time and money to get the first 100% sire into the US and it was worth it since he became a Certified Meat sire with his first group of calves.

Regards,  
Humberto (Bert) V. Reyes

**Editor's note:**

The first Purebred Simmental sale in America was December 18, 1972, in San Antonio, Texas. Ten Purebred heifers and 16 bulls sold; the high selling bull sold at \$27,000, and the high selling heifer at \$24,000. The sale was managed by Bert and Ruben Reyes. ♦

**THE FIRST PUREBRED**  
*Simmental*  
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# Annual Production Sale

## January 26, 2018

Sumption Farms • 3:00 PM • 10953 390th Avenue, Frederick, SD  
Bids close 4:30 PM



### SK Chamberlain E106

ASA# 3239141 – PB Simmental – Adj. WW: 850  
R&R Chamberlain X744 x Kappes Sadie M166



### SK Lock N Load E116

ASA# 3239151 – PB Simmental – Adj. WW: 830  
Remington Lock N Load 54U x Kappes Sadie T635 Z624



### SK Hammertime E174

ASA# 3239209 – 3/4 Simmental 1/4 Angus – Adj. WW: 835  
Kappes Hammertime C505 x WINC Melanie 110Y



### SK Profit E232

ASA# 3239267 – PB Simmental – Adj. WW: 876  
Profit x Kappes Sadie M166



1522 S. 5th Street • Aberdeen, SD 57401  
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**Open House**  
**January 3, 2018 – 1-4 PM**  
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**JANUARY 29<sup>TH</sup> ~ 1 PM**

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Plus 30 Bred Heifers, Many Safe to the \$52,500 Dividend...top 1% BW, API, & TI!

**POWER BULLS with Calving Ease Genetics, Good Feet, Extra Thickness & Eye Appeal that are Easy Fleshing & Gentle!**



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SimAngus™ FALL YEARLING by Cowboy Cut

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CCR FLINT HILLS 2092B



CCR MASTERLINK 9053C



ROUSEY GOLD STRIKE 512C



W/C LOADED UP 1119Y



CCR COWBOY CUT 5048Z

**Other sires represented:** Kramer's Apollo, CCR Valedictorian, High Calibre, CCR Santa Fe, Yardley Utah, Hoover Dam, Sitz Longevity, and W/C Holy Smoke!

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**Older bulls were developed on pasture with no supplementation and since have been fed an all roughage ration!**



SimAngus™ TWO-YEAR OLD by Flint Hills



SimAngus™ TWO-YEAR OLD by Cowboy Cut



SimAngus™ TWO-YEAR OLD by Prophet



SimAngus™ TWO-YEAR OLD by Loaded Up



SimAngus™ TWO-YEAR OLD by Yellowstone



SimAngus™ FALL YEARLING by Loaded Up

## **TWO-YEAR OLDS RECEIVE NO CORN!**

*Fed only home grown ground grass hay, stalks and silage with limited wet distillers to improve digestion and palatability.*

*The good feet on our older bulls is proof of our experience in feeding them right!*



# Combining Cows and Conservation

By Lilly Brogger

**A Virginia family raises Simmental cattle on land with a deep family history, devoting efforts to conservation and improving efficiency.**

**M**ark and Dana Campbell's Deer Creek Farm produces Simmental and SimAngus™ seed-stock at the foot of the Blue Ridge Mountains in central Virginia. The area is rich in natural resources, including forage, water, and timber, which are fully utilized by the farm. As a recipient of the 2016 Clean Water Farm Award for the James River Grand Basin, they were recognized for their efforts to maintain water quality. Mature timber is harvested, and recently, Loblolly pines were re-planted, which preserves wildlife habitat and prevents erosion. The farm's bulls and females are marketed to local commercial producers with the goal of offering the highest level of predictability possible.

## Deep Roots

The history of Deer Creek Farm and the Campbell family dates back to the late 1700's when the family originally acquired the land they now graze. This land changed hands, and then again in 1944, Mark's grandfather re-acquired pieces of it. One originally sold from the family in the mid-1800's and was again purchased 100 years later. When Mark's grandfather passed in 1977, his family moved to the very farm where he spent the majority of his childhood. They ran stocker cattle and soon transitioned to a commercial cow-calf operation.

A photograph of the Campbell family (Hayden, Dana, Daniel, and Mark) leaning on a wooden fence. In the foreground, there is a large black water tank with two blue caps. The background shows a lush green landscape with trees and hills.

*The Campbell family, left to right: Hayden, Dana, Daniel, and Mark.*

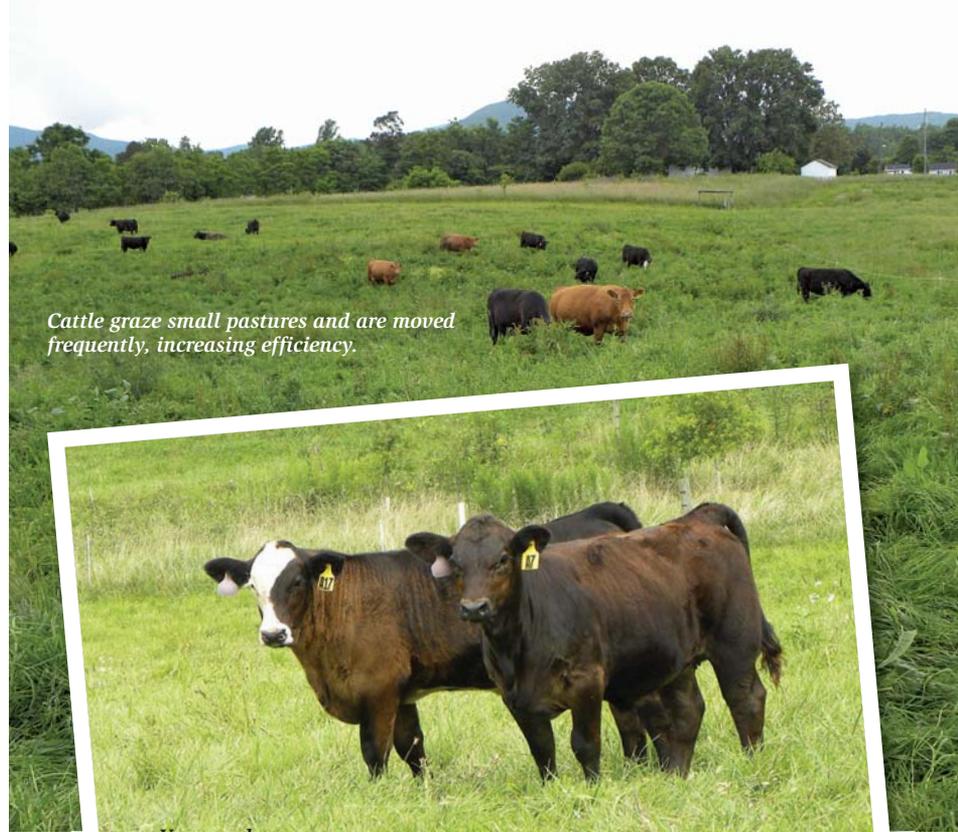
In 1988, Mark's sister, Amy, decided to purchase a Simmental show heifer. She had the Grand Champion Simmental heifer at the Virginia State Fair, and the family continued to add registered females to the herd each year, while phasing out the commercial aspect. Eventually, all of the cattle were registered Simmental. Starting out, Deer Creek Farm participated in Virginia's Tri-County Steer Carcass Futurity, which encouraged them to retain ownership on their steer calves. At the time, red hided cattle took a significant discount sold live, and retaining ownership meant they got paid on the rail, taking coat color out of the equation. The Iowa State University program gave the Campbells a view of their final product. "That helped us learn a lot about how our cattle perform and how their carcasses turned out," Mark explains.

Mark's wife Dana is integral to the operation, handling paperwork, finances, and helping work cattle. Their two sons, Hayden (14), and Daniel (12), enjoy working with cattle and farming. They exhibit cattle in youth shows, and also have a flock of sheep, which Dana helps them run. In addition to operating the family farm, Mark works for the Virginia Farm Bureau as Senior District Field Services Director, serving as a liaison between the Virginia Farm Bureau and 10 other county farm bureaus in central Virginia.

## Preservation and Preparation

Mark's family managed to retain much of what his family first put together in the late 1700's, and the family is now doing their part to make sure the land can remain in the family as a productive cattle business. It takes approximately two acres to run one beef cow per year, and even though that is extremely productive, Deer Creek Farm uses intensive grazing to increase the number of animals the land will support. Electric fence splits larger pastures, and cattle are moved every one to five days.

Deer Creek Farm started utilizing intensive grazing methods three years ago, and prior to that, used rotational grazing. This practice leads to additional grass residue left after cattle graze, which captures more moisture when it rains. Concentrating the cattle leads to increased fertilization, which is also beneficial. Since implementing the practice, the Campbells have been able to graze their cattle into December, in an area that gets normal mountain winters. "We definitely have more forage, which we have done



*Cattle graze small pastures and are moved frequently, increasing efficiency.*



*Young calves.*



*Bulls are marketed locally to commercial producers.*

without commercial fertilization. The rest period allows for a more diversified stand of grass too," Mark explains.

In addition to improving the available forage, Deer Creek Farm has participated in several conservation programs, through organizations such as the National Resources Conservation Service (NRCS) and their local Soil and Water Conservation District. Several creeks were fenced off that run through the property. For livestock, troughs — fed by wells and springs — have been strategically placed within the larger pastures. Placed in the middle of the pastures, these troughs act as a centerpiece around which the electric fence is used to create smaller pastures. While there are currently no regulations preventing cattle from using streams for water, Mark points to the future and the strong possibility of these regulations eventually being put into place as water quality becomes a more pressing issue. The water troughs affect how the cattle graze, and help to increase the capacity of the land. "I think it should improve herd health as well," Mark says.

*(Continued on page 16)*

Home of the

# Hottest Sires!

EPDs as of 11.28.17



Homo black  
Homo polled

## TKCC Classified 106C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 2.4 71 110 .24 8 18 54 114 74

ASA# 3028710

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



Daughter at  
Lee Simmentals, MO



Homo black  
Homo polled

## CLRS Dividend 405D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
17 -2.6 65 103 .24 10 24 56 171 86

ASA# 3097854

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



Dam: CLRS Bonnia 405B



Homo black  
Homo polled

## W/C Relentless 32C

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 1.5 60 81 .13 8 16 46 121 71

ASA# 3045559

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



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



Homo black  
Homo polled

## W/C Cash In 43B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
12 0 51 71 .12 11 25 50 117 63

ASA# 2911606

Cash In, by JS Sure Bet out of the famous 8543U donor, has great calf reports for calving ease!



Miss Werning 8543U



Homo black  
Homo polled

## TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
5 1.4 48 60 .08 -1.3 14 38 106 64

ASA# 2668223

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



One Eyed Jack



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



Black  
Polled

## FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 2.8 55 82 .17 7 18 45 108 60

ASA# 2841159

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



Leading outcross  
donor!



Hetero black  
Hetero polled

## HPF Quantum Leap Z952

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
13 -.4 58 81 .15 13 19 48 129 69

ASA# 2649657

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



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



Homo black  
Homo polled

ASA#  
2886364

## STCC Jack Around 4031

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
5 2.8 54 71 .11 2 16 43 107 66



Homo black  
Hetero polled

ASA#  
2886365

## STCC Jacked Up 4070

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
5 3 63 88 .15 2 15 47 107 70

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



Hetero black  
Homo polled

### W/C Bankroll 811D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 -1 55 72 .11 10 22 49 113 62

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



Homo black  
Homo polled

### WS Jackson D20

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 2 65 96 .19 7 18 51 124 70

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



3/4 SimAngus™  
Homo black  
Homo polled

### CDI Innovator 325D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 1.4 96 144 .30 8 27 74 144 94

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



Black  
Polled

### Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
-5 4.9 70 101 .20 2 11 46 61 54

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



Homo black  
Homo polled

### TNGL Track On B748

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
13 1.2 56 79 .14 2 20 49 123 64

ASA# 2911629

Transmitting great structure & profile!

Son of Track On, Tingle Farms, KY.



SimAngus™  
Hetero black  
Homo polled

### W/C Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
22 -2.7 68 108 .25 8 5 39 156 79

ASA# 2658496

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



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



Homo black  
Homo polled

### SFG The Judge D633

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
13 .9 76 111 .22 12 25 63 138 85

ASA# 3208952

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



Black  
Polled

### STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
5 3.8 52 82 .19 6 17 43 103 57

ASA# 2639758

The ultimate Dream On outcross!

Awesome Royal Affair son at Janssen Farms.



Hetero black  
Hetero polled

### LAH Sixteen Step 628D

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
10 1.1 55 72 .11 8 14 41 119 63

ASA# 3123088

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



Dam:  
WLE Missy U409



Black  
Hetero polled

### Yardley High Regard W242

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
-1 2.2 62 89 .17 .6 18 49 71 58

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



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



High Regard feature for Hara Farms, OH.



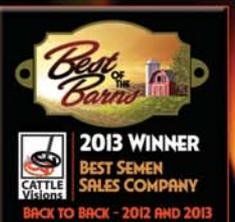
Hudson Pines/Circle M Farms sold for \$11,000.



Multiple-time Champion for Sara Sullivan



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[www.cattlevisions.com](http://www.cattlevisions.com)

Semen available on the best Angus and Clubbie sires too.

# Combining Cows and Conservation

(Continued from page 13)

The Campbells began working with the Soil and Water Conservation District 20 years ago when concrete waterers were installed, tapping into a spring that was causing one piece of land to be marshy and unusable. Since that time, four miles of stream bank have been fenced off, in addition to the mile of riverfront on the property. This has created over 23 miles of riparian area buffer.

Deer Creek Farm also uses its timber resources to both improve the land and diversify the operation. In 2012, several areas were clearcut, and a new stand of Loblolly pines was planted. This timber is of value as a renewable resource, and the new trees help prevent erosion, provide wildlife habitat, and sequester carbon. Select areas are being converted to pastureland.

These efforts have led to increased wildlife, songbirds, forage, and in 2016, Deer Creek Farm was awarded the Clean Water Farm Award by the Virginia Department of Conservation and Recreation. The state of Virginia is divided into 10 major water basins, and Deer Creek Farm is within the James River Grand Basin, covering an area the width of the state and 10,265 square miles. The Campbells were given the award for both their individual basin, as well as the entire state. Mark explains that the decision to focus on these efforts can be attributed to several factors: the possibility of future regulations, availability of cost-share dollars through conservation programs, and the future sustainability of the family operation.

## Commercial Concentration

Deer Creek Farm produces registered seedstock intended for commercial operations in Virginia. The Simmental

concentration was born from a show heifer project, but the Campbells quickly saw a niche they could fill in the state. Virginia is a prominent producer of Angus seedstock, and as Simmental were introduced and then began to expand, the family decided to stick with the breed. In the 90's, they followed demand and began adding SimAngus to the program. "Buyers who were hesitant about using a straight Simmental were more apt to dip their toes in the water with SimAngus," Mark explains. Memories of hard-calving, large-framed Simmental cattle were still fresh in producers' minds, and Deer Creek Farm was able to break into the market by slowly introducing the cross. They now see this demand continue from producers interested in trying some Simmental, and commercial producers maintaining a 50% cross in their herd.

For the past four years, Deer Creek Farm has hosted an annual production sale. Held in the fall, they sell around 30 lots, the majority of which are bulls and the remainder are open heifers. Prior to implementing a sale, they consigned bulls and females to sales throughout the state. Seeing their customers having success with their genetics, and wanting them to know exactly where their seedstock was originating, the family decided to begin a sale. "We wanted to brand ourselves with cattlemen so they knew where we were. It provided an opportunity for people to be able to come back and purchase from us again," Mark says. The majority of calves are born in September, but a handful are calved in the spring.

(Continued on page 18)



*Deer Creek Farm females being moved into a new pasture.*

# BENDA RANCH

## Simmentals

### Annual Production Sale

### Monday Feb. 12, 2018 - 1:00 PM

Kimball Livestock Exchange, Kimball, SD



PB SM  
BD: 3/8/17  
**JBS Mr. Broadway 329E**

Hook's Broadway 11B x JBS Miss Pace 851A  
ASA# 3319642 • 205 Adj. WW: 818 • 119 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	4	3.9	75	117	.26	10	26	63	126	78



1/2 SM  
BD: 2/26/17  
**JBS Mr. Absolute 303E**

KCF Bennett Absolute x JBS Miss Force 113A  
ASA# 3319696 • 205 Adj. WW: 711 • WWR: N/C

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	17	-1.7	69	111	.26	9	24	58	174	89



PB SM  
BD: 3/9/17  
**JBS Mr. Casino 207E**

JBS Big Casino 336Y x JBS Ms Dew It Right 021Z  
ASA# 3319627 • 205 Adj. WW: 900 • 131 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	10	.8	78	113	.21	11	24	64	134	78



PB SM  
BD: 3/24/17  
**JBS Mr. Casino 812E**

JBS Big Casino 336Y x JBS Miss Dream On 418U  
ASA# 3319672 • 205 Adj. WW: 794 • 115 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	11	0.0	70	101	.19	13	25	61	133	74



1/2 SM  
BD: 3/20/17  
**JBS Mr. Renown 221E**

SAV Renown 3439 x JBS Miss Olie 932Z  
ASA# 3319750 • 205 Adj. WW: 782 • 114 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	11	1.3	75	120	.28	7	27	65	121	76



3/4 SM  
BD: 3/9/17  
**JBS Mr. Cowboy Cut 941E**

CCR Cowboy Cut 5048Z x JBS Miss Bushwacker 86W  
ASA# 3319718 • 205 Adj. WW: 769 • 112 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	9	3.8	70	103	.21	11	28	63	119	71



**JBS Big Casino 336Y**

Selling 7 sons of Big Casino



3/4 SM  
BD: 2/13/17  
**JBS Mr. Santa Fe 537E**

CCR Santa Fe 9349Z x JBS Miss Tanker 218C  
ASA# 3319661 • 205 Adj. WW: 818 • 119 WWR

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	5	2.8	84	123	.24	13	18	60	130	78



PB SM E.T.  
BD: 2/4/17  
**JBS Mr. Broadway 005E**

Hook's Broadway 11B x Double J Miss U828  
ASA# 3319729 • 205 Adj. WW: 765 • WWR: N/C

EPDs:	CE	BW	WW	YW	ADG	MCE	Milk	MWW	\$API	\$TI
	7	1.6	62	89	.17	9	26	57	123	73

#### Other Simmental Sires:

TKCC Carver, RBS Boise, LFE Riddler, KNH Added Value, Hart Final Sort

#### Other Angus Sires:

Mohnen Long Distance, SAV Bismarck

Bulls had no creep feed.

Cattle pictures can also be viewed at:

[www.bendaranch.com](http://www.bendaranch.com)



Contact us for a sale catalog.

**Benda Ranch Simmentals**

Jim & Jay Benda

26106 366th Ave, Kimball, SD 57355

email: [bendaranch@midstates.net](mailto:bendaranch@midstates.net)

Home: 605-778-6703 • Jim Cell: 605-730-6703 • Jay Cell: 605-730-0215

2017 Fall EPDs pulled 11.27.17

# Combining Cows and Conservation



(Continued from page 16)

These spring-born bull calves are sent to test through the Beef Cattle Improvement Association (BCIA). In 2012, a Deer Creek Farm bull was awarded the High Station Index award, and High Sale Index award for the Simmental breed, and in 2015, another bull was awarded the High Sale Order Index award. Mark expresses the benefit they see from sending bulls to test, “It helps further evaluate further how our bulls will do, and the results we saw were another factor that helped us decide to have a sale on the farm. It gave us confidence, knowing how they developed.”

Deer Creek Farm has been a Performance Advocate for many years, and firmly believes in submitting all of their data. They participate in THE, and all bulls are genomically tested and ultrasounded. Dana expresses their goal of staying current with industry standards, “We are always trying to keep abreast to changes in the industry and stay current. All of the animals in the sale are genomically tested and have enhanced EPDs.”

All heifers are tested for Coat Color. Mark explains that high \$API bulls tend to work best for their customers, and that the large majority want a calving ease

bull. They also see demand for high growth bulls, and continue to work toward the hard-to-attain goal of producing bulls with good calving ease and high growth. Deer Creek Farm utilizes AI, with every cow being synchronized and bred, as well as ET work. Two donors acquired from Hofman Simmentals, Clay Center, KS, currently serve as lead donors. “We want to give the buyer as much predictability as we can,” says Mark.

In addition to raising seedstock, several steer calves are fed out each year and sold locally as freezer beef. The community has responded well to the quality of the product, and the Campbells have received positive feedback from customers. Dana relates how providing this product, as well as quality seedstock, provides fulfillment to their business. “I like being able to help people fit their needs and improve what they have,” she says.

When asked why the family has stayed in the cattle business, Mark explains the connection it maintains with the future, “We all enjoy working with the cattle, and keeping the family heritage. We want to pass on the farm to the next generation, and hopefully future generations.” ♦

## ASA Fall Focus 2018

August 25-29, Bozeman, MT



**Embrace the Past,  
Imagine the Future**

The 5th annual Fall Focus and ASA's 50th Anniversary celebration will be in Bozeman, August 25-29, 2018.

This year will feature hands-on learning lab and Herdbook tutorials, a day-long educational session, interactive committee meetings, and Board Meeting.

Social opportunities will be plentiful including a golf tournament on Saturday, August 25, ASA's 50th Anniversary barbecue at the headquarters Saturday evening, and a dinner and social at the Best Western GranTree following the educational day on Sunday, August 26.

We hope you can join us for ASA's Golden Anniversary!

# Denver is our WORK ZONE!



## LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark  
Homozygous Black/Heterozygous Polled  
Pays To Believe is the spectacular 2015 NWSS and 2014 NAILE Grand Champion Bull! His first calves are averaging 5 digits in public auctions and his full-sib sisters averaged \$16,000 in Lee's 2014 fall sale.

EPDs:  
CE: 7 \$API: 127 \$TI: 76



Dam: URA Baby Doll



Granddam: Rockin Robin



## WLE Big Deal A617

EPDs: CE: 10 \$API: 105 \$TI: 63  
ASA#: 2743620 • Homozygous Polled  
Steel Force x Shawnee Miss 770P  
Big Deal is exciting at Mid Continent Farms & Wesner Livestock. Big Deal is calving easily and adding value to progeny! Maternal brother to Uno Mas.



## CNS-HFS Payload A330

EPDs: CE: 11 \$API: 110 \$TI: 63  
ASA#: 2747228 • Homozygous Black,  
Heterozygous Polled • Pays to Dream x Navigator.  
Extra sound structured, calving ease, solid black bull with added depth to make complete, sound progeny. He has no white on face to use on heifers or cows.



## TNGL Grand Fortune Z467

ASA#: 2654876 • Grandmaster x STF Montana Black  
2014 NWSS Champion Bull!  
Homozygous Black &  
Homozygous Polled  
Exciting, extra complete first  
progeny with lots of extension!

EPDs:  
CE: 10 \$API: 126 \$TI: 67



Famous donor dam, Hope Floats



2014 NWSS Champion Bull



\$16,000 Grand Fortune daughter



## 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.

EPDs:  
CE: 3 \$API: 97 \$TI: 54



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



New Direction bred at GLS, MN



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



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. Ask Randy Daniels, Trent Templeton and Todd Alford about progeny!

EPDs:  
CE: 10 \$API: 100 \$TI: 61



Ignition's fantastic full sister



2016 NAILE Reserve Champion  
SimSolution Junior Show by Ignition



## Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

EPDs:  
CE: 9 \$API: 147 \$TI: 86

Heterozygous Black  
Homozygous Polled

Damien is a fantastic, calving ease prospect. We never imagined that we would own this much eye-appeal. Genetic outliers with "look" are rare and we're way excited about Damien! Solid black — use on baldy heifers and cows to remove white.

Calving Ease  
Outcross

EPDs as of 8.7.17

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# Denver is our WORK ZONE!



EPDs:  
CE: 17 \$API: 154 \$TI: 90



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



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

## K-Ler Kingsman 610D 5/8 SimAngus™

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

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



EPDs:  
CE: 9 \$API: 108 \$TI: 62



Loaded Up's famous dam!



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



Loaded Up son at Werning's.

## W/C Loaded Up 1119Y

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

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



EPDs:  
CE: 6 \$API: 117 \$TI: 64



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

## TL Bottomline 38B

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

Bottomline will add power and PIZAZZ to your next calf crop. He's going to especially work great on Steel Force, Uno Mas and Pays influenced females.

Grand Champion Bull at 2016 NAILE and American Royal, Res. Champion at 2017 NWSS!



Bottomline's Dam.



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



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



EPDs:  
CE: 10 \$API: 123 \$TI: 70



Carver's dam is the famous donor, Dolly.

## TKCC Carver 65C

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

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



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



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



TKCC Carver 65C



## KRMS Primary Candidate B204

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

EPDs: CE: 9 \$API: 119 \$TI: 69

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



## Jass On The Mark 69D

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

EPDs: CE: 8 \$API: 113 \$TI: 66

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



## K-Ler Cash Flow 528C

ASA# 3042933  
Make It Rain x Miss Kansa

EPDs: CE: 4 \$API: 103 \$TI: 64

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



## JBSF Road Trip 213D

ASA# 3133021  
RLYF Roll Tide x Macho

EPDs: CE: 7 \$API: 97 \$TI: 59

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



EPDs:  
CE: 9 \$API: 116 \$TI: 61



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

### Rocking P Legendary C918

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

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



EPDs:  
CE: 5 \$API: 111 \$TI: 62

Homozygous Black,  
Homozygous Polled



VCL LKC Dagger 605D

### VCL LKC Dagger 605D

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



EPDs:  
CE: 6 \$API: 100 \$TI: 61

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

### VCL LKC The Duke 633D

ASA#: 3173461 • Profit x BF Miss Crysteel Tango



EPDs:  
CE: 5 \$API: 110 \$TI: 62

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

### VCL LKC Profit Maker 604D

ASA#: 3173459 • Profit x BF Miss Crysteel Tango



Dam: BF Miss Crysteel Tango

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



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



Sire: Profit



2017 NWSS Reserve Grand Champion Pen of Three



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



EPDs:  
CE: 7 \$API: 112 \$TI: 68

Homozygous Black,  
Heterozygous Polled



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

### LLSF Better Believe It D64

ASA#: 3152728 • Pays To Believe x LLSF Cayenne



EPDs:  
CE: 7 \$API: 109 \$TI: 65

Homozygous Black,  
Heterozygous Polled

### LLSF Charged Up D66

ASA#: 3152726 • Pays To Believe x LLSF Cayenne

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



EPDs as of 8.7.17

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# A Conversation with Cowger

AJSA President Jordan Cowger answers questions posed by the Register's Emme Troendle

**Troendle:** Please provide background information on yourself and your family.

**Cowger:** I am currently a sophomore at Oklahoma State University studying Animal Science and Biochemistry with a minor in French. I am actively involved in the College of Agricultural Sciences and Natural Resources (CASNR) ambassador team, Oklahoma State Student Foundation, and Agriculture Future of America. I also work as an undergraduate research scholar in an Animal Science/Molecular Biology lab at OSU.

I grew up in Kansas City, MO, with my parents and younger brother, TJ. My family owns RS&T Simmentals LLC, a purebred Simmental and SimAngus™ seedstock operation with 120 head of registered cows located in Savannah. I am a partial owner of my family's cattle operation with my parents and grandparents. I love to travel and recently had the opportunity to study abroad with the OSU College of Agriculture to the Czech Republic and Central Europe.

**Troendle:** With regard to your career, what are your ultimate goals?

**Cowger:** My passion for the agriculture industry started with Simmental cattle, but has grown to encompass the agriculture technology sector and all that it can do for the future of feeding our world. My ultimate career goal is pursue a law degree and work as a patent and intellectual property attorney — working to protect the technology that is vital to helping make the agriculture industry more efficient and sustainable.



The Cowger family, left to right: Scott, Lorri, Jordan, and TJ.

**Troendle:** Discuss your family's experience with cattle.

**Cowger:** My dad and aunt purchased their first Simmental heifer in 1982 and since then have continued building and evolving their herd with all the changes and growth in the Simmental breed. My dad and aunt were AJSA members and competed in the AJSA Regional and National Classic events throughout their AJSA membership. My family works hard to produce cattle with high quality Stayability and functional traits that can work in anybody's herd across the country.

Today, my dad and grandpa work together to utilize reproductive and genetic technologies to breed the best version of Simmental cattle that they can. Through bull sales, we have built strong relationships with commercial breeders, with the knowledge that the seedstock industry's primary purpose is to better breed quality for all beef producers at all levels of production.

**Troendle:** Share your involvement in AJSA and state junior programs.

**Cowger:** I have been a member of the Missouri Junior Simmental Association for as long as I can remember. I started serving on the state junior board when I was 12 and continued to serve my state association in that capacity until last year, serving as both President and Secretary throughout my time as a board member. I served as the MJSA Princess and Queen, and I also helped host three South Central Regionals and an AJSA National Classic. I credit the MJSA for providing me an introductory leadership role in serving the Simmental breed and supporting me throughout my time as an AJSA Trustee.

In 2007, at nine years old, I attended my first South Central Regional and National Classic and was immediately hooked. Since then, I have attended every National Classic and attended two AJSA Summit Leadership Conferences. I credit the AJSA with helping me to develop my knowledge of the beef industry and communication skills.

I distinctly remember my first Sales Talk at my very first National Classic. I was selling one of my favorite show heifers that is still a

donor cow in the family's herd to this day. I remember talking and talking about how great my heifer was, only to be told that time was up in the middle of my sales pitch. I marched out of the ring and told my dad that I had no idea how anyone could sell an animal in just seven minutes! However, since that day I've learned so much from every AJSA contest, from everything from Showmanship to Public Speaking. I've met so many people from all over the country, and even had the opportunity to travel to Canada on behalf of the AJSA to participate in their National Classic. I love this breed, but most of all I love the people and the work they do to invest in their junior programs.

**Troendle:** *What were your thoughts as you became: a) an AJSA member; b) Trustee; and c) AJSA President?*

**Cowger:** I became an AJSA member at such a young age, but I can distinctly remember being excited that I had the opportunity to take my Simmentals to even more shows! After I participated in my first National Classic, I knew that this would be an organization that I would commit myself to and work at.

I began to set goals for myself and my favorite week of the summer easily became the week I spent with my Simmental friends at the National Classic. As a young AJSA member, I distinctly remember the junior trustees tailing my heifers in the ring and checking me in for my contests. While I admired, and adored, the Junior Board members who helped me, I never considered being a Trustee until I was older. As my passion for the Simmental breed grew, so did my desire to give back to the organization that made me the person I am today. When I became an AJSA Trustee, I was ecstatic and nervous all at the same time. I remember feeling humbled that the AJSA members in my region felt that I was worthy of serving them in that capacity, and I was excited to work to make the organization I love even better than it was for me.

**Troendle:** *What would you like to see accomplished during your term as President?*

**Cowger:** Having been named the "Hottest Breed" the past two years and having seen our largest National Classic in 2016, it is safe to say that our Association is constantly changing, innovating, and growing. One of the biggest things we have already accomplished this year is the addition of a Bred & Owned bull show to the summer Regional



and National Classics. As a junior board, we felt that to cultivate the young breeders of tomorrow, we needed to promote the breeding and raising of all components of a herd. Throughout the rest of my term and with all the changes happening in the AJSA, I want to continue building on the relationship that the AJSA board has with its members, senior board, and ASA staff. These people are vital in keeping the AJSA moving forward and continuing to excel as one of the premier youth beef programs, thus keeping communication open is critical for efficient advancement of our breed and programs.

**Troendle:** *What are your feelings with regards to the new IGS Youth Leadership Summit? How was it received among your peers?*

**Cowger:** The IGS Summit was a unique event that allowed AJSA members to connect with other junior members in the Gelbvieh and Shorthorn breeds. While still in its infancy and having learned from the first one, I believe that this event could grow into something that all youth beef breeders wish to be a part of. I believe that the Summit Leadership Conference serves an incredibly important purpose by allowing members to connect with one another without the responsibility of caring for their animals. The IGS component facilitates the sharing of ideas and networking between breed associations, allowing collaboration and the opportunity to meet new people. I hope that as

*(Continued on page 24)*

# A Conversation with Cowger



*(Continued from page 23)*

it continues to grow, that more IGS breeds choose to become a part of the Summit conference and continue to grow it to fulfill the potential I know that this event has.

***Troendle: Are there any particular AJSA events or experiences that are especially memorable to you?***

**Cowger:** One of the most memorable AJSA events I experienced was in Bozeman, MT, at the 2015 Summit Leadership Conference. It was a unique opportunity to see a part of the country I had never seen and visit the place where the Association serving the breed I love operates. I could do these things while interacting with my friends who all share the same passion and love for Simmental cattle that I do. I grew closer to the people I shared that experience with and love that I get to continue connecting with them at AJSA events.

Traveling to the Young Canadian Simmental Association (YCSA) National Classic was another incredible experience I remember as an AJSA member. I traveled with former President Kaylie Huizenga, and we had the opportunity to compete in the YCSA contests and showmanship competitions. I made friends and was able to experience the differences in not just the Simmental breed, but the cattle industry as a whole in Canada. I remember some of our friends we made came down to our National Classic and IGS Summit the following summer. It was an incredible to travel on behalf of the AJSA, while learning more about the breed I love and to share that love with other Simmental breeders outside of the US.

***Troendle: What advice would you offer to juniors who are reluctant, for whatever reason, to become involved in AJSA programs?***

**Cowger:** While some of the contests and programs can be intimidating for younger members, I would ask each of them to think about the person they want to be and what they want to do with their life. The AJSA programs are

designed to help you be successful both as a beef producer and simply as a person. While standing up and giving a three-minute extemporaneous speech can seem terrifying in the moment, later down the road it may give you the confidence to land your dream job.

I have been attending AJSA events for over 10 years of my life, and I have never met a past AJSA member who regrets their membership and the activities they were involved in. I feel that alone speaks volumes to this organization and what it has the potential to do for its members, should they choose to take advantage of it. I would encourage them to talk to people who are actively involved in the AJSA and ask them what it is they love most about the organization. That alone should convince you of all the wonderful things the AJSA has to offer.

***Troendle: Comment on the value of these ASA Programs:***

**Cowger: Progress Through Performance (PTP).**

The PTP shows are an incredible opportunity for the Simmental breed to continue being competitive at the national level, while also encouraging the development of Simmental genetics. It promotes the balance between phenotypic and genotypic traits that are increasing intertwined in the seedstock industry.

**Steer Profitability Competition (SPC).** The Steer Profitability Program is something the AJSA was extremely proud to promote in its infancy and one that we were excited to see the first round of results from this past summer. I firmly believe that this program demonstrates the versatility of the AJSA and our mission to develop well-rounded beef producers who understand all aspects of the industry from seedstock genetics all the way to slaughter. The AJSA also recently added the SPC program as a component of our National Classic overall points competition. Therefore, if an SPC competitor chooses to come to the National Classic and participate in the educational contests, they could gain cattle points from their SPC entry. This program is valuable in expanding our membership base and reminding youth of the importance of the commercial industry and the impact that SimGenetics can have on it. This program is real-world and interactive and extremely valuable to the AJSA. I am excited to see how it develops and grows over the next few years.

**The American Simmental-Simbrah Foundation (ASF).**

The ASF is one of the greatest components of the ASA. It is a group of people who volunteer their time simply for the betterment of the Simmental breed and the Association that they love. As a recipient of both the Silver and Gold Merit awards, I will forever be grateful to the Foundation for its support of the AJSA and recognition of dedication and passion for our breed.

*(Continued on page 24)*

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Purebred Red Angus  
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A sample of the bulls selling February 9, 2018!



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CCR WIDE RANGE 9005A x JF SIGNATURE 3268A



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TNT WHISKY RIVER B298 x 5L NORSEMAN KING 2291



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# A Conversation with Cowger

(Continued from page 24)



Jordan Cowger posing in front of the Bridger Mountains at the ASA Headquarters



Cowger with her first Simmental heifer at five-years-old.

I admire the Foundation for continually working to improve on all the projects it currently runs to raise money both for youth, education, and science. They do an incredible job of recognizing the needs of the Association, and where the impact of the dollars they raise would be best utilized. I know for a fact that the AJSA appreciates the support of the Foundation in terms of the scholarships, opportunities, and general presence they have through all our events and projects.

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

**Cowger:** Our science and technology is one of our greatest strengths — working hard to not just make the Simmental breed better, but to make beef cattle better. The opportunities available to Simmental breeders are endless in terms of enhancing the genetics they already have in their pasture and I think that shows the value of ASA and the work they do for their breeders. Of course, in our fast-changing innovative society there is always room for improvements, but I know that the ASA is constantly looking to the future and for ways to continue improving our breed. ♦

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SHE SELLS - Bridle Bit Miss D713  
ASA# 3271373, daughter of  
Nightride. Full brother pictured  
right.



Bridle Bit Miss D675  
ASA# 3137494, daughter of  
Blackhawk and owned by  
Southern Cattle Co.

Offering the spring  
service rights on  
Hook's Blackhawk.



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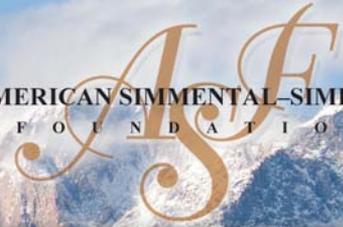


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# Circle M Farms donates CMFM Lola D905 for Foundation Fundraiser.

AUCTION  
2018

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION



## CMFM Lola D905



Circle M Farms, Rockwall, Texas, has donated one of their heifers, "CMFM Lola D905," (ASA# 3189171) to be sold at the 2018 The One Sale in conjunction with the ASA Annual Meeting and the National Western Stock Show in Denver. Proceeds from the sale of this donated animal will be routed through the American Simmental-Simbrah Foundation (ASF) specifically for youth.

Circle M Farms, owned by Craig McCallum, is a long-time ASA member and generous supporter of many ASA programs. It is a purebred operation producing Simmental, SimAngus™, and Angus genetics for both the registered breeder and the commercial industry.

Ranch manager Greg Burden says, "Circle M Farms is proud to provide the 2018 ASA Foundation Donation heifer. Craig has always been a big supporter of the AJSA, and we had already agreed to provide a donation heifer before Craig decided to disperse. In typical Craig fashion, he instructed me to pick out 'something special'. CMFM Lola D905 is a bred heifer, which is the first time anyone has donated a bred heifer. She is from Lola 137Z who won the AJSA Classic in Louisville, in 2014 and is sired by Duracell. The foundation of Circle M Farms was built on cow families and this heifer will stand the test of time for the new owner."

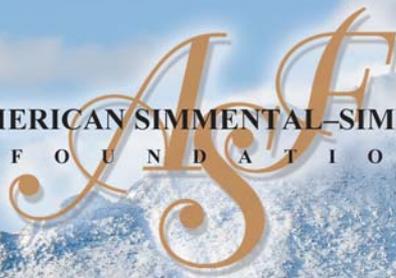
**CMFM Lola D905 will sell January 15, 2018, during The One Volume XXV sale in Denver.** The ASA Foundation is honored to welcome Circle M Farms to the elite list of breeders on our Foundation Honor Roll.

ASA# 3189171 • BD: 4/6/2016 • Purebred Simmental  
HTP/SVF Duracell T52 x OBCC Lola 137Z

CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	Doc	CW	YG	MB	BF	REA	SHR	SAPI	STI
13	.8	68	101	.20	9	14	48	8.3	9.3	30.9	-.29	.15	-.042	.83	-.45	125	74

EPDs as of 11/8/2017

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION



**Thank you to all of the heifer donors from previous years – and a big thank you to Circle M Farms for the 2018 donation.**

**The 2018 event marks the 22nd consecutive year that donated genetics have been auctioned on behalf of the ASA Foundation. Previous donors were:**

- 1997 Cheyanne Allen, Winchester, IN
- 1998 Triple C Farms, Maple Plain, MN
- 1999 Breinig Simmentals, Arapahoe, NE
- 2000 Dave Nichols, Bridgewater, IA/  
Barry Wesner, Chamberlain, IN
- 2001 Sue Ann Fletcher Nichols, Sioux City, IA
- 2002 LeighBert Farms, Lancaster, WI
- 2003 Double S Simmentals, Fountain Run, KY
- 2004 Hudson Pines Farm, Tarrytown, NY
- 2005 Buzzard Hollow Ranch, Granbury, TX
- 2006 JDJ Ranch, Evart, MI
- 2007 Gateway Simmental Ranch, Lewistown, MT
- 2008 Triple C Farms, Maple Plain, MN
- 2009 Hart Farms, Frederick, SD
- 2010 Grindstone Creek, Sturgeon, MO
- 2011 Sanders Ranch, Louisburg, KS — bull lot
- 2012 HTP Simmentals, Paris, KY
- 2013 Lazy H Farm Randy and Karen Henthorn and Family, Fleming, OH.
- 2014 Owen Brothers, Springfield, MO
- 2015 Werning Cattle Company, Emery, SD
- 2016 Shoal Creek Land & Cattle, Excelsior, MO
- 2017 Long's Simmentals, Creston, IA

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**B&J Ms Touch of Gold S601**  
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**Miss CCF Jestress B79**  
Selling Embryos by FHEN Halftime  
& TL Ledger

# 2018 Golden Book Winners Recognized

ASA taps two cattle operations with long-time affinity for Simmental genetics to receive the prestigious World Simmental-Fleckvieh Federation Golden Book Award.

By Dan Rieder and Emme Troendle

## Susan & Curtis Russell Honored

### Reflected R Ranch, Sugar City, Colorado

Born and raised in southern Kansas, both Susan and Curtis Russell began their lifelong affinity for the cattle industry at an early age. From childhood, both participated in 4-H and cattle events, and now as lifelong partners, they make it a priority to give back to the industry.

Both are graduates of Kansas State University (KSU). For 15 years after graduation, Susan worked as a newspaper and magazine editor. Today, she continues to write for special projects and works on creating direct-mail quarterly newsletters for their ranch and retail business, while maintaining related web and social media sites. Shortly after graduation from KSU, Curtis started working at Land O'Lakes' beef research unit, then moved into a 10-year career with Foxley Cattle Co.

Susan and Curtis own and operate Reflected R Ranch and WW Feed & Supply LLC. They run 150 head of registered Simmental near Sugar City, located in the shortgrass prairie of southeast Colorado. Reflected R Ranch sells their top yearling bulls at the High Altitude Bull Sale. Yearling prospects are developed at T-Heart Ranch at nearly 8,000-feet, and pulmonary arterial pressure (PAP)

tested twice to minimize the risk of High Mountain Disease (HMD), caused by excessive blood pressure in the thoracic arteries, and generally affecting cattle raised at 5,000 feet or higher. Dedicated to optimum performance, they also consign bulls to ASA's Carcass Merit Program.

The feed mill and retail store, based in La Junta, CO, merchandises and markets livestock feed and supplies, providing custom mixing, nutritional livestock consulting, artificial insemination services, as well as bulk feed and liquid nitrogen deliveries.

Acknowledged as leaders in their industry, Susan and Curtis each served six years on the ASA Board of Trustees, and both were elected to its Executive Committee. Heavily involved with Simmental organizations, Susan has been the secretary/treasurer for the Colorado Simmental Association (CSA) since 1998, while Curtis has served a total of 12 years on the CSA Board, including time as president.

Together, the couple has been actively involved with membership events, ASA annual meetings, AJSA Classics, and as the primary coordinator for the National Western Stock Show (NWSS). They serve their regional cattleman's association, and Curtis was just elected to the Colorado Cattlemen's board.

The Russells' two sons, Jason and Chad, have been integral parts of the ranch. Both participated in AJSA, 4-H, and FFA, and served as Colorado State 4-H Officers. Today, Jason works for Ruger in New Hampshire, and Chad is finishing dual degrees in mathematics and animal science at Colorado State University in Fort Collins.

Susan and Curtis were recipients of the CSA's 2010 Breeder of the Year, Colorado Cattlemen's 2015 Outstanding Seedstock Producer, and received CSA's Honorary Life Award at the 2016 NWSS.

"We're humbled to be receiving the Golden Book Award," Susan shares. "There are so many industry leaders who have greatly contributed to the beef business. We're just glad to be a part of the team. My husband and I try to 'pay it forward' by helping where we're needed."



Susan and Curtis Russell of Reflected R Ranch.

### Swain Select Simmental, Louisville, Kentucky

Dr. Fred Swain's vocation is Pediatric Dentistry, but he has maintained an equally great passion for the cattle business, the last 37 years with Simmental. Born in Indiana and a graduate of Earlham College and Indiana University's School of Dentistry, Swain has spent his entire professional career and raised his family in Kentucky.

Fred and Phyllis, his wife of more than 50 years, were both raised in agriculture — Fred on a row crop and Guernsey dairy farm and Phyllis on a commercial Angus and Quarter Horse farm. He admits that he was at least partially drawn to Simmental because the breed's traditional color pattern closely resembled the Guernsey cattle of his formative years.

The Swain Select Simmental operation consists of 35 females

calving with a heavy emphasis on productive, consistent cow families. Breeding focus has been on top-end cattle with a balance of good phenotype and EPDs. Embryo transfer and artificial insemination have been heavily employed for selection of outstanding traits and infusion of genetically superior markers. For the past 20 years, Swain genetics have been marketed primarily through the very successful Belles and Bulls of the Bluegrass sales of which Fred was a co-founder.

The Swains have been a diligent, dedicated advocate for Simmental cattle and breeders. Fred has served multiple terms, including as President, on the Kentucky Simmental Association Board of Directors, and two three-year terms as a Trustee of the American Simmental Association.



## Fred & Phyllis Swain Honored

Fred and Phyllis have been especially active in providing unselfish support of ASA's highly coveted junior program. In addition to ongoing involvement in the conduct of Regional and National Classics, more than \$80,000 has been raised through the AJSA Eastern Regional Auction, held each year in conjunction with the North American International Livestock Exposition (NAILE) in Louisville. These funds are then allocated to eastern states that may have limited budgets so that they might have an opportunity to host the Eastern Regional Classic.

Fred and Phyllis Swain are the parents of two sons, both of whom were actively involved in the early stages of the AJSA as it was being established in the early 1980s. They're also the proud grandparents of two boys and two girls. Chi and his wife, Angie, are the parents of Glavin; while Brian and his wife, Heather, are the parents of Lily, Tucker and Bella.

"The Eastern Junior Classic funding is perhaps our most important project," Fred shares. "Along with other generous people from across the country, it has been a real privilege to be able to put the Eastern Regionals on a solid financial footing."



*Fred and Phyllis Swain of Swain Select Simmental.*

## 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.

The ASA Board, which nominates and approves Golden Book Awards, authorizes up to three awards annually. Recipients of the award receive a plaque from the WSFF and a framed citation signed by the ASA Chairman of the Board.

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 Klompier, '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  
 Silver Towne Farms, '07, Winchester, IN  
 Gateway Simmentals, '07, Lewistown, MT  
 Dr. Larry Cundiff, '07 Clay Center, NE  
 Reese Richman, '08, Tooele, UT  
 Clifford "Bud" Sloan, '08, Hamilton, MO  
 Sally Buxkemper, '09, Ballinger, TX

Nichols Farms, '09, Bridgewater, IA  
 Triple C Farms, '09, Maple Plain, MN  
 Linda Kesler, '10, Bozeman, MT  
 Stuart Land & Cattle, '10, Rosedale, VA  
 Powder Creek Simmentals, '10, Molena, GA  
 Tom Clark, '11, Wytheville, VA  
 Harrell Watts, '11, Sardis, AL  
 Frank Bell, '12, Burlington, NC  
 John Christensen, '12, Wessington, SD  
 Bob Finch, '12, Ames, IA  
 Willie Altenburg, '13 Fort Collins, CO  
 Tommy Brown, '13 Clanton, AL  
 Roger Kenner, '13 Leeds, ND  
 Dr. Michael Dikeman, '14, Manhattan, KS  
 Val & Lori Eberspacher, '14, Marshall, MN  
 Hounshell Farms, '14, Wytheville, VA  
 Verlouis Forster, '15, Smithfield, NE  
 Jennie Rucker, '15, Hamptonville, NC  
 Dr. Mike Tess, '15, Bozeman, MT  
 Bill Couch, '16, Owensville, IN  
 Billy Moss, '16, McCormick, SC  
 Pine Ridge Ranch, '17, Dallas and Athens, Texas  
 Dr. Calvin Drake, '17, Manhattan, Kansas  
 Jim Berry, '17, Scales Mound, Illinois

# Why Do You Give?



Fred Schuetze, Chairman  
bhr@speednet.com // 817.894.0563

John Walston (2017)  
farmoffice@hudsonpines.com // 518.851.2000

Gordon Jones (2017)  
gordon.jones44@yahoo.com // 270.991.2663

Lori Eberspacher (2018)  
sales@ebersale.com // 507.532.6694

Mark Smith (2018)  
smith5785@bellsouth.net // 601.799.1038

Tonya Phillips (2018)  
tonya.phillips@fleming.kyschools.us // 606.584.2579

Bill McDonald (2019)  
info@mcdonaldfarms.com // 817.894.0563

Mikell Davis (2019)  
mikell@littlecreekcattle.com // 662.418.0686

Emily Brinkman (2019)  
emily@generation6.co // 419.967.0141

Greg Burden (2019)  
greg.circlefarms@gmail.com // 405.780.0372

Aaron Owen (2020)  
aaron@ozarkempirefair.com // 417.830.6252

Cheyenne Allen (2020)  
cheyenne.allen@gmail.com // 701.898.8978

Holli Hatmaker (2020)  
hollihatmaker@aol.com // 859.707.5248

## I GIVE BECAUSE...

We believe that the future of the cattle industry lies in the hands of the youth of today. We are committed to supporting the development of today's youth into the best leaders possible.

AMERICAN SIMMENTAL-SIMBRAH

Thank you for your support TransOva Genetics

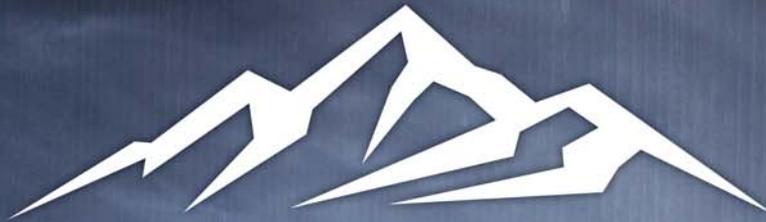
## ASF Launches 'Why I Give' Campaign

Over the summer the American Simmental-Simbrah Foundation launched their new "Why I Give" campaign. This project showcases individuals who have donated toward ASF programs, allowing the opportunity to share with others why they feel it's important to support ASF efforts.

If you have donated to the ASF and would like to be featured in the campaign, please contact Holli Hatmaker for more information.

## Donate to your cause today!

[www.simmental.org/foundation](http://www.simmental.org/foundation)



# FOUNDATION GALA

## NIGHT IN THE ROCKIES

SUNDAY, JANUARY 14, 2018 | DENVER, CO | 7 PM

DOUBLETREE DENVER HOTEL, THE GRAND BALLROOMS  
3203 QUEBEC STREET DENVER, CO



Kevin Ochsner  
NCBA Cattlemen to Cattlemen

*Join us* FOR A  
**GRAND EVENT**  
AT THE NWSS!

Mark your calendar and plan to attend the annual Foundation Gala! Featuring a free social hour, entertainment by guest, Kevin Ochsner, NCBA's Cattlemen to Cattlemen host and Colorado rancher.

Show your support for over 20 programs supported and sponsored by the American Simmental-Simbrah Foundation by participating in the annual Foundation Gala auction. View the complete auction offering on the ASF Facebook page and website.

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION



For more information please contact,

Fred Schuetze, Chairman  
bhr@speednet.com // 817.892.0563

Or any ASF Board Member

YOUTH, EDUCATION & RESEARCH

[www.simmental.org/foundation](http://www.simmental.org/foundation)

American Simmental-Simbrah Foundation

Bid online, [liveauctions.tv](http://liveauctions.tv)



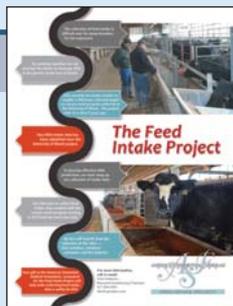


# American Simmental Simbrah Foundation

The American Simmental-Simbrah Foundation (ASF) is committed to supporting the work of the ASA through three primary pillars: youth, education and research. Contributions made to the ASF will be invested as a part of good financial planning to ensure the Foundation will stay strongly committed to its mission, and to ensure ASA continues to advance and maintain leadership within the beef industry. To enhance existing programs, the Foundation has implemented a new model for fundraising: member groups. If you have an interest in fundraising for any of these special projects, contact the listed Foundation Board Member to get involved!

## Feed Intake Project

Member Contact:  
Fred Schuetze 817-894-0563  
Bill McDonald 540-230-6225  
Gordon Jones 270-991-2663  
ASA Staff Contacts:  
Jackie Atkins 406-587-4531 ext. 103



The cost of feed is the number one cost to the beef industry annually (65% of production cost of beef). The ability to predict differences in feedlot intake of sires' offspring is an important component in the assessment of differences in profitability between sires. The Feed Intake Project collects individual feed intake data on calves of known sire groups to improve our ability to predict feed intake and thus improve our ability to predict differences in profit. Goal \$30,000/year.

## Steer Profitability Contest

Member Contact:  
John Irvine 785-313-7473  
ASA Staff Contact:  
Chip Kemp 406-587-4531 ext 508



The AJSA Steer Profitability Competition (SPC) is designed to provide members of the AJSA meaningful exposure to the opportunities and challenges associated with cattle feeding. The SPC will not only allow participants to measure and compare the profitability of their own animal(s), but of greater importance, will introduce young beef enthusiasts to peers, mentors, industry advocates, and exceedingly difficult to acquire experiences for any beef producer.

## Fall Focus Educational Symposium

Member Contact:  
Bill McDonald 540-230-6225  
ASA Staff Contacts:  
Jackie Atkins 406-587-4531 ext. 103



Each fall the ASA hosts an educational session in conjunction with the fall board meeting. Since 2014, this symposium has educated nearly 450 participants from all over the country along with international guests. The day-long event features recognized experts in livestock genetics, animal breeding, and other key topics for beef cattle. Seedstock producers, commercial cattlemen, industry personnel, other breed associations and academics come together for this session and following social. Join us in hosting the 2018 Fall Focus and ASA's Fifty Year Celebration in Bozeman, MT, by donating funds to this event. Goal \$10,000/year.

## Walton-Berry Graduate Student Support Grant

Member Contact:  
Dr. Robert Walton  
Jim Berry 815-777-1107 (evenings)  
ASA Staff Contacts:  
Jackie Atkins 406-587-4531 ext. 103



The Walton-Berry Graduate Student Support Grant supports graduate education with emphasis on genetic improvement of livestock. The fund originally started by Jim Berry of Wildberry Farms, honors Dr. Bob Walton's life-long efforts in animal breeding and raising Simmental cattle. The Walton-Berry Graduate Student Support Grant funds graduate education in research programs to directly improve applied livestock genetics and help build future experts in animal breeding. There are two awards annually — one for \$5,000 and a second for \$3,000 for graduate education programs; each recipient will contribute to ASA Publication, Inc. regarding their research for both *SimTalk* and *the Register*.

## Sarah "Sally" Buxkemper Research Fund

Member Contact:  
Tim Smith 512-587-7896  
Lucy Buxkemper Humble  
512-217-7720  
ASA Staff Contacts:  
Jackie Atkins 406-587-4531 ext. 103  
Chip Kemp 406-587-4531 ext. 508



Sarah "Sally" Buxkemper, owner of RX Ranch, was an early proponent of breeding composite cattle and was instrumental in developing Simbrah and SimAngus™ HT cattle. She was sold on SimGenetics when her first calves hit the ground in 1971 and on ASA because of its founding principles of genetic improvement, research, education and youth development. Sally was one of the first women to earn an animal husbandry degree and to be trained in AI in the 1950s. She was an early researcher of the bovine genome when she earned a M.S. in Molecular Biology in 1998. Always learning, she put knowledge into practice in her herd and shared her experiences one-on-one with fellow breeders, with youth and their families, as well as at podiums around the world. In keeping with her long affiliation and fervent devotion to SimGenetics and research, the Sarah "Sally" Buxkemper Memorial Fund will be used to support the research arm of the American Simmental-Simbrah Foundation.

AMERICAN SIMMENTAL-SIMBRAH  
F O U N D A T I O N



## The Foundation Auction

Member Contact:  
Fred Schuetze 817-894-0563  
ASA Staff Contacts:  
Linda Kesler 406-587-4531 ext. 123

Held in Denver, Colorado, each January, 2017 was another success! This year the auction included online bidding through liveactions.tv and entertainment by Trent Loos, a recent appointment to President Donald Trump's Agricultural Advisory Committee. The crowd exceeded expectations and a total of \$46,710 was raised by the end of the night with 48 online bidders. This has been a great year for the Foundation where an additional \$160,531 was raised by "Foundation Member Groups" in FY 2016. Contact a Foundation Trustee if you are interested in joining one of the above mentioned member groups to raise contributions for a program or project important to you.



## Foundation Wall

Member Contact:  
Fred Schuetze 817-894-0563  
ASA Staff Contact:  
Linda Kesler 406-587-4531 ext. 123

"Brand Yourself in Simmental History" by being included in the ASA's office through a personalized branded wall plaque, or by dedicating a tree outside the building. Several levels of sponsorship exist, with all proceeds going to the Foundation. You may designate which of the three pillars you wish to support by tagging your donation to a specific project.



## Youth Merit Awards

Member Contact:  
Lori Eberspacher 612-805-8225  
ASA Staff Contact:  
Rachel Endecott 406-587-4531

Dollars for scholars. Established in 1981, the Merit Award is designed to provide recognition to junior members who have made "significant contributions to their community, home, family, school and the Simmental or Simbrah breeds of cattle". As college tuition continues to increase, the Foundation continues to support 16 AJSA members each year by awarding over \$25,000 in scholarships, 11 Silver Merit Awards and five Gold Merit Awards, to help them continue their collegiate educational endeavors.



## Young Canadian Exchange Project

ASA Staff Contact:  
Rachel Endecott 406-587-4531

Each summer, two AJSA Board of Trustee members will be randomly selected to attend the Young Canadian Simmental Association National Classic. This is not just an opportunity to travel, but rather an opportunity for AJSA members to learn about international agriculture, new ideas to progress the Association, and gain new friends in an attempt to build their resume and personal experience.



## Youth Eastern and Western Regionals

Youth — Eastern Region Specific:  
Fred Swain 502-599-4560  
ASA Staff Contact:  
Rachel Endecott 406-587-4531

Together as one team, our junior programs will flourish! The Eastern and Western Regions have each formed state groups to fundraise for their yearly Regional Classics. The Eastern Regional group hosts a fundraiser at the NAILE each year, allowing states in the east to step up more freely to host Classics, due to a lower financial cost. Following suit of a previously successful regional group, the Western Region formed their own group. The goal is to see states within a specific region as one unit, rather than individuals. The establishment of these regional groups is to raise funds for the Eastern and Western Regional Classics, despite which state holds the classic.



## Youth National Classic

ASA Staff Contact:  
Rachel Endecott 406-587-4531

Each year your state associations play host to the largest SimGenetics event in the country, one of the most prestigious youth livestock events, the AJSA National Classic. With each year's National Classic bigger than the last, more and more SimGenetic enthusiasts attend the National Classic and purchase SimGenetics; at the same time, state associations are saddled with a growing financial responsibility in hosting. Help lighten the load by contributing and ensuring many years of AJSA National Classics to come. ASA is already committed to contribute \$10,000 annually and the Foundation would like to match that amount each year.



## Foundation Board Members

Chairman,  
Fred Schuetze 817-894-0563  
Bill McDonald 540-230-6225  
John Walston 518-851-2000  
Lori Eberspacher 507-532-6694  
Gordon Jones 270-991-2663

Mark Smith 601-799-1038  
Tonya Phillips 606-584-2579  
Greg Burden 405-780-0372  
Emily Brinkman 419-967-0141  
Dr. Mikel Davis 662-418-0686

Holli Hatmaker 859-707-5248  
Aaron Owen 417-830-6252  
Cheyanne Allen 765-546-0538  
[asf@simmental.org](mailto:asf@simmental.org)  
[simmental.org/foundation](http://simmental.org/foundation)

# Knowledge is the New Loyalty

## ASA tools benefit commercial clients and seedstock producers.

By Chip Kemp



**Chip Kemp,**

*Director of Membership  
and Industry Operations*

At the very core of the American Simmental Association is the inherent belief that the **sharing of data strengthens each of us**. You collect pedigree and performance information on your ranch. At the same time, I'm tracking the relationships and weights on my farm as well. Our efforts allow both of us to make better breeding decisions going forward. **You win. I win. This is the essence of ASA.**

In fact, this mutually beneficial model of business embodies a very symbiotic relationship where both sides of the business transaction win. That is success. That is sustainable. That is capitalism.

This historic vision of business success being dependent upon empowering the customer seems a bit clouded these days. Maybe too "Mayberry" and "Bonanza" for some. All too often we see the bad fruits of bad business. The news, if one can stand to consume it, is filled with stories of those who have fattened themselves by taking advantage of others. We see it across the spectrum. Even in our industry. But try as we might, **we agriculturists just can't help but cooperate — on occasion**. Yes, the stereotypical view of stoic independence has a great deal of truth to it. Whether your hero is John Wayne, Augustus McCrae, or Annie Oakley we all admire the ability to get it done single handedly. But even so, we each have our own accounts of when the entire ag community came together to help a neighbor in need. And even at the end of our longest days, we know if duty called we'd be there cooperating on behalf of another — purely because it was the right thing to do.

My college years were when the term "beef alliance" became all the rage. In the early 90s, this was to be the vehicle to save us all. We needed data and alliances were going to give us the collective leverage to acquire that data from feeders and packers. And admittedly, to a large extent, those pioneers wedged their toe in the door. They nudged their way through the gate and were a large part of the reason that today, should you wish, you can feed cattle with knowledge and get your hands on individual carcass data. Many of those entities have faded away, only a handful remain. However, they helped position each of us to make better decisions on our own place.

Most of you reading this are seedstock producers and are indebted to our alliance ancestors who helped better our business. They helped "pay it forward" to each of us. Now it is our turn. And as I mentioned earlier, to keep an effort sustainable both parties must win. So, if given the tools and given the chance, who within your beef circles

would you want to see win? Who within those same circles helps you win? I bet you get the same answer for both questions. **Your customers.**

Obviously, these are "your" customers. Which means they already see your relationship as a benefit to their bottom line. But could you offer more? Are there ways you can mentor them or programs you can encourage that can even improve the profit potential of the herd that you've help them build? What do they need? Are they looking for tools to give a thorough view of the profit potential of their feeder calves? Is cow herd longevity and durability a priority for them? Do they have tools for these? Or maybe the bigger question is this . . . **Do you have tools** that you can make available to your customers to answer these questions? You answer these questions for yourself through data. You can readily use EPDs and Indexes to enhance your replacement heifer selection. Those same genetic predictors can give a remarkably accurate view of your feeder calves through the IGS Feeder Profit Calculator™ (FPC).

So, lets help your customers win, shall we?

ASA's **Total Herd Enrollment — Commercial Option** (THE-CM) is designed specifically to put your clients on the path of success. By their enrollment in this option they begin to receive EPDs and indexes on their females. **This provides your customer with the ability to use all the same tools** that are at your disposal to better select (and cull) females based on Stayability, \$API, and any EPD of their choosing. On top of this, like all ASA members, they would have access at no additional charge to our Active Herd database managing software. That means you can save your customer from having to buy another data management software or help them take the next step from the back of a feed sack and a confusing Excel datasheet. And they can get all this for only \$500/year. What is more, they can even capitalize on the current Cow Herd DNA Roundup and they would now be tracking the sire info necessary to immediately use the FPC. Imagine the young couple you've been mentoring for the last few years. They are working to develop the best possible commercial cow herd imaginable. Herd health, marketing practices, your guidance — all of these have been on the table. Now you get to walk in and give them genetic tools never before offered in the commercial marketplace — for the price of an armload of T-posts. You just doubled down on the customer loyalty!

But I get it. I mentioned that this should be a win/win. At first glance you might think your customer is doing all the winning in this scenario. While they will certainly taste serious success, so

*(Continued on page 38)*



**CCR Wide Range 9005A**

l<sub>c</sub>

**Homozygous Black  
Homozygous Polled**

Hooks Shear Force 38K      HTP SVF In Dew Time      ASA# 2725666  
 Sire: S D S Graduate 006X      Dam: CCR Ms. Apple 9332W      3/4 SM 1/4 AN  
 S D S Queen 814U      CCR 992F Fullhouse 3249N

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	12.4	-0.6	73.6	117.1	.27	13.2	22.5	59.3	16.9	12.9	38.7	-.32	.15	.003	1.38	-.47	148.2	80.0
ACC	.76	.89	.85	.84	.84	.39	.40	.50	.34	.19	.59	.46	.59	.54	.54	.17		
%			10	10	10	5		15	2	20	15			1	4	15	15	

EPDs as of 12.11.17

# 3/4 Simmental

■ Exciting "cow-making" option for both Purebreds and Percentages, he is fast establishing himself as the master of producing females that can successfully cross over to all segments of the industry.

**WHF SUMMER 356C**  
 sired by Wide Range  
 Res Div Champ – 2016 North American  
 Div Champ – 2017 National Western  
 Grand Champion – 2017 Iowa Beef Expo



**Semen: \$25/unit**  
 Semen available through Select Sires  
 614-873-4683 www.selectsiresbeef.com



**PROOF POSITIVE**  
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**Advanced BEEF GENETICS**

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**Koch Big Timber 685D**

Kate Roberts

**Homozygous Black  
Homozygous Polled**

Hooks Taurus 24T      GW Lucky Boy 252U      ASA# 3133113  
 Sire: Hook's Yellowstone 97Y      Dam: Koch Ms. Hooks Boy      PB SM  
 Hooks Sheyenne 77S      Hook's York 51Y

Trait	Direct					Maternal					Carcass					\$ Index		
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	17.6	-1.3	71.0	101.8	.19	11.6	22.6	58.1	18.1	12.8	28.0	-.23	.51	-.009	.87	-.47	174.2	87.5
ACC	.28	.45	.39	.43	.43	.24	.24	.29	.30	.17	.35	.26	.41	.24	.32	.21		
%	1	5	20			20		20	2	15			2		3	1	1	

EPDs as of 12.11.17

# Simmental

- Exciting Purebred Simmental offering potential improvements for every aspect of the business.
- With no pre-sale photo or video and coming from a no-frills, hard-working Montana ranch environment, BIG TIMBER has risen to the top of the pack the right way . . . he earned it!
- Coming from a very large contemporary group, he had BW, WW, and YW ratios all over 100 and literally rung the bell on his ultrasound scan with an IMF ratio of 137 and REA ratio of 110.
- Slick haired with a sound hoof, this big-middle Purebred Simmental has an enormously economical genetic package to offer the industry.

**Semen: \$30/unit**  
 Semen available through Select Sires  
 614-873-4683 www.selectsiresbeef.com



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 Darby Line 308-457-2505  
 www.trianglejranch.com

**Koch Cattle**  
 Jeff and Shere Koch 406-932-4091  
 Big Timber, Montana

# Knowledge is the New Loyalty

(Continued from page 36)

will you. First, they can't compete with you as a seedstock producer because they only receive EPDs and indexes on females. They will never get individual male genetic information, only group averages on males. That group average is great as a marketing tool on feeder steers but useless if they were to try and find which males would make potential sires. Secondly, how long will it take you on your own to get enough progeny information to prove that sire you have such hopes for? Will you ever get enough data? Will you ever get any carcass or feedlot data at all? Your serious commercial customer is going to start giving back. Your client may be using that bull directly, semen from that bull, or maybe a son of his. They are reporting weaning weights. They are proving your genetics for you. They become your test herd. And let's face it, they are far more likely to send some steers onto the feedyard than you are. Once those steers are harvested the data will start working its way into the system. The progeny from your exciting sire are getting carcass and growth phenotypes reported and figured into the genetic evaluation. You didn't have to feed a one of them. Think about the maternal data! How many daughters can you keep out of him? Your clients are helping you win by reporting reproductive and culling codes. You will win for years as these cows continue to pump out data on your genetics. **Third**, you now have a much better picture of your client's cow base. Before they came in speculating on what type of

bull would benefit them. Sometimes they were right. Often, they were wrong. Now, you are more effective in your consulting as you can look at the data, the breed composition, the pedigrees, the genetics of the cows. **You are better at providing them the appropriate bull selection** that complements their cows than you were before. You just became a more effective seedstock supplier because your client came in with information. Data that you taught them how to capture and utilize. And the circle continues as you both benefit from a symbiotic relationship.

**You win. They win. This is the essence of ASA.**

I strongly encourage you to consider how THE-CM can benefit both you and your customers. Then if you have questions feel free to contact me at [ckemp@simmgene.com](mailto:ckemp@simmgene.com).

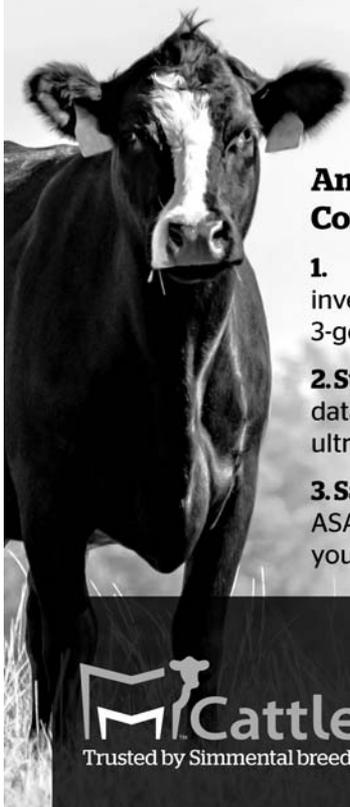


When your customers are ready send them to either myself or Jannine Story at [jstory@simmgene.com](mailto:jstory@simmgene.com). ♦

*Jannine Story*  
THE Commercial Herds  
406-587-4531 • ext. 120

## THE *EASY* WAY FOR SIMMENTAL BREEDERS TO MANAGE YOUR HERD

Right from the pasture, home, and office



### American Simmental Association Compatibility

- 1. Easy to get started:** Import your ASA herd inventory, including active animals, weights, EPDs, 3-gen pedigrees.
- 2. Stay Up-to-Date:** Import updated performance data including EPDs, adjusted weights, and ultrasound data.
- 3. Save time:** Electronically register cattle using ASA's spreadsheet template based on information in your CattleMax account.

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Trusted by Simmental breeders since 1999

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### Instantly Update Key Management Data Including:

**INVENTORY**  
*Keep up with active & inactive cattle*

**BREEDING**  
*Record pasture, AI, & embryo breedings*

**CALVING**  
*Calve cows & re-use information*

**MEDICAL**  
*Track treatments & movements*

**WEIGHTS**  
*Record weights, carcass, & more*

**FINANCIAL**  
*Keep up with purchases & sales*

# Springer

## SIMMENTAL

Sale of Value Based Genetics



EPDs: +11.4, +1.2  
 +64.2, +94.1  
 +11.3, +28.4  
 +60.5, +13.4  
 Carcass: +27.6  
 -0.23, +0.15  
 -0.034, +0.68  
 API 130.6 TI 71.4

ASA 3313620 BD: 1-5-17 BW 78 lbs WW 841 lbs  
 Erixon Bitten 203A x SAS Licorice S532 (SRS J914 Preferred Beef)

SATURDAY - 1:00 PM

**FEBRUARY 3, 2018**  
 Decorah Sale Barn  
 DECORAH, IOWA

**SELLING 65 HERD IMPROVING BULLS**

PLUS 30 Bred Females  
 8 Open Heifers  
 Donors

Breed Leading Embryos and Semen



SAS BITTEN E837

EPDs: +9.4, +2.7  
 +78.5, +109.6  
 +13.1, +19.8  
 +59.1, +10.3  
 Carcass: +38.4  
 -0.24, +0.09  
 -0.042, +0.79  
 API 124.3 TI 75.0

ASA 3313629 BD: 1-27-17 BW 92 lbs WW 842 lbs  
 Erixon Bitten 203A x SAS Aimee A836 (SAS T101 Sweet Meat)

**FEATURING GUEST CONSIGNORS:**

Graesser Brothers: Rod & Kevin Graesser, SD (605) 830-1574  
 Dan & Justin Kimball Family, WI (920) 259-9721  
 Bar QH Simmentals, John and Alicia Sandidge, (217) 370-7665  
 Stevens Cattle Company: Bob and Andrew Stevens families, MN  
 (507) 327-0414  
 Ryan & Stacy Zitelman, (563) 920-0126



SAS BITTEN E326

EPDs: +10.2, +2.4  
 +61.3, +90.5  
 +11.3, +29.1  
 +59.8, +8.3  
 Carcass: +27.3  
 -0.23, +0.15  
 -0.034, +0.68  
 API 125.9 TI 68.2

ASA 3313583 BD: 3-8-17 BW 88 lbs WW 870 lbs  
 Erixon Bitten 203A x SAS Licorice S532 (SRS J914 Preferred Beef)

Auctioneer: Phil Schooley, 641-777-0478



SPRINGER SIMMENTAL  
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 Michelle & Todd Christianson  
 Steve & Bri Springer  
 3119 310th St - Cresco, IA 52136  
 641-330-6654  
 sprinsim@iowatelecom.net

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**WWW.SPRINGERSIMMENTAL.COM**  
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LISI HIGH WORTH D308

EPDs: +14.4, -0.2  
 +61.3, +90.3  
 +11.3, +18.8  
 +49.4, +11.8  
 Carcass: +23.4  
 -0.22, +0.43  
 -0.029, +0.61  
 API 132.6 TI 72.7

ASA 3326691 BD: 12-12-16 BW 71 lbs WW 790 lbs  
 SS/PRS High Voltage 244X x RB Lady WW 308-988 (SAV Net Worth 4200)



www.livestockhub.net

This sale will be broadcast live on the internet.

**DVAuction**  
 Broadcasting Real-Time Auctions  
 Real time bidding & proxy bidding available.



# Embrace the Past,

*As ASA celebrates 50 years, we look to the past, and how it shapes our future. This month's issue kicks off a year-long series, focused on revisiting historically*

## Golden Memories

By Lilly Brogger and Emme Troendle

**In 1971, ASA published the first ever National Sire Summary. Below is the forward that accompanied this historical project written by Don Vaniman, ASA's first full-time Executive Vice-President.**

This publication represents a **first** in the history of beef cattle in the United States of America — a **National Sire Summary** indicating the genetic potential of sires used nationally in the Simmental breed! This Sire Summary will completely change methods of breeding, selecting, showing and selling of Simmental cattle. It will keep the honest cowman in business and eliminate the exploiter who would promote valueless bulls by hard sell advertis-

ing and sharp management practices but which would not stand up genetically in the Simmental performance testing procedures.

This summary will not only benefit those purebred breeders who wish to become “master breeders” instead of just simple “multipliers”, but will also immeasurably benefit the commercial cattleman who has to make a living by raising profitable cattle. Lines of cattle can now be bred with the use of genetically proven sires. “Cow-lines” may be developed to emphasize feminine traits such as fertility, calving ease, milk production and mothering ability. “Sire-lines” may be developed to create terminal cross sires that will put gain and more efficient growth on steer and heifer calves, as well as stamp high cutability and outstanding carcass traits on all his progeny.

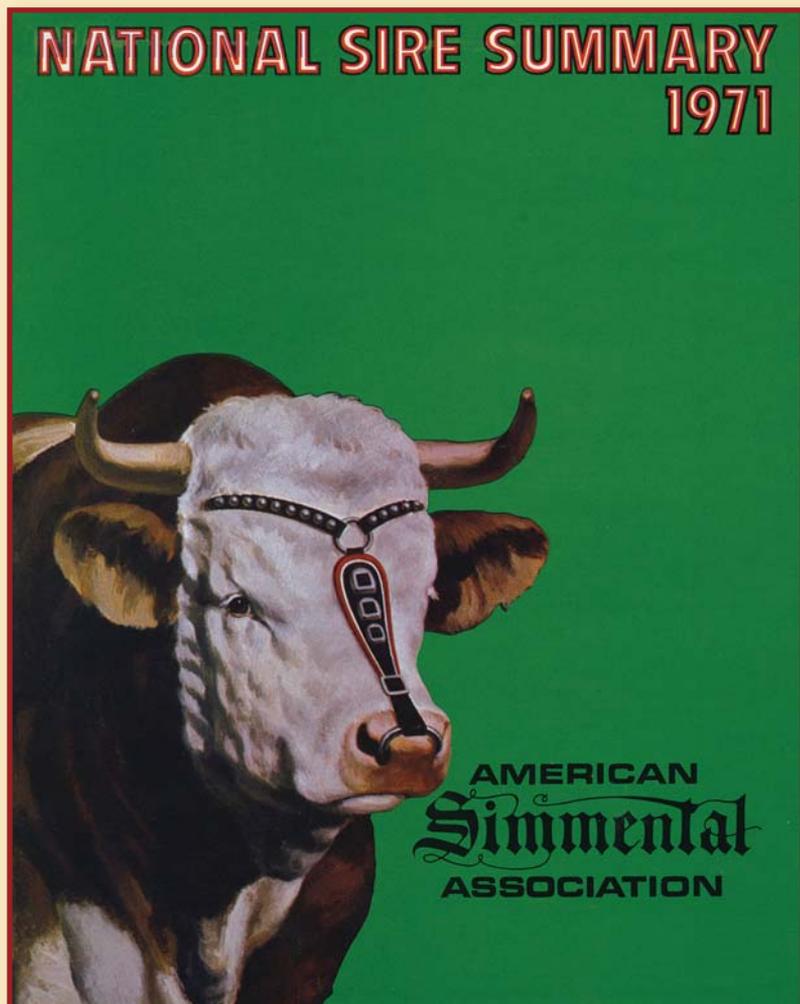
This National Sire Summary will be a useful selection guide to the users of Simmental cattle. Please read the introduction, how the data is compiled, and how to interpret the data presented.

Our immeasurable thanks to Dr. Paul Miller, who, single handedly, wrote and tested the iterative procedures for ranking sires which are computationally simpler and less expensive to operate than the least squares evaluation program.

The American Simmental Association would also like to express appreciation to American Breeders' Services, Inc., and Curtiss Breeding Services, Inc., for their financial assistance in developing and implementation of the National Sire Summary computer software. Without them, this first publication would have been impossible.

This summary should be considered preliminary data. You will notice there are very few progeny under some traits. The more Simmental breeders who get involved and put their entire herd on the SMILE system, the more accurate the data will become.

— Don Vaniman  
Executive Secretary

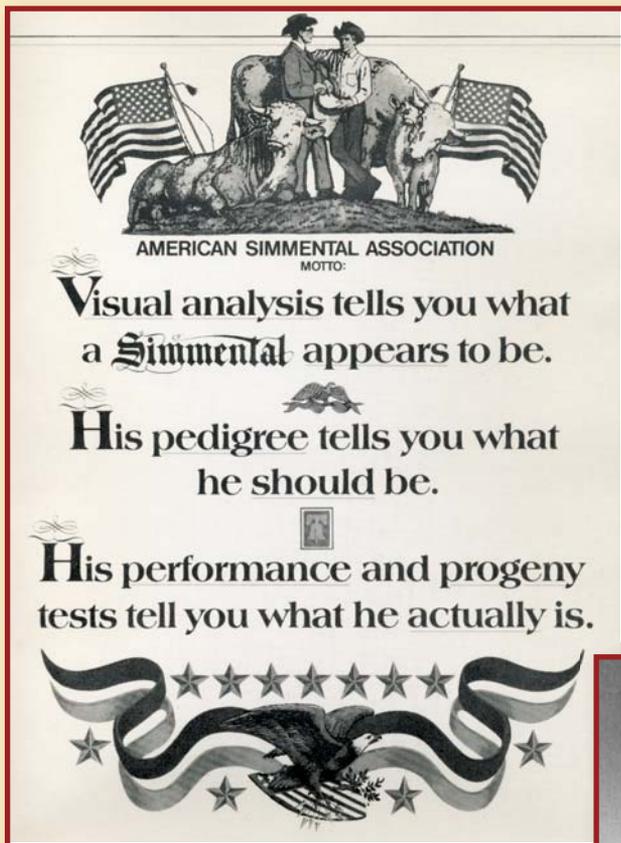


# Imagine the Future

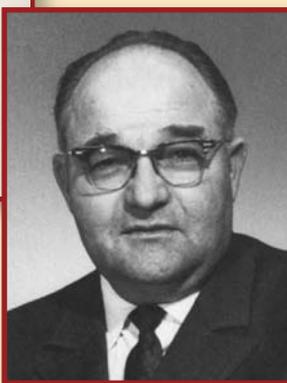
significant documents, articles, and photographs, in addition to hearing from those involved about the significance of this history.

## Golden Opportunities

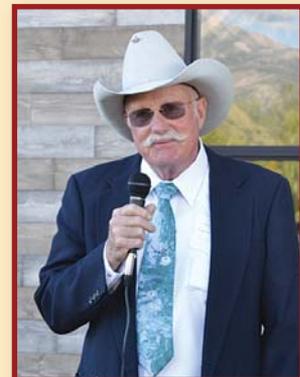
Forty-six years later, Don Vaniman reflected on the significance of the first National Sire Summary.



*Travers Smith, one of the original founders of Simmental Breeders Ltd. of Calgary, Alberta, was the first "ambassador" to the US for the Simmental breed. Smith led efforts to import Simmental genetics into North America.*



I thought it was fantastic that I could do the first National Sire Summary. It was all commercial cattlemen that started the breed registry. To find bulls, you would read the beef journals and see that someone paid \$50,000 for a bull, and then a month later, the same guy went over to the other neighboring ranch and purchased two \$50,000 heifers, so there was no true genetic evaluation. There was too much visual appraisal. I always said that our show is in the pasture, when the neighbor sees the first calves from a cross. When I took over Montana Beef, the average weaning weight of a calf in the state was 300 pounds. Then Simmental came along and added 120 pounds to the weaning weights, not even on the cow side, just on the sire's. A lot of other associations didn't have a performance program in the early days.



*Vaniman*

I think not having semen certificates, and encouraging data reporting, we had more people breeding Simmental. We didn't want Swiss cows here, we wanted cows to fit in America, that's why we didn't breed up as intensely as other breeds, we didn't need purebred Simmental here. We wanted them to work out on the country, everyone who formed the Association was in it for the commercial business.

— Don Vaniman. ♦

## Mission Statement

***The success of the American Simmental Association is dependent on the success of our members. In turn, our members' success is dependent on their cattle making an important and significant contribution to the beef industry. The highest priority is to maintain and nurture services and products, which bring value to ASA members' customers.***

# DIRECTOR'S DIALOGUE

By Chip Kemp, Director of Member and Industry Relations



ckemp@simmgene.com

I just got off the phone with an experienced and savvy seedstock producer who is new to the ASA family. And he echoed a sentiment that your ASA staff hears so often — that ASA is a breath of fresh air because we don't operate and behave like other associations. He was truly impressed by the attitude and helpfulness of various staff members. He commented that our services are unparalleled by other large associations and he was stunned on how inexpensive

our prices were. The long and short of it, despite some necessary change, this was a relationship he could get excited about.

Relationships. They are tricky, wonderful, scary, dynamic, and fulfilling things. I was truly blessed to watch a major milestone in a relationship in recent weeks. I performed one of those tasks that every dad of a little girl both dreams and fears. I was able to accompany my little girl down the aisle. The young man on the other end is a good one. One to be proud of. But as every dad knows, in that moment I had wished that aisle to be a whole lot longer. Relationships. They change. As they should.

It is quite possible your relationship with ASA has changed over time. Maybe you became a SimGenetics enthusiast after first being established with another breed. Possibly, you recently modified your relationship by taking advantage of the groundbreaking Cow Herd DNA Roundup (CHR). It could be that your

junior just joined the AJSA Steer Profitability Competition (SPC) and is excited about its new role in the AJSA National Classic. Or maybe you've just come to the decision that you need to take the leap into Total Herd Enrollment (THE). You can see the advantages it provides you monetarily, but you know the real strength is in the knowledge it provides you, your fellow ASA members, and ultimately our industry as a whole.

Many of you reading this are already huge advocates of THE. Some are just discovering its true value. And yes, a few of you may even be skeptics. I urge you to read the article regarding the THE-Commercial Option (THE-CM) in this issue of *the Register* page 36. And then share it. Share it with your fellow breeders. Offer it to your commercial clients. Explain to them how the THE-Commercial Option provides them selection tools they never had before. And then find that non-Simmental seedstock competitor down the road who you only see at county extension meetings, a school ball game, or church, and remind him of the many times he has been openly disappointed in the information and services he is presently receiving. Tell him about another herd inventory category designed just for him, THE-CM. Undoubtedly, this puts him in a better situation. But even more, the awareness of his cattle strengthens your knowledge of the competition and likely enhances the insight into your own operation as well.

That is a relationship change. A change that positions every profit-focused producer for advancement and success.

I know many of you might have valuable thoughts on this topic. I'd enjoy the chance to visit with you regarding the power that THE offers any and all beef producers. ♦

## SANDY ACRES SIMMENTAL

45 years of breeding Simmentals with calving-ease and growth with maternal excellence. Your source for outcross genetics.



Sandy Acres 8D, 2016 sale— sired by Sandy Acres 19

### Sandy Acres Simmental

Melanie Miller: mobile 402-841-1450  
email: revdocmel@gmail.com

Leonard Miller: 402-887-4458 • mobile 402-640-8875  
[sandyacressimmental.com](http://sandyacressimmental.com)

Visit us on facebook & Instagram

**Call for catalogs or to view the bulls before the sale.**

### Annual Bull Sale 2018

Friday, February 16 at 1 PM,  
Creighton Livestock Market, Creighton NE  
Lunch served at noon

Featuring:

- Igenuity Gold profile on all bulls
- Ultrasound Data
- Homo black bulls
- All red bulls are non-diluters

Numerous bulls sired by Sandy Acres 19 available at the 2018 sale! Plus other AI sires!

A cross section of percentage available - ½ blood through purebred Simmentals.

Open heifers also available, private treaty. Call to view.





**5<sup>th</sup> Annual**  
**Turn IN**  
**Bull Sale**

**FEBRUARY 3, 2018**  
Tristate Livestock, Sioux Center, IA

**Selling... 60 Simmental & SimAngus Bulls**  
*New this year 20 Simmental Influence Females*

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Lock N Load x Duff New Edition



Hooks Broadway x KenCo Miley Cottontail



W/C United x Sandeen Donna 7386  
coming Two Year old



SS Watchout x HTP/SVF Honey Dew 2  
coming Two Year old



BF The Judge x American Pride



CDI Authority x Shear Force

# BREED FOR PROFIT

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**SimGenetics**  
PROFIT THROUGH SCIENCE  
American Simmental Association



# All Purpose Index API

Designed to work best when selecting sires for use in herds that retain replacements and culled females: steers are finished and sold grade and yield.

Uses USDA technology and CattleFax price projections to predict profit differences between sires in units of \$ per exposed female.

ASA establishes API to be the most effective selection tool available to commercial producers working to improve their genetics and ranch profitability.

For more detailed information on API, visit: [www.simmental.org](http://www.simmental.org)

# BULLETINS

## AJSA Schedule and Deadlines

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

## Phasing out MBV Reports

For the last several years, breeders who have submitted DNA samples for EPD incorporation have been receiving reports with animals' EPDs before and after incorporation (MBV reports). As ASA makes the transition to high frequency (e.g., weekly) runs with the new genetic evaluation software (BOLT), ASA will be discontinuing MBV reports because these reports will no longer be relevant.

Previously, the MBV report was generated to illustrate changes due to DNA on an animal between genetic evaluation runs, but because ASA will be adding all the new phenotypes and genotypes that have been submitted since the prior week, the changes between runs will be due to a myriad of reasons (e.g., new phenotypes on an animal or related animals, new DNA on an animal or related animals, etc.), rather than change being limited to DNA results on the animal. As a result of the transition, it won't be unusual for animals that have not had information directly submitted on them to change.

Members who are interested in comparing before and after EPD incorporation on animals are encouraged to save their animals' EPDs prior to DNA submission. This can be done by logging onto Herdbook and 1) clicking the "Herd Mgmt" tab, 2) selecting the group you would like EPDs on, 3) clicking on the "EPD Report" tab and 4) hitting the "Generate Report" tab. This procedure will generate a spreadsheet of EPDs that you can download and save for comparing old with new EPDs. Another option for obtaining animals' EPDs prior to incorporation is to email ASA's DNA department at [dna@simmgene.com](mailto:dna@simmgene.com) with the request.



## Carcass Merit Herds Wanted

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

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

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

## ASA Updates DNA Test Result Notifications

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

Members may now view DNA test results by logging into [herdbook.org](http://herdbook.org), pulling up the animal's pedigree, and selecting "DNA Detail" under the "Report" section. If you have further questions or want step-by-step instructions you can go to [simmental.org/haveyouherd](http://simmental.org/haveyouherd) for more details.

## 50% off GGPLD Pricing

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

## Price Increase for DNA Testing on Hair Samples

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

## ASA Requesting Cow Weights

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

## Annual Meeting Location and Format Have Changed!

Join us in the Centennial Room up on the Hill on Saturday, January 14 from 4:00 – 5:30 pm to continue the discussion on all things ASA.

The Annual Meeting will be less formal and allow for open discussion among the Trustees and members. Meet the newly elected Trustees, say goodbye to the Trustees who have come to the end of their service, and find out about upcoming events like the 50th Anniversary celebration in Bozeman, MT, August 25-29, 2018.

We look forward to seeing you there.



Stop by the Meet and Greet on the Grounds from Noon to 4:00 pm, and then head up the hill.

## AJSA Youth Development Scholarship

The American Simmental-Simbrah Foundation (ASF) is collecting donations to fund six scholarships for young beef enthusiasts that participate in the Steer Profitability Competition (SPC). A goal of \$12,000 has been set to create scholarships, and help pay the expense of capturing feed intake and carcass data.

The SPC challenges participants, ranging in age from eight to 21, to measure and compare the profitability of their own animals, through monthly meetings, lectures, essays, and reports. Last year, 31 beef industry youths enrolled 66 cattle from nine different states. During their involvement, they were introduced to peers, mentors, industry advocates, and experiences that are exceedingly difficult to acquire for any beef producer.

## Office Holiday Schedule

The ASA office will be closed for the following 2017/2018 holidays.

Friday & Monday, December 22 & 25  
**Christmas**

Monday, January 1  
**New Year's Day**

## 2018 NWSS Schedule Announced

The schedule for activities for the 2018 National Western Stock Show has been announced. The event is being held in conjunction with the ASA's 50th Annual Meeting.

### Date and Times are:

#### Thursday January 11

7:00 - 10:00 pm

ASA Board Meeting – open to the public.

#### Friday, January 12

8:00 am

ASA Board and staff strategic planning – closed session.

#### Saturday, January 13

8:00 am

ASA Board and staff strategic planning – closed session.

Noon-4 pm

Meet and Greet on the Grounds

4:00-5:30 pm

Annual Meeting on the Grounds (Centennial room)

6:30 pm

SimMagic on Ice

#### Sunday, January 14

8:00 am

Bull Pen Show

6:30 pm

Chairman's Reception – followed immediately by the Foundation Auction.

#### Monday, January 15

8:00 am

Female Pen PTP Show

2:00 pm

The One Sale XXII

(Includes Foundation lot and Power Simmental Selection)

#### Tuesday, January 16

8:00 am

Junior PTP Show

5:00 pm

Open PTP Bull Show

Wild, Wild West Sale – Brighton

#### Wednesday, January 17

8:00 am

Open Class Female Show – Stadium Arena

Entry fee information and class breakdowns are posted on [www.coloradosimmental.com](http://www.coloradosimmental.com) (Note: NWSS will collect all fees.) ♦



By Lori Eberspacher, ASF Board Member, Marshall, MN

It is an exciting time for the American Simmental-Simbrah Foundation (ASF) team as we prepare for the mile high magic of Denver and the whirlwind schedule. This is my eighth year on the Foundation Board, and my focus is the youth. It is no secret how much our family believes in the AJSA program and the power boost it gives the youth entering the workforce. 2018 will mark 20 years that Val and I were part of the Peter Courtney team to develop the future of the AJSA into something much bigger than it was at that time. Peter was a soldier for the youth and that strong belief is near and dear to our hearts.

As the Foundation prepares for the events at Denver and the Chairman's Reception, a large part of that is the Donation Heifer where all proceeds go to the AJSA scholarship fund for the Gold and Silver Merit Awards. One person can make a difference! Back in 1997, the AJSA had a dynamic Junior President by the name of Cheyanne Allen. Allen along with her Silver Town family, donated a part of her heifer that was sell-

ing in "The One" Sale to the AJSA, and with that one commitment, 22 years later this program has raised \$325,500 for the Merit Awards. We have had so many stellar firms step up and join this elite group of breeders at "The One" Sale and this year, Circle M Farms is bringing a gorgeous bred female to the bright lights. Craig McCallum has been a strong supporter of the AJSA program and this donation is simply the icing on the cake.

Your current Foundation Board is a hardworking group, with many new members now part of the team. It is my belief, that there will be many new exciting things that will happen with this group in place. They also know and believe in the future of our breed and the young people that will be the next leaders. Just out of curiosity, I asked the Board to give me the number of AJSA Banquets they have attended and as of today, your current Foundation Board members have attended 137 combined. That is a lot of dinner rolls!

The Foundation is set up in term limits and Denver will be the conclusion of

John Walston's term. John has been a champion for our youth along with Hudson Pines Farm. In the early years of this heifer program, they, along with Peter Courtney, were the backbone to advance to where we are today with the Foundation. It has been an honor to serve with John and to call him my good friend.

Please accept this as your personal invitation to come to Denver for all the events and be part of the Foundation excitement. If your schedule does not allow you to be in Denver personally, remember that liveaction.tv will cover the sales and the Chairman's Gala which will include guest speaker Kevin Ochsner, the host of RFD TV Cattleman to Cattleman program. You can also bid via liveaction.tv for items on the fundraising auction Sunday night. Join us, be part of the ASF, and remember, one person can make a difference. ♦



## Low Density DNA testing through the American Simmental Association (ASA) in exchange for feed intake and/or carcass data.

- ASA Members will receive one 50% off price discount for Low Density DNA testing for each carcass or feed intake record submitted.
- Records must be valid for use in ASA's genetic evaluation.
- All breeds and composites eligible if sire is registered in ASA multibreed database.
- Applies to animals born after August 31, 2015.
- Carcass Merit Program calves do not qualify.

Contact Jackie Atkins today for more details.  
406-587-4531 or [jatkins@simmgene.com](mailto:jatkins@simmgene.com)

# GENETIC

## Options Event

# 3.8.18

Approx. 1:00 PM (following the feeder sale)

West Point Livestock Market, West Point, NE



Dream On x OHL Winchester



Executive Order x Flirty 46T



Jacked Up x Basic Instinct



Pay The Price x Shear Force



Pays To Believe x Dew It Right

### Sires include...

Pay The Price, Executive Order, Jacked Up, Steel Force, Pays to Believe, Jack Around, Grand Fortune, Cowboy Cut, Power Drive and Duracell.

### Donor Dams of Bulls...

Right to Love, Flirty 46T, JS She's So Fine 14P and 457W



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Battle Creek, NE  
402.992.9997

Cuming Creek Cattle  
Chris Knievel 402.380.3237



Dave & Lisa Zeis  
Valley, NE  
402.720.196



Clint Robinson  
Valley, NE  
402.672.3556



Ken Steenhoek 515.979.9713  
Jay Steenhoek 515.238.5938  
Scott Grass 515.689.1012



Troy Hadden  
Castana, IA  
712.281.2690



# CONNECTION

Developing leaders through friendship, networking, and communication skills!

By AJSA Vice President of Leadership, Lily Swain, Murray, KY



Why? One simple question that has been asked countless times coupled with answers that are most often intricate. This question that is born from the curiosity of those around seems antagonizing. Sometimes, people take the why as if the underlying meaning stems from judgment. As an American Junior Simmental Association member, I have been asked why more times than I can remember, and not until recently did I realize that I can turn this question into a positive opportunity to inform, educate, and motivate.

So, why would someone join the AJSA? Why would someone sacrifice their time, money, and energy into competitions that beg for hustle and hard work? Why would someone drive 12 plus hours and spend thousands of dollars multiple times a year? Why would someone choose to be a President, a Vice-President, or a Trustee? While people may ask you why out of curiosity, you see the reasons why as motivation to be where you want yourself tomorrow.

When it comes to knowing why, there are a few things you can keep in mind that will allow you to explain the goals, vision, and purpose with being a part of the AJSA. Where there is the possibility of doubt, you can establish the framework of your purpose, and you can define your success by that purpose. With that being said, knowing your why pushes you to become a better critical thinker. Raising and showing of beef cattle means that you will have to give up certain opportunities, and each decision you make are the reasons to your whys. As you become older, your passions and desires rise to the top while the less important things fall away. You are better able to stay focused on who you are, yielding a person that can rise to the top because of the establishment of purpose and hard work.

Your why is important. It is the foundation of the path you take and the person you are and the person you will become. So why would you not want people to ask why? I challenge you to hustle, and search for the answers to your why! Your hard work will pay off. ♦

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

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Mark our words, her dam A100 will be a donor for us at SCC, just as her Dam, Grand Dam, and Great Grand Dam have been for several very good Angus programs across the United States.

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**ASA# 3275767 API: 169 TI: 81**  
TJ Marlboro Man 360A is the sire of many of our best young females and early reports indicate that they are going to be easy doing, good uddered cattle. From an EPD standpoint, they check all the boxes, not to mention the fact that they sure look the part. 6502D's young dam 32C has been a standout since day one and has not missed a beat in terms of productivity. We look for 6502D to do great things and are confident that she will fall in line with the useful and productive pedigree that precedes her.

**WAGR Lullaby 703T (2394865)  
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*The most recent list of people who have made a donation to the ASA Foundation.*

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**GeneSeek®, Inc**  
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**Mississippi Junior  
Simmental-Simbrah Association**  
McCall Creek, MS

**We Invite You to Add Your  
Name to The List.**

## STATE SCENE

### Groups Challenge Iowa Ag-Gag Law

A coalition of organizations has filed a lawsuit questioning the constitutionality of an Iowa law that essentially criminalizes undercover probes at factory farms and slaughterhouses.

The suit contends that the so-called Ag-Gag rule violates the constitutional rights covering free speech and equal protection. The objective of the Ag-Gag law is to block whistleblowers from collecting information about activities at facilities and stop them from distributing their findings to the public, the suit adds.

### Missouri Boosts Beef Supply in Schools

Missouri is putting more locally raised beef on the menu in school cafeterias. The "MoBeef for MoKids" program is a joint effort of the state ag department, the Missouri Beef Industry Council (MBIC), and Opa Food Service. It doubles the amount of beef served at school lunch.

Menu items include: meatball subs, Philly cheese steak sandwiches, beef cheddar melts and beef quesadillas. The beef is being supplied by cattle producers in Lawrence County, the number one beef-producing county in the state that ranks third in the nation in terms of cattle production.

### Complaint Alleges Misuse of Funds

A group representing family farmers and ranchers filed a complaint with USDA's Office of Inspector General alleging the Oklahoma Beef Council illegally joined the Oklahoma Cattlemen's Association in campaigning for a state referendum that would require a state fee of \$1 for every head of cattle sold.

If true, it would be a violation of federal restrictions on use of Beef Council funds to promote or influence government or policy.

### Walmart Boosts Grocery E-commerce

Walmart.com customers in New York soon will be able to receive perishable and nonperishable foods on the same day following the company's acquisition of Parcel, a last-mile delivery company.

Parcel already has partnerships with several companies and have delivered more than one million meals in the last two years. Parcel will continue to work with its existing customers in addition to delivering fresh, frozen, and perishable foods from Walmart as the last step to a customer's door.

### Idaho Family Files Lawsuit

Idaho rancher, Jack Yantis, died in the hands of Adams County sheriff's deputies in 2015. The family has now filed a wrongful death lawsuit in Federal Court. Yantis, 62, was called by dispatchers who said one of his bulls had been struck by a vehicle near the entrance to his ranch and was asked to euthanize the bull.

Two deputies said Yantis aimed his rifle at the bull in a manner that put emergency responders down-range at risk, then threateningly held the rifle and refused commands to lower it. The deputies then fired, killing Yantis. The Idaho Attorney General and US attorney for Idaho announced no criminal charges were warranted against the deputies. ♦

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TJ Sharper Image X KS Wandy W82 (BC Matrix x KS Kayla)  
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6

12/4/17 EPDs: CE BW WW YW MCE Milk MWW API TI  
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### Top 10 Industry Leaders under 40 Named

Cattle Business Weekly has recently announced 2017's Top 10 Industry Leaders under 40. This honor is presented to people who are serving, leading, and bettering their ag industries, communities and businesses in the newspaper's nine state coverage area. This year's honorees are major influences in the cattle sector including Simmental breeders Scott and Jared Werning, Emery, SD; Justin Dikoff, Faulkton, SD; and previous speaker at the 2015 AJSA Leadership Summit, Ryan Goodman, Denver, CO.

Rounding out the group is Aaron and Sheyna Strommen, Ft. Rice, ND; J.P. and Holly Heber, Zell, SD; Rhonda Wulf, Aberdeen, SD; RJ and Reed Petersek, Colome and Kennebeck, SD; Josh Geigle, Creighton, SD; Chris Cassady, Ankeny, IA; and Kory Ostrand, Mason City, NE.



Scott and Jared Werning



Justin Dikoff

### Cowger Recognized as Top Freshman



Jordan Cowger

Oklahoma State University's (OSU) Mortar Board Honor Society has recognized Jordan Cowger, AJSA President, Kansas City, MO, as one of OSU's 2017 Top 10 Freshmen Women. Each year, 40 students are selected during their sophomore year based on criteria including scholarship, community service, campus involvement and outstanding leadership throughout their first year at OSU. More than 150 students applied for the designation, and of the 40 students selected, 20 went on to be interviewed and chosen for OSU's top 10 freshmen men and top 10 freshmen women.

Cowger has been an active member of the AJSA for ten years. She studies Biochemistry and Animal Science at OSU. During her first year of college, Cowger worked as a University Freshman Research Scholar, served on both the executive team as the secretary of the OSU Student Foundation and the Freshman Transfer Council and was selected to serve as a student ambassador for the College of Agriculture.

### AJSA Members Lead Collegiate Judging Teams to Success

The Oklahoma State University (OSU) livestock judging team won the national contest in Louisville, KY, at the National American International Livestock Exposition (NAILE), winning every species division and reasons. The team consisted of several past American Junior Simmental Association (AJSA) members, including Jessie Judge, winning 1st High Individual. Other past AJSA members participating on the OSU livestock team are Jennifer Bedwell, Brandon Collopy, Justin Jensen, Faith Onstot, and Hope Onstot.

Six AJSA members out of 11 recipients, were named All-American for collegiate judging at the NALIE, including: Faith Onstot, Hope Onstot, and Jessica Judge; Chase Gleason and Leah Scholz, Kansas State University (KSU); and Ty Shockley, University of Wyoming. The All-American program recognizes students who have made a personal commitment to livestock judging and have excelled in academics, university, industry activities, and community involvement. Rounding out the list of recipients were Callahan Grund and Brooke Jensen, KSU; Caseelynn Johnston and Gracia Ramp, University of Illinois; and Katilyn Lewter, University of Tennessee. ♦

# BEEF BUSINESS

## Americans Want Labels, Don't Read Them

The government should require nutrition information labels on all packaged foods, a majority of US adults said in an opinion poll, even though few said they read them. In the Reuters/Ipsos online survey of 3,024 adults, 84% of respondents agreed that nutrition information labels should be required on all packaged food sold in grocery stores, and 64% supported the requirement for restaurants.

Only 13% said they always read the nutrition facts when deciding whether to buy a product.

## FDA Tackles Menu Label Concerns

The US Food and Drug Administration (FDA) has published draft guidance with suggestions for how restaurants and other food establishments can comply with new menu label requirements for disclosing nutrition information.

The guidance clarifies that billboards, coupon mailings and other marketing materials are not considered menus under the regulation and do not require calorie counts. Self-service buffets can provide calorie declarations for multiple items on a single sign. The guidelines also lists examples of how pizza restaurants can provide information on topping combinations. The agency said it continues to accept feedback.

## FDA Proposes Delay

The US Food and Drug Administration (FDA) has proposed an 18-month delay for food companies to comply with updated nutrition labels that were first unveiled in 2016.

The FDA has issued a proposed rule, which would delay the implementation of revised labels for large companies from July 2018 to January of 2020. For companies with annual sales below \$10 million, the proposal would move the date from July 2019 to January 2021. The proposal opens the door for more public comment on changes that include declaring how much sugar was added to a food product during processing.

## Retail Food Service Prices Diverge

USDA has reported the food-away-from-home (restaurant purchases) consumer price index (CPI) rose 0.3% in September and is 2.4% higher than September 2016, while the food-at-home (grocery store items) CPI was up only 0.1% from August to September and is just 0.4% higher than last September.

Food-at-home prices and food-away-from-home prices have recently diverged. Restaurant prices have been rising consistently month-over-month, due in part, to differences in the cost structures of restaurants compared to supermarkets and grocery stores. Restaurant prices primarily comprise labor and rental costs with only a small portion going toward food.

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CE	BW	WW	YW	ADG	MCE
10	2.3	64	105	.26	6
Milk	MWW	DOC	CW	YG	
30	62	12.8	36.1	-.09	
MB	BF	REA	\$API	\$TI	
.42	-.03	.38	132	72	

He Sells!



**PPSR Beacon 47E**

ASA# 3300489

CE	BW	WW	YW	ADG	MCE
20	-3.8	53	80	.17	14
Milk	MWW	DOC	CW	YG	
32	59	12.2	11.7	-.39	
MB	BF	REA	\$API	\$TI	
.57	-.03	1.04	176	83	

He Sells!



**PPSR Black Granite 93E**

ASA# 3300789

CE	BW	WW	YW	ADG	MCE
15	.4	70	110	.25	13
Milk	MWW	DOC	CW	YG	
23	58	11.1	36	-.28	
MB	BF	REA	\$API	\$TI	
.26	-.00	1.19	138	74	

He Sells!

EPDs as of 12.5.17

54 December '17/January '18

## Beef: It's Still What's for Dinner

The National Cattlemen's Beef Association (NCBA), as a contractor to the Beef Checkoff, has relaunched its 25-year-old marketing campaign anchored by the tagline, "Beef. It's What's For Dinner."

Components of the campaign include a new website, free educational programs, technical resources, videos, business-critical sales and price reports, and a library of high-resolution photos and assets for download. A supporting campaign celebrates the American tradition of raising beef, featuring a video and photos of farmers and ranchers who raise beef across the country.

## EPA Chief Appears in NCBA video

The Government Accountability Office (GAO) has agreed to "provide a legal opinion" on whether the appearance by an Environmental Protection Agency (EPA) official in a video discussing US water rules violated federal laws.

EPA administrator Scott Pruitt appeared in the promotional video sponsored by the National Cattlemen's Beef Association over the summer to discuss the Waters of the US rule. The rule was established in 2015 to clarify which wetlands and waterways are protected by the Clean Water Act. The appearance sparked controversy at the time in terms of the inclusion of the EPA official in what some critics and ethics lawyers viewed as potential violation of government ethics.

## Good News for Frozen Food Makers

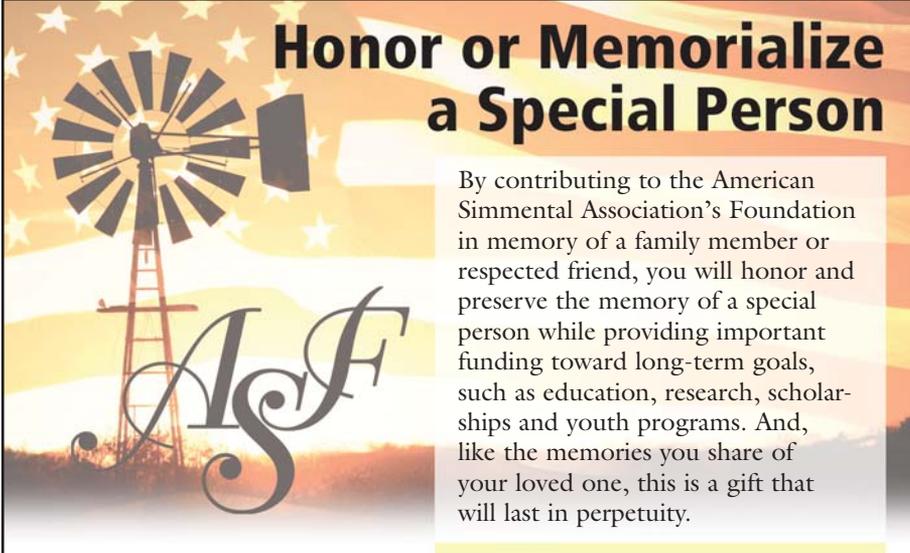
As Millennials take over as the largest generation of consumers, frozen food makers are in luck: more than 40% of Millennials said in a recent survey they brought more frozen foods this year than last year.

According to a survey by consumer packaged goods marketing agency Acosta, 26% of all US grocery shoppers said they are shopping frozen foods department more frequently than last year, 43% of Millennials said they were, compared to 27% of GenXers, 19% of Baby Boomers; and 19% of the oldest shoppers.

## USMEF Warns about Trade Pacts

US Meat Export Federation (USMEF) officials have said they are "pleased" with strong gains in exports posted for 2017, but also issued concerns about current Trump administration policies regarding US trade policies.

Exports of US proteins were up 9% in sales for 2017 so far and up 10% in volume in November, but USMEF issued a warning for the future of US exports in light of the administration's positions on trade pacts such as the North American Free Trade Agreement and the Trans-Pacific Partnership. ♦



## Honor or Memorialize a Special Person

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

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## CUTTING EDGE

### NE Researchers to Study Livestock Links

Researchers at the University of Nebraska-Lincoln will utilize a \$1 million grant to probe how to improve land use efficiently through the integration of livestock and crop production systems.

The Foundation for Food and Agriculture Research (FFAR) is providing the grant, which will support research on yields, soil health and greenhouse gas emissions in addition to economic feasibility of new practices. The researchers expect to find a system where cattle grazing with existing crop production systems will increase output per acre while reducing greenhouse gas emissions.

### Domestication Possibly Reshaping Animal Gut

Researchers from Colorado State University and the University of Toulouse, in France, agree that human activities and lifestyle, such as those introduced after the transition from hunting-gathering to farming, or more recently during and after the Industrial Revolution, may have introduced marked changes to gut microbiomes of animals.

The study showed dietary preferences, as well as the social status of the animal within a herd and its age, were also found to impact the composition of the microbiome. Additionally, the gut microbiome of reintroduced animals born in zoos were strikingly less diverse than that of animals born in reintroduction reserves.

### Antibiotic Resistance Concerns

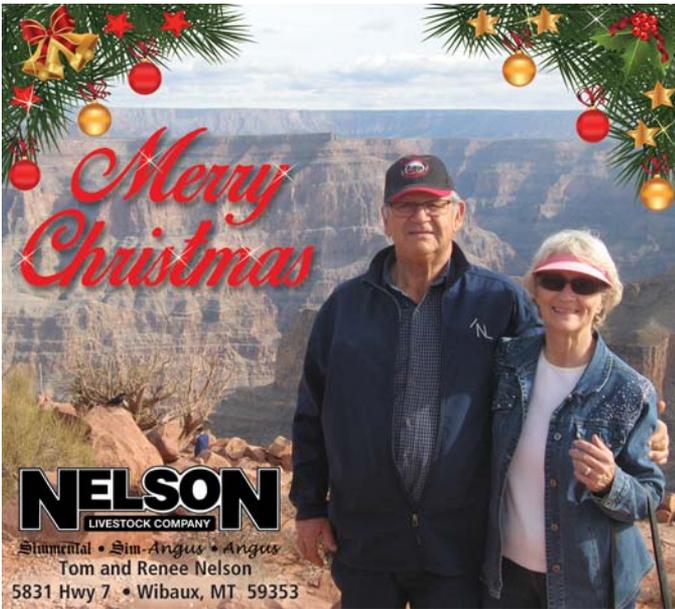
While resistance to antibiotics remains low for most human infections, US health authorities are closely monitoring a few areas of concern, according to the latest National Antimicrobial Resistance Monitoring System (NARMS) Integrated Report.

The annual NARMS report highlights antimicrobial resistance patterns in bacteria isolated from humans, raw retail meats, and animals at slaughter. The findings include: multidrug resistance increased from 9% to 12% of human Salmonella, 76% of Salmonella isolated from humans had no resistance to any of the 14 antimicrobial drugs tested, and Ceftriaxone resistance either continued to decline or remained low in nontyphoidal Salmonella.

### Cargill Acquires Animal Health Company

Cargill has announced the acquisition of Cedar Rapids, Iowa-based Diamond V, a global provider of natural solutions and technologies that improve animal health, animal performance, and food safety. The purchase will encompass all of Diamond V's business, including: human health, Embria Health Sciences, and EpiCore.

Diamond V has a 75-year history and global reputation for developing unique, research-proven immune support technologies that work naturally with the biology of the animal to strengthen the immune system and promote a healthy digestive system. ♦





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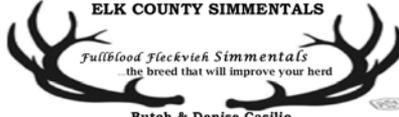
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# CORPORATE REPORT

## Whole Foods Cuts Affecting Others

Immediate price reductions at Whole Foods in the wake of Amazon's purchase of the retailer in August are reaping benefits for the company and creating new issues among competitors. Data analysis firm Thasos Group used live mobile phone location data to quantify the competitive impact of the price reductions and uncovered the following:

Foot traffic to Whole Foods rose 17% on a year-over-year basis during the first week of the price reductions. The largest percentages of new customers to Whole Foods during the week of the price reduction were regular customers of Walmart (24%), Kroger (16%), and Costco (15%).

## Johnsonville Targets C-stores

Johnsonville, based in Sheboygan, WI, is introducing a Premium Breakfast Sandwich collection for on-the-go convenience-store customers.

The line of five new sandwiches is designed to expand all-day breakfast and grab-and-go menu options for c-store operators. The products are backed by three years of research with c-store customers and designed to appeal to savvy millennials and generation Z consumers seeking high-quality flavors.

## Order Takeout Through Facebook

Facebook has announced a feature that lets users order food for delivery or pickup from several popular restaurant chains as well as several ordering services.

Users can browse restaurants near them that take orders via Delivery.com, DoorDash, ChowNow, Zuppler, EatStreet, Slice and Olo, or order directly from Papa John's, Wingstop, Panera, Jack in the Box, TGI Friday's, Denny's, El Pollo Loco, Chipotle, Five Guys and Jimmy John's.

## Walmart Expands Grocery Pickup

Walmart said it expects US e-commerce sales to jump by 40% in fiscal year 2019, and will add 1,000 new online grocery locations, doubling the number it has now to support the growth.

The company said it will continue to prioritize store remodels and digital sales over new stores. E-commerce investments will include enhanced supply chain capabilities, the company added. The company is testing online grocery delivery in six markets.

## Arby's Features Venison, Adds Elk

Arby's launched a limited-edition Venison Sandwich at all of its restaurants nationwide in October, along with an Elk Sandwich in three western states. The Venison Sandwich, first introduced last year, sold out within hours of its debut at participating restaurants.

The limited-edition Elk Sandwich made its debut in October in Colorado, Wyoming, and Montana, where elk hunting is a popular activity. ♦

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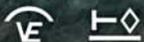


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## INTERNATIONAL

### WHO Takes Stand Against Antibiotic Use

The World Trade Organization (WHO) has issued a strong recommendation against the use of antibiotics in healthy food-producing animals in order to stop the spread of antibiotic resistance in humans.

The global health watchdog noted that the overuse and misuse of antibiotics in animals and humans is contributing to the rising threat of antibiotic resistance. WHO noted that some types of bacteria that cause serious infections in humans already have developed resistance to most or all of the available treatments.

### JBS Suspends Seven Facilities

JBS S.A. announced it is suspending its cattle purchases and slaughter in seven facilities in Brazil's Mato Grosso do Sul state for an indefinite period, after a local court decided to freeze \$230.3 million in assets belonging to the beef processor and its controlling company J&F.

The assets were blocked following the request of a Parliamentary Commission of Inquiry on Tax Irregularities. The Commission was installed after former CEO Wesley Batista revealed in his plea bargain testimony to prosecutors earlier this year that false invoices were used to justify the outflow of money to pay bribes to politicians in exchange for tax incentives.

### FSIS Lax on Foreign Food

USDA's Food Safety and Inspection Service (FSIS) needs to improve its methods for determining whether foreign countries exporting meat, poultry, and egg products to the US have equivalent food safety standards, the Office of the Inspector General (OIG) said.

OIG found that exporting countries were not consistently audited in compliance with agency policy, and that policies and procedures did not contain sufficient guidance for conducting on going equivalence verification audits.

### 'Mad' Cows Kill Professor

A Scottish university lecturer was attacked and trampled to death by a herd of cows in a field where three previous attacks had happened. Alistair Michael Porter, 66, was walking two dogs with his brother John, when they were encircled by 30 cows halfway across a field, according to British news reports.

The brothers tried to divert the cows by waving their hands and running at them but they were knocked to the ground and trampled on. Porter, who had just retired from his post at Edinburgh University, managed to scramble out of the field but collapsed and died shortly after. ♦

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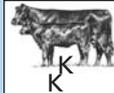
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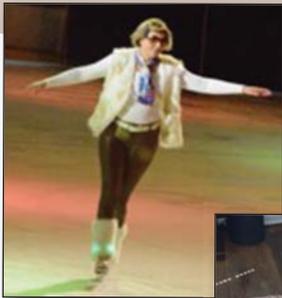
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# PERSONNEL PROFILES

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



Lauren ice skating and spending time with her Great Pyrenees, Bodi.



## Lauren Reidel Hyde

Lauren Reidel Hyde has worked for ASA for seven years, serving as the Lead Geneticist for International Genetic Solutions (IGS). She originally studied economics, receiving her B.A. from the University of Colorado. She later decided to return to school to study veterinary medicine. While taking classes in animal science, she discovered the field of animal breeding and knew she had found her professional calling. She received her M.S. and Ph.D. in animal science from Colorado State University, and worked for the North American Limousin Foundation for ten years prior to joining ASA.

Away from work, Hyde keeps busy doing a variety of activities, including coaching a masters swim team, teaching swimming lessons, figure skating, skiing, fishing, hiking, and riding horses. She is currently learning how to shoot trap and play the clarinet, and has future plans of learning to play the drums. Hyde has a Great Pyrenees dog named Bodi, several cats, and two horses, one of which her late husband gifted her when she received her Ph.D. She and her brother, Mike, currently have the goal of visiting every Major Baseball League stadium in the US — they have visited 12 and have 18 to go.



Sheldon, his wife Courtney, two year old son Boyd, and their newest addition, Blaire.

## Sheldon Ross

Sheldon Ross has been with ASA for 11 and a half years, starting as an intern while he attended Montana State University. Originally from Whitehall, Montana, Ross grew up spending summers working on his grand-parent's ranch. His father purchased a computer when he was very young, and he grew up writing simple programs and playing games in DOS. This early spark led him to his current career as Senior Programmer for ASA. Ross helped design and build the servers

for ASA's new building, and keeps many elements of the data reporting system current.

Sheldon and his wife, Courtney, have two children: Boyd, age two, and Blaire, who just joined the family in September. In his free time, Ross works in his wood-working shop, building small crafts, signs, and furniture. Several of the wooden tops for the cabinets in ASA's Headquarters were built by Ross.



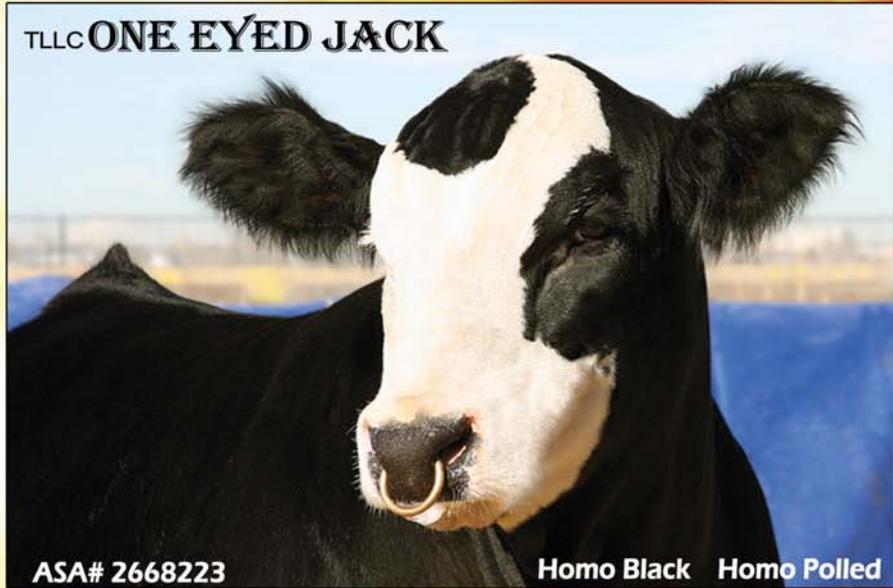
## Rebecca Price

Rebecca Price is a Bozeman native, and has worked for ASA for the past seven years. She serves as Advertising Coordinator and Editorial Assistant for ASA Publication, Inc. A graduate of Montana State University, she earned a degree in Business Management, then worked at the University's Family Housing office. After her first child was born, she was a stay-at-home mom until her youngest started kindergarten.

Price and her husband, Jeff, who is president of McLees Sheet Metal, have three children: Payton, a high school senior; Connor, a freshman; and Amanda, a seventh grader. Rebecca and Jeff enjoy keeping up with their kids' school and other extracurricular activities, as well as spending time with their extended families. Grandparents on both sides are big fans of the kids, actively attending and supporting their events and interests. ♦

Rebecca, her husband Jeff, sons Payton and Connor, and daughter, Amanda.

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There's a difference between feeding a steer and being a cattle feeder. Sometimes there is even a difference between raising cows and being in the profit-focused beef business. These are fundamental truths that impact all parts of American Simmental Association (ASA), even junior programming and youth development. Beef breed associations too often assume that their junior members want the easy way — that they don't want to be pushed. ASA makes no such assumptions. Through a 2016 strategic review of American Junior Simmental Association (AJSA) programs it was clear that youth members want and expect more than just the historical approach by breed associations.

Young producers want to learn more about the industry and demand meaningful ways to participate in that industry.

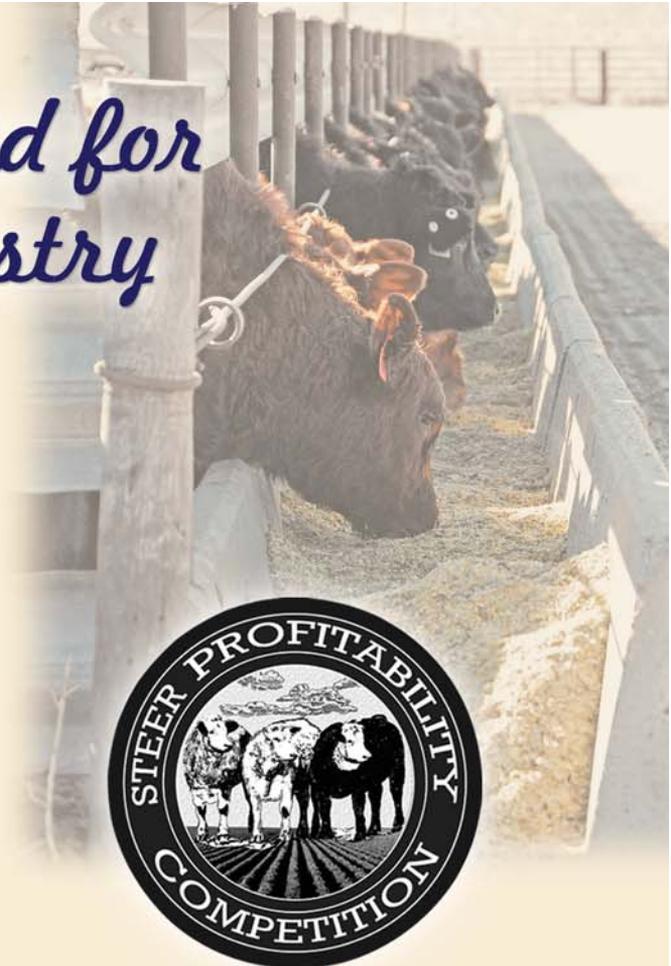
Case-in-point, the second year of the AJSA Steer Profitability Competition (SPC) is well underway. The 2018 SPC is taking place at the University of Missouri Beef Research & Teaching Farm. This facility offers Average Daily Gain (ADG) and feed intake information throughout the entirety of the project. Steers went on test at the beginning of November and are tentatively scheduled for harvest in late May. AJSA members from a number of states entered both individual steers and pens of three into this real-world profit contest. Members could enter steers of any breed composition into the contest to view the overall profitability of their calves all the way through harvest. The winners will be recognized at the AJSA's 2018 National Classic in St. Paul, MN.

Any breed composition? Why would a breed association take this position? Simple. ASA members and their customers have to compete in the market place with any and all breed types. They recognize and embrace the chance to compare cattle across breeds based on their profit potential for the commercial beef producer. AJSA members are no different. They already embrace the scientific realities of heterosis and crossbreeding. They know to get better you have to put yourself on the line. If you are successful, great! However, if you fall short then you know it's time to get back to work and get better.

Another reason for the open armed approach — young producers who haven't found the right junior program can simply join the AJSA and then enter their calves into the SPC. It's pretty simple — a straightforward program geared to helping young beef producers learn more about the feedyard potential, carcass merit, and overall profitability of the calves they raise or purchase.

A quick view of the genetic merit of this year's steers produces some promising numbers. The average ADG EPD of the group is in the top 20% of our population. The average Marbling EPD is in the top 10% of the genetic evaluation, as are the group averages for both \$API and \$TI. That is genetic promise!

A unique component of the SPC is the mandatory monthly online meeting. Once a month, the participants join a nationally recognized expert online to discuss important topics of the day facing our industry. Animal health, feedlot nutrition, carcass parameters, shipping slides, DNA and genomics are just some of the topics that will be covered.



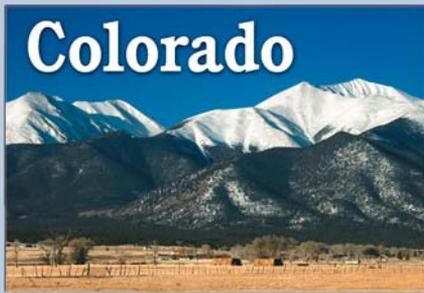
ASA and AJSA are always searching for approaches that bolster the youth development of AJSA members. Forever looking for ways to improve, this year's SPC participants will be able to be full participants at the 2018 National Classic. SPC steers will count as an official cattle division of the National Classic. So SPC entrants who attend the event and participate in the mandatory four of five educational competitions are fully eligible for overall awards. Read National Classic rules for full details.

From the high elevations of Center, CO, sisters Shelby and Lindsey Temple state, "Through the SPC program we hope to learn more about why we use the genetics we use as producers and seedstock breeders, and how our EPD selection process carries through feeding, finishing, and marketing to the consumer."

A long list of sponsors are stepping up to help these young agriculturists through this process. Allflex®, Chappell Feedlot, GeneSeek®, the University of Missouri, and insurers Ideal A&M, Lloyds, and Wichert are just some of the groups who have put their support behind the youth of the beef industry.

To find out more about the AJSA and the Steer Profitability Competition or to consider entering steers next fall visit [juniorsimmental.org](http://juniorsimmental.org).





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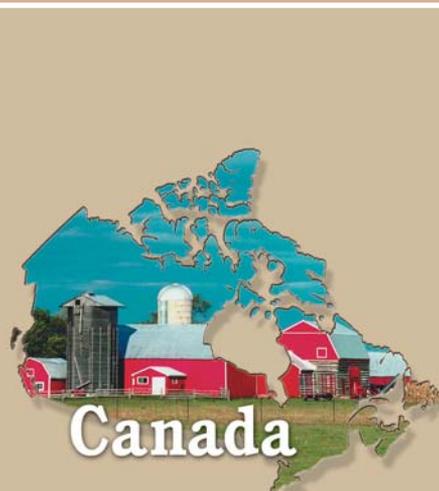


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Location: Springfield, Illinois

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Location: Fayetteville, Arkansas

Dates: June 13-16

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Hosted by: Southern New England Simmental Association

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Dates: June 20-23

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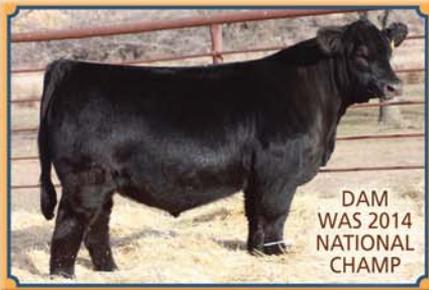


SELLS WITH  
3 FULL  
BROTHERS

**83E** *Sim Angus™*  
Silveiras Style x 4007 Donor



**84E** *Purebred Simmental*  
CCR Anchor x 8543 Donor



DAM  
WAS 2014  
NATIONAL  
CHAMP

**3471E** *Purebred Simmental*  
Yardley Utah x Lock N load



FULL  
BROTHER  
TO WIC  
RELENTLESS

**0135E** *Purebred Simmental*  
Yardley Utah x 8543 Donor



SELLING  
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OF HOOKS  
CORNERSTONE

**185E** *Sim Angus™*  
Hooks Cornerstone x Lock N Load



ADJ 205  
WT.  
945 LBS

**0266E** *Purebred Simmental*  
WIC Red Answer x Shear Force



SELLS WITH  
5 FULL  
BROTHERS

**3162E** *Purebred Simmental*  
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ADJ 205  
WT.  
915 LBS

**5014E** *Purebred Simmental*  
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See You February 13th!



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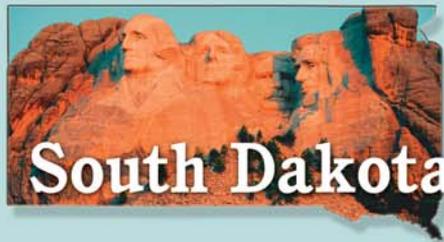
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*Merry Christmas*

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*Merry Christmas and Happy New Year*

Cari B. Rincker, Esq.  
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Rincker Law, PLLC  
Licensed in IL, NY, NJ, CT, & DC  
www.rinckerlaw.com  
cari@rinckerlaw.com

Illinois Office:  
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*Have a blessed Christmas and a wonderful New Year!*

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New York Simmental Association

www.newyorksimmental.com

*Merry Christmas*

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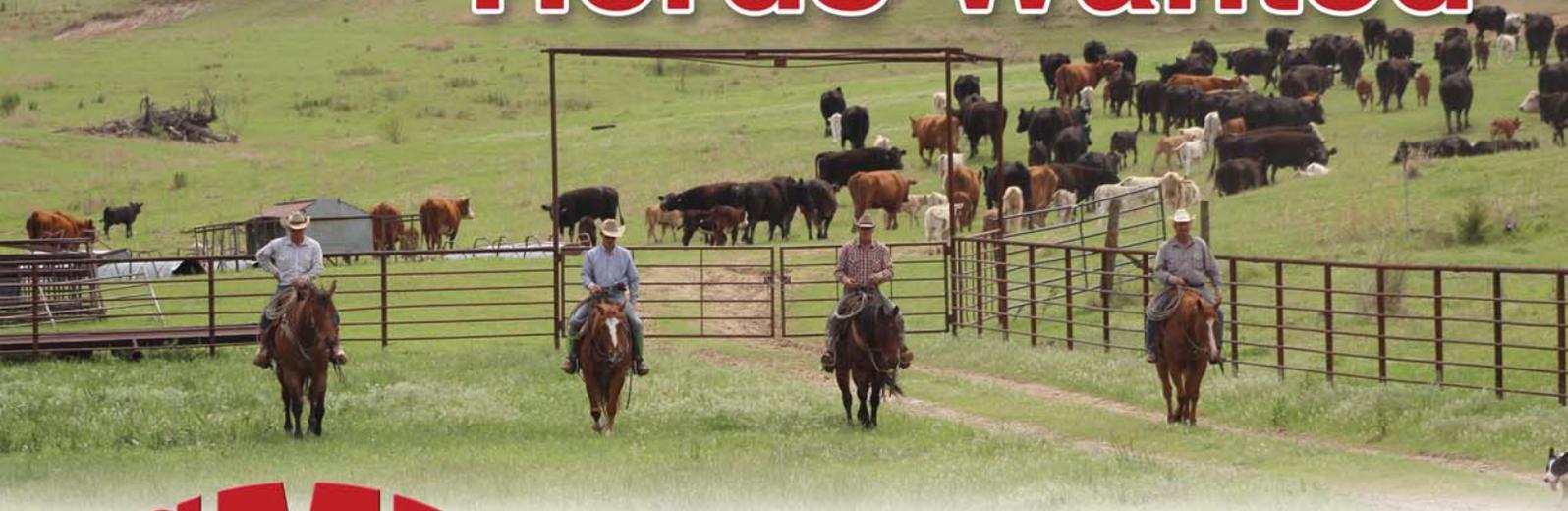
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*Have a Happy and Prosperous New Year!*

**Montana Simmental Association**

Secretary/Treasurer:  
Maureen Mai 208-267-2668

# Cooperator Herds Wanted



**CMP**  
ASA  
CARCASS MERIT PROGRAM

**Members, do you know a commercial operation with accurate and consistent records? Do they retain ownership of the calves or have an interest in collecting carcass data? Would they like to get paid to use some of the most promising young bulls in the industry? Maybe you have a commercial herd of your own that could work as a cooperator herd for the ASA's CMP. Spring or fall calving**

*"Participating as a CMP cooperative herd for nine years has enabled us to get the hard facts on feeding efficiency and harvest value by traits on our calves. As a commercial cow/calf operation, interested in making genetic progress in the cowherd, we have used the data in replacement selection and are seeing a difference in our bottom line."*

Lynda Stuart,  
Stuart Land and Cattle Co.

*"We are glad to be part of the CMP program. It provided us with top quality calves while we get to participate in improving Simmental genetics."*

John Hall, Ph. D.,  
Professor and Extension Beef  
Specialist and Superintendent  
at University of Idaho Nancy  
M. Cummings REEC.

## **Incentives for Cooperators**

- ◆ Free semen from the industry's top herd sire prospects
- ◆ All cows in herd will be put in ASA's database which will provide EPDs for every female. This allows you to make selection and culling decisions within the cowherd based on EPDs.
- ◆ You have the option to retain all or some of the females produced from the program
- ◆ ASA will pay \$60/AI sired carcass that is harvested
- ◆ Cooperators will get carcass data back on all the calves harvested through the program.
- ◆ A portion of the CMP calves have feed intake collected and records shared with the cooperators.

## **How does it work?**

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

## **Qualifications**

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

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

# Owners

JS Simmentals, IA  
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TOP 30%  
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Semen: \$100/unit

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# REVIVAL

Sire: Uprising MGS: Power Drive [tested homo black, homo polled] Reg. #: 2913874



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SEXED SEMEN IS AVAILABLE & LIMITED



Ohio Beef Expo  
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Rincker



Zack Gray



Schaeffer/Tice



Goehring

Revival is the ultra-exciting, record selling purebred Simmental bull at "The One", commanding \$160,000! Cattlepersons from all breeds admired his sleek design, soundness of structure, ample muscle shape, cleanness of joints, and "out of this world" neck extension.





# AMERICAN ROYAL

# 2017

**Date:** October 28-29, 2017  
**Location:** Kansas City, MO  
**Judges:** Joe Seale, San Augustine, TX (Open Show);  
 Chris Effling, Highmore, SD (Junior Show)

**Editor's Note:** PTP Data for the American Royal Percentage Bull, Purebred Bull, Open Percentage Female and Open Purebred Female Shows are in the following order: Calving Ease EPD, Weaning Weight EPD, Yearling Weight EPD, Maternal Calving Ease EPD, Maternal Weaning Weight EPD, STAY EPD, Yield Grade EPD, Marbling EPD, \$API and \$TI. These are Fall 2017 EPDs.

## Open Show Purebred Females



**Spring Calf Champion**  
 "SFIS Crystal Gayle," s. by Profit, exh. by Speas Farms, Inc., Elkhart, IA. 4.8/54/80/6.2/48/11.3/- .30/.15/111/62



**Reserve Spring Calf Champion**  
 "HILB Order of Grace E301," s. by W/C Executive Order 8543B, exh. by Hilbrands Cattle Company, Clara City, MN. 9.8/68/104/8/57/7.6/- .40/.25/128/78

**Junior Calf Champion**  
 "Miss Cashmere 139E JLC," s. by Profit, exh. by Sydney Johnsen, Wessington, SD .3.1/57/78/5.5/45/10.6/- .25/.06/101/59



**Reserve Junior Calf Champion**  
 "Ruby's Rhythm 710E," s. by Ruby SWC Battle Cry 431B, exh. by Ruby Cattle Company, Murray, IA. 6.8/72/98/7.5/46/9.3/- .29/.03/111/70



**Grand Champion and Senior Calf Champion**  
 "CRSS Lady Done It," s. by Mr CCF 20-20, exh. by Bar-O-Cattle, Oskaloosa, KS. 12.4/65/98/8.9/54/9.7/- .40/.24/133/76

**Reserve Senior Calf Champion**  
 "KNA Upidy Lady D677," s. by Mr. HOC Broker, exh. by Olivia McGurk, Kingman, IN. .6/70/103/2.6/50/5.3/- .36/.01/92/66



**Reserve Grand Champion and Junior Champion**  
 "MAAC Lucky Maya," s. by Mr. HOC Broker, exh. by Brooklyn Curtin, Oxford, IA. 1.8/62/86/4.9/46/5.5/- .35/- .02/89/61

**Reserve Junior Champion**  
 "GOHR RC Maggie D6068," s. by WAGR Broker 476B ET, exh. by Sydney Maulsby, College Station, TX. -.9/63/90/5.6/51/8.6/- .30/.01/91/60



**Senior Champion**  
 "EJS Enticing Lady 608D," s. by WS Pilgrim H182U, exh. by Rachel Dickson, St. Louisville, OH. 6.5/61/80/8.9/52/13.4/- .30/.21/125/69

**Reserve Senior Champion**  
 "CMFM Time To Shine 99D," s. by HPF Quantum Leap Z952, exh. by Jacob Shoufler, Fortville, IN. 12.3/59/80/11.6/50/9.8/- .25/.21/127/70

## Groups

**Premier Exhibitor and Premier Breeder**  
 Hilbrands Cattle Company, Clara City, MN.

## Percentage Females



**Spring Calf Champion**  
 "Cloud Diana 332E," s. by JF American Pride 0987X, exh. by Kara Cloud, Carthage, MO. 7.5/60/92/7.8/48/9/- .27/.20/107/62



**Reserve Spring Calf Champion**  
 "HILB Miss Elaina E421," s. by Colburn Primo 5153, exh. by Hilbrands Cattle Co., Clara City, MN. 10.5/61/92/10.2/56/7.3/- .13/.17/102/62



**Reserve Grand Champion and Junior Calf Champion**  
 “WLE Missy E3055,” s. by Silveiras Style 9303, exh. by Chesney Steenhoek, Maxwell, IA.  
 13.9/54/84/8.6/45/12.6/-.07/.45/135/66

**Reserve Junior Calf Champion**  
 “Ruby NFF Rhythm 702E,” s. by Ruby SWC Battle Cry 431B, exh. by Ruby Cattle Company, Murray, IA.  
 8.3/69/103/7.4/48/9.3/-.18/.12/111/68

**Senior Calf Champion**  
 “Shultz Queen 414 22D,” s. by Mr. HOC Broker, exh. by Cy Heldermon, Hinton, OK.  
 4.6/65/95/4.9/44/5.8/-.16/.06/90/60

**Reserve Senior Calf Champion**  
 “SJW Arkdale Pride 678D,” s. by FHEN Halftime A127, exh. by Sara Sullivan, Dunlap, IA.  
 8/67/109/6.8/51/7.3/-.09/.33/115/70

**Junior Champion**  
 “EWCC Marissa 80D,” s. by LLSF Pays To Believe ZU194, exh. by Tanner Curtin, Oxford, IA.  
 8.4/63/95/7.9/48/6.9/-.22/.43/120/71

**Reserve Junior Champion**  
 “LERS Blackcap D6004,” s. by LLSF Pays To Believe ZU194, exh. by Mikayla Storck, Concordia, MO.  
 9.3/60/85/6.2/42/5.8/-.34/.39/115/68



**Grand Champion and Senior Champion**  
 “UG Danica 5017D ET,” s. by Remington Secret Weapon 185, exh. by Maycee Ratliff, Westphalia, KS.  
 10.7/54/74/6.5/43/6.8/-.29/.15/104/60

**Reserve Senior Champion**  
 “GCC My Regards 6217D ET,” s. by Yardley High Regard W242, exh. by Ben Nikkel, McPherson, KS.  
 1.9/55/77/-.6/41/2.6/-.24/.08/78/55

## Purebred Bulls

**Spring Calf Champion**  
 “Schooley Eli 434B,” s. by LLSF Pays To Believe ZU194, exh. by Schooley Cattle Company, Bloomfield, IA.  
 6.8/59/87/4.3/41/7.6/-.23/.33/119/69



**Reserve Spring Calf Champion**  
 “Brooks Avalanche E33,” s. by ECSS Right On 459B, exh. by Brooks Cattle Co., Calumet, OK.  
 4.8/58/82/6/47/7.8/-.27/.15/105/63



**Reserve Grand Champion and Junior Calf Champion**  
 “HILB/SHER Data Breach,” s. by HILB Oracle C033R, exh. by Hilbrands Cattle Company, Clara City, MN.  
 11.4/66/90/6.2/54/10.8/-.33/.15/126/73



**Reserve Junior Calf Champion**  
 “WLTR Timeless 11E,” s. by HTP SVF In Dew Time, exh. by Prestige Cattle Co., Paola, KS.  
 10.2/53/67/7.8/41/11.4/-.32/.29/128/67

**Senior Calf Champion**  
 “KNA Legacy D680,” s. by Mr. HOC Broker, exh. by Knapper Cattle, Kingman, IN.  
 .6/70/103/2.6/50/5.3/-.36/.01/92/66

**Junior Bull Champion**  
 “B-C ADK Rubicon 6025D,” s. by WS Pilgrim H182U, exh. by Badger Creek Cattle and Adkins Cattle Co., Emporia, KS.  
 6.2/63/81/11.1/53/9.7/-.23/.09/107/65

**Reserve Junior Bull Champion**  
 “BBRS Nows The Time 802D,” s. by CSCX Bandwagon 513A, exh. by Blind Badger Ranch, Fort Morgan, CO.  
 6.3/61/84/2.5/49/7.4/-.30/.09/104/64



**Grand Champion and Senior Champion**  
 “CMFM Crossroads 224C,” s. by HTP/SVF Duracell T52, exh. by Braelyn Berlowitz, Cushing, OK.  
 13.7/58/79/10.7/48/8.7/-.35/.07/117/65

**Reserve Senior Champion**  
 “WLTR Two Steps Ahead 27C,” s. by RGRS SRG Two Step 20Z ET, exh. by Sublette Cattle Co., Lindsay, OK.  
 8/52/67/8.5/39/10.9/-.30/.15/116/62

## Percentage Bulls



**Junior Calf Champion**  
 “Gillig Bandwagon 1752E,” s. by CSCX Bandwagon 513A, exh. by Carr Cattle Company, Webb City, MO.  
 9.2/61/93/4.2/52/5.5/-.29/.43/119/72

(Continued on page 82)



# AMERICAN ROYAL

# 2017

(Continued from page 81)



**Reserve Junior Calf Champion**  
"MR Evolution SH,"  
s. by WLTR Two Steps Ahead 27C,  
exh. by Sublette Cattle Co., Lindsay, OK.  
8.8/59/80/6/47/-/.13/.28/100/61



**Grand Champion and Junior Champion**  
"RWA Distinction-ET,"  
s. by Hr. HOC Broker,  
exh. by Griswold Cattle Co., Stillwater, OK.  
1.1/64/94/2.5/51/4.8/-/.23/.07/83/59

**Reserve Junior Champion**  
"PAIS Sweet Ride 01D,"  
s. by WCC KLR Grand Torino 95,  
exh. by Paisley Nelson, Platte City, MO.  
12.1/62/98/8.3/50/6.1/-/.26/.41/125/71



**Reserve Grand Champion and Senior Champion**  
"Rocking P Die Hard C060,"  
s. by HPF Quantum Leap Z952,  
exh. by Rocking P Livestock, Maysville, KY.  
8.1/57/92/8.7/50/10.3/-/.20/.08/105/59

## Junior Show Purebred Females

**Junior Calf Champion**  
"Miss Cashmere 139E JLC," s. by Profit,  
exh. by Sydney Johnsen, Wessington, SD.



**Reserve Junior Calf Champion**  
"S&S Honey's Beauty 700E,"  
s. by Mr. HOC Broker,  
exh. by Kydie Jo Smith, Lindsay, OK.

**Senior Calf Champion**  
"JS Echo 32D," s. by Mr. HOC Broker,  
exh. by Coy Steenhoek, Maxwell, IA.

**Reserve Senior Calf Champion**  
"Ruby's Kimberly 6D25," s. by JF Rancher  
222Z, exh. by Tyler Loudon, Creston, IA.



**Reserve Grand Champion and Junior Champion**  
"MAAC Lucky Maya,"  
s. by Mr. HOC Broker,  
exh. by Brooklyn Curtin, Oxford, IA.

**Reserve Junior Champion**  
"GOHR RC Maggie D6068,"  
s. by WAGR Broker 476B ET,  
exh. by Sydney Maulsby, College Station, TX.

"WHF Summer 365C," was named Supreme Champion for the entire American Royal Junior Show.



**Grand Champion and Senior Champion**  
"WHF Summer 365C,"  
s. by CCR Wide Range 9005C,  
exh. by Chesney Steenhoek, Maxwell, IA.

**Reserve Senior Champion**  
"RJ PF Miss Rose 102D,"  
s. by Yardley High Regard W242,  
exh. by Anna Scott, Hazelhurst, GA.

## Percentage Females



**Junior Calf Champion**  
"WLE Missy E3055,"  
s. by Silveiras Style 9303,  
exh. by Chesney Steenhoek, Maxwell, IA.

**Reserve Junior Calf Champion**  
"Schooley Elaine 296,"  
s. by W/C Relentless 32C,  
exh. by Haven Schooley, Bloomfield, IA.

**Senior Calf Champion**  
"SJW Arkdale Pride 678D,"  
s. by FHEN Halftime A127,  
exh. by Sara Sullivan, Dunlap, IA.

**Reserve Senior Calf Champion**  
"Schultz Queen 414 22D,"  
s. by Mr. HOC Broker,  
exh. by CY Heldermon, Hinton, OK.



**Grand Champion and Junior Champion**  
"J6RA Tinge 6546D,"  
s. by Mr. HOC Broker,  
exh. by Sara Sullivan, Dunlap, IA.

# Hot SimSolutions

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**K-Ler Kingsman 610D**



5/8

ASA#: 3125337  
EPDs: CE: 17 \$API: 154 \$TI: 90

**W/C Executive 187D**



3/4

ASA#: 3182363  
EPDs: CE: 13 \$API: 134 \$TI: 80

**Yardley Utah Y361**



3/4

ASA#: 2641894  
EPDs: CE: 8  
\$API: 119  
\$TI: 65



**FHEN Halftime A127**



1/2

ASA#: 2884737  
EPDs: CE: 13  
\$API: 142  
\$TI: 78



**Halls Confidence A30**



1/2

ASA#: 2852652  
EPDs: CE: 19  
\$API: 139  
\$TI: 70



**W/C Lock Down 206Z**



1/2

ASA#: 2658496  
EPDs: CE: 22  
\$API: 156  
\$TI: 79



**W/C United 956Y**



1/2

ASA#: 2614725  
EPDs: CE: 9  
\$API: 147  
\$TI: 92



**W/C BF Innocent Man 174A**



3/4

ASA#: 2785174  
EPDs: CE: 7  
\$API: 98  
\$TI: 52



**W/C No Remorse 763Y**



1/2

ASA#: 2614801  
EPDs: CE: 3  
\$API: 70  
\$TI: 50



**TJ Franchise 451D**



1/2

ASA#: 3148384  
EPDs: CE: 14 \$API: 151 \$TI: 92  
Triangle J's 2017 sale topper and stoutest bull ever produced!

**GLS/JRB Cash Flow 163C**



3/4

ASA#: 3044489  
EPDs: CE: 9 \$API: 115 \$TI: 70

**CCR Anchor 9071B**



3/4

ASA#: 2882759  
EPDs: CE: 20 \$API: 164 \$TI: 82

**Rousey Gold Strike 512C**



5/8

ASA#: 3000381  
EPDs: CE: 19 \$API: 150 \$TI: 85

**WS Stepping Stone 844**



3/4

ASA#: 2937803  
EPDs: CE: 12 \$API: 125 \$TI: 74

**Longs the Player C33**



3/4

ASA#: 3030191  
EPDs: CE: 7 \$API: 109 \$TI: 65

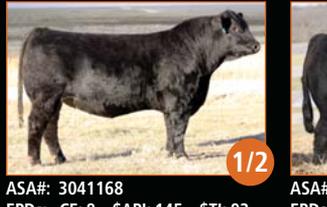
**CCR Flint Hills 2092B**



1/2

ASA#: 2882607  
EPDs: CE: 14 \$API: 149 \$TI: 90

**W/C Holy Smoke 060C**



1/2

ASA#: 3041168  
EPDs: CE: 8 \$API: 145 \$TI: 92

**WHF Tenfold C38**



3/4

ASA#: 3118596  
EPDs: CE: 17 \$API: 154 \$TI: 70

**GCC CM Stockbroker B005**



1/2

ASA#: 2883938  
EPDs: CE: 4 \$API: 97 \$TI: 60

**W/C Last Call 206A**



1/2

ASA#: 2785178  
EPDs: CE: 13 \$API: 135 \$TI: 71

**Flying B Mondo 430B**



1/2

ASA#: 2939745  
EPDs: CE: 5 \$API: 97 \$TI: 49

**GCC Whizard 125W**



1/2

ASA#: 2511023  
EPDs: CE: 13 \$API: 97 \$TI: 55

**Hara's Distinction 10C**



3/4

ASA#: 3083878  
EPDs: CE: 6 \$API: 94 \$TI: 71

**CCR Masterlink 9054C**



3/4

ASA#: 3026360  
EPDs: CE: 7 \$API: 157 \$TI: 87

**W/C Red Revolver 8443C**



3/4

ASA#: 3041173  
EPDs: CE: 12 \$API: 102 \$TI: 51



(Continued from page 82)

**Reserve Junior Champion**  
 "Miss DUX Mya,"  
 s. by Mr. HOC Broker,  
 exh. by Shannon Duxbury, Wessington, SD.

**Reserve Grand Champion and Senior Champion**  
 "UG Danica 5017D ET,"  
 s. by Remington Secret Weapon 185,  
 exh. by Maycee Ratliff, Westphalia, KS.

**Reserve Senior Champion**  
 "GCC My Regards 6217D ET,"  
 s. by Yardley High Regard W242,  
 exh. by Ben Nikkel, McPherson, KS. ♦



## MENU MORSELS

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

### 30-minute Chili

#### Ingredients

- 2-pounds lean ground beef
- 1/3-cup chili seasoning mix
- 2-cans diced tomato with green pepper, celery, and onion
- 2-cans tomato sauce
- 1-can black beans, undrained
- 1-can small red beans, undrained

#### Instructions

- Brown beef in Dutch oven, drain well
- Add seasoning mix, sauté 1 minute
- Stir in diced tomatoes, and remaining ingredients
- Cover, reduce heat, and simmer
- Stir occasionally
- Serve 15 minutes later

**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. ♦

# Diamond H Ranch

*Sustainable cattle from our pasture to yours!*

**POWERFUL RED ANGUS AND RED SIMANGUS™ CATTLE**

**- PERFORMANCE TESTED PEDIGREES WITH A STRONG MATERNAL CORE -**

*Annual Production Sale  
March 28, 2018  
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LaCrosse, KS*

This sale will be broadcast live on the internet.

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# SALE RESULTS

## Illini Elite Sale

September 17, 2017 • Shelbyville, IL

No.	Category	Average
1	Cow/Calf Pair	\$5,750
24	Bred Heifers	3,881
40	Heifer Calves	4,264
1	Donor Lot	4,800
1	Embryo Lot	5,250
67	Total Lots	\$4,172

**Auctioneer:** Duane Stephens, West Salem

**Sale Consultants:** Roger Allen, Larry Martin, Greg Miller, Marty Ropp, David Guyer and Doug Parke.

**Ringmen:** Chris Smith, Austin Rincker and Dan Naughton

### High-Selling Lots:

- \$18,750** – Open Female, s. by W/C Relentless, cons. by Rincker Simmentals and Hillstown Farms, sold to Guyer Cattle Company, Robinson.
  - \$9,000** – Open Female, s. by W/C Executive Order, cons. by Russell Land and Cattle, sold to Marty Winkler, Clarington, OH.
  - \$6,700** – Bred Female, s. by One Eyed Jack, cons. by Russell Land and Cattle, sold to Trennepohl Family Farm, Middletown, IN.
  - \$5,900** – Bred Female, s. by Lock Down, cons. by Russell Land and Cattle, sold to Mike Englebrecht, Herman, MO.
  - \$5,900** – Bred Female, s. by Pays To Believe, cons. by Russell Land and Cattle, sold to Austin Walker, Grand Ridge.
  - \$5,750** – Cow Calf Pair, s. by SP The Answer, cons. by Black Diamond Genetics, sold to Bill Graber, Livingston, WI.
  - \$4,800** – Donor, s. by Saugahatchee, cons. by Bauer Simmentals, sold to Randy Harp, Sulphur Springs, TX.
  - \$3,000** – Five Embryos, s. by One Eyed Jack, cons. by Six Bar R Farms, sold to Bill Graber, Livingston, WI.
- Comments:** The sale was broadcast live by LotOne.com (Brent Rincker).

## Simbrah Synergy 10th Anniversary Sale

September 23, 2017 • Giddings, TX

No.	Category	Average
92	Total Lots	\$4,581

**Auctioneer:** Terry Reagan, Boerne

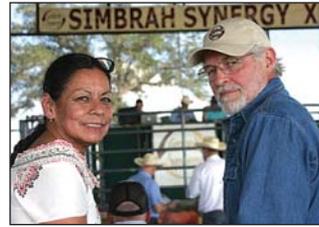
### High-Selling Lots:

- \$30,000** – Simbrah Female, “Smith Fun 4 You 526E,” s. by Smith No Fear, cons. by Smith Genetics, sold to Zach Mills, DeKalb.
- \$20,000** – Simbrah Female, “Smith Evocative Bella,” s. by NF Smith Sargeant, cons. by Smith Genetics, sold to Johnson Cattle Co., Kenedy.
- \$20,000** – 1/2 interest in Simbrah Female, “Smith SWFS O Lilly 45B,” s. by Smith Satisfies, cons. by Smith Genetics, sold to McCrary Farms, DeKalb.
- \$6,200** – 1/2 interest in embryo pregnancy out of JPF Quantum Leap, cons. by Smith Genetics, sold to Diamond RF Farms, Floresville.

**Volume Buyers:** McCrary Farms, Triple J Ranch, Ronnie Reeves and Tortorici.

**Comments:** Participants joining Smith Genetics included, Triple J Ranch, Reavis Farms, Pebble Creek Farms, Monte Christo Cattle Co., McCrary Farms, Hallak Ranch, Hensgens Bros., Diamond RF Farms Burch Farms and 7N Ranch.

Also selling: A choice of 1/10 semen interest in, “Smith Secret to Success,” sold for \$5,250; also 1/10 semen interest in “Smith Just Because,” sold for \$5,250 and there were five interests in 10 units of WHF Devil’s Cut semen sold for \$2,850 each to various buyers.



Martha and Mark McCrary were volume buyers.



Zach Mills, left purchased the high-selling female, pictured here with his dad, Jacky.



Colton Hewitt, Foulke, Arkansas, purchased a show prospect.



Mark Melson was a new buyer.

## Belles of the Bluegrass

October 7, 2017 • Campbellsburg, KY

No.	Category	Average
62	Lots	\$2,446

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Tommy Carper, Shane Ryan and Tim Dietrich

### High-Selling Lots:

- \$7,250** – Bred Female, “MMF Sheza Dilly D500,” s. by HPT SVF In Dew Time, bred to Hooks Beacon, cons. by Misty Meadows Farm, sold to Mason Simmentals and Bluegrass Genetics, KY.
- \$4,300** – Bred Female, “WHF Mabelle 229C,” s. by LMF Revenue, bred to W/C Executive Order, cons. by Wayward Hill Farm, sold to Sloup Simmental, NE.
- \$4,300** – Bred Female, “Ratliff’s Miss Loaded,” s. by W/C Loaded Up, bred to Hook’s Bounty, cons. by Ratliff Cattle Company, sold to Kaemingk Feedlot, IA.
- \$4,000** – Bred Female, “MMF Sheza Cowgirl D502,” s. by CCR Cowboy Cut, bred to LRS Elevate, cons. by Misty Meadow Farm, sold to Twin Oaks Simmental, NC.
- \$4,000** – Bred Female, “KSI Pippy,” s. by SVF Sledgehammer, bred to HPF Optimizer, cons. by Kaiser Simmentals, sold to Mason Simmentals and Bluegrass Genetics, KY.
- \$4,000** – Bred Female, “WHF Ariana 39C,” s. by WHF Voltage, bred to Hooks Blackhawk, cons. by Wayward Hill Farms, sold to Rondal Dawson, KY.
- \$3,700** – Bred Female, “WHF Mabelle 227C,” s. by TNT Dynasty, bred to OMF/DK Cruise Control, cons. by Wayward Hill Farms, sold to Eli Kinsinger, KY.



The Belles of the Bluegrass group with Dr. Dan Tracy and Thomas Carper of Multimin 90 on the eve of the 20th annual sale.



The new location of Reality Farms made for a beautiful fall day in the Bluegrass.



Brandon Luebbe, B&L Cattle, visits with Jaron Van Beek, Hilltop Simmentals, after the sale.



Bill Sloup visits with Chad Ruda and Nicki Petersen post sale.



Rondal Dawson thanks buyer Eddie Mason along with Bill Kaiser.



Randy Favorite and Kathy Kreger were in attendance.

## New Direction Sale

October 14, 2017 • Seward, NE

No.	Category	Average
106	Total Lots	\$4,169

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Tom Rooney, Chris Beutler and Randy Rasby

### High-Selling Lots:

- \$15,500 – Open Female, “BWL Jewel 933E,” s. by Mr. CCF 20-20, cons. by B&L Cattle Company, sold to Welsh Simmentals and Barrett Billingsley, KY.
- \$13,000 – 1/2 interest in Open Female, “SS Daisy Mae D26,” s. by LLSF Uprising, cons. by Sloup Simmentals, sold to Angle SimAngus, OK.
- \$12,500 – Open Female, “BWL Lady of Vision 944E,” s. by Mr. CCF 20-20, cons. by B&L Cattle Company, sold to Golden Acres Simmental, IA.
- \$12,000 – Donor Female, “SVF NJC Ebony X319,” s. by Mr. NLC Upgrade, bred to W/C Loaded Up, cons. by Sloup Simmentals and Crusader Simmentals, sold to Hilltop Simmentals, SD.
- \$10,300 – Open Female, “Nabe Jewel Lady E25,” s. by Mr. CCF 20-20, cons. by Naber Farms, sold to Jason Pribyl, NE.
- \$9,750 – Open Female, “GKS Angle Glam D043,” s. by LLSF Pays to Believe, cons. by Kasl Simmentals, sold to Nate Midcap, CO.
- \$7,650 – Donor Female, “JSMF/FVF Fistful of Glitter,” s. by Mr. HOC Broker, bred to CCR Boulder, cons. by NP Cattle Company, sold to Superior Simmentals, UT.
- \$6,750 – Bred Female, “SS Reflections,” s. by SS Storm, bred to W/C Loaded Up, cons. by Sloup Simmentals, sold to Michael Denning, IA.



It was a foggy morning but that sure didn't stop the crowd from attending the 23rd annual event.



Nick Sloup thanks the Wenell Family, Golden Acres Simmentals, for selecting one of the top open heifers.

## Buckles and Banners Sale

October 20, 2017 • West Point, IA

No.	Category	Average
61	Total Lots	\$4.066

**Auctioneer:** Jered Shipman, TX

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Tom Rooney, Kent Jaecke and Mike Sorensen

### High-Selling Lots:

- \$14,000 – Open Female, “OBCC Lola 910E,” s. by OBCC Blacklist 915B, cons. by Owen Brothers Cattle Co., sold to Moore Land and Cattle, IL.
- \$10,000 – Open Female, “GSC Evening Tinge 386E,” s. by Mr. HOC Broker, cons. by Gerdes Show Cattle, sold to Ken Hewlett, MS.
- \$8,000 – Open Female, “GSC Lucky Girl 208E,” s. by WLE Uno Mas, cons. by Gerdes Show Cattle, sold to Jeff Denning, IA.
- \$8,000 – Open Female, “OBCC Daphane X10E,” s. by CCR Anchor, cons. by Owen Brothers Cattle Co., sold to Moore Land and Cattle, IL.
- \$8,000 – Open Female, “MG/GSC Diamond 321E,” s. by LLSF Pays to Believe, cons. by Gerdes Show Cattle, sold to Kanoy Farms, MO.
- \$7,250 – Bred Female, “OBCC Miss Tango D614,” s. by OBCC Upper Hand 803B, bred to GSC Saugahatchee 161C, cons. by Gerdes Show Cattle, sold to Buck Creek Ranch, OK.
- \$6,000 – Bred Female, “GSC Caliente 23YD,” s. by W/C United, bred to CCR Anchor, cons. by Gerdes Show Cattle, sold to Bryce Wright and Mark Steffensmeier, IA.



The Heidt family from MO selected two top lots.



Jeff Thompson thanks Derek Ebersole and Dennis Moore of Moore Land & Cattle for their purchases.



Dustin Ford, Dr. Tara Gerdes and Chan Phillips, visit after the sale.



The scene was set under the big tent and Landry approved.

(Continued on page 88)

# SALE RESULTS

## Midwest Made Production Sale

October 21, 2017 • Ames, IA

No.	Category	Average
76	Total Lots	\$5,204

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** DP Sales Management, LLC, KY

**Sale Staff:** Joel Edge, Chris Effling and Tom Rooney

### High-Selling Lots:

- \$52,000** – Open Female, “JS Flatout Flirty,” s. by JS Burning Up, cons. by JS Simmentals, sold to The Flirty Group, IA.
- \$20,000** – Open Female, “Volk Southern Style CC,” s. by W/C Executive Order, cons. by Volk Simmental, sold to Healy Simmentals, IA.
- \$16,750** – Open Female, “JS Pearl 37E,” s. by Mr. HOC Broker, cons. by JS Simmentals, sold to Cade and Matt Liggett, OH.
- \$12,750** – Open Female, “JS Sammie 48E,” s. by WS Pilgrim, cons. by JS Simmentals, sold to Grandview Cattle Co., IA.
- \$12,500** – Open Female, “JS Mystic 28E,” s. by WLE Twang, cons. by JS Simmentals, sold to Dorsey Farms, IL.
- \$10,000** – Open Female, “JF/GF Bandy Maid 7501E,” s. by JF Milestone, cons. by Guthridge Farms and Janssen Farms, sold to Maple Lane Farm, IN.
- \$7,000** – Open Female, “JS Holy 10E,” s. by JS The Sniper, cons. by JS Simmental, sold to Todd Kline, IA.



Ken Steenhoek visits with Andrew Speas and friends before the sale.



A good crowd was on hand to take in this year's sale at the ISU's Hanson Ag Center.



Craig & Ashley Laackmann, Riverside Simmentals, selected a bred heifer.



Claudia Steenhoek and her crew out do themselves each year with outstanding decor.

## Pennsylvania Fall Classic Sale

October 28, 2017 • Waynesburg, PA

No.	Category	Average
81	Total Lots	\$2,370

**Auctioneer:** John Spiker, WV

**Sale Manager:** Classic Sales, Chris Brown, WV

**Sale Staff:** David Spiker, Charlie Strickler, and Sadie Wright

**Sale Consultant:** Dalton Lundy, KY

### High-Selling Lots:

- \$8,000** – Open Female, “Classic Flatliner,” s. by Houston X01, cons. by Classic Farms, WV; sold to Young Cattle Co., OH.
- \$7,000** – Bred Female, “Classic Kizzy D86,” s. by CSCX Bandwagon, bred to Silveiras Style, cons. by Classic Farms, WV; sold to Young Cattle Co., OH
- \$4,600** – Bred Female, “PVSM Uno Mas Dulce,” s. by WLE Uno Mas, bred to J Bar J Nightride, cons. by Powell's Valley Simmentals, PA; sold to John E. McMillan, PA.
- \$4,500** – Bred Female, “PCSC Burning Rock 9D,” s. by CDI Rimrock, bred to W/C Bullseye, cons. by Pine Creek Show Cattle, ME; sold to Darrell Briggs, PA.
- \$4,400** – Cow/Calf Pair, “Crum Boyz BWF Misty 19Y,” s. by Roses Dream Boy, Heifer Calf s. by Mr HOC Broker, cons. by Crum Circle C, OH; sold to David Carlisle, PA.
- \$4,400** – Open Female, “B & BA Miss Broker,” s. by Mr HOC Broker, cons. by M & B Acres, OH; sold to Young Cattle Co., OH.
- \$4,300** – Bred Female, “GRTF Wagon Ride,” s. by CSCX Bandwagon, bred to W/C Bullseye, cons. by Pine Creek Show Cattle, ME; sold to Darrell Briggs, PA.
- \$4,000** – Bred Female, “ERV Bernadette,” s. by Cherokee Rooster, bred to CAJS Blaze of Glory, cons. by ERV Cattle Co., OH; sold to Bill Milesky, PA.

**Volume buyer:** Young Cattle Co., Belmont, OH

**Comments:** The 2017 PA Fall Classic is one of the longest running consignment sales in the east. This year had consignors coming from seven states in the east and buyers were on hand from 12 states.

# IOWA PREMIER

WEDNESDAY, JANUARY 24TH @ NOON - COLFAX, IA

TLLC One Eyed Jack son  
Consigned by: Fitzsimmons Simmental

A1'd to: Silveiras Style  
Consigned by: Big Whiskey Cattle Co

EF Commando daughter  
Consigned by: Murphy Angus LLC

**Call or email for your catalog!**

**IM**  
Larry Martin Cattle Sales  
217-433-0242  
lmc@s2000@yahoo.com  
www.larrymartinlivestock.com  
Greg Miller, Marketing Consultant  
608-778-8785

This sale will be broadcast live on the internet.

**DVAuction**  
Broadcasting Real-Time Auctions  
Real time bidding & proxy bidding available.

## Irvine Ranch 13th Annual Production Sale

November 4, 2017, Manhattan, KS

No.	Category	Average
49	Bulls	\$5,378
29	Females	3,394
78	Total Lots	\$4,640

**Auctioneer:** Garren Walrod, KS

**Marketing Representatives:** Guy Peverly, *The Stock Exchange*, and Andrew Sylvester.

**Representing ASA:** Nathan Smith



Visiting with potential customers.



Pre-sale lunch.

## Triangle J Ranch Harvest Select Sale

November 5, 2017 • Miller, NE

No.	Category	Average
69	Bred Cows	\$2,420
25	Elite Open Heifers	3,572
117	Open Heifers	1,513
30	Proven Donors	5,268
6	Embryo Packages	1,050
247	Total Lots	\$2,420

**Auctioneer:** Tracy Harl, NE

**Sale Manager:** Allied Genetic Resources, IL

**Marketing Representatives:** Levi Landers, *Livestock Plus*; Chris Beutler, *Midwest Messenger*, and Matt Printz.

**Representing ASA:** Nathan Smith



Inside the sale facility.



The auction block. ◆



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of your calves.

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# HPF QUANTUM LEAP 2952



# QUANTUM LEAP

**YOUR HERD IN THE DIRECTION OF PERFECTION!**

	CE	BW	WW	YW	MCE	Milk	\$API	\$TI
EPD	13	-.4	58	81	13	19	129	69
%	15	15			10		35	

EPDs as of 10.2.17

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



Quantum Leap's famous dam at Hudson Pines Farm.



Quantum Leap's famous maternal granddam – Valentine.

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

**Owners: Circle M Farms and Rocking P**

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



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



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



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



3rd Overall Purebred Female – exhibited by Morgan Phillips.



11th Overall Purebred Female – exhibited by Kayden Tanner.



13th Overall Purebred Female – exhibited by Allie Jordan.



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

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

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Lewistown, IL 61542

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**Jeremy Onken**  
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Argos, IN 46501

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700 Dennison Schoolhouse Rd  
Bedford, IN 47421

**Nathan Wiley**  
4425 Penfold Rd  
New Harmony, IN 47631

**C&M Cattle Company**  
Crawford  
Fremont, IN 46737

## IOWA

**Nick Weaver**  
1638 Hancock Ave  
Mouville, IA 51039

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27586 Hwy 59  
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Paris, KY 40361

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**AEJ Cattle Company**  
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Checotah, OK 74426

## OREGON

**Hollinger Farms**  
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Culver, OR 97734

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**Buckshot Cattle Co**  
1496 Big Shannon Run Rd  
Waynesburg, PA 15370

**Excel Cattle Co**  
1345 W Penn Blvd  
Uniontown, PA 15401

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17 Patton Rd  
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## TEXAS

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Ballinger, TX 76821

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- Identifies the relative value of your feeder calves.
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Featuring Sires:

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CCR Cowboy Cut

Pays To Dream

J Bar J Nightride

Rust Component

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*Angus*

Connealy Confidence Plus

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Connealy Right Answer

## ANNUAL PRODUCTION SALE

Friday, February 16, 2018 • 1 p.m. • At the ranch, Chamberlain, SD



Steve & Elaine Reimer 605-234-6111/605-680-1939

[www.RRCattleCo.com](http://www.RRCattleCo.com) [rrcattle@midstatesd.net](mailto:rrcattle@midstatesd.net)

This sale will be broadcast live on the internet.

**DVAuction**

Broadcasting Real-Time Auctions

Real time bidding & proxy bidding available.

# ASA FEE SCHEDULE

## DNA Services Contact ASA For Testing Kits

### Genomic Tests:

*GGP-HD (Required for AI sires/donor dams)	.....	\$90
*GGP-LD	.....	\$50
GGP-uLD	.....	\$33

*\*Add-on tests available*

	Stand Alone ↓	Add-on ↓
**Parental Verification (PV)	..... \$18	..... Free
Coat Color	..... \$20	..... \$9
Red Charlie	..... \$15	..... NA
Horned/Polled	..... \$50	..... \$42

	Stand Alone ↓	Add-on ↓
PMel (Diluter)	..... \$20	..... Free
Oculocutaneous Hypopigmentation (OH)	..... \$25	..... NA
Arthrogryposis Multiplex (AM)	..... \$25	..... \$11
Neuropathic Hydrocephalus (NH)	..... \$25	..... \$11
Contractural Arachnodactyly (CA)	..... \$25	..... \$11
Developmental Duplication (DD)	..... \$25	..... \$11
Tibial Hemimelia (TH)	..... \$25	..... \$11
Pulmonary Hypoplasia with Anasarca (PHA)	..... \$25	..... \$11
Osteopetrosis (OS)	..... \$25	..... \$11
BVD PI	..... \$5	

*\*\*Subject to additional research fees in the case of exclusions or multi-sire groups*

## 2018 THE Enrollment

**Spring 2018 THE Enrollment** (dams calve January 1-June 30) — Early enrollment open October 15 through **December 15, 2017**.  
Late enrollment available until February 1, 2018.

**Fall 2018 THE Enrollment** (dams calve July 1-December 31) — Early enrollment open April 15 through **June 15, 2018**.  
Late enrollment available until August 1, 2017.

	Option A (TR)	Option B (SR)	Option C	Option D (CM)
Early Enrollment	\$15.00	FREE	\$7.50	\$500/herd
*Late Enrollment	\$16.00	\$1.00	\$8.50	\$500/herd

*\*Late enrollment fees*

A re-enrollment fee of \$35.00 applies to any dam that is removed from inventory and re-enters the herd at a later date. A member who has dropped out of THE and wishes to return, may do so for the next enrollment season. Re-enrollment fee is \$35 per animal (maximum of \$350) plus enrollment fees. Non-THE registration fees will apply to the calendar year when a member did not participate in THE.

## American Simmental Association Fees

### Membership Initiation Fee:

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

### Annual Service Fee (ASF):

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

### Registration Fees:

#### Registration Fees enrolled in THE

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

### Transfer Fees:

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

### Additional Transactions:

Priority Processing		
(not including shipping or mailing)	.....	\$50
Corrections	.....	\$5

### Registration Foreign/Foundation Fees:

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

### Registration Fees not enrolled in THE:

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

# J&C SIMMENTALS

23<sup>rd</sup> Annual Bull Sale

January 27, 2018 • 12:30 PM

West Point Livestock • West Point, NE



**E30** • PUREBRED  
ONE EYED JACK X LUCKY MAN



**E207** • PUREBRED  
PAYS TO BELIEVE X DJ SALUTION



**E711** • PUREBRED  
ROYAL AFFAIR X MISS FANCY YARDLEY



**E223** • PUREBRED  
INNOCENT MAN X ZOOM



**E712** • PUREBRED  
INNOCENT MAN X CNN LUCKY GIRL (DONOR)



**E723** • 3/4 BLOOD  
INNOCENT MAN X Ms SURE BET Z869



**E50** • PUREBRED HEIFER  
GLS CASH FLOW X JOKER



**E704** • PUREBRED  
ZOOM ZOOM X CNN SWEET THING (DONOR)



**E32** • 5/8 BLOOD HEIFER  
INNOCENT MAN X 3C TENFOLD

Selling... **150** Bulls **20** Opens **10** Breds



Bob, Jay and Clark Volk

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Bob, 402-720-0469 • Jay, 402-720-7596

Clark, 402-720-3323 • volkjk@aol.com

[www.jandcsimmentals.com](http://www.jandcsimmentals.com)





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**A brand you can trust and cattle you can count on!**

*Forrest & Charlette Lucas*

**DATE BOOK**

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31						

JANUARY 2018						
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28	29	30	31			

**DECEMBER**

27-28 St. Nicks Eggstravaganza 5 — [www.dponlinesales.com](http://www.dponlinesales.com)

**JANUARY 2018**

- 6-8 From the Ground Up Bull Sale — [www.dponlinesales.com](http://www.dponlinesales.com) (pg. 99)
- 6 The Royal Classic Sale — Ames, IA
- 8-9 C&C Farms Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com)
- 13 SimMagic On Ice — Denver, CO (pg. 29)
- 15 National Western "The One-Volume XXV" Sale — Denver, CO (pgs. 28, 49, 50)
- 16 Wild Wild West Female Sale — Brighton, CO (pgs. IFC, 26, FC Cal.)
- 24 Iowa Premier — Colfax, IA (pg. 88)
- 24 Sioux Empire Farm Show and Sale — Sioux Falls, SD
- 26 Ellingson Simmentals' Annual Production Sale — Dahlen, ND (pgs. 73, 97)
- 26 SK Cattle's Private Treaty Sale — Aberdeen, SD (pg. 9)
- 27 Baxley Family Farms Sale — Georgetown, SC
- 27 Double J Farms' Private Treaty Bull Sale — Garretson, SD (pg. 76)
- 27 Forster Farms' 39th Annual Production Sale — Smithfield, NE (Jan. Cal.)
- 27 J&C Simmentals' Annual Bull Sale — Arlington, NE (pgs. 69, 95)
- 27 The Cowtown Classic National Simmental Sale — Fort Worth, TX
- 28 2nd Annual KnH Simmentals' Online Bull and Female Sale — [www.knhsimmentals.com](http://www.knhsimmentals.com)
- 28 Reck Brothers-N-Sons Genetic Advantage Production Sale — Blakesburg, IA (pg. 6)
- 28 Triangle J Ranch's Annual Production Sale — Miller, NE (pg. 69)
- 29 APEX Cattle 'Heterosis Headquarters' Annual Sale — Danneberg, NE (pgs. 10-11)
- 29 Sloup's Winter Event Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com)

**FEBRUARY**

- 1 Black Hills Stock Show and Sale — Rapid City, SD
- 1 Stavick Simmentals' Annual Sale — Eblen, SD (pg. 76)
- 2 Kunkel Simmentals' Annual Bull and Bred Female Sale — New Salem, ND
- 3 Hilltop Simmentals' 5th Annual Bull Sale — Hudson, SD
- 3 Loonan Stock Farms' 43rd Anniversary Production Sale — Corning, IA
- 3 Prickly Pear "Made In Montana" Sale — Helena, MT (pgs. 54, 63)
- 3 Ruby Cattle Co Simmental Performance Bull Sale — Lamoni, IA
- 3 Springer Simmental's "Value Based" Genetics Sale — Decorah, IA (pg. 39)
- 3 The Turn In Bull Sale — Sioux Center, IA (pg. 43)
- 4 Blue River Gang 34th Production Sale — Rising City, NE
- 4 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 4 Klain Simmental Ranch's 36th Annual Production Sale — Turtle Lake, ND
- 5 38th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 6 Sloup & Friends Winter Event Online Sale — [www.dponlinesales.com](http://www.dponlinesales.com)
- 6 T&T Cattle's Production Sale — Riverton, WY
- 7 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT (pgs. 63, Jan. Cal)
- 8 Hart Simmental Beef Builder Bull Sale — Frederick, SD
- 8 Lassle Ranch Simmentals' 25th Annual Production Sale — Glendive, MT (pg. 59)
- 9 Bata Brothers 21st Annual Bull Sale — Rugby, ND
- 9 Hook Farms and Clear Springs' "Bred for Balance" Sale — Starbuck, MN
- 9 TNT Simmentals' Annual Bull Sale — Almont, ND (pgs. 25, Feb. Cal.)
- 9 Watertown Winter Farm Show and Sale — Watertown, SD
- 10 Berger's Herdmasters SimAngus™ Hybrid Bull Sale — North Platte, NE
- 10 Dixie National Sale — Jackson, MS
- 10 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 10 Hart Simmentals' Beef Builder Bull Sale — Frederick, SD
- 10 Kenner Simmental Ranch's 22nd Annual Production Sale — Leeds, ND (pgs. 51, Feb. Cal.)
- 10 Schaff Angus Valley 115th Production Sale — St. Anthony, ND
- 10 Tom Brothers Private Treaty Bull Sale — Campbellton, TX
- 11 Rydeen Farms 20th Annual "Vision" Sale — Clearbrook, MN
- 12 Benda Ranch Simmentals' Annual Production Sale — Kimball, SD (pg. 17)
- 12 Dakota Power Bull Sale — Valley City, ND
- 12 Edge of the West Female and Bull Sale — Mandan, ND (June Cal.)
- 12 Iowa Simmental Annual "Mark of Excellence" Sale — Des Moines, IA
- 13 13th Annual Bichler "Quality Not Quantity" Production Sale — Linton, ND
- 13 Bar CK Cattle Company's 4th Annual Profit Sharing Sale — Culver, OR (Feb. Cal.)

(Continued on page 98)



**E762**  
LFE the Riddler 323B x Ellingson Ms. PBeef W972  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 5 85 128 .27 11 22 64 110 71  
Adj. WW: 974 lbs. Adj. YW: 1,597 lbs.



**E760**  
WS Prime Time B6 x Ellingson Beef Maker Y135  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 3.3 95 144 .31 11 13 60 134 86  
Adj. WW: 947 lbs. Adj. YW: 1,576 lbs.



**E717**  
VA R Discovery 2240 x Ellingson Cpt Morgan C572  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
9 1.5 98 166 .43 10 28 77 151 96  
Adj. WW: 891 lbs. Adj. YW: 1,495 lbs.



**E714**  
CCR Wide Range 9005A x Ellingson Loknload C5028  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
10 1.6 80 129 .31 12 19 59 134 79  
Adj. WW: 883 lbs. Adj. YW: 1,428 lbs.



**E757**  
Silveiras Mission Nexus 1378 x Ellingson Ms. Gunner U826  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
9 3.7 77 113 .22 7 25 64 118 73  
Adj. WW: 881 lbs. Adj. YW: 1,402 lbs.

For catalogs and information:



**Terry Ellingson & Family**

Phone: 701-384-6225

Cell: 701-741-3045

5065 125th Ave. NE • Dahlen, ND 58224

email: tellings@polarcomm.com

**Guest Consignors:**

McDonald Farms, Inkster, ND • 701-248-3654

Strommen Simmentals, Arthur, ND • 701-967-8320

The catalog and updated information (homozygous polled test, ultrasound and scrotal measurements) will be available online.

**DVAuction**

# Looking for Performance?

## Ellingson Simmental Performance Bull & Female Sale

**Friday, January 26, 2018 • 1:00 pm CST**

**Sale Location: At the farm, Dahlen, ND**

**Selling: 90 Simmental and SimAngus™ Bulls – Red and Black  
35 Open Heifers / Show Prospects  
8 Bred Heifers**

**Other sires include:** W/C Executive Order 8543, Brown JYJ Redemption Y133, HXC Conquest 4405P, J Bar J Nightride 225Z, Come ASUR Red Rocket, Ellingson Klondike Y123, PVF-BF BF26 Black Joker, Harvie JDFWallbanger 111X, Wheatland Bull 680S, TNT BCR Unified B203, Ellingson Dominator W905, LRS Top Ten 104Y, TJ Power Grid 363Y and WS All Aboard.

**Bulls will be SEMEN TESTED and GUARANTEED BREEDERS.**



**E758**  
CCR Cowboy Cut 5048Z x Ellingson Nophalt T731  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 2.6 81 122 .26 11 23 64 141 82  
Adj. WW: 842 lbs. Adj. YW: 1,372 lbs.



**E736**  
SVS Captain Morgan 11Z x Ellingson Ms. Answer A348  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
10 2.9 78 125 .29 13 25 64 105 69  
Adj. WW: 838 lbs. Adj. YW: 1,384 lbs.



**E798**  
TNT Bootlegger Z268 x Ellingson MS K33B A356  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
11 4 73 107 .21 9 20 56 131 75  
Adj. WW: 847 lbs. Adj. YW: 1,522 lbs.



**E768**  
W/C United 956Y x Ellingson 680S W903  
EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI  
6 3.2 78 130 .32 6 18 57 119 72  
Adj. WW: 829 lbs. Adj. YW: 1,498 lbs.

[www.ellingsonsimmentals.com](http://www.ellingsonsimmentals.com) or [www.simmental.org](http://www.simmental.org)

EPDs pulled 11.22.17

# DATE BOOK continued

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- 13 Werning Cattle CO Production Sale — Emery, SD (pgs. 74-75)
- 14 River Creek Farms' 28th Annual Bull Sale — Manhattan, KS (pgs. 61, Jan. Cal.)
- 14 Wilkinson Farms Simmentals' Breeding for the Future Sale — Montpelier, ND (Feb. Cal.)
- 15 Felt Farms' Brands of Excellence Bull Sale — West Point, NE
- 15 Houck Rock Creek Ranch Spring Private Treaty Bull Sale — Allen, KS
- 16 Cow Camp Ranch's Spring Bull Sale — Lost Springs, KS (pg. 61)
- 16 Dakota Xpress Annual Bull and Female Sale — Mandan, ND (pg. 73)
- 16 Mader Ranches Bull Power Sale — Carstairs, AB
- 16 R&R Cattle Company's Annual Bull and Female Sale — Chamberlain, SD (pg. 93)
- 16 Sandy Acres Bull Sale — Creighton, NE (pgs. 42, 69)
- 17 Dixson Farms, Inc., Private Treaty Sale and Open House — Atwood, KS
- 17 Double T Simmental's Annual Production Sale — Turtle Lake, ND
- 17 Rhodes Angus Open House Bull Sale — Carlinville, IL
- 17 Yon Family Farms's Spring Sale — Ridge Spring, SC
- 18 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 19 Bulls of the Big Sky — Billings, MT (pgs. 63, Feb. Cal.)
- 20 QBVJT Power By Design Sale — Oakes, ND (pgs. 73, 101)
- 20 Rocky Hill Farms' Online Sale — www.dponlinesales.com (pg. 99)
- 21 Chestnut Angus Annual Bull Sale — Pipestone, MN
- 21 TF-Brand Genetics Sale — Middletown, IN (BC Cal.)
- 22-24 Illinois Performance Tested Bull Sale, Springfield, IL
- 22 Nebraska Cattlemen's Classic Sale — Kearney, NE
- 24 3rd Annual Black and White Spring Forward Sale — Montgomery, AL
- 24 Mid-America Simmental Sale — Springfield, IL
- 24 Minnesota State Simmental Sale — Cannon Falls, MN
- 24 Pigeon Mountain Spring Bull Test Sale — Armuchee, GA
- 26-27 Dakota Ladies Online Sale — www.dponlinesales.com
- 26 Lehrman Family Farms Production Sale — Mitchell, SD
- 27 Barker Cattle Company's Production Sale — Burley, ID
- 27 Hill's Ranch Production Sale — Stanford, MT
- 27-3/5 Hofmann Simmental Farms' "Buy Your Way Sale" — Clay Center, KS
- 27 Houston International Simmental/Simbrah Sale — Houston, TX
- 27 Larson XL Simmental's 40th Annual Production Sale — Mandan, ND
- 28 C Diamond Simmentals' Production Sale — Dawson, ND (Jan. Cal.)

## MARCH

- 1 Keller Broken Heart Ranch Sale — Mandan, ND (March Cal.)
- 2 Diamond Bar S Sale — Great Falls, MT
- 2 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 76)
- 2 KSU Annual Legacy Sale — Manhattan, KS
- 3 Cason's Pride & Joy Bull Sale — Russell, IA
- 3 Kentucky Beef Expo — Louisville, KY
- 3 Trinity Farms' Generation of Excellence Sale — Ellensburg, WA (pgs. 73, 103, March Cal.)
- 3 Walsh Simmental Bull Sale, Hubbard, NE
- 4 Gold Bullion Group's 16th Annual Sale, Manhattan, KS
- 5-6 March Madness @ Windy Ridge — www.dponlinesales.com
- 6 Dikeman and Hunninghake Simmental and Angus Bull Sale — Wamego, KS
- 6 Open 8 Genetics Sale — Broadus, MT
- 7 Prime 360 Beef Bull Sale — Groton, SD
- 8 Cattlemen's Kind Bull Sale — San Saba, TX
- 8 Schmig Simmental Ranch's 35th Annual Production Sale — Stockholm, SD
- 8 Volk Livestock's Genetic Option Event — West Point, NE (pg. 47)
- 10 16th Annual Carcass Performance Partners Bull Sale — Lucedale, MS
- 10 Gonsior Simmental Production Sale — Fullerton, NE
- 10 Great Lakes Beef Connection Bull Sale — Clare, MI
- 10 Tennessee Beef Agribition — Lebanon, TN
- 12 Cline Cattle Co. Spring Bull Sale — Manhattan, KS
- 13 Open Gate Ranch's Sale — Simms, MT
- 14 Mertens Power Plus — Milbank, SD
- 16 3C Christensen/NLC Simmental Ranch's Annual Production Sale — Wessington, SD (pg. 76)
- 16 Sunflower Genetics' Annual Production Sale — Maple Hill, KS (pg. 61)
- 17 Altenburg Super Baldy Ranch's Annual Bull Sale — Fort Collins, CO (FC Cal.)
- 17 Eastern Spring Sale — Columbus, OH
- 17 Lechleiter Simmentals' 30th Annual Bull Sale — Loma, CO
- 17 Red Hill Farms' "More Than a Bull XIII" Bull and Female Sale, Lafayette, TN
- 17 Rockin H Simmental Production Sale — Canby, MN
- 19 Bridle Bit Simmentals' 4th Annual All Terrain Bull Sale — Walsh, CO (pg. 26)

## 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 terms describe the amount of feed a calf will clean up daily?
2. What term describes a mating system in which closely-related animals are mated back to each other?
3. What class of drugs is commonly used in starter rations?
4. What is the name of the canal that allows milk in a baby calf to flow directly to the osmasum.
5. As an animal ages, what would you expect of its heart rate?
6. What is the bone disease in young animals not receiving enough vitamin D and resulting in weak and faulty bone formation?
7. Name the five classes of feeder and stocker cattle?
8. What would you expect of fertility rates in cattle that have been extensively inbred?
9. What is the process whereby germ cells divide and the resulting cells have only the normal number of chromosomes?
10. Which stomach compartment has the greatest value?

### Answers:

1. Full feed or ad-libitum; 2. Inbreeding;
3. Antibiotics; 4. Esophageal groove;
5. It decreases; 6. Rickets; 7. Steer;
8. It would
9. Metosts; 10. Rumtun.

# From The **GROUND** UP



Open House & Door Prizes... January 6<sup>th</sup>

Extended Bidding begins... January 8<sup>th</sup> 8:00 PM EST

Online Sale



Combustible x BF Ms Basic Look 457W



Combustible x BF Ms Basic Look 457W



Two Step X Lucy Y001



Offering 17 stout Fall born bulls and 5 strapping Spring borns.

Watch our website and Facebook page for more updates.

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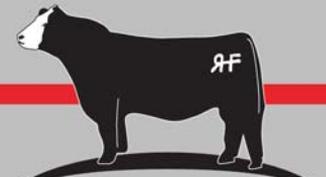
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SVF/NJC Built Right



Colburn Primo



**ROCKY HILL**  
FARMS  
DAWSONVILLE, GEORGIA

**ONLINE SALE**  
February 20<sup>th</sup> - 8 AM EST  
- open one day only -  
Hosted by DP Online Sales

**Exclusive Burn Baby Burn Sale!**  
Offering 10 embryo matings and  
3 open heifers sired by SVF/NJC Built Right,  
Colburn Primo & EBY/ADKS Deacon.

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Steve & Tammy Watson  
Steve Watson. 706-429-5349  
7029 Elliott Family Parkway  
Dawsonville, GA 30534



View and bid on the online sale offering at  
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# RATES & POLICIES

## Ad Sales Staff

For All Your Advertising Needs



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nchesterfield@simmgene.com



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rprice@simmgene.com

## International Sales



**Jeff Thomas**

406-581-8859

jeffthomas138@gmail.com

## Subscriptions

- Domestic \$50/year
- First Class \$100/year
- All International \$100/year (US)

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

### Space and four-color rates for *the Register*:

Space Rates	Non-Contract	5X Contract	9X Contract	Four Color
<b>1 page</b>	\$770	\$730	\$700	\$300
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<b>1/2 page</b>	\$440	\$420	\$400	\$150
<b>1/3 page</b>	\$330	\$315	\$300	\$100
<b>1/4 page</b>	\$220	\$210	\$200	\$75
<b>1/8 page</b>	\$150			\$50
<b>3-inch mini</b>	\$100			\$30
<b>2-inch mini</b>	\$85			\$15
<b>2-inch card</b>	\$700/year, 9 insertion			\$135
<b>1-inch card</b>	\$390/year, 9 insertions			\$90
<b>Classified Ads</b>	\$.60/word, \$12.00 minimum, must be prepaid			

### Register Deadlines for Publication:

Issue	Sales Close	Ad Materials	Camera Ready	Mail Date
February '18	Dec 29	Jan 5	Jan 19	Jan 31
March '18	Feb 1	Feb 9	Feb 16	March 1
April '18	March 1	March 9	March 19	April 2
May/June '18	April 2	April 10	April 20	May 4
July/August '18	June 22	June 29	July 11	July 23
September '18	August 1	August 10	August 17	Sept 4
October '18	August 31	Sept 10	Sept 20	Oct 2
November '18	Oct 1	Oct 10	Oct 19	Nov 1

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

A non-refundable fee of \$50.00 will be assessed if a client does not meet deadlines or if the client commits to advertising and cancels after the deadline or if the ad must be dropped to ensure on time publication.

Advertising materials (including photos) must be in *the Register* office by the dates listed above. *the Register*, which mails by periodicals rate, assumes no responsibility for actual receipt date.

### Design Charges

Advertising rates are for camera-ready ads only. Additional design charges will apply to any ad that is designed by ASA Publication, Inc.

### Layouts & Proofs

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

### Terms

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

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*the Register* and its staff assume no responsibility or obligation to verify the accuracy and truthfulness of advertising copy submitted to *the Register*. However, *the Register* reserves the right to reject any advertising copy or photo which *the Register* deems unsuitable for publication for any reason, including copy or photographs which are false or misleading. *the Register* assumes no responsibility for the accuracy and truthfulness of submitted print ready ads. Advertisers shall indemnify and hold harmless *the Register* for any claims concerning advertising content as submitted. Advertising containing pedigrees or statements regarding performance must conform to records kept by the American Simmental Association. Copy deviating from official records may be changed as necessary without advertiser consent.

### Editorial Policy

Opinions expressed are the writers' and not necessarily those of *the Register*. Photographs are welcome, but no responsibility is assumed for material while in transit or while in the office.

## ASA PUBLICATION, INC

One Genetics Way  
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QBVJT

# POWER *By* DESIGN

VJT *Ranch*  
OAKES, ND

KU QUANDT BROTHERS  
SIMMENTAL | OAKES, ND

February 20<sup>th</sup>, 2018



QB E11 | Tanker x Complete



QB E60 | KNH Play On x Lock n Load



QB E31 | Upgrade x Santa Fe



VJT E39 | Sharper Image x Achilles



VJT E72 | KNH Chism x Alligence



VJT E44 | Tanker x Aftershock

*Bulls for the  
Commercial Cattlemen*

*Selling approximately 60 Simmental and SimAngus Bulls*

Join Us At The VJT Ranch  
11039 81st ST SE | Oakes, ND 58474

February 20th, 2018 | 1 PM | Lunch Served

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EPDs: CE: 16 \$API: 124 \$TI: 71



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**Mr. Hoc Broker C623**

By Steel Force  
EPDs: CE: -5 \$API: 61 \$TI: 54



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**Fitz POL Blazon B1203**

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EPDs: CE: 11 \$API: 116 \$TI: 74



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By CNS Dream On L186  
EPDs: CE: 11 \$API: 121 \$TI: 64



**CSCX Bandwagon 513A**

By TJSC Optimus Prime  
EPDs: CE: 5 \$API: 113 \$TI: 66



**W/C Bullseye 3046A**

By Lock N Load 54U  
EPDs: CE: 16 \$API: 128 \$TI: 68



**Kappes Big Ticket C521**

By Lock N Load 54U  
EPDs: CE: 9 \$API: 116 \$TI: 70



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By Lock N Load  
EPDs: CE: 22 \$API: 156 \$TI: 79



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**GCC Whizard 125W**

By SVF Steel Force S701  
EPDs: CE: 13 \$API: 97 \$TI: 55



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**CCR Flint Hills 2092B**

By CCR Frontier 0053Z  
EPDs: CE: 14 \$API: 149 \$TI: 90



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**W/C United 956Y**

By TNT Tuition  
EPDs: CE: 9 \$API: 147 \$TI: 92



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**WLTR Renegade 40U ET**

By 3C Macho M450 BZ  
EPDs: CE: 5 \$API: 126 \$TI: 74



**STF Rock Solid 033C**

By CDI Rimrock 325Z  
EPDs: CE: 12 \$API: 113 \$TI: 69



Paul

**CNS Pays To Dream T759**

By CNS Dream On L186  
EPDs: CE: 11 \$API: 139 \$TI: 69



John

**CLO Captain America 704Y**

By CNS Pays to Dream T759  
EPDs: CE: 13 \$API: 107 \$TI: 62



Angus

**Circle M Tejas 107Z**

By BC Lookout 7024  
EPDs: CE: 19 \$API: 128 \$TI: 62



**TJSC 152A "Vindication"**

By Flying B Cut Above  
EPDs: CE: 3 \$API: 94 \$TI: 57



3/4 SimAngus

**WS Stepping Stone B44**

By W/C Lock Down  
EPDs: CE: 12 \$API: 125 \$TI: 74



Angus

**Silveiras Style 9303**

By Gambles Hot Rod  
EPDs: CE: 19 \$API: 135 \$TI: 64



Angus

**SP The Answer 813**

By SAV Final Answer 0035  
EPDs: CE: 21 \$API: 121 \$TI: 66



**W/C Tribute 84C**  
By Yardley Utah  
EPDs: CE: 12 \$API: 125 \$TI: 67



**LLSF Pays To Believe ZU194**  
By CNS Pays To Dream T759  
EPDs: CE: 7 \$API: 127 \$TI: 76



**K-LER Make It Rain 696S**  
By Foundation 724N  
EPDs: CE: -7 \$API: 86 \$TI: 55



**STF Royal Affair Z44M**  
By Lock N Load  
EPDs: CE: 5 \$API: 103 \$TI: 57



**LLSF Addiction AY792**  
By Top Grade  
EPDs: CE: 7 \$API: 109 \$TI: 67



**Long's Damien A37**  
By Hooks Shear Force 38K  
EPDs: CE: 9 \$API: 147 \$TI: 86



**CDI Executive Power 280D**  
By W/C Executive Order  
EPDs: CE: 13 \$API: 157 \$TI: 87



**HPF Tradecraft D010**  
By JF Milestone 999W  
EPDs: CE: 7 \$API: 115 \$TI: 71



**FBF1 Combustible Y34**  
By Steel Force  
EPDs: CE: 12 \$API: 101 \$TI: 62



**LLSF Uprising Z925**  
By Heads Up 20X ET  
EPDs: CE: 4 \$API: 100 \$TI: 77



**CCR Anchor 9071B**  
By CCR Cowboy Cut 5048Z  
EPDs: CE: 20 \$API: 164 \$TI: 82



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By HTP/SVF Duracell T52  
EPDs: CE: 11 \$API: 115 \$TI: 74



**W/C Grandstand 6B**  
By W/C Wide Track 694Y  
EPDs: CE: 10 \$API: 121 \$TI: 67



**W/C Catchin A Dream 27X**  
By Dream Catcher  
EPDs: CE: 10 \$API: 123 \$TI: 67



**HPF Rockstar B332**  
By JF Milestone 999W  
EPDs: CE: 5 \$API: 109 \$TI: 76



**WAGR Dream Catcher 03R**  
By Dream On  
EPDs: CE: 12 \$API: 129 \$TI: 73



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By LLSF Pays to Believe ZU194  
EPDs: CE: 9 \$API: 115 \$TI: 70



**Long's Stand Alone B35**  
By Built Right  
EPDs: CE: 8 \$API: 111 \$TI: 64



**Yardley High Regard W242**  
By Yardley Impressive T371  
EPDs: CE: -1.2 \$API: 71 \$TI: 58



**HILB Maverick A43**  
By GLS New Direction X148  
EPDs: CE: 4 \$API: 101 \$TI: 57



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By Hooks Trinity 9T  
EPDs: CE: 19 \$API: 150 \$TI: 85



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