

# the Register

November 2014

Serving the Simmental  
and Simbrah Breeds



## Features

**Students to Simmentals**

**Applied Reproductive  
Strategies**

**Symposium Draws Crowd**

**Right Man at the Right Time**

# Shenandoah's Shining Stars Sale

Join us in the  
Shenandoah Valley  
where rich history and  
Simmental genetics unite.

Saturday, November 22, 2014  
1:00 p.m., Quicksburg, VA



Keep Dreamin x Black Irish Kansas



Legacy x Guts & Butts



Trailblazer x Humdinger



Upgrade x Blk Joker



Upgrade x Blk Joker



Upgrade x Talladega



Movin Forward x Dream On



Lookout x Blk Joker



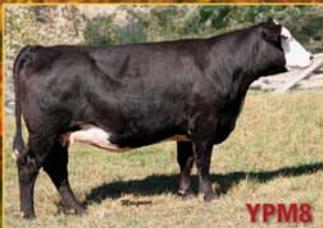
Keep Dreamin x COTT Kelby



Humdinger x Goldmine



Ram Rod x Blk Joker



Right On x Hart Back Fire

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# ELITE GENETICS TO FIT ANY PROGRAM'S NEEDS

## 29SM0456 **FRONTIER**



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

### Frontier Outcross Genetics

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

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+16.5	-0.5	+71.1	+117.3	+13.1	+27.4	+63.0		+10.6	+39.3	-13	+74	+0.34	+1.04	-36	\$171	\$87
.45	.58	.38	.40	.24	.22	.26		.09	.34	.27	.39	.32	.29	.19		

[DDF]

FALL 2014 TOP 35%

## 29SM0464 **WOLFPACK**



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

### Get Ahead of the Pack

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

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+17.6	-1.7	+65.0	+115.7	+12.2	+24.5	+57.0		+14.4	+37.0	-26	+77	-0.06	+1.09	-29	\$175	\$87
.29	.44	.39	.43	.25	.24	.29		.18	.35	.27	.40	.26	.33	.21		

[DDF]

FALL 2014 TOP 35%

## 29SM0462 **AFTER SHOCK**



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

### Epicenter of Genetic Progress

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

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.9	-0.8	+76.8	+124.4	+12.0	+24.3	+62.7		+12.8	+42.8	-30	+34	-0.31	+1.09	-43	\$153	\$82
.35	.43	.39	.41	.24	.23	.28		.27	.33	.27	.38	.31	.29	.20		

[DDF]

FALL 2014 TOP 35%

## 29SM0467 **SANTA FE**



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

### Drive Your Herd To Prosperity

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

CE	BW	WW	YW	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+16.1	-3.1	+62.2	+95.3	+14.4	+31.7	+62.9		+13.6	+22.1	-25	+21	+0.07	+98	-52	\$153	\$73
.27	.36	.31	.33	.18	.19	.23		.15	.27	.25	.41	.25	.32	.25		

[DDF]

FALL 2014 TOP 35%

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



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the Register ♦ November 2014  
Volume 28, Number 3

# POWER BULLS



**SMITH MCCRARY FIREBALL 710A**

- Sired by Smith Satisfies and out of Smith McCrary Hi Price, a Dream On daughter out of the great Smith Priceless.
- He ranks in the top 1% of the breed for API and top 10% for TI.
- Correct, stout, clean in his lines, polled and impressive.
- Owned by Smith Genetics, McCrary Farms, Reavis Farms, 7N Ranch, Johnson Cattle Co., Monte Christo Ranch.



**SMITH DETONATOR 321A**

- Sired by Smith Satisfies and out of Smith Ciao Bella.
- He ranks in the top 15% of the breed for API and top 20% for TI.
- Polled, expressive muscle, clean in his lines, balanced and loaded with positive attributes.
- Owned by Smith Genetics and Triple J/Carpenter Ranch Partnership.

**FOR ADDITIONAL INFORMATION ON THESE SIMBRAH BULLS, CONTACT:**

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



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*About the cover: Cattle from the herd of Rocky Hollow Simmentals, Wytheville, Virginia, soak up autumn sunshine. Photo by Jeremie Ruble.*

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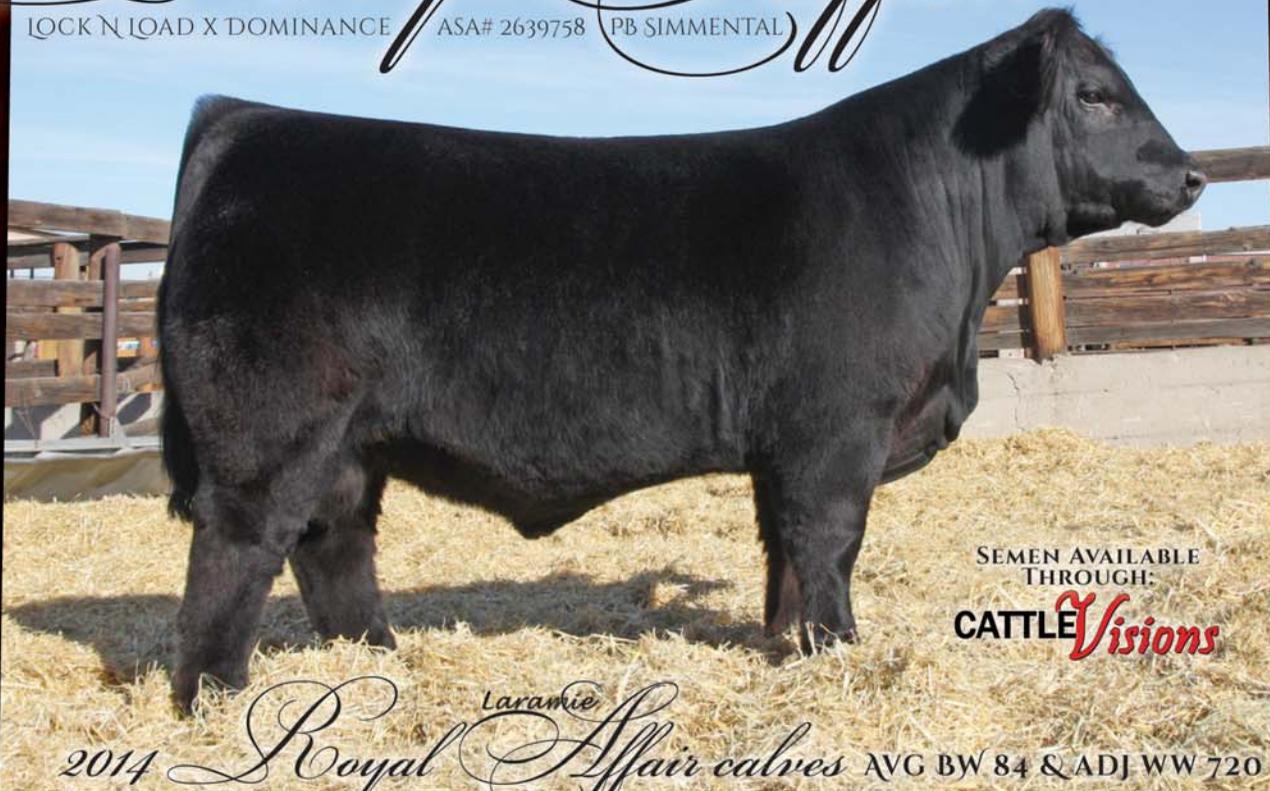
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# SIMBRAH & SIMMENTAL OPEN SHOW



**HOUSTON**  
Livestock Show and Rodeo™

**Simbrah:** Wednesday, March 4 • 8 a.m.

**Simmental:** Wednesday, March 4 • 11:30 a.m.

-----  
**Location:** NRG Center, Main Arena  
-----

**Open Show Entry Deadline:** Jan. 5, 2015

**Late Entry Deadline:** Feb. 15, 2015  
-----

**Simbrah & Simmental Sale**

**Date:** Tuesday, March 3 • 7 p.m.

**Location:** NRG Center, East Arena  
-----

livestock@rodeohouston.com

832.667.1125

# Exciting **UP & COMING** Prospects

## TJ CORNHUSKER 226A

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



CE	BW	WW	YW	MILK	MARB	REA	API	TI
11.6	.2	75.5	115.9	23.4	.46	.99	144.3	80.7
.28	.36	.31	.33	.23	.41	.32	EPDs as of 10/17/14	

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

## GLS INTEGRATE Z3

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



CE	BW	WW	YW	MILK	MARB	REA	API	TI
10.6	1.0	83.9	123.7	26.4	.25	1.08	145.0	84.6
.45	.59	.41	.41	.26	.39	.30	EPDs as of 10/17/14	

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

## GW MARSHALL 756A

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



CE	BW	WW	YW	MILK	MARB	REA	API	TI
17.5	-1.5	67.9	119.1	24.7	1.04	.93	188.1	95.0
.28	.44	.38	.43	.23	.40	.33	EPDs as of 10/17/14	

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

## LRS TOP TEN 104A

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



CE	BW	WW	YW	MILK	MARB	REA	API	TI
15.3	-1.1	76.9	137.0	27.4	.82	1.02	170.8	94.9
.28	.44	.38	.42	.22	.40	.31	EPDs as of 10/17/14	

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

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# VIEWPOINT

By ASA Trustee Dr. Calvin Drake, Manhattan, KS



We had a great representation of Simmental and SimAngus™ breeders from the U.S. and Canada at our September board meeting in Bozeman. The educational session was excellent and everyone had a chance to ask questions and voice their opinion.

Your Association is in the process of improving and expanding our genetic prediction ability. This process is very important for future growth and development and requires strong leadership from your association and our staff with able assistance from Dr. Bruce Golden (Cal Poly), and Dr. Doran Garrick (Iowa State University) and others. The completion of this project will strengthen ASA's leadership role in genetic prediction, increase accuracy, and enable the ASA to develop new and improved genetic prediction techniques. Without this commitment, the ASA will become a follower instead of a leader.

The rapid advancement of DNA technology and its incorporation into our genetic predictions will require new and improved software. This technology will expose many genetic conditions that could not be identified before. One of concern will be genetic abnormalities. For example, DD (Developmental Duplication), has been exposed and others will be in the future. How these should be addressed will be of concern. The ASA board removed color from trait track to reduce confusion as cattle previously showing green may turn to other colors. However, this system will tell you to check if a problem is detected.

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ASA is currently developing a Commercial Genetic Evaluation Option, which can be useful in guiding commercial genetic decisions and increase the database for ASA. This could be a customer relations tool for Simmental and SimAngus breeders.

The ASA Carcass Merit Program (CMP) continues to be recognized as the best in the industry. Thirty-five sires, with 1,590 matings were tested in the Spring of 2014 with most cattle being fed at the Chappel Feedlot in Nebraska. ASA is obtaining data on feed efficiency and studying ways to obtain additional feed efficiency data in the future.

Following suggestions from the ASA membership, the trustees asked the ASA chairman to create a three-member ad hoc committee to review genetic evaluation results to help reduce errors. These are: from industry, Marty Ropp; a BIC trustee, Gordon Hodges; and a bull stud representative, Brian House.

Following membership concerns, the board directed the staff to develop new approaches to promote the use of indexes.

I hope this indicates that your trustees listen to suggestions from the membership. However, we must guard against ideas that will divide our membership or take our Association in a direction that is not in the best interest of the Simmental breed. I am of the opinion that genetic advancement will be necessary for any breed to survive and is the main reason commercial producers continue to purchase Simmental and SimAngus genetics. I also believe that the show ring is an important visual endorsement of our breed for ourselves, other breeds, and the general public. Most important, is the youth activities and educational events that are associated with showing cattle. All of the above are supported by ASA and should continue in the future.

The Trustee Viewpoints written in 2014 are worth reading again. They all stress the importance of science in our breeding decisions, the importance of teamwork, and the importance of sound decisions that will improve our customers' cattle regardless of our personal bias. The efficiency and work ethic of our current ASA staff and directors is well documented.

I hope you will exercise your right to vote in our upcoming trustees' elections. I am pleased that several members submitted their names for a possible trustee position. I hope ASA members in each area will carefully consider their nominees and vote for the person you feel will best move our industry forward. It is reassuring to have more people taking an interest in the Association. And remember, you can vote electronically this year.

The American Angus Association recently hired Dr. Dan Moser, a brilliant geneticist from Kansas State University, to be their interim President of Angus Genetics Inc. (AGI) and interim director of Performance Programs. I congratulate Dr. Moser and the American Angus Association on this progressive move and hope our associations can cooperate and collaborate in the future to help move our industries forward.

Please join us in Denver for the annual meeting and stock show. ♦

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Optimize Your Calf Crop!

# OPTIMIZER

3/4 SM 1/2 AN

Sire: Optimizer 58X MGS: S436HR

Homozygous Black  
Homozygous Polled



7SM79  
ASA# 2728015

## HPF OPTIMIZER A512

from Hayes Ranch, MT  
and Joey Chandler, IL

CE: 10 BW: 1.3 WW: 73 YW: 117 Milk: 24 \$API: 130 \$TI: 77

*Selected from the top of 2014 Bulls of the Big Sky Sale, this blaze-faced powerhouse is hard to fault and as a 3/4-blood, he can be used to generate purebred or percentage calves. As good as it gets phenotypically, Optimizer is even more impressive today than he was at sale time. Thick and stout with tremendous rib shape, he excelled as the highest ADG bull on test. Optimizer is a bull that every breeder and cowman should consider.*



**RANCHER** 7SM76  
ASA# 2649154  
PB SM

Chamberlain x Macho  
CE: 6 BW: 2.2 WW: 68 YW: 96 Milk: 27  
\$API: 105 \$TI: 67

Outcross with Muscle and Style and backed  
by a Proven Cow Family



**UNITED** 237SM1023  
ASA# 2614725  
SimAngus™

Tuition x Bismarck  
CE: 15 BW: 0.0 WW: 90 YW: 155 Milk: 22  
\$API: 155 \$TI: 94

Tremendous Grow Power, Siring Exciting Calves  
that Look Great and Gain Fast!



**STETSON** 7SM54  
ASA# 2396913  
PB SM

Shear Force x Preferred Beef  
CE: 18 BW: -2.2 WW: 54 YW: 78 Milk: 36  
\$API: 165 \$TI: 77

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EPDs as of 10.20.14

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# Students to



# Simmentals

**A Texas couple, both now retired from teaching agricultural education on the high school level, have made the seamless transition to breeding Simmental cattle.**

**By Dan Rieder**

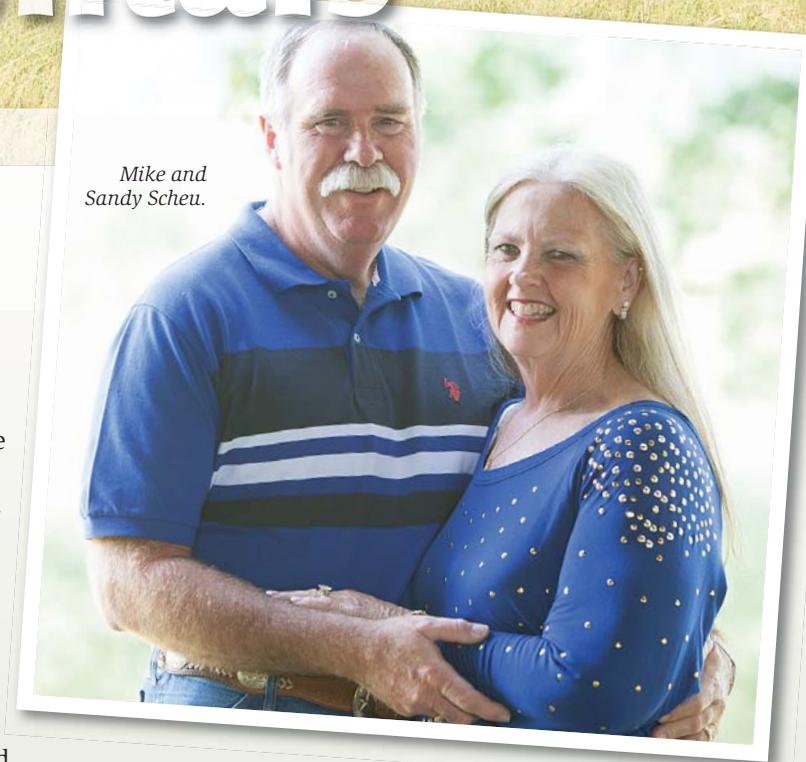
“We love to talk Simmental,” exclaims Sandy Scheu (pronounced “shoe”), who co-owns Double M Simmentals with her husband, Mike.

The Scheus grew up in the Garland, Texas area. They were acquainted with each other, but did not start dating until both were student teaching in conjunction with their studies at East Texas State University, since renamed Texas A&M University-Commerce. They have been married for 37 years and have no children. “Our cows are our children,” she laughed.

Both grew up around livestock. Mike was raised in the city, but his grandfather had a farm in partnership with his father and the family spent many memorable days on that property. “Grandpa had both cattle and pigs, and that’s where I acquired my interest and love for agriculture,” he said.

In conjunction with their high school ag courses, Mike and his younger brother, Mark, had acquired some dairy heifers along with a few Angus animals and leased a small parcel of land upon which to run them. “We had Holsteins and Guernseys because that’s what our ag teacher wanted us to work with and to show,” he explained.

*Mike and Sandy Scheu.*



Meanwhile, when Sandy was 10, her parents, Mac and Margaret McDowell, had moved their family from Miami, Florida, where she was born, back to the 100-acre family farm near Garland.

“Our family had a small commercial herd of Charolais-Hereford crosses,” she recalls. “Simmental became a part of the Double M operation in 1978, when my parents purchased a Simmental bull, joined the American Simmental Association and began breeding up. A few months later, my mom and I went together and bought a Simmental heifer.”

Mike had been exposed to Simmental a few years earlier, when he'd crossed Simmental bulls on his dairy and Angus females. However, at the time, he was unfamiliar with the ASA rules that allowed registration of halfbloods through the breeding up method. "My ag teacher had an Angus background and since Angus had no such program, he was also unaware that those crossbred calves could be registered. I just thought that I had some good crossbred calves — I really didn't know what I had," he says.

While they were teaching, the Scheus maintained their interest in cattle, combining his dairy animals and Angus crosses with the upgraded cattle on the McDowell side of the family. Whenever they could afford it, quality genetics were added periodically to the herd mix

"Then, I lost both of my parents in a two-year span. My sister, Terri, and I inherited their farm. Our nephew, Terri's son, Austin, went through Mike's Ag program from the age of nine through high school. He graduated from Texas A&M with a B.S. in 2007 and an M.S. in 2009, and earned his PhD in Food Science and Technology from Oregon State University in 2013. Presently, he is teaching and performing research at OSU," she said.

"We kept the Double M Simmentals membership name, because we had worked with them to build the name and reputation. Mike and I decided to continue with the Simmental cattle they had established," Sandy added.

"I had a very knowledgeable friend who advised us to start using AI 'because it is the quickest and best way to improve your herd.' We took his advice and have been AIing ever since. Over the years, our emphasis has been on quality rather than quantity and AI has certainly enhanced that approach," she continued.

In 2004, as the booming city of Garland (population: 230,000) expanded and land became more and more valuable, Sandy and Sherri reluctantly sold the family farm, which went immediately into development.

Sandy and Mike reinvested their portion of the proceeds into a 165-acre place near Grand Saline and moved the cowherd to that location. Grand Saline is a small town of 3,000, located 70 miles east of Dallas and 40 miles west of Tyler a few miles north of Interstate 20.

The Double M Simmental herd has grown to 45 purebred breeding females, including a few that are occasionally flushed. "We don't do a lot of ET work," Mike said. "But we have sold a few embryos. A woman who is both a rancher and professional AI technician handles our breeding."

Breeding emphasis starts with calving ease on the first calf heifers. "We want to make sure we get that first calf on the ground. After that we want cattle that are structurally correct with great depth of body,"

she explained. "We cull heavily on disposition because it only takes one bad animal to get the whole herd stirred up. They're just not worth getting somebody injured."

They continue to focus on purebred Simmental. "There is some interest in SimAngus™, although not right around us," Mike said. "The overall image of Simmental continues to improve. The kids like them and that attitude tends to spread to their parents and neighbors.



*A Double M first-calf female and heifer calf.*

Some of the older cattlemen are still stubborn about using Simmental genetics — they don't understand that we have down-sized our cattle and have easy-calving EPDs."

Farming is limited to hay production, strictly for their herd's consumption. "We put it up in big, round bales that consist primarily of bahia grass and coastal bermuda. We were a little short on hay recently because of the severe drought, but this year's hay crop was very good," he added.

Mike is now fully retired from his teaching position after 28 years. "Now, I focus on my 'honey-do' list and our cattle," he laughed.

Sandy taught for 20 years, but for the past 15 years, has served as the Region 5 FFA Coordinator, a northeast Texas area that includes 150 school districts in 14 counties. "I do some traveling with this position, but for the most part I am able to work from home, planning functions, getting judges, paying bills — that kind of thing."

(Continued on page 12)

*Sandeen Donna 7386*



*Coleman Donna 386*



*Sandeen Donna 8386 • Full sibling to 7386*

**Offering 1/2 interest in this female, with the option to double up!**  
*Dam of Sandeen Upper Class 2386 • ASA #: 2563537*

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Selling AI bred to W/C No Remorse**



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***Schooley Miss Lut***

**Reg. Angus Lut x BC Marathon  
AI bred to Pays to Believe Sexed Semen**



***Schooley Miss 309***

**1/2 SM Upgrade x Angus  
AI bred to Pays to Believe Sexed Semen**



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# Students to Simmentals

(Continued from page 9)

## Filling a Niche

Although they sell a few bulls to area commercial breeders, the primary target for Double M Genetics is the lucrative youth heifer market. "Because of our agriculture teaching backgrounds and contacts we made over the years, we sell many of our heifers for 4-H, FFA, and other junior projects such as the AJSA program. That's our best market. The cattle we sell are mostly by private treaty, but we also consign to the East Texas Simmental Association sale from time to time," Mike declared.

"The state of Texas offers numerous opportunities for exhibiting these heifers. In addition to the big livestock shows in Fort Worth, Houston, San Antonio and the State Fair in Dallas, there are dozens of county-level fairs," he elaborated.

Mike had been introduced to showing through his high school agriculture classes, while Sandy's first show experience had been with horses. "When I was in high school, girls weren't allowed into the ag program," she said.

Today, showing cattle continues to be among their favorite activities, both recreationally and from a



*This Double M female, "MM Ava," was sold to Ellie Thomas, who exhibited her successfully, including being named Supreme Champion Beef Scramble Heifer at Houston in 2012.*

business standpoint. Not only are their show heifers in demand, they have also established a custom fitting-and-showing business for other breeders who may be too busy to exhibit their own animals. At the most recent ASA National Show in Fort Worth, they exhibited several head of Simbrah cattle on behalf of Bill and Jane Travis of Pine Ridge Ranch, Athens, Texas.

"We hit the State Fair, Fort Worth, Houston and San Antonio plus our county fair and a couple of others nearby," Sandy concluded. "Not only is it something we thoroughly enjoy, but we look at it as a great form of advertising and promotion, we get our cattle out there in the public eye. It is an effective way of showcasing our genetics." ♦



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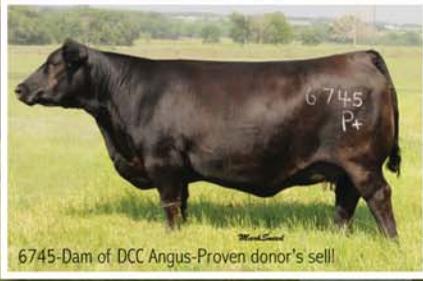
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# Applied Reproductive Strategies



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

## Editor's Note:

This informational material was derived from multiple presentations during a recent two-day symposium, summarized by Jackie Atkins.

Whether you are preparing for fall breeding or gathering information for next breeding season, the Beef Cattle Reproductive Task Force will surely help you improve reproductive performance of your herd. This October, I attended the Applied Reproductive Strategies in Beef Cattle meeting hosted by Oklahoma State University. Cow-calf producers, veterinarians, academics, and others from the beef industry gathered in Stillwater, OK, for a two-day educational event. Here are some highlights from the conference with direct application to seedstock and commercial cattle operations.

## Making the decision to use estrus synchronization (ES) and artificial insemination (AI)

- ★ Globally, many other countries are adapting ES and AI technologies more rapidly than the US. If the US cow-calf operations continue to shy away from these technologies, we run the risk of falling behind other countries in the global market.
- ★ Compliance and attention to detail are keys to a successful ES and AI program. The synchronization protocols are specifically designed with thousands of animals tested. The timing and dosage of hormone administration should be followed as closely as possible.
- ★ Each step in the process of ES and AI has impact on the success of the program. In other words, failure to have the heifers/cows ready, administer drugs correctly, detect estrus, handle or place semen appropriately, etc., will all decrease the final pregnancy success no matter how well the other areas are done.
- ★ The benefits of ES go beyond the improvements of genetic selection using AI. Big boosts in the reproductive management of females by synchronizing all animals to ovulate on the first day of the breeding season have long-lasting benefits. Dramatic improvements in the breeding season were illustrated in University herds in both Missouri and Florida. For example, one herd (300-head cow calf operation) used fixed timed AI (FTAI) and strict culling rules for open or late bred cows. In five years, the herd went from a 120-day breeding season to 70 days and an estimated increase of \$37,000/year to the operation simply by improving the number of calves born earlier in the season.

## Management

- ★ Trichomoniasis is an STD caused by a protozoan called *Trichomonas foetus*. This disease is spread during sexual contact from bulls to females and females to bulls. Roughly 85% of cows exposed to infected bulls will become infected themselves resulting in abortion 1 to 4 months after breeding. There is no treatment for the disease. New non-virgin bulls need to be tested for Trichomoniasis before exposing your herd (work with your veterinarian to ensure proper testing and risk assessment of new bulls). Ensure good biosecurity from outside bulls (fences, water gaps, etc.). Use pregnancy records to help diagnose a problem and purchase virgin heifers or low risk cows for breeding in your herd.
- ★ Consider developing heifers to 50 to 57% mature weight instead of 60 to 65% of mature weight by the breeding season. Studies have shown no reduction in reproductive performance in these reduced input systems and may improve retention of the females.
- ★ Vaccinate 28 days prior to the start of the breeding season and do not use modified live vaccine on naïve animals just prior to breeding.
- ★ Use reproductive tract scores to cull problem heifers prior to the breeding.
- ★ If using FTAI, only synchronize the number of head you can breed in 3 to 4 hours comfortably (consider arm strength, facilities, chute help, etc.).
- ★ Adjust cattle to their feed (or range conditions) before the start of the breeding season as big changes to diet after breeding can reduce pregnancy.
- ★ If moving cattle after breeding, try to move within the first five days or after 42 days.
- ★ When using FTAI, one can expect ~ 20% of the cows/heifers exposed to calve on one day.

## Semen and Embryo Handling

- ★ Some semen problems are compensable, meaning a higher dosage of sperm cells will improve the fertility. Other problems are uncompensable, meaning no amount of semen (sperm cells) can alleviate the reduced fertility. These uncompensable traits typically represent problems with the DNA and no matter how many straws of semen you use in breeding, you cannot overcome these traits.
- ★ Only thaw as many straws of semen as you can use in 10 minutes. Furthermore, if thawing more than one straw at a time, make sure they don't touch each other and that the water bath stays warm (consider using multiple water baths).

(Continued on page 16)



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# Applied Reproductive Strategies

(Continued from page 14)

- ★ When handling frozen cells (semen or embryos), keep the straws colder than -130C or run the risk of damaging cells. This means, no longer than 8 second exposure outside of liquid nitrogen. The temperature in a goblet rises to -100C after just ten seconds in the neck of a half filled semen tank. If you need to do inventory, break canes, or handle the frozen cells in any way that takes longer than 8 seconds, consider using a Styro-foam cooler filled with liquid nitrogen and work in this "bath" without risk of damaging cells.
- ★ Keep semen/embryo tanks  $\frac{3}{4}$  full of liquid nitrogen to ensure that the goblets are full of nitrogen. This will dramatically reduce the risk of rising temperatures when pulling canisters into the neck of the tanks.
- ★ When receiving shipments, run a thermo-coupler down the neck to make sure the tank is below -130C.

## Sexed Semen

- ★ If using sexed semen, expect a 10 to 20% drop in pregnancy rates when breeding in an AI program. These are uncompensable traits so cannot be improved with more semen.
- ★ If using sexed semen in ET programs, expect to see 20 to 35% drop in transferrable embryos but all (or most) of the embryos will be the preferred sex. If there is a particular mating that is ideal for bulls or replacement females then using sexed semen may be appropriate.
- ★ Some IVF clinics are able to use fresh frozen-thawed sexed semen in IVF systems across multiple cows to create sexed IVF embryos.

## Embryo Recovery and transfer

It is imperative that every flush counts (minimize/eliminate flushes that result in no transferrable embryos). Tips to increase ET success:

- ★ Use a proven donor manager
- ★ Use a proven ET practitioner
- ★ Proper donor selection (moderate flesh young [but at least 14 months] to middle aged lactating cows [no older than 10 years])
- ★ Proper donor management: estrus detection is key, avoid over flushing (flush two to three times then try to get pregnant)
- ★ Evaluate semen before breeding (view a drop to ensure proper mobility; one clinic sees completely dead semen 6 to 10 times/year).
- ★ Select quality recipients (lactating 2 to 4 year olds with proper synchrony).

## Heat Stress

- ★ Heat stress plays a big role in both female and male fertility. If you live in hot and especially humid climates, select genetics that are equipped to handle heat stress (for instance Simbrah or SimAngus™HT).
- ★ Males are always susceptible to heat stress compared to females that have windows of susceptibility. Extreme heat (over 92F) for as little as 12 hours can reduce fertility in bulls for up to 8 weeks.
- ★ Use shade, sprinklers, or access to ponds/water to help increase evaporative cooling in heat stressed cattle.

## Genetic Selection

- ★ Take care when selecting genetics not to chase extremes (for instance the swing in popularity of extremely short cattle in the 40's and 50's to the huge frames sizes in the 70's and 80's). Select sustainable animals that fit your forage supplies (use economic indexes like \$API and \$TI to help find this balance).
- ★ Scrotal circumference is not ideal for selecting improved fertility in females (it is an indicator trait). Also, culling open cows is not selecting for fertility in females, as we need to pick the best cows not just get rid of the worst.
- ★ A study of 3 large commercial cow-calf operations in California used paternity testing to examine prolificacy of multiple sires used in 15 breeding seasons (over 5,000 calves). Roughly 4 to 5% of the bulls sired 0 calves despite having passed breeding soundness exams. The range of calves/bull was 0 to 64 with an average of 20. The most prolific bulls had skewed numbers of calves early in the calving season (peaking at 3 weeks).
- ★ Over 300 loss of function mutations have been identified from deep genomic sequencing hundreds of high impact bulls in the US beef breeds. Most bulls have several of these mutations (average 12/bull and range 5 to 23 in the bulls studied to date). Computer programs designed to reduce the mating of two carriers will likely be needed in the future to manage the large degree of complexity associated with all these mutations.
- ★ Embryo biopsy can be used to test embryos for specific genetic conditions. A small section of embryo is tested for the condition while the remaining part of the embryo is frozen. After test results, the tested free embryos can be transferred normally with a reduced pregnancy rate (~10%).

## Apps and online resources:

- ★ The Estrus Synchronization Planner — an Excel-based planner designed to help producers find the right synchronization protocol and ensure the treatments are given at the appropriate times. This planner can be downloaded free of charge from the Iowa Beef Center.
- ★ [www.estrussynch.com](http://www.estrussynch.com) — mobile system similar to the Estrus Synchronization Planner
- ★ AI Cowculator — Apple and Android based app that helps compare the economics of estrus synchronization and AI compared to natural service breeding seasons.
- ★ GenChoice Beef Quick Math – Tool from Genex that quickly calculates whether sexed semen is worthwhile for a particular operation (<http://genex.crinet.com/page2008/GenChoiceSexedSemen>).
- ★ [www.morecowsnow.com](http://www.morecowsnow.com) — (Drovers publication) information to help decide if herd expansion is right for you.
- ★ Estrus Synchronization Courses — The University of Missouri hosts three course modules aimed to review the physiology of synchronizing estrus, how different protocols work, management tips to a successful program, and an overview of the benefits of ES and AI ([http://animalsciences.missouri.edu/extension/beef/estrous\\_synch/](http://animalsciences.missouri.edu/extension/beef/estrous_synch/)). ◆

# Dakota Made 2014

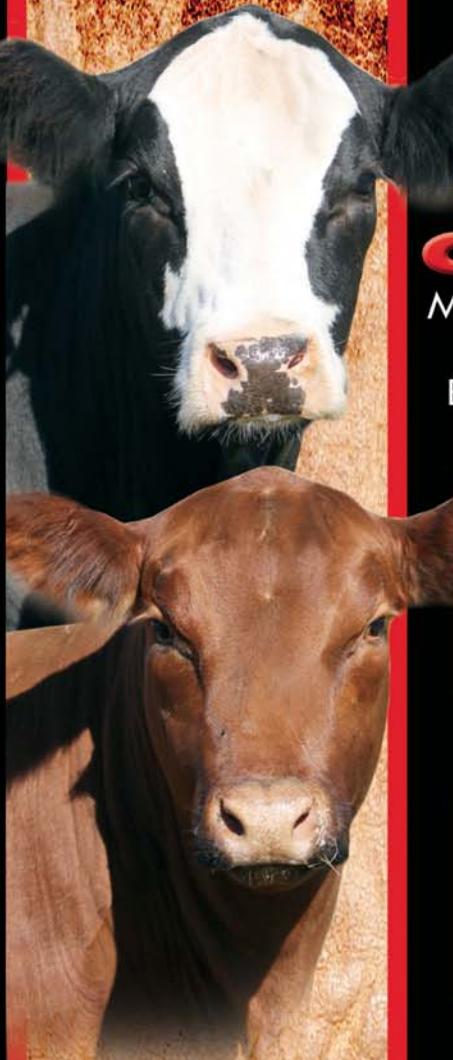
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Bred to Hooks Yellowstone



### ES A21

GLS New Direction X184 x  
ES WS 58  
Bred to Angus Valley



### ES A85

Remington Lock N Load x Duff Basic Instinct 6501  
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### KGH Miss Regard 343A

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# Board Meeting – Symposium Draws Crowd

Held in Bozeman, September 8-11, 2014



**Simmental breeders and industry leaders** from across the nation gathered in Bozeman, site of the American Simmental Association headquarters, for a combined educational symposium that was linked to the ASA Board's Fall Meeting.

Title of the event was "Applied Genetics in Beef Cattle," and featured a distinguished panel of speakers, including Dr. Bob Weaber of Kansas State University; Dr. Matt Spangler of the University of Nebraska-Lincoln; Dr. Bruce Golden of Cal Poly-San Luis Obispo; Dr. Dorian Garrick of Iowa State University; Dr. John Hall of the University of Idaho; and Marty Ropp of Allied Genetics Resources.

Weaber and Spangler concentrated their presentations on crossbreeding, while Golden and Garrick focused on selection decisions using economically relevant traits and understanding conventional and genomic EPDs. Golden and Garrick also reported on their progress with the new quantum leap software for genetic evaluation.

Hall discussed ongoing projects with ASA and Ropp shared his reflections on the dramatic changes in swine production over the past 40 years. The program was moderated by ASA Director of Science and Education Dr. Jackie Atkins. To view symposium recordings, go to [www.simmental.org](http://www.simmental.org).

The ASA Board has indicated that it wants to make these joint events to become an annual occurrence in conjunction with the Fall Board meeting. Location and dates for the 2015 joint session will be announced at the ASA Annual Meeting in January at Denver.

Sponsors who helped assure the success of the Symposium included: Bar CK Cattle Company, Mike and Margo Alley, Culver, OR; Circle M Farms, Craig and Pam McCallum, Rockwall, TX; McDonald Farms, Bill McDonald, Blacksburg, VA; Trinity Farms, Paulette and Mike Forman, Ellensburg, WA; Gibbs Farms, Wendell and Nan Gibbs, Ranbourne, AL; and Pine Ridge Ranch, Bill and Jane Travis, Dallas, TX.

Following the educational portion of the schedule, Chairman Jim Butcher convened an open Board meeting, and a large percentage of the participants took advantage of the opportunity to listen and interact with board members and ASA staff on a wide range of subjects.

The Board agenda included committee reports and recommendations, an informative report from Foundation Chair Nancy Tom, and an update on strategic planning.



*Chairman Jim Butcher presided over the Board Meeting.*



*ASA Executive Vice President Dr. Wade Shafer.*



*Foundation Chair Nancy Tom updated the crowd.*



*Marty Ropp of Allied Genetic Resources.*

**An enthusiastic crowd gathers in Bozeman for several days of educational discussion and the ASA Trustees' Fall Board Meeting.**



*Dr. Bob Weber, KSU.*



*Dr. Bruce Golden, Cal Poly.*



*Dr. Dorian Garrick, ISU.*



*Dr. Matt Spangler, Nebraska.*



Many people stayed to observe the Board of Trustees in action.



The Symposium Sponsors. ♦

# The Right Man at the Right Time

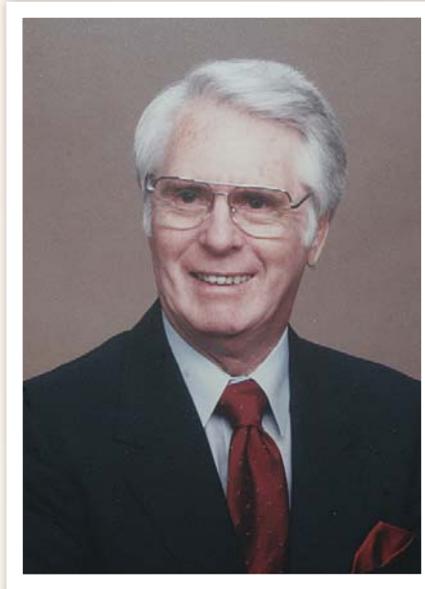
ASA's first Chief Executive Officer passes away at the age of 91.

By Dan Rieder

**Dale Lynch, ASA's first CEO, died September 9**, in Harlingen, Texas. Lynch played a key role in the establishment of the American Simmental Association when he took the temporary position of Executive Secretary of the fledgling organization in October of 1968 and served until Don Vaniman was hired on a permanent basis in November of the following year.

"He was the right man in the right place at the right time," says old friend Tom Risinger, an ASA charter member who holds membership number 5.

"It was so long ago and yet, so important. He tirelessly traveled North America promoting this new breed with the strange name. The relationship that he developed with Travers Smith was invaluable in convincing Curtis Breeding Service to import semen on the Simmental bull, Parisien, and to advertise, promote it and sell it here in the US," Risinger recalls. "The other bull studs immediately followed suit



and thus the Simmental breed was established here. As Simmental breeders, we all owe Dale a debt of gratitude."

Don Burnham, of Prickly Pear Simmentals, Helena, Montana, is another charter member (#174), who recalls Lynch fondly. "He holds ASA number 1. I remember that he reluctantly took the Executive Secretary's job until the Board could find someone else," he said. "You never saw Dale without a welcoming smile — he was everybody's friend and had a remarkable ability to remember names and faces."

Burnham credits Lynch with putting the ASA on a sound footing. "He was in charge of setting up the working parts; he knew what he was doing and did an excellent job. My

last memory of Dale was when I was sitting in the airport in Minneapolis and Dale walked up and said 'hi, Don,' even though we hadn't seen each other in more than 20 years."

A native of Great Falls, Montana, Lynch was an animal science graduate of Montana State University who had served as a gunnery instructor in the US Army during World War II. Prior to taking over the one-year appointment with ASA, he had worked for the National Association of Animal Breeders (NAAB) and was one of five recipients of the National Performance Registry International Award for outstanding service in the beef cattle improvement industry.

He retired from the cattle business in 1976 to join his wife in forming *Tell My People* ministry. Together, they traveled to many countries. He was a vital part of that ministry and was highly respected by friends and acquaintances from all over the world.

He is survived by his wife, Helen of Harlingen; one son, Doran, of Highwood, Montana; four daughters: Valerie Cole, Billings, Montana; Carolyn Ohs, Coeur d'Alene, Idaho; Becky Baisden, Columbus, Ohio; and Mary Heffner, McKinney, Texas; plus eight grandchildren.

The following is an excerpt from a story once carried in an early edition of *the Register*. "At some point in their lives, many people find themselves on the leading edge of a new venture. Living the excitement of the times and working to get their ideas across brings out some of the best in people. Dale Lynch's contributions to the Simmental breed took him from coast-to-coast and across many nations when he helped introduce the first Simmental genetics to the United States." ♦



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*Auctioneer: Steve Dorran*



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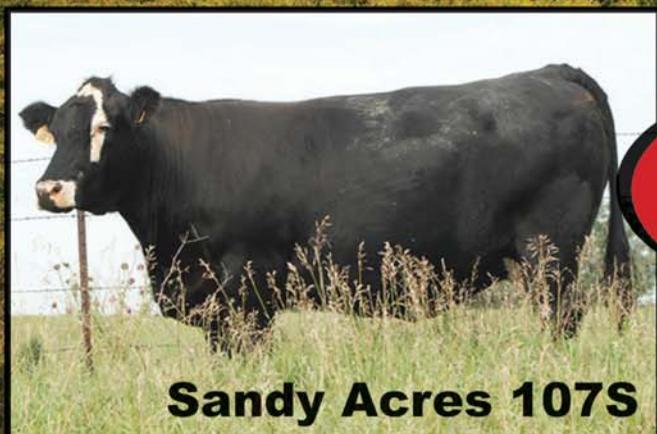
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1/2 Simmental AI Sire: Pilgrim



A885 - High Voltage x Macho  
3/4 Simmental AI Sire: Pilgrim



B374 - Wide Track x Steel Force  
January - 3/4 Simmental



B328 - Broker x 8161  
January - 3/4 Simmental



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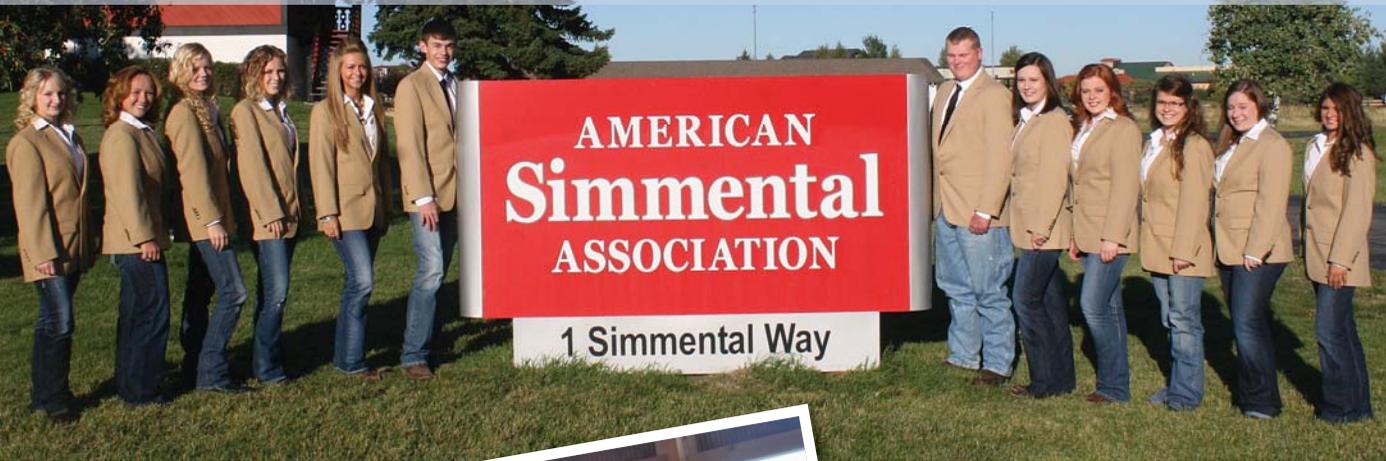


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# AJSA Board Convenes in Bozeman



Meeting with CEO Shafer.

The AJSA Board of Trustees met at the ASA headquarters in Bozeman for their annual fall board meeting. Following their productive meeting, the board members toured Hayes Ranch, had a barbecue at CEO Wade Shafer's home and spent a day at Yellowstone National Park.

In attendance were President Dulcie Fields, Morgan Phillips, Jessica Smith, Mollee Brown, Kaylie Huzenga, Katie Trail, Shea Mackey, Rebecca Callison, Max Kaplan, Maddy Udell, Britney Beins, and Jericho Chappa.



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# DIRECTORS' DIALOGUE

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



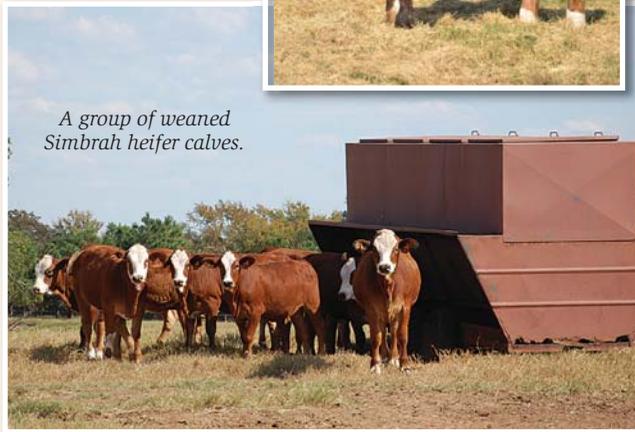
hwine@simmgene.com

Last month I spent a week traveling across Texas on a mission to take as many Simbrah photos as I could for *the Register*. Appropriately, I started in Mission, Texas, nearly as far south and west as you can go and still be in Texas. The remainder of the week I traveled throughout the Gulf Coast region and up into the hill country.

*A purebred Simbrah bull photographed in North Texas.*



*A percentage Simmental heifer calf.*

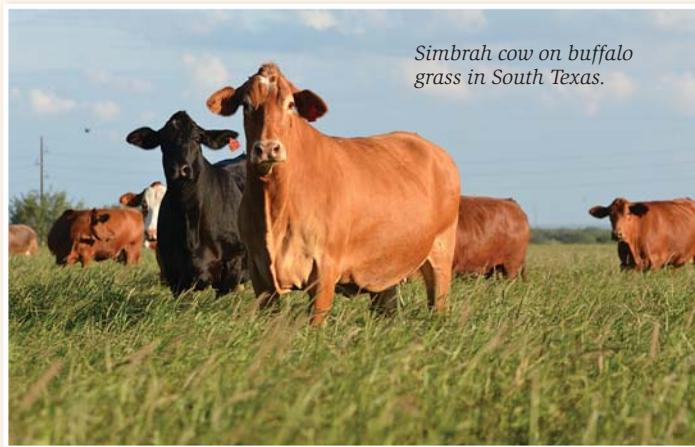


*A group of weaned Simbrah heifer calves.*



*SimAngus™ recipient with her purebred Simmental calf.*

I trekked through knee high buffalo grass, ducked into my shirt sleeve to avoid the hot, blowing dust, and weaved through cactus to look at newly weaned heifers, newborn calves, donor cows, recipes, bulls on feed — to cut the list short — a little bit of everything. I saw all different types and all different kinds of Simbrahs, fullblood, purebred and percentage Simmentals, Angus and Brahman.



*Simbrah cow on buffalo grass in South Texas.*



*Simbrah bull on feed.*

There was one thing that stood out at every ranch I visited. The cattle worked, whether they were fat and happy on lush green grass after recent rain or in their working clothes pacing across the scorched brown pasture headed to water. These breeders knew what they needed in their operation — for their environment, for their customers, for their business.

When my trip wrapped up I boarded the plane to escape the Texas heat and headed home to the crisp fall to feed my own cows on the rolling hills of northern Virginia. I mulled over the stark differences in the land, the climate, and the forages across the country. I quickly reached the conclusion that as SimGenetics producers **you all could not be luck-**

ier to have the versatility of the Sim component to use in your operation — whether it is a purebred Simmental, a Simbrah, a SimAngus™, or any other crossbreeding combination that works for your part of the world, your operation, and

your goals. Raising cattle isn't always easy, but even on the hardest of days you should be proud to be a part of the Sim-Genetics industry that is thriving in so many different situations thanks to your hard work as SimGenetics producers.



Simbrah cow on Central Texas range



Three-quarter Simmental x one-quarter Brahman cow.

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

Like a Pavlovian response, crisp fall air, changing leaves, and the smell of woodstoves warming homes in the neighborhood cue my biological clock to go back to school. Thankfully, the last month offered a wealth of opportunities to learn from speakers all over the country in webinars and symposiums. You too can go back to school and benefit from these resources by accessing recordings and papers in the links below.

The National Beef Cattle Evaluation Consortium hosted their “Brown Bagger Webinar Series” in October with focus on Genomic Selection in Beef Cattle: Developments and Applications. This series was coordinated by Drs. Darrh Bullock, Matt Spangler, and Bob Weaber and you can view them for free at [www.nbcec.org](http://www.nbcec.org). The topics for this series are listed below (note our own Dr. Wade Shafer gave an update on the genomically enhance EPDs for the American Simmental Association):

1. Update on Beef Cattle Genomic Tools and Use (with emphasis on imputation [Dr. Matt Spangler] and parentage [Dr. Bob Weaber]).
2. Genomically enhanced EPD Developments: Breed Association Updates (Dr. Wade Shafer, John Genho, and Jack Ward).
3. Reducing Bovine Respiratory Disease Complex (BRDC) in Beef and Dairy Cattle (Drs. Holly Neibergs and Brandi Karisch).
4. Identification and Management of Alleles Impairing Fertility While Optimizing Genetic Gain (project update from Dr. Megan Rolf and MateSel demonstration from Dr. Alison Van Eenennaam).

5. Genetic Improvement of Feed Efficiency in Beef Cattle (project update from Dr. Dorian Garrick and Nationwide Stakeholder Survey Results from Dr. Bob Weaber).

Another rich source of information came from the Applied Reproductive Strategies in Beef Cattle Symposium hosted by Oklahoma State University in Stillwater, Oklahoma. If you haven't tuned into this group, you should check out their resources at <http://beefrepro.unl.edu/>. The Beef Reproductive Task Force has representatives from academia, veterinarians, and the breeding industry who share the same goals to “1.) Improve the understanding of the physiological processes of the estrous cycle, the procedures available to synchronize estrus and ovulation and the proper application of these systems and 2.) Improve the understanding of methods to assess male fertility and how it affects the success of AI programs”.

Finally, if you missed the educational session at the fall board meeting or you would like a copy of the presentations, you can find the seminars on our homepage ([www.simmental.org](http://www.simmental.org)) by clicking the “Educational Symposium Recordings and PowerPoint Presentations”.

We owe it to ourselves and our businesses to continue to learn in this ever-changing industry. Next time you have 30 minutes, watch one of these presentations or read one of the articles. These may seem over our heads at times but use a lesson I learned from my major professor in graduate school (Dr. Mike Smith). Walk away with at least one take-home-message from every seminar you attend or every paper you read. These men and women have so much to teach us if we make the effort to learn from them.



[jatkins@simmgene.com](mailto:jatkins@simmgene.com)

(Continued on page 28)

# DIRECTORS' DIALOGUE

(Continued from page 27)



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lkeller@simmgene.com

*By Luke Keller, Director of Seedstock and Industry Operations*

## Today's Technology

It's amazing all of the technology that is available to us in modern times. You name the field of study and technology is having a major impact. It also has dramatically changed our way of life not only practically but socially as well.

I recently had a meeting with a representative from a livestock technology company. I was impressed that with that one statement, I could meet dozens of different fields within our business. You may be asking, is it a DNA company, ID company, cattle management software company, animal health company, equipment company, genetic evaluation company or a number of other possibilities that would fit the "technology" description? The truth is that technology has entered nearly every phase of our business and has brought about some remarkable changes. The answer to the question in this case was a meeting with a representative from Technology Company that specializes in EID tags. Listening to the remarkable advancements that have been made in the field of Electronic Identification in just a few short years got me thinking about all the progress we are making in so many areas in the cattle business. Some of the advancements in technology were recently discussed at our new annual membership meeting in Bozeman this fall. If you haven't yet, I suggest you take a look at them on our website to see some of the exciting technological advancements that your American Simmental Association is working on to better our position in the cattle business.

With all the technological advancements in our industry seeming to be happening at an accelerated rate, it seems logical that producers need to keep themselves educated and informed. I would recommend finding experts in each of these areas to align yourself with in order to better adapt and utilize to technology as it becomes available. For example, the ASA has some of the world's leading experts in the world of genetic evaluation and hopefully you have been taking advantage of their knowledge. The world of genetics and animal breeding can look awfully

daunting in a glance but hopefully the resources that are provided via web sources, register articles, and staff can aid in understanding what you need to know. I still find interesting the number of questions I receive about how EPDs or Indexes work and considering their importance moving forward, I would suggest familiarizing yourself with them and understanding how to use them. Our website has a great archive of articles and information. Jackie and Lauren also have the science blog which is a great way to get discussion started on topics that you may like to know more about.

Another big advancement (or regression depending on your view) in technology is the rapidly expanding universe of social media. I do not participate in any social media but from what I understand it is a great way to get immediate feedback and information out. Hannah does a great job monitoring our social media pages and posting events as they happen. Many businesses utilize social media as a way to promote and educate about their business and connect with customers. There are tremendous opportunities in social media and my guess is that as time passes they will only grow. The one caution I have about social media and technology in general is to not let it overtake your life. Many times while eating out you will see to people sitting across from each other staring at their phones and not participating in a face to face conversation. I know it sounds like I am preaching (and I am a little) but I hope that we can still place value in real life interaction. I didn't have a cell phone until my second semester my freshman year of college and while it is hard to imagine not having one today, I almost wish I could go back to those times! Technology is making amazing progress and hopefully it will continue to do so but hopefully we will not let it overtake our lives and diminish our quality of life. If we are diligent in keeping apprised of advancements in technology and familiarize ourselves with it, it can be very beneficial to the success of our operations.



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*By Will Townsend, Director, Commercial and Industry Operations*

## 6 Steps to Maximizing Day to Day Productivity on a Successful Seedstock Operation

Maximizing your day to day productivity can be hard no matter what profession you're in. However, the task of "getting stuff done" or moving forward becomes increasingly hard when you add the element of caring for live animals and dealing with unpredictable weather. For a cattle producer, time management is an art and is vitally important to your success. Seedstock producers, specifically, have

the duty to complete day to day tasks on the ranch, deal with numerous crises at once, and, all the while, move their genetic program and customer service program in the right direction for the success of the company. Each one of these items can actually be more serious in this profession as compared to others. For example, day to day tasks and crises involve live animals that MUST be cared for whereas crises and tasks in other professions may not involve such serious consequences. In addition, customer service can affect your customers' livelihood and not just their "buying experience".

(Continued on page 30)

# Living The Dream Production Sale

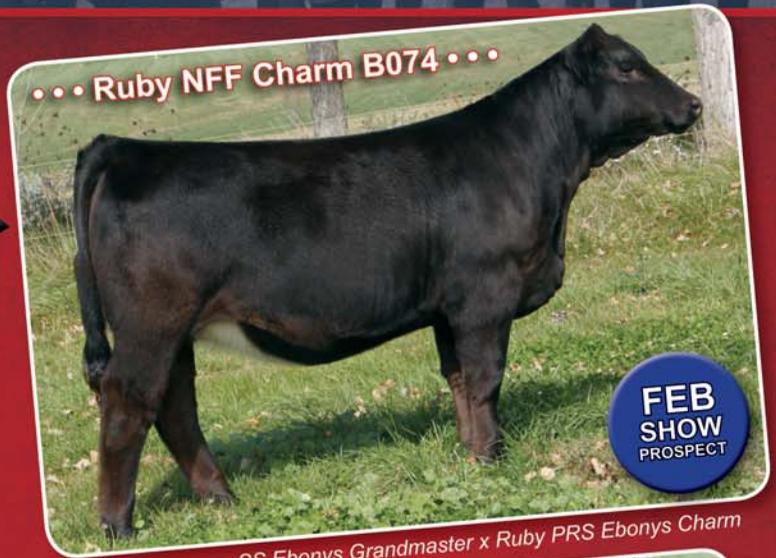
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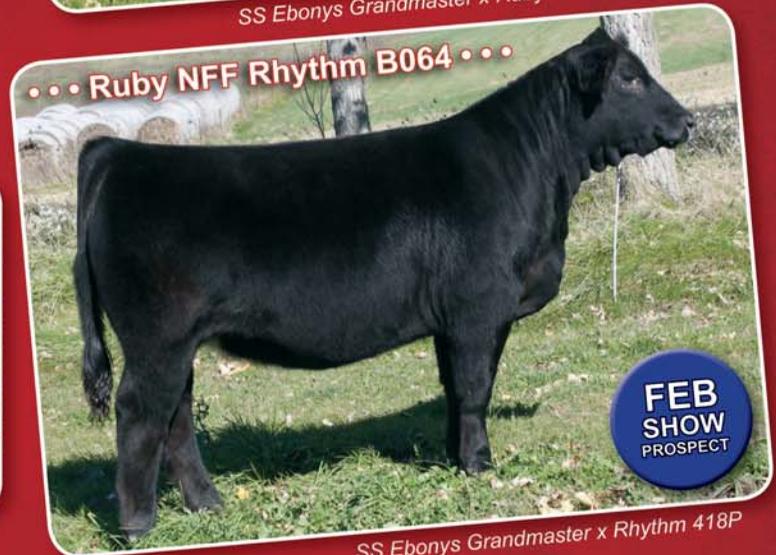
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# DIRECTORS' DIALOGUE

(Continued from page 28)



So how does a professional seedstock producer deal with such large responsibilities on a day-to-day basis and still achieve success? Some tips can be taken from other industries, which is why we'll use numerous surveys involving some of the most successful people in the world. Other techniques only apply to the cattle industry and to beef producers

so those techniques were acquired through numerous interviews with some of the most successful seedstock producers in the United States.

## Step 1. Keep Your Focus on the Future — Be Goal Oriented

Different people can have different focuses, but the point remains the same; no matter what your focus is, keep your eyes on the prize. Don't lose focus of the goal because you're too scared to take your eye off the commotion at the line of scrimmage. Keep one eye downfield always with the intent of moving forward. Of course, this is assuming you clearly have your goal identified. If you don't, identify it because it's hard to get somewhere if you don't know where you're going. These goals vary from providing a place for your kids to come back to work on to owning your own business. Many producers' primary goal is to bring glory to God. Lynn Pelton of Pelton Red Angus and SimAngus says that bringing glory to God is and was their first goal when they started in 1972. "Everything seems to work and fall into place when we have our priorities straight both spiritually and with our families." Larry Mehloff of 5L Red Angus agrees that having a larger focus is important and, like many others, says his goal is to serve God. Whatever your goal is, it will largely determine what you do from day to day and how you do it.

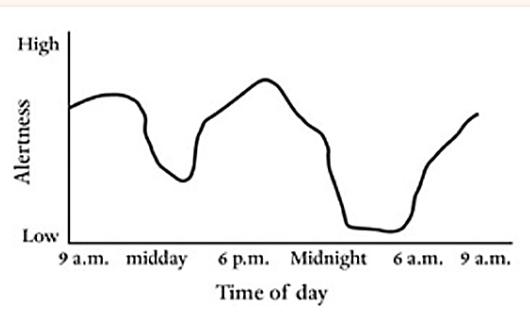
Being goal oriented is common among successful people in and out of the beef industry. Keep your eye on long-term goals (the Super Bowl) and short-term goals of different levels (the first-down, the end zone, or the win). With regard to short-term goals, Mark Gardner of Gardner Angus Ranch says he prepares for his next sale all year long, starting from the day after his last sale.

In addition, keep these goals or focuses close by to remind you what you're working for as well as motivation.

Jim Butcher of Gateway Simmental uses benchmarking as a means of attaining and measuring the progress of these goals. Benchmarking can prove very useful by measuring ones productivity and critiquing the reality of goals and the means you are going about attaining those goals.

## Step 2. Schedule Some Work Time for the Important Stuff Apart from the Typical Work Day

This sounds a little confusing, but the concept is simple for cattle producers. If you count on the work day offering some time for you to catch up or work on that special project it will never happen. The sort of work we're talking about is the stuff that will have great returns and move your program forward. All too often this "important" work is drowned out by "urgent" work that fills up our schedule. The vast majority of successful seedstock producers interviewed said they get their "important" work done early in the morning before the work day or late at night after the work day. This is common in other industries as well. When a large number of successful CEOs were interviewed regarding their most productive time of day and location, virtually no one answered any time between eight and five and at their work place. The typical work day for these successful workers was to wake up between 4:30 am and 5:30 am, some sort of morning ritual that varied between workouts, catching up on the news, reading a book, the paper, the Bible, and then around 6:00 am to 7:30 am they got work done that they figured was key to the success and advancement of their career and/or their company. Once the typical work day started it was filled with responding to problems (often other people's problems) answering phone calls, day to day tasks and meetings. When the surveyed group of successful breeders were asked this question, their answer was very similar. Jim Butcher calls these periods of the day his "big thinking" time and also devotes any driving time he has too "big thinking." Early in the morning and late at night is also a time when your alertness tends to be a higher so devoting that time to the more important work seems wise.



## Eric Barker, Barking Up The Wrong Tree

The main point is that you must be very intentional about scheduling time to get those important tasks done whether you're building a new website, pursuing new options to market cattle. If you are not intentional about this, the urgent will typically drown out the important. This sort of time management becomes increasingly important on a ranch as your time because consumed with calving and haying. and the important stuff may never get done.

(Continued on page 32)

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# BREAKING NEWS

Show programs, ringside updates and archived results available from the North American International Livestock Expo, National Western Stock Show, and Fort Worth Stock Show

Tune in this fall to keep up with the show



2014 North American International Livestock Expo  
Open Percentage Show: 12 p.m. Wednesday, November 19  
Open Purebred Show: 8 a.m. Thursday, November 20  
Judge: Barry Wesner, Chalmers, IN and associate Carly Wesner, Cisco, IL

2015 National SimGenetics Show  
National Western Stock Show  
In the Yards --  
Bull Pen Show: 8:00 AM Sunday, January 18  
Female Show: 8:00 AM Monday January 19  
Pen Show Judge: Galen Fink, Randolph, KS  
and associate Ken Stewart, Okeechobee, FL

On the Hill --  
Junior Show: 8:00 AM Tuesday, January 20  
Judge: Mark McClintock, Fort McKavett, TX  
Bull Show: 10:00 AM Tuesday January 20  
Female Show: 8:00 AM Wednesday, January 21  
Judge: Marshall Ruble, Ames, IA and associate Dr. Brad Skaar, Ames, IA

# DIRECTORS' DIALOGUE

(Continued from page 30)

There is another benefit to starting your day off with this sort of work. Typically, successful managers will know or write down exactly what they are going to work on first thing in the morning during this productive time. They sleep better being that prepared, they get right to work on it since that time has already been set aside, and they start their day off on a great note accomplishing or working towards the accomplishment of something very important. This will put you in a good mood right of the get go and set the pace for the rest of the day.

### Step 3. Delegate What You Can, Empower Your Help, And Focus on What You're Good At

You may not have a huge staff working for you but most people have more help (family, friends, employees.) than they think. The problem is, nobody can do it as good as you can. You may have noted a bit of sarcasm, but this may actually be true. However, it does not mean you need to do everything. You may have to think back to Econ 101, but the concept of comparative advantage and absolute advantage is very simple. You may be able to do something better or cheaper than someone else, but if that means that you are not spending your time doing something with a far greater return and utilization of your talents you are not maximizing your production. Focus on what you're good at and delegate out the stuff that takes you away from the important stuff. This may mean contracting work out or trusting your family or employees more.

When it comes to trusting in your employees, family, and help more, it becomes increasingly important to surround yourself with the right kind of people and to empower those people. John Miller of JC Simmentals and the Great Lakes Beef Connection says one of the best ways to empower your employees is by not micromanaging them and trusting in them. Not to mention this strategy can actually decrease your stress. When explaining the day to day operations on the Pelton operation, Lynn Pelton states that "we as family members, have our own areas of management and everyone else helps when needed. As long as everyone successfully manages their area, at the end of the year, no questions are asked and everyone one is told 'job well done.' Family operations where everyone makes decisions about every little detail can certainly cause issues."

### Step 4. Prioritize Day-to-Day Tasks and Schedule Them In

Some things that pop up, like a cow with calving difficulty, just need to be dealt with right now. Others you have the power to prioritize. All of the seedstock producers interviewed put a high priority on day-to-day tasks involving customers. Mark Gardner maintains a 48-hour rule in which he makes sure to call people back within 48 hours no matter how busy he is. As cattle producers, we cannot just work on the first thing we see that needs to be worked on because, if your ranch is anything like mine, you wouldn't make it very far from the door each day. List the tasks that need to be done and prioritize them. Writing them down in order and schedule them into your day. Scheduling these tasks will force you to consider and reconsider the importance of tasks and how long they ACTUALLY take.

### Step 5. Maintain a Family/Work Balance

Perseverance is key to any successful company and becomes increasingly important on a beef operation. In order to assure longevity at a productive rate, it is important to make sure you are meeting your family's personal and spiritual needs, and secondly, your own needs. Make sure to schedule in time with your family. Again, it is imperative that producers schedule this time intentionally to make sure that it happens and does not get put on the back burner.

### Step 6. Practice Discipline

Forming these habits and practicing self-discipline is essential to your success. These steps must become regular practice for them to work. Do not fall back into an undisciplined schedule going every which way the day blows you and hoping that someday you will end up where you want to be. You will inevitably fall short in some area if you do not practice discipline.

### Recap

- Step 1.** Keep Your Focus on the Future — Be Goal Oriented
- Step 2.** Schedule Some Work Time for the Important Stuff Apart from the Typical Work Day
- Step 3.** Delegate What You Can, Empower Your Help, and Focus on What You're Good At
- Step 4.** Prioritize Day to Day Tasks and Schedule Them In
- Step 5.** Maintain a Family/Work Balance
- Step 6.** Practice Discipline ◆



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# UPDATE ON ASA FIELD SERVICES

By Wade Shafer, Ph.D.,  
Executive Vice President



## Introduction:

The term field services is used to describe a division present at most breed associations. The division is typically charged with performing tasks, which fall into the “outreach” category. In our early years, ASA did not have a field services division. As time progressed, we navigated through various versions of a field services model that was primarily focused on securing advertising for our publications and performing ring and consulting services at sales; over the last several years, largely under the mentorship of Marty Ropp and Jerry Lipsey, the non-sale role of ASA field services has dramatically expanded. The expansion has undoubtedly had a positive impact on our members' business (a claim bolstered by the fact we now service more sales than at any time in our history.) That said, the expansion has also necessitated a paradigm shift in the way we deliver field services.

To provide a sense of what ASA's field services are currently involved in — beyond servicing sales — I have assembled, in no particular order, a list of functions that came to mind: managing junior programs, designing national/regional advertising campaigns, building social media presence, establishing electronic publications (e.g., tReg), assisting with PTP shows, attending state association functions, organizing and manning trade show booths, aiding with ASA Foundation tasks, consulting commercial and seedstock producers, sourcing commercial data for genetic evaluation, recruiting new members, developing and maintaining seedstock and commercial marketing programs, facilitating member collaborations, serving on ASA and industry committees, providing content for ASA and industry publications, facilitating research projects, managing carcass merit program, executing educational events, speaking on programs, extending member/commercial/academic/industry networks.

As you can see from the list (and I surely missed some tasks), the functions shouldered by ASA field services go miles beyond simply servicing sales. At the same time, the number of sales qualifying for representatives continues to grow. To be square, many of the functions are shared with other divisions at ASA — and we're not yet devoting enough attention to some of them. Nevertheless, there should be no argument with the statement that ASA's field services responsibilities are immense. Also, though members may rank their order of importance differently, few would argue that the functions don't play an important role in our members' success. In light of the dramatic expansion of its role and our finite resources, your board and staff set out on a mission to enhance the effectiveness and sustainability of our field services program.

## New approach

As most of you are aware, last fall ASA implemented a new model for field services. Our new approach represents a fundamental change in the way ASA meets our members' needs in this area — a change we feel has significant upside potential over the long run. I'm certainly not claiming that the new approach is perfect. There have been, and will be, bumps along the way — bumps which are inevitable when taking a new path. That said, with time, constructive suggestions and patience we are confident that our new approach will allow us to provide membership and industry with more and better services and ultimately improve everyone's bottom line.

## ASA's goals for our new approach are to:

- ✓ Deepen involvement with junior and senior membership, state associations, commercial producers, educators, scientists and associated industry.
- ✓ Provide more “local” representation.
- ✓ Enhance employee qualifications and experience.
- ✓ Extend employee longevity.
- ✓ Improve cost effectiveness.

Though these goals are broad reaching and ambitious, we think they are achievable with our new model.

The crux of the new model involves partitioning field service functions between two teams — ASA Directors and ASA Representatives. ASA Directors are fulltime employees who operate on a national level on functions specific to their area of expertise, while ASA Representatives work on a “local”, event-by-event basis, with their primary role being attendance at member (e.g., sales, field days) and state association (e.g., annual meetings, trade shows) functions.



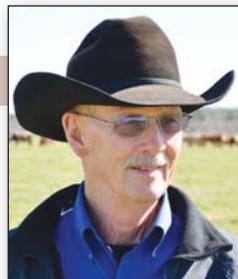
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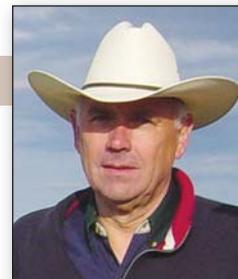
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I suspect most would agree with the claim that attending sales is one of the most prominent functions breed association field services perform. Sales are logical events to attend, as they tend to be a gathering place for people involved in the cattle industry. That said, with the possible exception of Angus, maintaining a field staff capable of covering sales in the traditional manner has been a monumental struggle for breed associations. In fact, it has dug ASA into a deep financial hole on more than one occasion — and we're certainly not the only association to experience difficulty in this area.

The struggle lies in the fact that, other than perhaps Angus, the rest of us don't have the financial latitude and member density to support spacing fulltime employees every few hundred miles. Therefore, if we adhere to the traditional model, we are relegated to spanning large territories with few employees. The end result is that we incur massive costs per event, with the typical event (primarily sales) requiring a plane ticket, rental car, room/board and significant travel time. Traveling around like a pinball also lends itself to high employee turnover (we had 12 field staffers over a 7 year period — and this level of turnover is hardly unique to ASA). Further, the large territory makes it difficult for the representatives to develop a local presence. These factors combine for a less than ideal situation.

Because our new model utilizes ASA Representatives on an event-by-event basis rather than fulltime employees, we are able to sizably increase the number of representatives, significantly reduce their territory and slash the cost of sale representation (by over 60% in fact). The new approach also frees up ASA Directors to focus their full and undivided attention on functions that arguably have more potential to enhance our members' collective success than sale attendance — functions that often took a back seat to sales under the previous model.

## ASA Representatives:

Our primary criterion for hiring ASA Representatives was that they have deep roots in their community as well as the beef industry. We also wanted people with strong technical knowledge and the ability to communicate it. We felt people fitting that description would be best suited to helping us carry out the vision set forth by our Board of Trustees in our April 2013 strategic planning session (<http://simmental.org/vision>) — a vision predominantly focused on meeting the genetic needs of the commercial industry through the application of science and technology.

One qualification customarily associated with field services is ring work. Therefore, it may surprise you to know that the capacity to do ring work was not on our radar screen in the hiring process. Further, our board unanimously voted to remove ring service from the duties required of ASA representatives.

On the face of it, some may interpret that as a step backwards in servicing our membership. I fully understand that sentiment, as ring service has long been part of what many breed associations, including ours, provided to members with qualifying sales. (Incidentally, we're not the first breed association to opt out of this function. Canadian Simmental does not provide it, and Red Angus will fire a field staffer for performing ring service.) To be clear, we have not prohibited ASA Representatives from taking absentee bids; however, they are not expected to perform ring service and we do not want them taking a commission for anything.

The decision to no longer provide ring service evolved out of surveying the landscape and coming to terms with what our highest priorities for field services were. There is little question that ring service is a critical component to most cattle sales; however, given ASA's vision, it is hard to justify it being a core function of field services. Besides that, it can be accessed through the well-established network of professional ring men stretching across most parts of the country. Since ring service was not a function considered central to ASA's vision and professionals readily exist to provide it, it was felt that our collective membership would be better served by allocating ASA resources to other functions.

By dropping the requirement to perform ring service, we substantially increased our pool of prospective representatives. Though we may not have ring men, we definitely have people who have a solid understanding and background in the beef industry — several of them with multiple decades under their belt with both practical experience and formal training. We have three former animal science professors, current and former Extension educators and a vast amount of collective experience in actual beef cattle production. Most have small herds, some feed cattle and a few even make the bulk of their living in the cattle business. An impressive team by any measure! Furthermore, since they are more local to the area they serve than our prior system allowed for, it is likely they will know more people attending the sales, while also having a better sense of how things work in their area.

(Continued on page 36)



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# UPDATE ON ASA FIELD SERVICES

(Continued from page 35)

## ASA Representatives Continued

Even with the expanded number of representatives and their reduced travel distances, with the sizable increase in qualifying sales there are times when ASA Representatives alone cannot cover all of the demands on field services. Fortunately, ASA Trustees are willing to step up to the plate at those times. Trustees make a natural fit, as they have all the characteristics we are looking for in a representative. These “deputized” Trustees generously volunteer their time and expertise to serve as representatives — only receiving compensation for their out-of-pocket expenses. With the increased number of ASA Representatives, and Trustee backup, the new approach allows us to deliver in situations not previously possible (e.g., ASA covered eight different events in a single day last March).



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## ASA Directors:

Unlike ASA Representatives, other than in a pinch, ASA Directors do not attend sales. Because of that, they are able to focus 100% of their time and effort on their specific area of expertise — rather than spending the bulk of their time traveling to sales. That’s not to say they don’t travel; however, unlike sales travel, their travel is very targeted and efficient. Because they do not hopscotch around the country at the whims of the sale schedule, ASA Directors can organize their travel to spend prolonged periods of time in target areas, often achieving multiple objectives in one fell swoop.

Another feature of our new approach is that rather than requiring them to be “jacks of all trades”, each Director serves ASA in ways that are best suited to their skill set and interests. We feel this will yield a higher level of success in achieving ASA’s many goals for field services (see arm-long list at beginning of article), as well as increase our employees’ job satisfaction. We are hoping the combination of more manageable travel schedules and greater job fulfillment will also yield longer employee tenure.

From an initial assessment, the accomplishments of ASA’s Directors since the inception of our new model gives credence to our new approach. This young and strikingly talented team have taken to their new positions like ducks to water and have delivered with flying colors. To get an update on ASA Directors’ activity, video of their presentations at the fall board meetings can be found at: <http://vimeo.com/108012985>.

## Summary:

So there you have it — an update on our new approach to field services and the rationale behind it. After operating under the new system for a year, we have identified areas we can modify to enhance effectiveness; and, as mentioned earlier, we are certainly open to suggestions for further improvement. To be sure, there has been apprehension among members about our new approach. Being somewhat unconventional, that is to be expected. However, the year under our belt has made us even more confident about the new model’s potential to improve our ability to deliver on a large and expanding array of field service functions, while permitting us to continue on a fiscally viable trajectory into the future.

## ASA Directors



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## Letter from Bill Zimmerman, Area Representative Manager

When viewed by those from the “outside”, the cattle industry is about cows and bulls, hats and boots, ranches and feedlots, and shows and sales. However, for those of us on the “inside”, we know that relationships and family, trust and integrity, tradition and loyalty, with a shared love and passion for good cattle is what our industry means to us. Our industry is unique — while we compete vigorously to produce and show and sell the best cattle, we share ideas openly, and learn from the successes and mistakes of each other. In fact, you often hear folks say that “the cattle business is really a people business.”

It is in that spirit that the ASA Area Representative program was launched last fall — a new approach to assisting you, the ASA members, and your customers to be successful using Simmental, SimAngus™, and Simbrah genetics. The program is designed to have cadre of knowledgeable representatives who are familiar with the commercial and seedstock business in your area, people who you recognize and trust, who can be an invaluable part of your business network.

Through your use of promotion services from ASA Publications at a threshold level, you “qualify” to have an ASA Representative work with you and

your customers. My responsibility as manager of the program is to connect our available representatives with you in the way that provides the greatest value to you. The traditional role has been to have an ASA Rep attend and assist at your sale, so this has been my primary focus. However, you are not limited to using your “rep credit” for your sale. You may, instead, want to have a representative attend a pre-sale event, or spend a day at your operation during an open house, or attend a local feeder calf sale. You will just need to let me know what you need.

I’d like to brag that our program has been running perfectly smoothly, but not yet. I know we have been a little slow in getting reps assigned to events, so you have not always had enough time to plan ahead. We are working to be more timely and ask for your patience. We have a great group of Area Representatives — perhaps the best in the business. But, in some areas of the country we have not yet been able to recruit and retain the folks to make the program work. As you review the qualifications that Dr. Shafer has outlined in his article, I would welcome your referrals for additional representatives.

It is a great time to be in the cattle business. I look forward to enjoying the ride with you.



## Letter from Dr. Bert Moore, State/Regional Association Liaison

The first sentence of the Mission Statement for the American Simmental Association (ASA) reads, “The success of the American Simmental Association is dependent on the success of our members.” In constant efforts to be a contributor to each member’s success, the ASA is seeking to encourage communications between the national office and all State/Regional Associations.

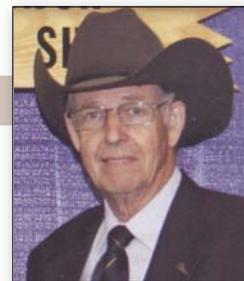
Initiated in 1979, there is a strong history of cooperative cost-share and check-off incentive funding between the ASA and these associations. Details of these programs are listed on the ASA website at [www.simmental.org](http://www.simmental.org) and click on membership/state associations. A review of this information will explain the promotional and service categories that are available for use of these funds. To further encourage participation in the cost-share program the ASA Trustees have approved an increase of available funds to \$4,000 per year per association. It is surprising to learn that many associations do not take advantage of this available funding.

State and Regional Simmental/Simbrah Associations are a grass roots source of the support for the entire field of SimGenetics. Dr. Shafer

has outlined some of the multitude of areas where ASA could be beneficial to your organization. ASA realizes that State or Regional Association personnel are best equipped to identify events where an ASA presence can be most beneficial.

In addition to my role as an Area Representative, I have been asked to take on the responsibility of enhancing the communications of this important resource with the ASA. Currently, I am contacting someone in each State or Regional Association to learn about their individual interests, activities and needs and where the ASA can be most helpful to each of them. Please let me know how ASA can assist your organization! Within the scope of our resources and personnel, we plan to be a presence at some important event or activity in your area each year. There is considerable latitude in the choices for your association. Also, if your association has additional events or activities, you can use cost-share funds to cover a significant portion of your expenses.

I am looking forward to working with your organization and seeing your members at events and sales. ♦



# Parker — — Cattle Co.

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Burlington, Colorado



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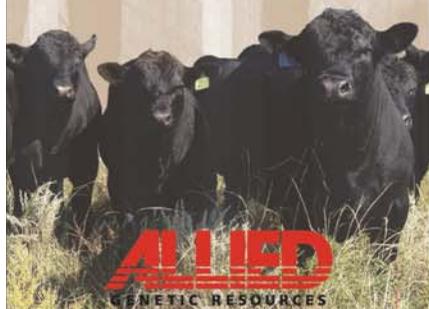
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Brett & Sally Parker 970-597-0831

Reed Parker 970-597-0832  
parker\_reed@hotmail.com

221 Vine St.  
Burlington, CO 80807



## BULLETINS

### 2015 NWSS Schedule Announced

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

#### Officials are:

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

#### Dates and times are:

November 20 Entry Deadline On-Line at: [www.nationalwestern.com](http://www.nationalwestern.com)  
Entry fee information and class breakdowns are posted on  
[www.coloradosimmental.com](http://www.coloradosimmental.com)

Fri., Jan. 16	Pen check-in	9:00 am	Yards
Sat., Jan. 17	SimMagic on Ice Sale	6:30 pm	DoubleTree Denver Central
Sun., Jan. 18	Bull Pen Show	8:00 am	Stockyards arena
	People's Choice Power Bull Judging		Stockyards arena
	Open & junior cattle check-in	3:00 pm	Hill
Mon., Jan. 19	Female Pen Show	8:00 am	Yards
	People's Choice Power Female Judging		Stockyards arena
	The One Sale	3:00 pm	Auction Arena
	<i>(includes Foundation lot and Power Simmental selection)</i>		
Tues., Jan. 20	Junior Show	8:00 am	Stadium Arena
	Open Bull Show	10:00 am	Stadium Arena
	Wild, Wild West Sale	6:30 pm	Adams Co Fairgrounds
Wed., Jan. 21	Open Class Female Show	8:00 am	Stadium Arena
Thur., Jan. 22	Market Steer Show		
	<i>(includes breed/Simmental classes, depending on entry numbers)</i>		

Entry fee information and class breakdowns are posted on  
[www.coloradosimmental.com](http://www.coloradosimmental.com).

### Leachman Lawsuit Dismissed

On August 29, an American Simmental Association (ASA) motion was granted by Colorado-based US District Judge R. Brooke Jackson.

The dispute stems from a lawsuit filed against the ASA earlier this year by Leachman Cattle of Colorado (LCOC) and Verified Beef, LLC, of Montana, claiming that the breed association has infringed on patents held by LCOC.

From the outset, the ASA has vehemently disputed the plaintiff's claims. At the time, ASA CEO Wade Shafer had stated: "We will not sit idly by and let them take control of something we and others in our industry have been doing for a long time."

In his conclusion, Judge Jackson wrote:

"The Court finds that there is no personal jurisdiction over ASA pursuant to the federal claims, the only claims which this Court has original jurisdiction. The Court must therefore dismiss these claims, and in turn dismiss the supplemental state law claims that piggy-backed their jurisdiction onto the federal ones. Insofar as the claims could arguably be maintained through a crisscrossing web of pendent subject matter and personal jurisdiction, the Court declines to exercise such discretion.

"For the foregoing reasons, Defendant's Motion to Dismiss First Amended Complaint for Lack of Personal Jurisdiction or in the Alternative to Transfer Venue (ECF No. 30) is GRANTED. It is further ORDERED that the case be DISMISSED WITHOUT PREJUDICE."

(Continued on page 58)

### Announcing

The Blockbuster Cattlemen's Group herd continues to naturally calve. STF Jo Jo, the very first cow in the partnership, has a beautiful red heifer by MCMF Red Domaine. TMPF Hope X18 has twin heifer calves out of Lundy's Do It All. Dream it Up S56 has a black heifer to Lundy's Do It All. Lazy H Sheza Fantasy Y105 has a heifer calf to NLC Upgrade. For information, call 814-591-2125.



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Rockfield, KY 42274  
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**SVF Sledge Hammer :: ASA# 2751217**  
**Flying B Cut Above x SVF/HS Expecting A Dream**  
**homozygous polled & homozygous black**

**D**am is the Expecting A Dream donor owned by Thomas and Polzin and his grand dam is the Denver Champion Expectation owned by Sunset View and Hilbrands. This bull has the WOW factor being super thick behind, sound, bold sprung, deep and complete. 2014 National show at Ft Worth Reserve Division champion. Look him up at the fall shows!



SECOND ANNUAL

# Red Dirt™ *Divas* & BULLS joint production sale

**Sunday, November 23** 1 p.m. CST

At the 74-51 Cattle Co. Sale Facility near Marshall, Oklahoma...

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35 spring & fall show heifer & donor prospects • 60 bred females & pairs

30 spring 2013 Red Dirt™ bulls • 4 full brothers to JL Evening Tinge 8001

*130 lots*



A317 • 3/12/13 • 1/2 SM, 1/2 AN 2837718  
This halfblood direct son of Steel Force sells!  
Potential calving-ease bull.



B023 • 1/13/14 • SimAngus™ Reg. Pending  
Mr. TR Revolution 1787 ET (Grand Champion  
Percentage Bull, 2013 NWSS) x  
Dream Master T50 x EXG Lucy P061 R3



4001 • 1/11/14 • Angus 17881453  
EXAR Sudden Impact x Monarch Cloudy Girl



A309 • 3/5/13 • Polled PB Simmental 2837716  
Steel Force x Dream On. Potential calving-ease bull.



4013 • 1/16/14 • Angus 17881656  
74-51 Changing Time 060 x  
EXG Lucy P061 R3

Also selling rare semen lots!

Register to watch & bid online!



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Lindsay, Oklahoma

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Female Sale The "Cow Palace" • Anita, Iowa

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JC Mr National 610Y



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CCR Wide Range

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Jim and Margaret Zinser

### SALINAS FARM

Andy and Lynn Salinas

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### HRM SIMMENTALS

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### TIMBER RIDGE CATTLE

Rex Hoppes and Stan Pearson

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Jon Rockhold

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# CORPORATE REPORT

## McDonald's Under Pressure

Russian authorities continue to scrutinize McDonald's, carrying out inspections at a number of restaurants run by the US fast-food giant, amid a political firestorm over the civil unrest in Ukraine.

The increase in inspections is seen by many business leaders and economists as retaliation for Western sanctions against Russia because of its open support for the rebels in eastern Ukraine, sparking fears that the retribution would expand to include other symbols of capitalism. The Russian inspection agency had already shut down three Moscow-based McDonalds restaurants.

## Chipotle Thriving

Young diners are flocking to Chipotle Mexican Grill outlets in search of healthier options and the ability to customize their own meals. The result is that the company, basically a burrito chain, is defying the broader general slump in restaurants.

Chipotle's third quarter sales, growing much faster than predicted, climbed 19-20% during the quarter, sparked by an increase in prices and a move into catering. Analysts had predicted growth of about 15%, but there has apparently been no "push back" against the chain's price increases.

## Mars Teams With UC-Davis

Mars Inc. and the University of California-Davis, through its World Food Center have announced an agreement to pursue the establishment of a new institute designed to deliver big-impact breakthroughs in food, agriculture and health.

The institute is planned to become the innovation arm of the World Food center at US-Davis and will work to advance new discoveries in sustainable food, agriculture and health throughout the entire innovation process, from laboratory research to commercialization. Mars will commit a minimum of \$40 million to support the institute over the next 10 years while the University will provide \$20 million.

## Cargill Issues Responsibility Statement

Cargill has released its fiscal 2014 corporate responsibility report entitled Delivering Responsibly in the Global Food System. In the document, Cargill commits to ensuring that the supply chains it operates respect people and human rights; produces safe and wholesome food; treats animals humanely; promotes responsible agricultural practices; and reduces environmental impacts.

According to the report, the company has invested \$3.2 billion in assets and facilities to help it more efficiently move food from where it is grown and process to where it is most needed. ♦

# GENOMIC-ENHANCED EPDs—FIND THE BEST FASTER!

The Simmental, SimAngus™, Simbrah and SimAngus HT Genomic Profile is now available from the American Simmental Association (ASA) through its partnership with GeneSeek®.



### Genomic-enhanced EPDs (GE-EPDs) provide:

- **Confidence:** The ASA GeneSeek Genomic Profiler™ (GGP-HD) was developed by a team of scientists using almost 3,000 genotypes and millions of phenotypes.
- **Accuracy:** When paired with ASA's multi-breed genetic evaluation, test results increase the EPD accuracy on Simmental, SimAngus, Simbrah and SimAngus HT animals.
- **Simplicity:** Along with adding EPD accuracy, a single DNA sample can provide information on parentage, genetic defects, coat color and horned/poled status.
- **Value:** At \$90 for 80K technology and parentage, the ASA profile is one of the best values in the business.



To start using the power of the Simmental, SimAngus, Simbrah and SimAngus HT profile, please contact the American Simmental Association at 406-587-4531.

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**CMB Miss Coalette B023**  
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**BSC CMB Katie B901**  
LLSF Uprising Z925 x CMB JBSC Katie W99



**WWS Desa Rae 34B**  
FBFI Combustible x WWS Desa Rae 34Z



**WWS Desa Rae 45B**  
OBCC GCC Brushcreek C47X x  
HPF Desa Rae U334



**A5XF Painted Lady B910**  
TLLC One Eyed Jack x Hot Spot



**Circle A Abby 422B**  
CWT Burn Notice Y12 x Circle A Miss Abby



**RJ/ALL Nicholette 402B**  
Mr HOC Broker x JWA Nicolette 220Z



**JWA Pearl 330A**  
CWT Burn Notice Y12 x WW Tempress 78P  
Bred to ALL/FHG First Ascent 117Y



**FC Wonder Line A263**  
FC JP4 004S Solution x FC Wonder Baby  
Y261 • Bred to STF Shocking Dream SJ14



**KA She Bang A81**  
Triple C Ultimate Force x CF Power Up 101M  
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Allen 5X Farm.....	217-202-9074
Bauer Simmental.....	618-292-9585
Blackford Show Cattle.....	217-304-3343
Circle A Simmental/Adcock Land & Livestock.....	217-768-3059
Fox Creek Cattle.....	309-838-4138 or 618-843-3276
Myerscough Show Cattle.....	217-202-4463
Robb Simmental.....	618-547-7743
Wright Way Simmental.....	618-267-6521 or 618-267-4794
Cook Show Cattle.....	217-840-2600
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# WE GET VISITORS

Simmental breeder Laura Robinson of Coggon, IA, stopped by the ASA headquarters office in Bozeman on August 28, with four non-agricultural friends, from a wide geographical area in tow.

"I'd never visited the office before and since we'll be

staying at an area guest ranch for a few days, thought I'd stop by to see where my money was going," she laughed. "I also wanted to show my friends where my cattle and membership information are recorded. I am very proud of my affiliation with Simmental cattle and the ASA."



Left to right: Anne Heiligenstein, Austin, TX; Liz Floyd, Fort Worth, TX; ASA member Laura Robinson; Jeannie Figg, Washington, DC, and Bozeman; Kay Ortscheid, Woodbury, MN; and ASA staffer Becky Landis, who conducted the office tour.

## Adcock Land & Livestock

Be sure to check out all of our 2014 Pride of the Prairie offerings and join us on Dec. 13, 2014 for the sale!



RJ/ALL Nicolette 402B  
1/2/14 Purebred Simmental  
Sire: Mr HOC Broker

TRA Nicolette 415B  
3/2/14 Purebred Simmental  
Sire: JF American Pride



Circle A Miss Abby 422B  
3/19/14 Purebred Simmental  
Sire: CWT Burn Notice Y102

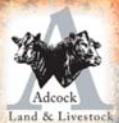


LAA Proven Queen  
446B  
4/18/2014 1/2 Blood  
Sire: CWT Burn Notice Y102



### Adcock Land and Livestock

Bobby & Sherry Adcock • Justin & Emily  
2350 E. 1900 N. Rd, Moweaqua, IL 62550  
Ph: 217.768.3059 • Justin: 217.855.0926  
E-mail: sadcock4@gmail.com  
[www.adcockfarms.com](http://www.adcockfarms.com)





**HILB Miss Enchantress B527**  
LLSF Uprising Z925 x AJE Gabby R7  
March PB SM Show Heifer Prospect



**HSF Zoe B426**  
Mr HOC Broker x HSF Victoria P30  
February PB SM Show Heifer Prospect



**HSIDSS Bling Baby B95R**  
W/C Wide Track x HS/HSF Stella Y5243  
March PB SM Show Heifer Prospect



**HILB Beauty N Grace B362**  
Mr HOC Broker x AJE Miss Gracie Y7  
March PB SM Show Heifer Prospect

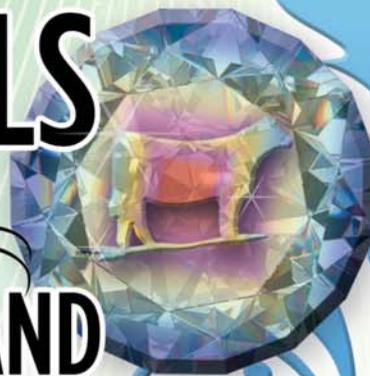


**HS Neon Radiance B97R**  
Mr NLC Upgrade x LLSF Neon Rey  
March PB SM Show Heifer Prospect



**HILB/Ruby Butterfly B555**  
LLSF Uprising x JSF Firefly  
March PB SM Show Heifer Prospect

# JEWELS of the NORTHLAND



Saturday, December 6, 2014

12:00 Noon

Hilbrands Cattle Co. Sale Facility

Clara City, Minnesota

## Simmental & SimAngus™

**Selling 100 Head**  
Show Prospects • Elite Bred  
Embryos • Herd Sire Prospects



**HSIDSS Blissful Kisses B18U**  
R&R Chamberlain x HS/HSF Stella Y5243  
March PB SM Show Heifer Prospect



**HILB Caught Lookin B929**  
BC Lookout x HS Stop And Stare U118L  
May PB SM Show Heifer Prospect

View sale live and bid online at:  
**LiveAuctions.TV**

**Hilbrands Cattle Company**

320-894-5953  
507-828-7089

Mark & Amanda Hilbrands  
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December 6, 2014 • Billings, MT  
BILLINGS LIVESTOCK COMMISSION

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COMMERCIAL FEMALES

CHOICE LOTS FROM THE  
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Koch Cattle  
Nelson Livestock Company  
Dennis Yurian  
Roberts Cattle  
Hills Ranch Simmental  
Open 8 Genetics  
TSR Ranch



Sired by Thunder. Safe in calf to W/C United.



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Safe in calf to Yellowstone. Sexed for a heifer.



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ELITE ONLINE DONOR SALE  
December 3, 2014

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TRIANGLE J ANNUAL TOP CUT HEIFER SALE  
November 28, 2014

MATERNAL FACTORY ELITE DONOR SALE  
December 3, 2014

**NOW BOOKING SPRING 2015 SALES**

# Hooks Mika 141M



Hooks Mika 141M

CE	BW	WW	YW	MCE	MM	MWW	API	TI
15.5	-3.1	50.7	67.9	16.9	44.2	69.6	150.6	71.1



Hooks Union 68U



Hooks Expectation 36X

# MATERNAL FACTORY

There is only red female offered in this first feature donor sale, so we thought she better be a great one. Hooks Mika 141M is just that, a great, proven, homozygous polled, red donor and one of the best purebred females currently above ground red or black. Not only is she the natural dam of both Hooks Yukon and Hooks Expectation, but out of her 9 bull calves to sell so far 5 went straight into breeder service. As she began to build her natural production record at Hook Farms in Minnesota, it became evident early on that Mika offered the significant birth to yearling ratio spread that we all would love. It is not easy to have 7 calves averaging 105 ratio at birth then turn them into a group averaging 114 at weaning time.

Mika is sired by the maternal, calving ease and carcass icon Hooks Shear Force and is backed by a phenomenal and storied maternal pedigree coupling Black Irish Kansas and ER Miss Max63 36B. It is little wonder that she offers so much in terms of trait improvement, maternal strength, thickness and capacity to her offspring. Few cows offer her array of 10 traits in the top 5% of the breed including CE, BW, MCE, Milk, MWW, Stay, YG, REA, Tenderness and API. Oh and I almost forgot, she looks great!

We are very pleased and proud that the Nicholson's have decided to offer a 50% embryo interest in Mika for the Maternal Factory sale. She has worked extremely well in a program of in-vitro embryo collection for them and they plan to keep her as a term of sale at the C Diamond Ranch to continue that proven process for high egg production. Only because she has been so successful putting a large number of calves on the ground for Chris is any part of her offered for partnership. This cow can add value to almost any herd or could be the part of something special to kick start a new and upcoming program.

NICHOLS LEGACY G151

HOOKS SHEAR FORCE 38K  
C&D TRACY

BLACK IRISH KANSAS

HOOKS IRISH MAXINE 29K  
ER MISS MAX63 36B

C DIAMOND SIMMENTALS

Chris Nicholson  
Dawson, ND  
701-391-6904

# J Bar J Miss ND 793X



J Bar J Nightride 225Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
19.4	-2.9	63.0	98.7	10.7	22.4	53.9	162.5	77.9

GW LUCKY MAN 644N

GW LUCKY BOY 252U

GW MISS NEW DEAL 814TS

LCC NEW DEAL G673L

793T

GW MISS MATERNAL 004K

# MATERNAL FACTORY

Here is a SimAngus™ female many have not yet heard about, but you will! The buyer of 793X will have fresh ground to till with her outcross pedigree, track record and barely tapped potential. The quality of GW Lucky Boy daughters is becoming a poorly kept secret around the country. They are some of the best uddered, softest sided, quiet natured, calf producing machines you will find. 793X is the best one of them to date! Two years ago, Jim and Maggie Zinzer mated this young female to their GW All In 418W herd sire hoping to leverage multiple generations of calving ease, maternal and carcass value to make something different and better. The result was J Bar J Nightride 225Z. Named for the Zinzer's long tenure in the rodeo contracting industry, he is absolutely making better cattle, coast to coast. Starting off and topping the 2013 Great Lakes Beef Connection sale I at \$25,000, he is proving to be a special purchase for Jones and Gibbs families. As a follow up to Nightride, wait until you see the weaned embryo calves out of 793X and JC Mr National. There are two bulls in that flush that deserve everyone's attention!

At press time we have not taken a photo of 793X, but it is scheduled for later this week and will be available on the web site for evaluation soon. She is homozygous black and homozygous polled and DNA tested free from known genetic defects. The Zinzer's are offering ¼ embryo interest in 793X because they would like to continue to be able to use a few embryos in the future from this special young female.

J BAR J RANCH

Jim Zinzer  
Clare, MI

989-429-6777 • zbucker408@gmail.com

# MATERNAL FACTORY

TJ 14M

TJ 14M is an "Old School" power cow with a well documented history of generating value and an imposing phenotype. She defines the tradition of high producing, massive Joker daughters by offering breed leading growth and maternal traits with inspiring substance, thickness and capacity. This pedigree and production record, 7 calves @115 WW Ratio helps tell some of her story pushing her genetic values into the top 1% of the breed for WW EPD, YW EPD and MWW EPD. Perhaps where she offers the most genetic advancement is in the hard to earn and crucial Stayability area. Cows that stay in the herd and produce heavy calves longer in their life are the most influential profit generators for any commercial herd. 14M offers a Stay EPD over +29, near the very top of all cows evaluated. In fact if you search for cows with that level of Stayability coupled with YW EPD over +130, you will only find 4...total. Add that to the value creation she is known for at Triangle J through dozens of progeny and you have a powerhouse producer still with years of great service left to offer. 14M is homozygous black, homozygous polled and sells in her entirety bred and for an early Feb calf.



TJ 14M

CE	BW	WW	YW	MCE	MM	MWW	API	TI
5.1	2.3	85.8	130.4	8.5	30.6	73.4	109.8	65.6

HARTS BLACK CASINO B408  
 PVF-BF BF26 BLACK JOKER  
 PVF-BF MABELLE C131  
 BS MR ARAPAHOE 811A  
 TJ KELLI 17K  
 TJ HOLLY 3H

TRIANGLE J RANCH  
 Darby Line  
 Miller, NE  
 308-457-2505



\$9,000 son of 14M, sold in 2013 sale



\$9,000 son of 14M, sold in 2013 sale

# MATERNAL FACTORY

Ms Miss 306R

Looking for imposing phenotype with a great track record of production and value creation, check out this homozygous black, homozygous polled, Purebred Dream On daughter from Triangle J Ranch. 306R truly earned her way into the donor line up for Darby and his family by posting and average weaning ratio of 123 on 4 calves then by producing high seller after high seller as a lead donor in their outfit.

Genetically, she dominates the competition as well posting EPDs in the top 5% of the breed in 8 different categories and top 10% rankings in 3 more. This data consistency lands her squarely in the top 1% for All Purpose Dollar Value Index and top 3% for TI. When you consider her offer of genetic reach for the future combined with her deep, soft appearance and striking type and profile, it becomes obvious that you really can have it all! Just check out the progeny pics below to get an idea of how good and popular she can make them.



Ms Miss 306R

CE	BW	WW	YW	MCE	MM	MWW	API	TI
13.5	0.0	68.7	98.5	15.3	31.7	66.0	159.2	80.0

NICHOLS LEGACY G151  
 CNS DREAM ON L186  
 CNS SHEEZA DREAM K107W  
 PPSR NOPHALT 20H  
 MSR 3061N NALEA  
 MSR 8042H OF 475D STOCK

TRIANGLE J RANCH  
 Darby Line  
 Miller, NE  
 308-457-2505



\$12,500 son of 306R, sold in 2013 sale



\$13,000 son of 306R, sold in 2013 sale

# Triple C Go Girl K34G



Triple C Go Girl K34G

CE	BW	WW	YW	MCE	MM	MWW	API	TI
10.1	0.9	59.8	83.6	9.6	20.1	50.0	122.0	64.9



Triple C Girlfriend S310

Go Girl's tremendous career continues with her 50% embryo interest offering in the Maternal Factory offering. A living legacy and tribute to the famous Triple C program in Wisconsin, Go Girl found her way to Premier Beef in Thrall Texas as one of the top sellers at the record setting Triple C dispersal. Since then this Purebred great has continued to generate phenomenal progeny and rack up lifetime production profit. Even at 14 years old she still is

a solid embryo producer and looking at her you would never guess she is anywhere near that vintage. A daughter of the legendary and original spread bull Lucky Buck 7049Y, the maternal side of her pedigree is just as well known and respected. Between Go Girl, her dam Triple C Rewards Queen H and her great grand dam Hart Hollywood Queen there are more than 420 registered progeny reported, solidifying each cow's long term place in the breed.

Brad Leen and his family are offering half of the embryo interest in Go Girl so that she can remain at Thrall and continue to work with the embryologist there who has had great success collecting embryos from her. Her track record of producing high value embryos and progeny that have excelled in dozens of breeder herds around the country, help guarantee her value on into the future.

IRISH BLACK KNIGHT  
 LCHMAN LUCKY BUCK 7049C  
 LEACHMAN BLK BALDY Z230  
 HARTBLACK REWARD E214  
 TRIPLE C REWARDS QUEEN H  
 HART HOLLYWOOD QUEENE700

PREMIER BEEF  
 Brad Leen  
 Thrall, TX  
 512-365-0096

# MATERNAL FACTORY

# LRS Miss Keepsake 447P



LRS Miss Keepsake 447P

"Keepsake" is one massive bodied, thick, ultra sound Purebred Simmental female that will absolutely inspire you to make more just like her. She carries her immense depth of rib, volume and muscle on a huge foot and moves like a female half her age. Her outcross pedigree includes some of the best maternal genetics from the past in a moderate package designed for the future.

447P was bred and started life in Glendive Montana quickly becoming an important donor for Clay Lasse and his family. Her record there for producing sons and daughters was truly remarkable producing 68 viable eggs in 5 flushes that resulted in 46 live calves and ultimately 23 retained daughters in the Lasse-Ranch herd. That is truly production consistency at its best! Sons of hers too were features of the Lasse sale for years. From there she moved on to HRM Simmental and Timber Ridge Cattle in Iowa where she immediately assumed a lead role as a donor for those programs! While in Iowa, her quality embryo production has stayed very strong. So, with the large number of progeny on the ground this year and even more on tap for next, Mike, Rex and Stan have decided to offer this great cow as a feature in our first Maternal Factory sale.

CE	BW	WW	YW	MCE	MM	MWW	API	TI
10.0	2.1	50.7	74.9	14.1	16.4	41.7	124.9	58.8



LRS Miss Club King 1017Y



LRS Miss Time Zone 1012Y

EB BLACK CISCO 532C  
 ES KILOWAT KH19  
 ESH19  
 TNT TREMOR G46  
 LRS MS TREMOR 975J  
 LRS MISS MICK 326C

HRM SIMMENTALS  
 Mike Henderson  
 Cambridge, IA

515-367-2209 • mhenderson@huxcomm.net

# MATERNAL FACTORY

Nelson Livestock Co.

Tom, Warren, Brent, Garrett and I just couldn't decide which cow was the right one to offer for this inaugural Maternal Factory sale, so the Nelson's are offering a pick of the proven and influential cows that thrive in their dry hills south of Wibaux Montana. Cows in that environment simply sort themselves so when you find females that have produced at a high level, bred back and stayed in the herd you know they have earned their stripes and are capable of great things. The W group is particularly strong at the Nelson's and there is a very good chance one of the high producing cows with photos below could be the one chosen. There are however lots of options with more than 100 females to chose from. In fact as you work your way through the older girls you will find some of the most outcross yet potent pedigrees and production records available anywhere. This could very well be the group of cows that you will want to chose a truly unique and special female from. One that has excelled in some of the toughest country you'll find and brought in one of the good one's year after year. If you look at the track record of great donors that have originated from the NLC Ranch over the years for leading breeders like Sunset View Farms, Silver Towne Farms, Wesner Livestock, J/C Simmental (Michigan), J&C Simmental (Nebraska) and many others, I think you will see exactly what the profit potential is here for this pick.



**NELSON LIVESTOCK CO.**  
Tom, Warren and Brent Nelson  
Wibaux, MT  
406-588-3371 • nlcjsim@midriyers.com

# MATERNAL FACTORY

## GW Miss GRPD 123X

123X is an absolute powerhouse for muscle and performance with a pedigree and value proof near the top among all SimAngus™. Right out of the gate Miss GRPD showed her stuff by raising the \$27,000 2013 Gateway sale topper GW Robust 605Z. Selected by Cow Camp Ranch and Gibbs Farms he was quickly leased to Select Sires to help anchor their impressive line up of SimAngus™, profit generating sires. Ratios for her first calf (Robust) were 114 @ weaning, 121 at yearling, 143 for IMF and 121 REA. That is flat getting it done in a large group! Just in, here 2014 heifer calf just weaned off to ratio 113 in a group of 189 contemporaries. Her pedigree is Jim's program through and through but will be different for some being a daughter of GW Predestined 701T and out of a GW Mr. Maternal cow. From an EPD standpoint she is above average for every single trait except Backfat EPD, which might be a good thing, and offers substantial reach for growth traits, maternal weaning weight, marbling, rib eye in addition to being in the top 1% for TI and top 4% for API.

It is truly rare to get the opportunity to purchase a young cow with this type of early record for generating value and long term potential to impact the breed. Flush her SimAngus™ to continue the program or mate her purebred to make a ¼ bull or female then ultimately the next great outcross purebred. Strait from the top of the Gateway herd, she simply offers unlimited possibilities.



GW Robust 605Z

CE	BW	WW	YW	MCE	MM	MWW	API	TI
12.9	0.2	73.5	122.9	12.7	32.3	68.9	164.0	89.4

**GATEWAY SIMMENTAL**  
Jim Butcher  
Lewistown, MT  
406-350-0467

G A R PREDESTINED  
GW PREDESTINED 701T  
GW MISS LUCKY STRIKE 363  
GW MR MATERNAL 731L  
GW MISS MATERNAL 523P  
GW MISS 600U 936H

Developing leaders through friendship, networking, and communication skills!



By AJSA Trustee Maddy Udell, Sioux City, IA

### Taking pictures of Family and Friends in the show ring?

Hi everybody! I hope you are all having a good fall. I'm Maddy Udell and I am one of your newly elected AJSA Trustees. This year at the National Classic, I was the Simmental Association's photo assistant, and I would like to tell you a little

bit about that. I have been taking pictures for a couple years now and really enjoy it.

One difficult thing about taking photos at shows is lighting. Most show rings are not bright enough to get high-quality pictures with your camera set on auto. You still have some options, though. There are many settings on your camera you can change to make your photos lighter and easier to see.

The first thing to look at is your ISO. This is in your camera settings and will lighten your photos, however if you make your ISO too high, it will make your photos grainy and ruin the quality of the photo. The next thing

you need to do is adjust your aperture. Aperture is how big the lens opening on the end of your camera is. There should be a slider or a setting on your camera for aperture. Aperture will appear as the denominator of a fraction. The fraction is 1 out of whatever number your camera says. Normally you should keep this as large of a fraction as you can to let the most light in. Lastly you need to adjust your shutter speed. This is how fast the lens opens and closes. There will be a slider for shutter speed. It is also shown in fractions. You want to keep this high enough to get clear pictures, but low enough to let enough light in. These settings are different for every show ring and environment, but a combination of them should work.

One last thing you can try is flash. Flash is not recommended because most of the time it gives off a yellow glow on your pictures instead of the regular color. Flash also creates shadows that aren't really there and this isn't good for anyone. I hope this helps with your show ring snapshots in the future. Thanks for reading and happy picture taking! ♦

## 2015 Classic Schedule

Event	Dates	Location
South Central Regional	June 8-11, 2015	Springfield, MO
North Central Regional	June 16-19, 2015	Austin, MN
Eastern Regional	June 24-27, 2015	West Springfield, MA
Western Regional	June 26-28, 2015	Bozeman, MT
National Classic XXXV	July 5-12, 2015	College Station, TX

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**NORTH DAKOTA  
SIMMENTAL ASSOCIATION**



## CLASSIC SALE

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# December 13, 2014

@ 2:00 PM - Kist Livestock, Mandan, ND  
Immediately following the ND Red Angus State Sale - 12:00 Noon

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45 Open Heifers,  
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**446B**

Open Polled 1/2 Heifer  
Sired By Kuntz Super Duty



**B1404**

Open Polled 3/4 Heifer  
Sired By TNT Tuition U238



**B887**

Open Polled Purebred Heifer  
Sired By WS All In



**B497**

Open Polled Purebred Heifer  
Sired By HPF/Ryan Expedition Y039



**337A**

Polled 3/4 Bred Heifer  
Sired By ES Power UP X537  
AI Bred to WCS Chevy 327A



**A100**

Polled Purebred Bred Heifer  
Sired By KBHR Y068 Harley  
AI Bred to Connealy Final Answer 746



**304A**

Polled Purebred Bred Heifer  
Sired By Traxs Rushmore  
AI Bred to WS Beefmaker



**A379**

Polled 3/4 Bred Heifer  
Sired By Crimson Tide  
AI Bred to Added Value



**A376**

Polled Purebred Bred Heifer  
Sired By RFS Red Iron  
AI Bred to WS High Stakes

**For catalog requests, contact:**

Jeff Thomas - 406-581-8859

Todd Finke - 701-240-7711

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

**Sale Headquarters:**

Best Western Ramkota  
701-258-7700

Ask for the North Dakota  
Simmental block rate.

**December 12, 2014**

Annual Meeting - 12:00 noon  
Circle Diamond Ranch Supply, Mandan, ND

Social & Banquet - 6:00 & 7:00 pm  
Best Western Ramkota Hotel, Bismarck, ND

# Feed Intake Program

AMERICAN SIMMENTAL-SIMBRAH  
FOUNDATION

The American Simmental Association is pursuing new efforts in the area of feed intake. Feed efficiency has a significant impact on the industry and the Association is committed to work on programs which will help its members and the beef industry as a whole.

As seedstock producers and members of one of the finest genetic resource companies in the world, it is our responsibility to be committed to research and development beneficial to the beef industry. Simply paying our membership, annual service, registration and genetic evaluation fees contributes to a large amount of the genetic progress we've made with research and development. Other efforts require us to go above and beyond this basic commitment. For example, in the Carcass Merit Program, breeders invest hard-earned dollars to research that improves their genetic program as well as the entire industry by collecting much needed carcass data.

Our approach will have two phases for the program. The first phase would use our collaboration with the University of Idaho to collect feed intake data in their existing grow safe systems. This first phase is primed to start by the fall of 2015 if we can collect enough funds to support this project. In the second phase, the ASA proposes the purchase a Grow Safe intake system in order to add intake data into our bull test program long term.

Similar to the Carcass Merit Program, this effort will have to be funded with additional resources. The Association is asking progressive and committed breeders to invest in improving feed efficiency. If you would like to be a part of this program, you can donate funds to the ASA Foundation earmarked for the "Feed Intake Program". All donors will be recognized for their commitments.

To make a donation or for more information, please call Jackie Atkins or Will Townsend. ♦



**Will Townsend**

406.548.5770  
wtownsend@simmgene.com



**Jackie Atkins Ph.D.**

573.239.2436  
jatkins@simmgene.com

**cowtime  
2014**

November 30, 2014  
Wahoo, Nebraska

**Selling: 9 Opens  
and 9 Breds**

Bred heifers are pastured bred to  
WCS Chevy 327A, ASA# 2745412  
from 5/10/14 - 6/28/14



**4043B**

Purebred Open

ASA# 2874383 BD: 3/21/14  
ES Power Up XS37 x WCS Ms. Gold 907W

EPDs: CE: 8 BW: 2.9 WW: 71  
YW: 92 MCE: 10 MM: 20 MWW: 55  
SAPI: 113 STI: 67



**3028A**

Purebred Bred

ASA# 2745564 BD: 3/11/2013  
Hooks Shear Force x WCS Ms. Timex 190Y  
AI'd 4/29 to KS Tailored

EPDs: CE: 15 BW: .1 WW: 60 YW: 82  
MCE: 12 MM: 21 MWW: 51 SAPI: 139 STI: 74



**311A**

SimAngus™ Bred

ASA# 2745410 BD: 2/12/2013  
WINC Seven Up 1131Y x  
WCS Ms. Ashley 187Y  
AI'd 5/11 to KS Tailored

EPDs: CE: 8 BW: .7 WW: 71 YW: 111  
MCE: 10 MM: 25 MWW: 60 SAPI: 121 STI: 74



**498B**

SimAngus™ Open

ASA# 2874297 BD: 3/6/14  
Harkers Bandito Uno x WCS Ms. Start 7007T

EPDs: CE: 8 BW: 7 WW: 71 YW: 111  
MCE: 10 MM: 25 MWW: 60 SAPI: 121 STI: 74

EPDs as of 10.16.14

North Dakota  
Simmental Association  
**Classic Sale**

**Selling: 4 breds  
December 13, 2014  
Mandan, North Dakota**



**337A**

SimAngus™ Bred

ASA# 2745479  
BD: 2/18/13  
ES Power Up XS37 x  
WCS Ms. Figure 8064U  
Bred 5/15 to WCS Chevy 327A

EPDs: CE: 6 BW: 3.9 WW: 66 YW: 83  
MCE: 8 MM: 21 MWW: 54 SAPI: 103 STI: 63

**New Photos and Videos  
will be coming soon!**

**Western  
Cattle  
Source**

Jock & Brenda Beeson  
100 Wohlers Drive • Crawford, NE 69339  
308-665-1111 (home) • 308-430-2117 (mobile)  
308-430-0668 (mobile) • Email: wcsbeeson@bbc.net



# Progeny of KnH Donor, Miss 58S

Selling December 13, 2014 at the

North Dakota  
Simmental Association



**Classic Sale**

Mandan, North Dakota

Selling these two full sisters in their entirety



**KnH Hey Girl 158A** ASA# 2790156  
Ultrasound safe on 5/16/14 to  
WAGR Dream Catcher 03R (ASA# 2289346).



**KnH Chisum 758A** ASA# 2790153  
Ultrasound safe on 5/23/14 to  
Ellingson Legacy M229 (Olie) (ASA# 2171761).

Sire: S Chisum 6175  
Dam: KnH Miss 58S  
Homozygous Black  
Homozygous Polled

EPDs:	CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
	11	1.1	74	124	11	30	67	131	77

EPDs as of 10.21.14

Selling choice  
of these two  
full sisters!

They are full sibs to  
KnH Play On 458Z  
(pictured right).



**KnH Brooke 401B** ASA# 2896152  
Homozygous Black • Homozygous Polled  
TJ Sharper Image 809U x KnH Miss 58S



**KnH Brooklyn 405B** ASA# 2896153  
Heterozygous Black • Homozygous Polled



**KnH Play On 458Z**  
• High seller 2013  
North Dakota State Sale  
• 18th overall % heifer  
at the 2013 Junior  
National Classic Show

EPDs:	CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
	9	1.9	74	117	14	24	61	129	75

Main donor at KnH Simmentals



Picture taken  
at 9-years-old

**KnH Miss 58S**

Purebred Simmental • ASA# 2363855  
SRS J914 Preferred Beef x KnH Maren 32M  
Homozygous Polled • Heterozygous Black

Dam to  
multiple sale  
toppers

Also selling a TNT Axis daughter  
out of a Legacy cow that raised a  
top bull in 2012  
going to Hart  
Simmentals, SD.

Sire: TNT Axis X307  
Dam: KS Miss Legacy U601  
Homozygous Black,  
Homozygous Polled



**KnH Becken 601B** ASA# 2896097

EPDs:	CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
	11	-1.5	65	95	10	26	59	138	75

More pictures and information  
at [www.knhsimmentals.com](http://www.knhsimmentals.com)



**KnH**  
Simmentals

**Kent & Heather Neshem**

28900 100th Ave NW • Berthold, ND 58718  
Home: 701-453-3570 • Kent cell: 701-721-4495  
Heather cell: 701-340-0756 • [hneshem@srt.com](mailto:hneshem@srt.com)

# Help Send Our Top AJSA Members to CANADA



*By Hannah Wine, Director, Media, Youth & PTP Programs*

In July, I had the opportunity to attend the Young Canadian Simmental Association (YCSA) National Classic in Manitoba, where I met YCSA members who spoke French, watched grand drives where the cattle are lined up like a sheep show in the states, searched through the barn to find a few black cattle tucked between all of the red Simmentals, was surprised to see calves led in front of the cows in the cow/calf classes, survived the mosquitoes that bit through sweatshirts and jeans, watched a bear run past the cattle stalls, and out of curiosity ate a Canadian specialty called poutine for lunch. (Poutine is an indulgence: fries, gravy, and cheese, eaten like nachos!)

From that wonderful trip I came to the realization that it's time to take the American Junior Simmental Association to the next level.

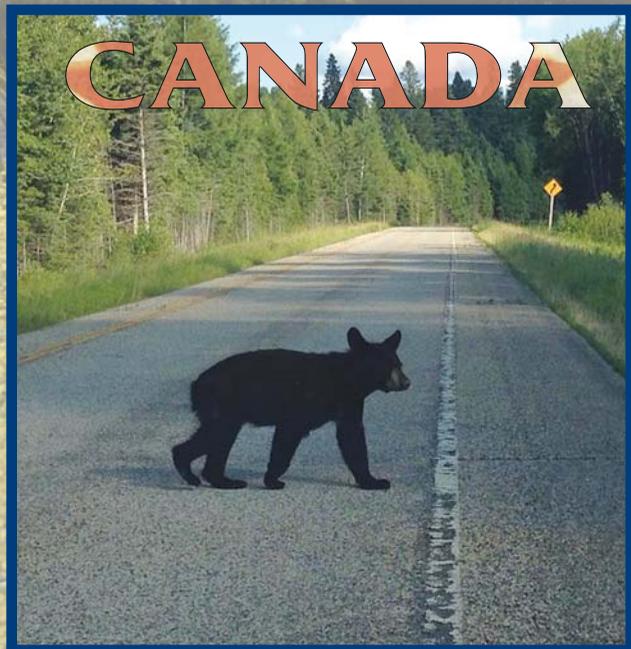
In Canada, their top two aggregates from the Intermediate and Senior divisions are given trips to the AJSA National Classic or Summit Conference. As I sat in the stands in the YCSA National Classic waiting for the winners to be announced, I looked around and realized many former winners were sitting in the stands. The cattle show judge even recalled his trip to the States before he slapped the champion heifer.

In this country we're one of the most competitive youth livestock organizations, our AJSA members are among the best of the best. It's time we move up to the next level and fund a once-in-a-lifetime trip for our AJSA National Classic first place overall senior and AJSA President to participate in the Canadian National Classic.

This is more than just an opportunity to travel. It's an opportunity for our AJSA members to learn more about themselves, to learn to communicate better, learn about different cultures and international agriculture, and create something fabulous for their resume.

Imagine the feelings of an 18-22 year old AJSA member standing in front a banquet room in College Station filled with more than a thousand Simmental family members. The second place overall senior is named. Suddenly you're the only one left standing in front of the crowd as your fellow AJSA member shakes your hand and heads to the picture backdrop. Then the announcer's voice booms over the speaker, "The first place overall senior, to receive a timeless Swiss bell and a trip to the Canadian National Classic is, INSERT YOUR NAME HERE."

All we need is five thousand dollars to make this happen. Please send your contribution to the American Simmental-Simbrah Foundation, 1 Simmental Way, Bozeman, MT 59715 clearly marked for the AJSA Canada Trip. ♦



North Dakota  
Simmental Association



## Classic Sale

Saturday, December 13, 2014  
Mandan, North Dakota

Videos of these heifers  
available on our website!

Contact us for more information:

**KENNER**  
SIMMENTALS



www.kennersimmental.com

Roger, Jeanette and Erika Kenner  
5606 57th St NE • Leeds, North Dakota 58346  
Phone 701-466-2800

Erika 406-581-1188 • erika.kenner@gmail.com

Herdsmen: Bryan Leapaldt  
701-466-2553 • 701-739-8764 Cell

Add these ladies to your herd on December 13!



### KS Annabelle A975

ASA# 2758317  
LFE BS Lewis 322U (Stubby) x  
HSF High Roller 12T  
AI bred to HXC Conquest 4405P  
(Red Angus) on 5/15/14 and  
carries a heifer calf.

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
EPDs: 10	5.0	90	129	5	20	65	115	75

Fall 2014 EPDs as of 10.16.14



### KS Addison A520

ASA# 2758049  
BAS Heavy Duty x  
SRS J914 Preferred Beef  
AI bred to Ellingson Identity  
9104 (Angus) on 5/14/15 and  
carries a bull calf.

CE	BW	WW	YW	MCE	Milk	MWW	SAPI	STI
EPDs: 9	4.2	67	108	8	27	60	115	68

Fall 2014 EPDs as of 10.16.14

Plan to attend our Annual Production Sale on February 14, 2015, at the ranch in Leeds, ND,  
for more heifers like these and over 120 Red and Black Simmental & SimAngus™ bulls!

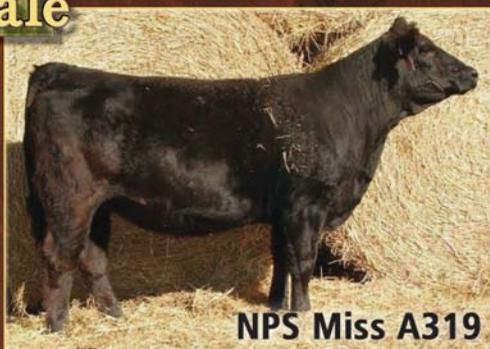
## Look for these consignments at the:

North Dakota  
Simmental Association



## Classic Sale

Saturday, December 13, 2014  
Mandan, North Dakota



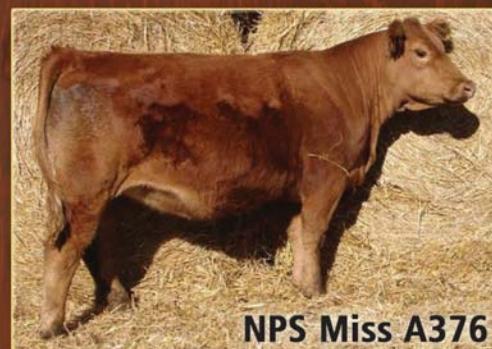
### NPS Miss A319

ASA# 2835605 • In Dew Time x NLC Malta  
Bred to Winchester HR



### NPS Miss A372

ASA# 2835416 • SRF Mater x TNT Earnhardt  
Bred to GW Comfort Zone



### NPS Miss A376

ASA# 2835619 • Red Iron x Winchester HR  
Bred to WS High Stakes



JR, Miranda, Gavin, Wyatt and Isabella Aufforth  
6647 98th Street NW • Bowbells, North Dakota  
701-377-2870 • npsimm@gmail.com  
www.npsimm.com

## BULLETINS

(Continued from page 38)

### Double Tree Serves as Denver HQ

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

The Annual Meeting is scheduled for Sunday, January 18, as well as the Chairman's Reception/Foundation Auction.

### "B" is Year-Letter for 2014

The letter "B" is the year-letter cattle identification designation for 2014, with C to follow in 2015. A was designated for use in 2013, while the letter Z was the year-letter designated for use during 2012.

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

### Office Holiday Schedule

The ASA office will be closed for the following 2014 holidays. In addition to those dates listed below, the office traditionally closes two days for Thanksgiving, Christmas Day, New Years Day and President's Day.

Thursday-Friday, November 27-28  
**Thanksgiving**

Thursday-Friday, December 25-26  
**Christmas** ♦

### Clarification:

In the Performance Advocate story carried in the Late Fall issue of *SimTalk*, Rick Whelan's name was inadvertently misspelled. We spelled it Whelen, when in fact, it should have been Whelan. ASA Publications

staff regrets the error.



# IT IS AN EXCITING TIME TO BE SIMMENTAL

Members of the beef industry have a lot to say about **Simmental** and **SimAngus™**. This feedback is invaluable and tells us that **Simmental** is headed in the right direction. **ASA's** focus on profitability through science means that we will continue to put our customers' best interests at the forefront of everything we do.



All these animals sell on December 20th!



South Dakota



**NEW SALE DATE! December 20th**

**12:00 PM • Sioux Falls Regional Livestock • Worthing, SD**

Selling 70 Lots of Simmental & SimAngus™ Opens, Breds, Special Picks & Embryos

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Kelly Schmidt 406-599-2395  
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Sale Hosted by the SD  
Simmental Association  
Contacts:  
Kipp Julson 605-351-9088

RLD 513B  
SVF Allegiance Y802 x KRIZ/SVF Antionette Z614



*Genetic Gems*



RLD 438B  
Captain Morgan x IRCC Younique 119Y



RLD 436B  
Captain Morgan x WLE Cruisin Susan T26



RLD 57B  
MFI Jeremiah 9022 x Double Bar D Jolie 79Y



RLD 514B  
Royal Affair x SS/PRS Jewel Y951

*"She's got*  
**THE LOOK***"*

*Double Bar D Farms Female Sale*

**December 10, 2014 - 1:00 PM on the Farm, Grenfell, SK Canada**

ON OFFER 80 FULL FLECKVIEH, RED & BLACK SIMMENTALS

**DOUBLE BAR D**  
**"BEST OF**  
*Both Worlds*  
**BULL SALE**

February 21, 2015 - 1:00 PM on the Farm, Grenfell, SK Canada  
OFFERING 150+ FLECKVIEH, BLACK & RED SIMMENTAL AND SIMANGUS™



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Ken Dimler: 306-697-7204  
Brian Valentine: 306-451-7205 or  
509-760-3046

Sale Management...



Chris Poley: 306-220-5006  
Shane Michelson: 403-363-9973  
Ted Serhienko: 306-221-2711

Sale Consultants...



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# STATE SCENE

## GSSA Gives Additional Awards

The Georgia Simmental/Simbrah Association (GSSA) has announced 2014 Award winners, during the organization's annual meeting.



The Brian Grogan family was named co-winner of the Commercial Producer of the year.



The other co-winner of the Commercial Producer of the Year was the Steve and David Loughridge families.



The Cole Elrod family was given a Swiss Cow Bell for hosting the 2013 State Field Day.



Wendell and Nan Gibbs, recipients of the GSSA Golden Book Award.



Randy and Beth Daniel, Partisover Ranch, received the 2014 GSSA Breeder of the Year Award.



The Dwight Cooper family were also recipients of the GSSA Golden Book Award.

## Eastern Region Hosting Gathering

The Eastern Region is again planning a "fun-and-fund" gathering at the NAILE on November 15, 2014, at 1:00 p.m. There will be a luncheon, provided by Hudson Pines Farm, and an auction to provide funds to promote and support the Eastern Junior Simmental Classic yearly events. An assortment of semen, embryos and other valuable items will be available. All are invited to this event in support of Eastern Junior youth.

For additional information, contact Dr. Fred Swain at 502-599-4560 or frederickswain@bellsouth.net, or any Eastern state junior advisor.

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

**ASA  
Science  
Forum**

Join  
Drs. Lauren Hyde  
and Jackie Atkins  
in discussions about  
the latest topics. They  
welcome your questions.



The Todd Alford and Stacy Britt families were given a Swiss Cow Bell for hosting the 2014 State Field Day.



# Oklahoma

www.oklahomasimmental.com

## 74-51 Cattle Co.

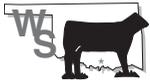
**Red Dirt Bull Sale**  
Friday, March 13, 2015

**Red Dirt Divas Female Sale**  
November 23, 2014

Willy Couch, Ranch Manager  
405.627.5200 • reddirtbulls@gmail.com  
Ken Davidson & Darvin Knapp, Owners  
Ranch located near Marshall, Oklahoma  
[www.7451cattleco.co](http://www.7451cattleco.co)



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419-648-9967 (office)  
419-230-8675 (cell)

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25th Annual Production Sale  
February 11, 2015

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785-466-1129 Nolan  
785-965-7168 Mark  
brunccr@tctelco.net



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Spring Bull Sale - Friday, February 27, 2015

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March 20, 2015



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www.breedingcattlepage.com/  
vsa/index.htm



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Tina 276-617-8448  
Nathan 276-613-4718  
clinescattle@yahoo.com

# NEWSMAKERS

## Kenner Named to Exclusive List

ASA Trustee Erika Kenner, Leeds, ND, has been named as one of the "Top 10 Beef Industry Leaders Under 40", by the *Cattle Business Weekly* publication, in recognition of her leadership and involvement in the industry.

A partner in Kenner Livestock with her father, Roger, she is a graduate of North Dakota State University, and worked from 2002 to 2007 on the staff of the American Simmental Association. A year ago, she ran for and was elected to the organization's Board of Trustees. In addition, she serves the Simmental breed as editor and ad manager for the combined North Dakota and South Dakota Simmental publication.



Kenner

## In Memoriam . . .

• **Robert Harkins**, 72, of Suches, Georgia, passed away on September 1, after a courageous battle with cancer. Born in Dahlonega to Homesley and Corena Harkins, he was a dedicated farmer and proud, long-time breeder of Simmental cattle on his farm located in the picturesque Northeast Georgia mountains. He heavily utilized artificial insemination, and sold bulls throughout the area. Surviving are his daughter Robyn (Chris) Still; son Jeff (Susan); two sisters, Barbara Harkins and Betty Dyer; and six grandchildren. He was preceded by a sister, Marie, and a brother, Larry.

• **Dale Lynch**, 91, of Harlingen, TX, died on September 9. A native of Great Falls, MT, Lynch served as the first Executive Secretary of the American Simmental Association, from October of 1968 to November of 1969 and is widely credited with putting the Association on a sound foundation. He is survived by his wife, Helen; one son, Doran; four daughters: Valerie Cole, Carolyn Ohs, Becky Baisden, and Mary Heffner; and eight grandchildren. See story "The Right Man at the Right Time" on page 20 of this issue of *the Register*.



Lynch

*December to Remember*  
PLEASANT HILL FARMS  
Rockfield, KY

**12.6.2014**

LUNCH AT NOON - SALE AT 1:30PM CST

*An offering of elite genetic opportunity.*

85 Lots

*Featurings*

4 DONORS  
34 FALL COW/CALEF PAIRS  
30 SPRING BREDS  
16 OPEN HEIFERS  
EMBRYOS

ANGUS & SIMMENTAL  
GENETICS!

*Angus*



**PHF EMILY 2470 OF M761 504**

She sells!  
AAA# 17321215

Bred to SAV Momentum 9274 for an October calf.  
CED +1 BWI +3.4 WW +46 YWI +70  
CEM +4 MILK +20

*Angus*



**PHF RITA 1199 OF OF5 NS**

She sells!  
AAA# 17144848

Bred to LF Dream Doctor for an October calf.  
CED +8 BW -1 WW +50 YW +89  
CEM +7 MILK +34

*Angus*



**PHF EUROTIA 855 OF 2235 RP**

She sells!  
AAA# 17140474

Bred to M&C/PHF Upgrade 901Z for an October calf.  
CED +4 BW +2.6 WW +33 YW +53  
CEM +10 MILK +22

Video will be available to view at: [WWW.CATTLEINDEMAND.COM](http://WWW.CATTLEINDEMAND.COM) & [www.pleasanthillfarms.com](http://www.pleasanthillfarms.com)

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GIL & MARY COWLES, OWNERS 270.843.9021 :: JEROD METZGER, MANAGER 270.779.6260  
JERED SHIPMAN, MARKETING AGENT 806.983.7226

## In other publications . . .

• "Grace and Tenacity" is the title of a story about Lynda Stuart, widow of former ASA Trustee Zan Stuart, of Rosedale, VA. The story, which appeared in the September, 2014 issue of *Drover's Journal*, was written by former ASA intern Laura Mushrush, who is now a staff writer for the publication. The article focuses on Stuart's experiences in managing Stuart Land and Cattle Company, founded in 1774 and among the oldest cattle operations in the US. ♦



Lynda Stuart



www.illinoisimmental.com

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email: crincker@lakeland.cc.il.us

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Cattle Manager: Robbie Duis  
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# SPOTLIGHT ON SIMGENETICS

## Werning Donates Foundation Heifer

Werning Cattle Company, owned and operated by Dale and Joan Werning, their son, Scott and family of Emery, SD, have joined an elite list of breeders who have donated Simmental genetics in support of the American Simmental Association Foundation. The animal will be auctioned off during The One Sale, January 19, in conjunction with National Western activities in Denver.

Holder of ASA Membership number 3773, Werning Cattle Company maintains a herd of 400 cow/calf pairs, plus corn, beans and alfalfa hay production on their 2,500-acre ranch. The Wernings will open a new on-the-ranch sale barn when they host their 32nd Annual Production Sale, February 10.

## Simmental Featured on RFD TV

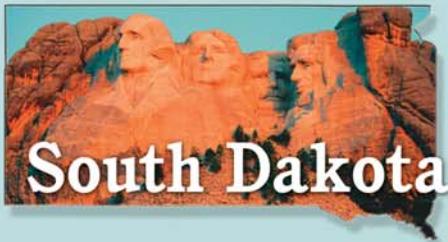
The first of three science-based episodes, featuring Simmental cattle, aired in early September on the American Rancher program series by the RFD-TV network. The second 30-minute installment is scheduled for November 3, with the date of the final episode to be announced.

Film footage was shot by ASA staff members Luke Keller and Will Townsend, while Keller also wrote and produced the script. Narrated and hosted by RFD-TV staff announcer Pam Minick, the programs revolves around testimonials by animal scientists, prominent breeders,

## 2013 and 2014 Sale Averages

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2013 to 2014, year-to-date. These figures represent only those sales reported by category and published in *the Register*.

		Simmental		
		2013	2014	
		106 Sales	77 Sales	
	No.	Ave.	No.	Ave.
Bulls	4,908	\$4,355	5,592	\$4,651
Bred Cows	807	3,525	548	2,850
Cow/Calf	368	3,248	113	3,736
Bred Heifers	1,587	3,042	680	3,111
Open Females	1,636	3,102	619	2,550
<b>Totals</b>	<b>9,306</b>	<b>\$3,796</b>	<b>7,552</b>	<b>\$4,196</b>



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# 2015 Spring Total Herd Enrollment

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

## 1. Get Your Preliminary Inventory

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

- Use the Data Entry section of Herdbook Services from our website [www.simmental.org](http://www.simmental.org) or complete paper inventory and return to ASA.

## 2. Decide which Cows will be in your 2015 Spring Calving Herd

- “Enrolled Cows” are any females of calving age, 2013 Spring-born females, and jointly owned females managed with your herd
- “Removed Cows” are any females of calving age removed from your herd. Every cow listed not given a removal code will be enrolled in your Spring 2015 herd.

## 3. Provide Enrollment/Removal Data

### Codes for

#### Enrolling Dams —

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

### Enrollment Codes and Description

0	Cow Bred to Calve During the Season	4	Exposed and Failed to Conceive — Moved to Next Year (Spring 2016)
1	Heifer Bred to Calve During the Season	5	Donor Cow
2	Not Exposed — Moved to Next Season	6	Recipient Cow
3	Exposed and Failed to Conceive — Moved to Next Season (Fall 2015)		

### Codes for

#### Removing Dams —

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

### Removal Codes and Description

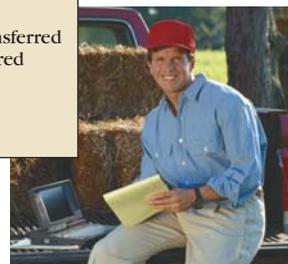
60	Exposed and Failed to Conceive	72	Hoof Condition
61	Aborted	73	Horned
62	Age	74	Injury
63	Appearance	75	Production/Performance
64	Calf Loss at Calving	76	Prolapse
65	Calf Loss Post Calving	77	Sickness/Disease
66	Color	78	Sold, Breeding Purposes, Paper Not Transferred
67	Died - Calving	79	Sold, Breeding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

Steps for Enrolling in



## 4. Decide which Payment Option Best Fits Your Herd

These rates apply for enrollments submitted by December 15, 2014.



	Option A (TR)	Option B (SR)	Option C
<b>Enrollment Fees:</b>	\$15.00	\$0.00	\$7.50
<b>Registration Fees:</b>	\$0.00	\$30/\$40/\$50 <sup>a</sup>	\$30/\$40/\$50 <sup>a</sup>
<b>Choosing the best options:</b>			
If you register > 45% of your calf crop	3		
If you register < 45% of your calf crop and don't use EPDs for selection decisions		3	
If you register < 20% and use EPDs for selection decisions.			3
<b>Benefits of Enrolling:</b>			
EPDs to make informative selective decisions.	3	Reg. Animals Only	3
Herd participates in genetic evaluation.	3	3	3
Reproductive record on every cow enrolled.	3	3	3
Commercial cows or cows of other breeds are eligible.	3	3	3
<b>Requirements when enrolled:</b>			
Every registered SM/SI dam must be enrolled.	3	3	3
Each dam enrolled must have calf or productivity reported/year.	3	3	3
Deadlines to be met for enrollment and calf data.	3	3	3

a) depending on age of calf

## 5. Send Your 2015 Spring Inventory to ASA by December 15, 2014

- **Online** — using Data Entry section of Herdbook Services — [www.simmental.org](http://www.simmental.org)
- **Email ASA** — [THE@simmgene.com](mailto:THE@simmgene.com)
- **By Mail** — 1 Simmental Way, Bozeman, MT 59715

Call if you would like a paper inventory:

**406-587-4531**

## Example of Enrollment Form

	AnmRegNbr	AnmTatt	Primary Code	Addtnl Code	A/B/C/N	Animal Name	Birth Dt	Brd Cds	Bill Code	Remarks
COW 1	2345678	10W	0		A	Ms Sooner Pride	1/15/09	PB SM	F	
COW 2	2678901	11X	60	74	N	Ms Gator Bite	1/20/10	5/8 SM 3/8 BR		Open
COW 3		12Y	6		B	Ms Go Big Red	2/05/11	1/2 AN 1/2 GV	F	
COW 4	(2987654)	13Y	0		C	Ms Perfect Crimson Tide	3/5/11	PB CS	F	
COW 5	2998765	14A	2		A	Ms Tough Tiger	5/01/13	PBAN	F	Too small to Breed

### Cow 1 — Ms Sooner Pride

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

### Cow 2 — Ms Gator Bite

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

### Cow 3 — Ms Go Big Red

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

### Cow 4 — Ms Perfect Crimson Tide

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

### Cow 5 — Ms Tough Tiger

Purebred Angus registered with ASA as a Foundation cow  
**Primary Code - 2** - Not Exposed-Moved to Next Season Fall 2015  
**A/B/C/N - A** - Enrolled in Option A  
**Bill Code - F** - Option A enrollment will not be billed until Fall 2015  
**Remarks** - Too Small to Breed



## Instructions for Online Enrollment



From the Simmental Home Page [www.simmental.org](http://www.simmental.org)

1. Select **Herdbook Online Services**
2. **Log In** by entering
  - 6-digit member number (zero filled example: 000317)
  - Password
3. Under **Data Entry** select **Online**
4. On inventory tab, make sure year is **2015** and season is **Spring**.
5. Select **Update 2015 Spring THE Cow Inventory**
6. Update Inventory
  - If the dam is remaining in your herd, enter appropriate Enrollment code in **Primary Code** column
  - If the dam has been removed from your herd, select a **Removal Code** and enter in the **Primary Code** column. To designate a second reason for removal, you may enter a **Removal Code** in the **Addtnl Code** column as well.
  - **A/B/C/N** Enrollment Type — If you are enrolling in **Option A** — place **A** in this column. For **Option B** — place an **B** in the column. For **Option C** — place a **C** in this column. If the cow is being removed from the herd place a **N** in the column.
  - **Remarks** — You may use this column if you wish to have additional remarks on a dam. This column is for member use only, ASA *will not adjust enrollment* based on this column.
  - **Bill Code** — This column is to be used by members to indicate how you would like to be billed for your enrollment. A "**H**" in this column indicates you wish to pay half the enrollment fee at time of submission. The other half of the fees will be billed later on in the year. An "**F**" indicates to pay the full amount due on each cow for the year upfront. If bill code column is blank an "**F**" is assumed.
  - **To add cows** — Scroll down to a blank row. If you do not have a blank row, click on your last dam and hit your enter key. This will create a blank row.
    - Cows on file with ASA\*, enter ASA number in **AnmRegNbr** column
    - Cows not on file with ASA\*, enter tattoo in the **AnmTatt** column, enter birthdate in **BirthDt** and breed(s) in **Brdcds** column.

*\*Please note: If your dam has had a calf reported to her or has been enrolled in THE previously, she will have a number in the ASA system. Please type that number into the **AnmRegNbr** column so that a new dam record does not get created.*
7. If there are **Errors** and/or **Warnings**
  - **Errors** (indicated in red at beginning of row) or **Warnings** (indicated in purple at beginning of row)
    - Move cursor over to top of spreadsheet and select tab labeled **Errors or Warnings**
      - Screen will display each error or warning
      - Errors must be corrected before submitting data to ASA
      - Warnings may need to be corrected before submitting to ASA
      - Jobs may be submitted to ASA with warnings, but not errors
8. Once all cows have been given an enrollment or at least one removal code and there are not any errors, select **Submit Data**
  - A new page will display; if there are no errors, a **proceed to billing** link will be available
  - Select the **proceed to billing** link to display a billing summary. THE is billed at the time of submission, so you will have an invoice amount due if you are enrolling in **Option A or C** (after the first deadline all options (A, B or C) will have a balance due).
  - Choose one of the following to complete your job:
    - If you wish to complete payment with a credit card select **Add Payment**. Enter in your credit card information. Select confirm. You will then need to select the button **Final Submit** (Only click once). A screen will then show an invoice that you can print and store in your records. It should also say **Invoice Status: Complete**.
    - If you would rather mail a check to ASA, select **Hold Until Payment Received**. A screen will then show an invoice with the current amount due that you can print and store in your records.
9. To save job and return later, select **Save and Exit**. The job will remain in an incomplete status under your account. **Please be aware that billing will work off the submission date, not the date the job was initiated.**
10. Submit your inventory by **December 15, 2014**, to ensure the lowest possible THE enrollment fees.

*Please double check to make sure your inventory job is complete. If you go to **Data Entry**, select **Online** and on the left hand side choose **Incomplete Jobs**. If your **Inventory Dam 2015 S** job is listed with a button that says **Resume**, it is still at an incomplete status. Select **Resume** and submit your job through completion.*

**All above enrollment information assumes inventory submission by **December 15, 2014**.**



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West Springfield, MA

**Western Regional:**  
June 26-28  
Gallatin County Fairgrounds  
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# THE CUTTING EDGE

## Bluetongue Transmission Solved

Cattle producers and veterinarians have been stumped for years on how bluetongue disease, which costs livestock losses of an estimated \$125 million annually, is able to overwinter. The answer is that the virus survives the winter by reproducing in the tiny midges that transmit it, according to scientists at Cal State-Davis.

The disease cycle was confusing because bluetongue is most prevalent when midges are abundant in late summer and fall. When cold temperatures cause the midge populations to drop, transmission ceases for more than six months, but the virus reappears when temperatures warm up the following season.

## Genetic Test Detects *E. Coli*

Researchers at Kansas State University have developed a genetic test that could help the beef industry more rapidly detect pathogenic *E. coli* O157:H7, thus saving producers millions of dollars annually through earlier and more accurate detection.

The new test is a molecular assay, or polymerase chain reaction, that has been developed and validated to detect and qualify four genes specific for *E. coli* O157:H7. Specifically, it detects bacteria based on genetic sequence, nicknamed "bacteria's fingerprints." Reportedly, the test is rapid, less labor-intensive and can be used in a diagnostic lab to accurately test many samples.

## Livestock Manure an Asset

Livestock manure is a nutrient-packed resource that should not be regulated in the same way as human waste, according to Washington State University researchers, who say that human waste often contains pathogenic organisms and heavy metals that are not found in livestock waste.

Also, nutrients are more dispersed in manure than in conventional fertilizers. Typically, larger volumes of manure are utilized compared to that of synthetic or chemical fertilizers. Nitrogen, mostly in ammonium and organic forms in manure, is taken up by crops at much higher rates.

## Producers Hold Key to Beef Flavor

Cow/calf producers have significant impact on beef's flavorful taste, according to a recently released analysis by Colorado State University. Beef's ultimate eating satisfaction is influenced by marbling, and studies have indicated that consumers have a positive experience when eating beef from highly marbled carcasses.

The study found that two primary management practices had a positive impact on deposition of marbling: 1) early castration, which enhances carcass quality and increases end product palatability, and 2) early weaning at 100 to 150 days which boosts marbling if weaned directly onto a high-energy diet.

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# BEEF BUSINESS

## Beef Favorability at All-Time High

According to the most recent survey conducted by Consumer Beef Index, consumer perception of beef remains at historically high levels in spite of all-time record prices at the supermarket.

According to the survey, taste remains as the strongest driver of meal selection decisions, although it is moderated by price considerations. Seventy-three percent of respondents had a positive perception of beef. In all, 1,068 consumers, ranging in age from 13 to 68, were surveyed.

## USDA Seeking Carcass Input

The US Department of Agriculture's Ag Marketing Service is soliciting public input on possible revisions to the US Standards for Grades of Carcass Beef — to adjust for recent improvements and trends in animal raising and feeding.

The public comment period on the revised changes will remain open until November 13 of this year. Comments may be forwarded to Beef Carcass Revisions, Standardization Branch, LPS Program, AMS, USDA, 1400 Independence Ave, SW, STOP 0258, Washington, DC 20250. Comments may also be made by e-mail to: beef-carcassrevisions@ams.usda.gov, or by fax to 202-690-2746.

## Cattle Inventory Continues Decline

The mid-year cattle report puts the current US inventory at 95 million head, the lowest July figure since records have been kept starting in 1973. The data show the total number of cattle and calves are down by 2.8 million since a comparable time in 2012.

With a smaller cow herd, the calf crop for the current year is forecast at 33.6 million, down from 33.9 million head a year ago. The calf crop has declined every year since 1995 and the 2014 crop is the smallest since the late 1940s. The small calf crop virtually assures that tight feeder cattle supplies will continue to persist.

## Farming Trends Identified

There are now 3.2 million farmers, operating 2.1 million farms on 914.5 million acres of US farmland, according to the Census of Agriculture, taken in 2012. Census data provides valuable insight into trends for demographics, economics and production practices.

(Continued on page 73)

### Announcing

The Blockbuster Cattlemen's Group breeding program announces the birth of twin bull calves out of donor cow Ms Pixie by Lock n Load: one red and one black. Y43, the exceptional daughter of the late donor cow of the Joliette family, gave birth to a black with blaze face bull calf by Lundy's Do It All. 5A, a bull of the Perfect Chance family that is in the test pen of bulls of the BCGroup has produced black heifers out the Zeis Red 9, beautiful daughter of the donor cow of Jay Anderson in Nebraska. MCMF Red Domain bull will soon return from Maryland to Pennsylvania. For embryos or semen, call 814-591-2125.

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### Friday, November 28, 2014

The day after Thanksgiving



*Catalyn Wilson*  
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This National Champion sold in our last female sale. Thank you to the Henderson family from Iowa for purchasing TJ Rachel.

All heifers will be sold online via **DVAuction**



Bidding closes at **7:00 PM CST**

Cattle will be available for viewing the first week in November at the ranch. Photos and videos will be online at [www.trianglejranch.com](http://www.trianglejranch.com) the first week in November.



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## BEEF BUSINESS

(Continued from page 70)

For instance, 1) both sales and production expenses reached record highs in 2012; 2) 75% of all farms had sales of less than \$50,000, producing just 3% of the total value of farm products sold; 3) 4% of all farms had sales of more than \$1 million, producing 66% of farm product value; 4) the top 5 states for value of sales were California (\$42.6 billion), Iowa (\$30.8 billion), Texas (\$25.4 billion), Nebraska (\$23.1 billion), and Minnesota (\$21.3 billion).

### Federal Protection for Wyoming Wolves

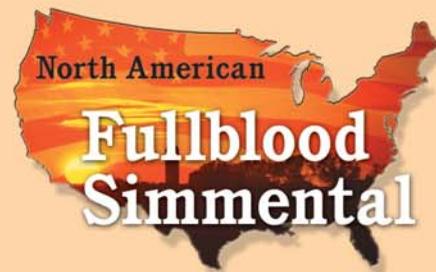
A US district judge has restored federal protection for wolves in Wyoming, at least temporarily, a victory for wildlife conservationists that has drawn widespread criticism from ranchers and hunters who see wolves as a detriment to livestock and big game.

Wyoming political leaders are asking a higher court to block the judge's order and allow the state to keep its controversial wolf management policy intact, including licensed hunting and rules permitting some wolves to be shot on sight.

### Drought Impacts Food Prices

The supply and prices of fruits, vegetables, nuts and dairy produce are likely to be greatly affected by the moisture deficiency associated with recent widespread drought throughout a sizeable portion of the US and abroad.

In California, for instance, a state that supplies 15% of total US cash farm receipts for crops and 7% of revenues for livestock, 94% of the farms and ranches within its' borders are experiencing some degree of drought. Many other sectors of the country have also experienced a shortage of precipitation, but not with the serious level of the Golden State. ♦



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Double RD Farm  
Trent & Kimberly Allen  
Dickinson Family  
Jon and Wilma Willis  
Jonathan Massey  
Jeff Thomas  
Adam Donnelly

David & Lisa Zeis  
Jean Randle  
Trinity Farms  
Kelly Richardson  
Nebraska Junior Simmental  
Cliff Orley  
Mississippi Simmental  
Simbrah Association  
J.W. Brune  
Nancy J. Adkins

## Heifer Donations

- 1997 Cheyanne Allen,  
Winchester, IN
- 1998 Triple C Farms,  
Maple Plain, MN
- 1999 Breinig Simmentals,  
Arapahoe, NE
- 2000 Dave Nichols,  
Bridgewater, IA/  
Barry Wesner,  
Chambers, IN  
Buzzard Hollow Ranch,  
Granbury, TX
- 2001 Sue Ann Fletcher Nichols  
Cattle Company,  
Sioux City, IA
- 2002 LeighBert Farms,  
Lancaster, WI
- 2003 Double S Simmentals,  
Fountain Run, KY
- 2004 Hudson Pines Farm,  
Sleepy Hollow, NY
- 2005 Buzzard Hollow Ranch,  
Granbury, TX
- 2006 JDJ Ranch,  
Ewart, 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
- 2012 Holli & Drew Hatmaker,  
Paris, KY
- 2013 Lazy H Farm  
Fleming, OH
- 2014 Owen Bros. Cattle Company  
Bois d'Arc, MO
- 2015 Werning Cattle Co,  
Emery, SD ◆

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# SALE RESULTS

## 40th Annual Fall Harvest Sale

September 6, 2014 • Union Grove, NC

No.	Category	Average
63	Total Lots	\$3,312

**Auctioneer:** John Spiker, WV

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

**Ringmen:** Bryan Blinson, NC Cattlemen's Association;  
Smith Reasor and Andee Marston

### High-Selling Lots:

- \$6,000** – Bred Female, “VPI Miss Figures Z269,” s. by M2C Alkaline 37W, bred to Range Boss, cons. by Virginia Tech Beef Center, sold to Twin Oaks Simmental, NC.
- \$6,000** – Bred Female, “VPI Princess Z260,” s. by Sydegen Mandate, bred to TNT Tuition, cons. by Virginia Tech Beef Center, sold to Twin Oaks Simmental, NC.
- \$5,800** – Bred Female, “JBB MTS Caroline R4,” s. by SAC Mr. MT, bred to 600U, cons. by Jeff Broadaway, DVM, sold to Myra Morrison, NC.
- \$4,600** – Bred Female, “SR Ms. Z69M,” s. by SR Upward, bred to GW Premium Beef, cons. by Smith Reasor, sold to Hilltop Simmentals, SD.
- \$4,600** – Bred Female, “RFF Bella X3,” s. by Remington Red Label HR, bred to Big Sky, cons. by Rucker Family Farm, sold to Myra Morrison, NC.
- \$4,300** – Bred Female, “JBB Focused Lady Z5,” s. by TNT Dual Focus, bred to Range Boss, cons. by Jeff Broadaway, DVM, sold to Adam Hoffman, KY.
- \$4,200** – Bred Female, “SR Ms. ZL34,” s. by SR Upward, bred to MAF 13L1, cons. by Smith Reasor, sold to Summerville Family Farms, GA.
- \$4,200** – Bred Female, “ST Jewel's Just Right W05,” s. by OCC Just Right 619J, bred to WLE Uno Mas, cons. by Shade Tree Simmentals, sold to Chasesole Livestock, NC.
- \$4,200** – Pregnancy out of, “JM Dice H25 P13,” s. by GWS Ebony's Trade-mark, cons. by Buena Vista Simmentals, sold to Myra Morrison, NC.

**Comments:** Cattle and genetic lots sold into 12 states including: AL, GA, IA, KY, MS, NC, OH, OK, SC, SD, TN and VA.



Directors Jeff Broadaway (l) and Greg Wyant (r) receive recognition for their service on the NCSA Board of Directors from President Jonathan Massey (c).



Doug Parke, DP Sales, visits with the youngest consignors of Broadway Cattle Farm during the annual “fun auction.”



Consignors John Mason, Ashbourne Farms, KY, and Chad Joines, Virginia Tech visit after the sale.



Another strong crowd was on hand to take home a great set of SimGenetics.

## 20th Anniversary Field of Dream Sale

September 14, 2014 • Hope IN

No.	Category	Average
30	SM and SimInfluenced Breds	\$3,377
35	SM and SimInfluenced Opens	\$5,989
65	SM and SimInfluenced Lots	\$4,783

**Auctioneer:** Jim Birdwell, OK

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

**Marketing Representatives:** Val Eberspacher (EE); Kelly Schmidt (EE); Johnnie and Vanessa Moore (KY); Kent Jaecke (OK); Tommy Carper (IN); Mark Murphy (OH); and Roger Allen (IL).

### High-Selling Lots:

- \$29,500** – PB SM Open Female, “HF Sabrina Z65B,” s. by WS A Step Up X27, cons. by Hobbs Farms, sold to Bennett Walther, Centerville.
- \$12,500** – PB SM Bred Female, “TNGL Hopes Charm A583,” s. by W/C Wide Track 694Y, bred to W/C Bullseye 3046A, cons. by Tingle Farms, sold to Trennepohl Farms, IN.
- \$11,000** – SimAngus Open Female, “HF Sasha 346B,” s. by W/C United 956Y, cons. by Hobbs Farms, sold to Jones Show Cattle, Harrod, OH.
- \$11,000** – SimAngus Open Female, “PCC Missie B8,” s. by Jass/JS Optimizer 58X, cons. by Prairie Cattle Co, sold to Kitzerow Show Cattle, Saint Charles, IA.
- \$9,000** – PB SM Open Female, “Harkers Stars A Glo B127,” s. by SVF Steel Force S701, cons. by Harker Simmentals, sold to Justin Clark.
- \$8,000** – PB SM Open Female, “HF Serenity 179B,” s. by Mr. NLC Upgrade U866, cons. by Hobbs Farms, sold to Trennepohl Farms and Patrick Shuter.
- \$7,500** – SimAngus Open female, “TNGL Ester B730,” s. by JF Milestone 999W, cons. by Tingle Farms, sold to Bill Kuntz.
- \$7,000** – PB SM Open Female, “Besh Ms. Kari B6,” s. by AJE/HS/MBCC Silversmith, cons. by Beshears Simmentals, sold to Adam and Karol Ann Hofman, Fountain Run, KY.
- \$7,000** – SimAngus Open Female, “Harkers Blazen Ann B148,” s. by Believe In Me, cons. by Harker Simmentals, sold to Megan Vanderburg, IN.

**Comments:** Guest consignors include: Harker Simmentals, Whispering Oaks Simmental, Hobbs Farms Cattle, Prairie Cattle Co., Beshears Simmentals and Tingle Farms.



Jim Birdwell and sale host Danny Harker visit about the cattle before the sale.



Jeff Trennepohl, Trennepohl Farms, IN, catches up with Doyle Hobbs of Hobbs Farms, IN.



Marketing Rep Kent Jaecke with Randy and Dana Jones, Jones Show Cattle, Harrod, OH.



The Kitzerow's made the trip from Eastern Iowa to purchase a top-selling heifer.

## 11th Annual KenCo Family Matters Sale

September 20, 2014 • Auburn, KY

No.	Category	Average
79	Total Lots	\$4,146

**Auctioneer:** Jered Shipman, TX

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

**Sale Staff:** Thomas Carper, Shane Ryan, Andee Marston

**Sale Consultants:** Dalton Lundy, Randy Moody, Chris Ivie

**DVAuctions:** Becky Wadlow

### High-Selling Lots:

**\$12,750** – Bred Female, “Miss CCF Fantasy Z40,” s. by SVF/NJC Built Right, bred to WS Pilgrim, cons. by C&C Farms, sold to Silent Night Farm at Cross Creek Ranch, TX.

**\$10,500** – Open Female, “CVLS Velvet 333A,” s. by CNS Pays To Dream, cons. by Clover Valley Simmentals, sold to Fenton Farms, MS.

**\$7,250** – Bred Female, “KenCo American Star 5204Z,” s. by JF American Pride, bred to MLH Waypoint, cons. by KenCo Cattle Co., sold to Baring Cattle Co., TX.

**\$7,000** – Bred Female, “Tylertown Lady Prime,” s. by STF Shocking Dream, bred to SVF Allegiance, cons. by Tylertown Simmentals, sold to Ferguson Show Cattle, OH.

**\$7,000** – Open Female, “CVLS Spring Velvet 064B,” s. by Mr. NLC Upgrade, cons. by Clover Valley Simmentals, sold to Martin Farms, TN.

**\$6,500** – Open Female, “CVLS All Diva 334A,” s. by PVF All Payday, cons. by Clover Valley Simmentals, sold to W 6 Farms, TN.

**\$6,500** – Open Female, “CVLS 2B A Diva 336A,” s. by PVF All Payday, cons. by Clover Valley Simmentals, sold to Welsh Simmentals, KY.

**\$6,250** – Open Female, “KenCo Precious Diamond,” s. by Mr. HOC Broker, cons. by KenCo Cattle Co., sold to Clover Valley Simmentals, IN.

**Comments:** Guest consignors included: Clover Valley Simmentals, C&C Farms, Tylertown Simmentals and Circle T Simmentals. Cattle and genetic lots sold into 19 states including: GA, IA, IL, IN, KS, KY, MO, MS, NC, NE, NM, NY, OH, OK, OR, SD, TN, TX and VA.



Tyler Kreger, Tylertown Simmentals (left) and Ken Butner, KenCo Cattle Co. (center) thank Roy Baring, TX, for his purchase of several top lots.



Nate & Ashley Hoewing visit with Sean Alexander, Clear Water Simmentals.



Ken Butner (center) thanks Rick Wood (left) and Chet Barrett for their purchases.



The Family Matters Sale Group.

## Illini Elite Sale

September 21, 2014 • Shelbyville, IL

No.	Category	Average
16	Bred Females	\$4,606
21	Open Females	\$5,493
37	Total Lots	\$5,109

**Auctioneer:** Duane Stephens, IL

**Marketing Representatives:** Larry Martin, Roger Allen, Dave Guyer.

**ASA Representative:** Bert Moore

### High-Selling Lots:

**\$18,500** – Open Purebred Heifer, “RS Beauty 453B,” s. by Mr Hoc Broker, cons. by Rincker Simmentals, sold to Lane Dowell, Greenview.

**\$13,000** – Open Purebred Heifer, “RS What A Girl 34B,” s. by DJ Salution S502, cons. by Rincker Simmentals, sold to Hillstown Farms, Marissa.

**\$8,700** – Open Purebred Heifer, “RS Firefly 407B,” s. by SVF Steel Force S701, cons. by Rincker Simmentals, sold to Dale Goff, Rockville, IN.

**\$7,250** – Open SimAngus™ Heifer, “RS Victoria 759B,” s. by Mr Hoc Broker, cons. by Rincker Simmentals, sold to J&C Simmentals, Arlington, NE.

**\$7,200** – Bred Purebred Heifer, “RS Tess 112A,” s. by Hooks Shear Force 38K, carrying a heifer calf by WLE Uno Mas X549, cons. by Rincker Simmentals, sold to Brad Behymer, Mt. Sterling.

**\$6,300** – Bred SimAngus Heifer, “RS Josies Answer 924Z,” s. by SAV Final Answer 0035, bred to WLE Uno Mas X549, cons. by Rincker Simmentals, sold to John Boggess, Oskaloosa, IA.

**\$6,200** – Cow/Calf Pair, “WFR Ex Lady Z222,” s. by Ruby NFF Excalibur 002X, Heifer Calf at foot s. by LMCS Black Diamond B222, cons. by Black Diamond Genetics, sold to Tom Witham, Johnstown, OH.

**\$5,900** – Open SimAngus Heifer, “WWS Star 96B,” s. by Remington Lock N Load 54U, cons. by Wright-Way Simmental, sold to Cade Allen, Homer.

**Comments:** There was “standing room only” at the Rincker Sale Facility for the 9th Annual Illini Elite Sale. The offering by the Curt Rincker Family and their fellow consignors met with strong approval by the buyers. Six ½ blood Simmental steers also sold averaging \$2,660 with the top steer sired by Monopoly from a Dream On dam, consigned by Brent Rincker, selling to Adam Eichacker, Salem, SD, for \$4,600.



Cattle were displayed in outdoor grass lots.



A full house with standing room only at the Rincker sale facility.



Leland & Davadia Rincker, Curt's parents. Leland celebrated his 90th birthday at the sale.



Chris Smith, Austin Rincker & Earl Rincker work the ring. Pam Rincker, Auctioneer Duane Stephens & Curt Rincker on the block.

(Continued on page 78)

# SALE RESULTS

continued

## Head of the Class Sale

September 27, 2015 • Louisburg, KS

No.	Category	Average
84	Total Lots	\$6,495

**Auctioneer:** Jered Shipman, TX

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

**Sale Staff:** JW Brune, Tom Rooney and Shane Ryan

**Sale Consultants:** Doug Parke, Drew Hatmaker, Buddy Robertson and Bryan Creek

**DVAuctions:** Becky Wadlow

**ASA Representative:** Nathan Smith

### High-Selling Lots:

**\$30,000** – Bred Female, “SS/PRS Cotton Candy 139Z,” s. by CNS Pays To Dream, bred to IR Range Boss, cons. by Sanders Ranch LLC, sold to Hilltop Simmentals, SD.

**\$25,000** – Open Female, “SS/PRS Cottontail 086A,” s. by WLE Uno Mas, cons. by Sanders Ranch, LLC, sold to Circle M Farms, TX.

**\$21,000** – Bred Female, “SS/PRS Cottontail 440A,” s. by W/C Wide Track, bred to SS/SVF Wheelhouse, cons. by Sanders Ranch, LLC, sold to Dean Volk, NE.

**\$17,000** – Open Female, “HPF Sazerac 205B,” s. by W/C United, cons. by Hudson Pines Farm, sold to Fenton Farms, MS.

**\$15,000** – Bred Female, “SS/PRS Cottontail 17A,” s. by JF Milestone, bred to SS/SVF Wheelhouse, cons. by Sanders Ranch, LLC, sold to Hudson Pines Farm, NY.

**\$15,000** – Open Female, “BF Miss Collins Broker,” s. by Mr. HOC Broker, cons. by BF Black Simmentals, sold to White Farms, OK.

**\$14,500** – Donor, “Long’s Foxy Lady,” s. by SVF Steel Force, bred to W/C BF Innocent Man, cons. by BF Black Simmentals, sold to Andrew Speas, IA.

**\$14,250** – Cow/Calf Pair, “SC Ruby X66,” s. by SVF/NJC Built Right, cons. by Sanders Ranch, LLC, sold to Shoal Creek Land and Cattle LLC, MO; Bull Calf s. by HTP/SVF Packin Heat, sold to Luke Utterback, MO.

**Comments:** Cattle and gentic lots sold into 15 states including: IA, IL, IN, KS, KY, MO, MS, NE, NY, OH, OK, SD, TN, TX and WI.



Bob Volk, J&C Simmentals visits with Connie Barbour, Barbour Marketing.



Jerry & Barb Lee (l) visit with Rex Allen, the Lee’s selected a top cow for their MO operation.



Alabama breeders Randy Moody & JB Turner made the trip to Kansas to view the offering.



Steve Sanders, Sanders Ranch thanks Nick Sloup, Sloup Simmentals for his purchases.

## Martin Farms Open House at the Farm

September 27, 2014 • Lyles, TN

No.	Category	Average
7	Bulls	\$3,214
1	Cow/Calf Pair	\$6,200
2	Bred Cows	\$3,225
20	Bred Heifers	\$2,940
2	Fall Open Heifers	\$2,650
17	Spring Open Heifers	\$2,424
4	Options to Partner on Flush	\$2,400
2	Pick of ET Calves	\$3,725
1	Embryo Lot	\$1,500
53	Total Lots	\$3,000

**Marketing Representatives:** Jeremie Ruble and Chris Ivie

**ASA Representative:** Bert Moore

### High-Selling Lots:

**\$6,200** – Cow/Calf Pair, “MF Monique,” s. by Mo Better, Bull Calf s. by Hook’s Yellowstone, sold to Hill Top Simmental, Hudson, SD.

**\$5,200** – Open Female, “MF/WEF Sweet Vidalia,” s. by Upgrade, cons. by Waters Edge Farm, Franklin, sold to Hill Top Simmental, Hudson, SD.

**\$4,500** – Bull, “Mr WEF Hot Pursuit,” s. by PRS Blazin Hot, cons. by Water’s Edge Farm, sold to Hill Top Simmental, SD.

**\$4,250** – Bred Female, “MF Wholesome,” s. by MF Beefer Dice, bred to CCR Sure Nuff, sold to Laurel Hill Cattle Co., Paris.

**\$4,200** – Pick of the ET Calves s. by MF Vanilla Bean, cons. by 48 Creek Livestock, Rush, NY and Waynesboro, TN; sold to Seymour Simmental Ranch, Allardt.

**\$4,000** – Open Female, “MF Upsy Daisy,” s. by SS Upscale, sold to Aaron Lay, Madisonville.

**\$4,000** – Open Female, “MF Buttermilk,” s. by SSF Predistined U221, sold to Hayden Campbell, Roseland, VA.

**\$4,000** – Bull, “MF Brass Tacks,” s. by GW Paramount, sold to Henke Family Farms, Princeton, MO.

**Volume Buyer:** Hill Top Simmental, Hudson, SD.

**Comments:** Cattle and genetics sold into eight states, including AL, AR, IA, MO, NY, SD, TN and VA. Three youths were named from a field of 11 finalists to receive the William Kenneth Ambrose Memorial Heifer Scholarships, providing by Martin Farms, Slate Farms & Cattle Company, and Waters Edge Farm. In addition to \$1,500 scholarships to purchase cattle, winners also received 500 pounds of feed, courtesy of Performance Feed plus semen on the bull of choice from the donors’ sire battery. Alternates received \$422 vouchers for use at the Sale.



2014 Kenneth Ambrose Heifer Scholarship Finalists, (front row, L to R) Molly Ralston, Rockvale; Cole Ledford, Cleveland; Riley Reed, Lyles; Hayden Campbell, Roseland, VA. (back row) Aaron Lay, Madisonville; Sydney Brady, Cleveland; Kara Stofel, Columbia; Collin Stanley, College Grove; Riley Bright, Rockwood; Bryan Ownby, Cleveland; and Lindsey Parsley, Readyville.

(Continued on page 80)



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# SALE RESULTS

continued

## Martin Farms Sale (Continued)



Jeremie Ruble and Chris Ivie evaluating the sale offering.



Part of the bred heifer offering at the 2014 Open House at the Farm.



Buyers enjoyed live bluegrass music during lunch.

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## 5th Annual Buckeye's Finest Sale

October 4, 2014 • Belle Center, OH

No.	Category	Average
70	Total Lots	\$3,646

**Auctioneer:** Ron Kreis, OH  
**Sale Manager:** DP Sales Management, LLC  
**Sale Staff:** Thomas Carper, Seth Andrews and Matt Jackson  
**Sale Consultants:** Doug Parke, Drew Hatmaker and Dalton Lundy  
**DVAuction:** Becky Wadlow

### High-Selling Lots:

- \$11,500** – Bred Female, "RHFS Hussies Honey A10H," s. by Hooks Shear Force, bred to WLE Uno Mas, cons. by Rolling Hills Farms Simmentals, sold to Cory Frische, OH.
- \$11,000** – Open Female, "FSC1 Beatrice B423," s. by Remington Lock N Load, cons. by Ferguson Show Cattle, sold to Hilltop (SD) and Sloup Simmentals (NE).
- \$11,000** – Open Female, "FSC1 Pricess B401," s. by Remington Lock N Load, cons. by Ferguson Show Cattle, sold to Jon R Farm, OH.
- \$7,000** – Open Female, "FSC2 Latte," s. by Jauer Missing Link, cons. by Ferguson Show Cattle, sold to Volunteer Simmentals, TN.
- \$6,250** – Bred Female, "FSC1 Darla," s. by W/C Catchin A Dream, bred to WS A Step Up, cons. by Ferguson Show Cattle, sold to Rincker Simmentals, IL.
- \$6,000** – Bred Female, "RHFS Uptown Girl A58H," s. by RHFS Upscale, bred to WLE Uno Mas, cons. by Rolling Hills Farms Simmentals, sold to Cory Frische, OH.
- \$5,750** – Bred Female, "HPF Miss Pep U051," s. by JDJ Intimidator, bred to STF Royal Affair, cons. by Rolling Hills Farms Simmentals, sold to Edward Miller, OH.
- \$5,250** – Bred Female, "FSC1 Dottie," s. by W/C Catchin A Dream, bred to WS A Step Up, cons. by Ferguson Show Cattle, sold to Joseph Bockbrader, OH.

**Comments:** Cattle sold into 12 states including: FL, IL, IN, KS, KY, MI, NE, OH, PA, SD, TN and UT.



Marcia Hoovler welcomes the crowd to Rolling Hills Farms Simmentals.



Stephanie Sindel of the Ohio Cattlewomen's Association and Troy Jones, Jones Show Cattle, visit during the sale.



(l to r) Sam Harroun, Dr. Rod Ferguson, & ASA Trustee Brian DeFreese talk post sale.



Buckeye's Finest Sale Group. ♦

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## ARKANSAS

### Womack Farms

120 Hideout Rd  
Pleasant Plains, AR 72568

## CALIFORNIA

### Person & Son Cattle Co

2535 Dewolf  
Clovis, CA 93619

## COLORADO

### L R Cattle

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Louisville, CO 80027

## GEORGIA

### Hat Creek Cattle Company

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Jasper, GA 30143

### Tennagia Farm

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Vidalia, GA 30474

## ILLINOIS

### Brian Pruemer Farms Inc

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Shelbyville, IL 62565

### Drew Foglesong

10830 N Camp Ellis Rd  
Ipava, IL 61441

### Greenstreet Farm

323 S 10th St  
Monmouth, IL 61462

### Kaleb Pruemer

2178 E 925 N ES  
Shelbyville, IL 62565

## INDIANA

### Ashten Neukam

5908 W Kessner Bridge Rd  
Huntingburg, IN 47542

### John Evans

8618 W 85 S  
Greensburg, IN 47240

### Mark Eash

51425 CR 133  
Bristol, IN 46507

## IOWA

### Brad McCollough

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### Diamond Hill Farm

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### Double A Club Calves

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### Rolling H Livestock

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### Gardiner Angus -

### R Carnahan - Cam Ranches

1182 CR Y  
Ashland, KS 67831

### Garrett Parsons/

### Gabel Cattle LLC

23311 175th St  
Leavenworth, KS 66048

### Kansas Bull Development

9760 Onaga Rd  
Wamego, KS 66547

## MINNESOTA

### Boesl Farms

10280 County Rd 5 NW  
Brandon, MN 56315

### Brian Brockman

209 Main St W  
Vermillion, MN 55085

### Josh Stangeland

405 80th Ave  
Jasper, MN 56144

## MISSOURI

### Taylor Cattle Co

6738 Cedar Rd  
Reeds, MO 64859

### Templeton Cattle

33572 Dilthey Rd  
Sedalia, MO 65301

## NEBRASKA

### JBR Farms

5830 East Cherry Rd  
Cortland, NE 68331

### Naber Farms

3596 Raymond Rd  
Seward, NE 68434

## NORTH DAKOTA

### Magill Farms Inc

11426 76th St SE  
Verona, ND 58490

## OHIO

### Bennett Farms

4115 St Rt 47  
Ansonia, OH 45303

### Desi Simmentals

4559 Anderson Road  
Fleming, OH 45729

### H & S Farms

3980 Blacklick Rd  
Baltimore, OH 43105

### Lauer Family Farm

1298 East State Rt 18  
Tiffin, OH 44883

### Rocking 3C Cattle Co

18635 Wall St  
Tontogany, OH 43565

### Rodney Yocom

7301 Cable Rd  
Cable, OH 43009

### Shawn Ehlerding

450 Jamestown Rd  
Wilmington, OH 45177

## OKLAHOMA

### Dobson Ranch

12460 E River Rd  
Kaw City, OK 74641

### Mark Calavan

Box 614  
Warner, OK 74469

## OREGON

### Lee Sandberg

2773 Sunshine Rd  
Roseburg, OR 97470

## SOUTH DAKOTA

### Barbara Weidenbach

18035 331st Ave  
Highmore, SD 57345

### Brandon Wagner

507 W 17th St.  
Yankton, SD 57078

### Justin Dikoff

34934 Sd Hwy 20  
Faulkton, SD 57438

## TENNESSEE

### E. Kyle Lane

PO Box  
Clarkrange, TN 38553

## TEXAS

### Moseley Livestock

112 Allen Dr  
Early, TX 76802

### SK2 Cattle Company

3502 Aster Lane  
Rowlett, TX 75089

### TKC Ranch

571 VZ CR 2604  
Mabank, TX 75147

## UTAH

### Cindy Stuart

PO Box 521  
Morgan, UT 84050

### JP Full Circle Ranch LLC

PO Box 283  
Escalante, UT 84726

## VIRGINIA

### Creek Rock Farm

344 James Acres Ln  
Boones Mill, VA 24065

## WEST VIRGINIA

### J&B Farms

8171 McLane Pike  
Liberty, WV 25124

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### Allen & Klatt Cattle

W401 Hwy D  
Birchwood, WI 54817

### Bishell Family Cattle LLC

1830 County Rd E  
Mineral Point, WI 53565

### University of Wisconsin - River Falls

410 S 3rd St  
River Falls, WI 54022

## WYOMING

### Matt Jameson

PO Box 2185  
Laramie, WY 82073

### Wilkes 6-D Ranch

PO Box 36  
Hawk Springs, WY 82217 ◆

## THE CIRCUIT

### West Texas Fair and Rodeo

**Date:** September 7, 2014

**Location:** Abilene

**Judge:** Cheramie Viator,  
Childress

### Grand Champion Simmental

"Whits RRW Ms. Lilly,"  
s. by GO ET I-20, exh. by  
Ryleigh Whitaker, Ranger.

### Reserve Grand

**Champion Simmental**  
"COS Makin' Me Crazy 902A,"  
s. by SS Goldmine L42,  
exh. by Lee Sadler, Aledo.

### Grand Champion Simbrah

"Walter's Sue Ellen" s. by  
LMC Johnnie Walker 5R179,  
exh. by Ryleigh Whitaker, Ranger.

### Reserve Grand Champion Simbrah

"DBR Heidi Suzette," s. by  
PRR Prevaience 961U, exh. by  
Heidi Phillips, Weatherford.

### Junior Showmanship Champion

Ryleigh Whitaker, Ranger.

### Senior Showmanship Champion

Georgia Blackwell, Venus.

## COW SENSE

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

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

1. What is the most desired color of lean beef?
2. Name the first three chief executive officers of ASA.
3. Bovines which share the same sire, but different dams are known by what term?
4. What is the name of the ASA publication designed to target the commercial beef industry?
5. What is the process by which plants utilize energy from the sun in combination with carbon dioxide and water to produce plant tissue?
6. What is the purpose of the \$1 per head Beef Checkoff?
7. What is the name of the area of a cow's leg between the dewclaw and hoof that should set up at a 45-degree angle?
8. What is the common name for enterotoxemia?
9. Name the state where the first US-born Simmental-sired calf was born in 1968?
10. New breeds, introduced to North America from Europe during the 1960s and 70s, were known by two common names, What were they?

**Answers:**

1. Bright cherry red; 2. Dale Lynch, or Continentals; 3. Half-Don Vaniman, Earl Peterson; 4. SimTalk; 5. Photosynthesis; 6. Beef Industry Promotion; 7) Pastern; 8. Overeating; 9. Montana; 10. Exotics

*Simmental Influenced Sale*

# COWtime 2014

**SELLING 130 HEAD**  
*Fancy Heifer Calves  
 Proven Donors and Cows  
 Elite Bred Heifers  
 Herd Bull Prospects*

**Sunday, November 30th • 12:00 Noon Sharp!**  
**Wahoo Livestock Market • Wahoo, Nebraska**

**ASA Foundation Donor**  
**OCC Juanada 603R**  
 Selling this outstanding donor on November 30th!  
 Sells bred to Trifecta  
 Co-owned with Griswold Cattle Co.

**WS Ms Joys Upgrade A67**  
 Mr NLC Upgrade x Ebonys Joy L123  
 Bred to TNGL Grand Fortune

**RS Miss Step Up 84A**  
 Sired by WS A Step Up  
 Bred to Barstow Cash

**WS Ms Wide Track A17**  
 Sired by W/C Wide Track  
 Bred to W/C Lock Down

**Chris & Samantha Beutler**  
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**View full sale offering at [www.ebersale.com](http://www.ebersale.com)**

*Find Your Pot of Gold!*

# ASA FEE SCHEDULE

## DNA Services

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

**Contact ASA For Testing Kit**

## Spring 2015 THE Enrollment

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

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

### \*Late-Enrollment

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

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

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

### Re-Enrollment

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

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

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

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

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

## American Simmental Association Fees

### Membership Initiation Fee:

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

### Annual Service Fee (ASF):

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

### Registration Fees:

#### Registration Fees enrolled in THE

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

### Transfer Fees:

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

### Additional Transactions:

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

### Registration Foreign/Foundation Fees:

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

### Registration Fees not enrolled in THE:

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

# Foxy Ladies



**FOXY LADIES SALE :: NOVEMBER 29TH :: 6 PM CST**  
**WEST POINT LIVESTOCK AUCTION :: WEST POINT NEBRASKA**

**OFFERING 100 HEAD**

**REGISTERED SIMMENTAL, MAINE & CLUB CALF BRED HEIFERS**

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Females Sell Bred To :: Lookout, I80, Sledgehammer, New Direction, Brilliance, Max Out, The Ringer, Lut 59, Jose and more!



**341**  
**DRIVER X MAXIMUS**  
 SELLS AI BRED TO THE RINGER



**QUEEN MILES**  
**MILESTONE 1031Y X ANGUS 55**  
 SELLS AI BRED TO NEW DIRECTION X184



**AURORA 040A**  
**DEFIANT X DREAM ON**  
 SELLS AI BRED TO I-80



**BETTIS GOLD A-136**  
**BETTIS 572J X GOLDMINE**  
 SELLS AI BRED TO LOOKOUT 7024



**MS BRILLIANCE A802**  
**BRILLIANCE 8077 X FIGURE FOUR U016**  
 SELLS AI BRED TO SLEDGEHAMMER 240



**QUEEN MILES**  
**MILESTONE 1031Y X QUEEN 9123**  
 SELLS AI BRED TO NEW DIRECTION X184



**338**  
**3D HARIETA SON X CHAR/ANGUS**  
 SELLS AI BRED TO THE RINGER



**317**  
**DAMAGE CONTROL X WHO DA MAN/HOTTIE**  
 SELLS AI BRED TO MAX OUT



**308**  
**TRIFECTA X RODMAN/WHISKEY**  
 SELLS AI BRED TO THE RINGER

FOR MORE INFORMATION OR TO REQUEST A CATALOG PLEASE CONTACT::

AUCTION WILL BE BROADCAST BY :: LIVEAUCTIONS.TV

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SALE MANAGED BY  
**DWYER CATTLE SERVICES**  
 BOB 309.337.1404  
 NICK 309.337.6404  
 WWW.DWYERCATTLE.COM

# DATE BOOK

NOVEMBER 2014						
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## NOVEMBER

- 1 Irvine Ranch 10th Annual Production Sale — Manhattan, KS
- 1 Jones Show Cattle's High Standards Female Sale — Harrod, OH
- 1 Lady Diva Production Sale — Centerville, IA
- 1 Land of Lincoln Sale — Altamont, IL
- 1 Michigan Simmental Association's Fall Sale — St. Louis, MI
- 1 Pigeon Mountain Simmental's Fall Bull Test Sale — Rome, GA
- 1 Professional Beef Genetics Bull Sale — Windsor, MO
- 1 Yon Family Farms Bull and Female Sale — Ridge Spring, SC
- 2 Hawkeye Simmental Sale — Bloomfield, IA
- 7 Bull Power Sale — Colbert, GA
- 7 NLC Simmental Female Production Sale — Wessington, SD
- 8 Deer Creek Farm Simmental Sale — Lowesville, VA
- 8 Gibbs Farms' 9th Annual Bull & Replacement Female Sale — Ranburne, AL
- 8 Moser Ranch 23rd Bull Sale — Wheaton, KS
- 8 Western Showcase Sale — Moses Lake, WA
- 13-15 Two Fast Nickels Online Bull Sale — [www.cattleinmotion.com](http://www.cattleinmotion.com)
- 14 AL BCIA Fall Round Up Bull Sale — Uniontown, AL
- 15 JRW Farms' 2nd Annual "Fall Harvest" Private Treaty Bull Sale — Seminary, MS
- 15 Timberland Cattle's Best-of-the-Black Angus & SimAngus™ Bull Sale — Vernon, AL
- 15 Trauernicht Simmental Nebraska Platinum Standard Sale — Beatrice, NE
- 16 Hudson Pines Farm The Living Legacy X Sale — Campbellsburg, KY (pg. BC)
- 19 North American Select Simmental Sale — Louisville, KY
- 21 RJ Cattle Company's Online Sale — [www.breedersworld.com](http://www.breedersworld.com)
- 21 "Southern Excellence" Bull Sale — Wadley, AL
- 22 Callaway and McCravy Angus & SimAngus™ Bull and Commercial Female Sale — Carrollton, GA
- 22 Missouri Simmental Association's Fall Roundup Sale — Springfield, MO
- 22 Shenandoah's Shining Stars — Quicksburg, VA (pg. IFC)
- 22-25 LMC "Giving THANKS" Donation Online Sale — [www.cattleinmotion.com](http://www.cattleinmotion.com)
- 22 Yardley Cattle Company's Focus on the Female Sale — Beaver, UT
- 23 North Central Simmental Fall Classic — Hubbard, IA (pg. 25)
- 23 Red Dirt Divas Female Sale — Marshall, OK (pgs. 40, 61)
- 28 Ruby Cattle Co. "Livin' The Dream" Production Sale — Murray, IA (pg. 29)
- 28 Triangle J Ranch Top Cut Annual Heifer Sale — Miller, NE (pgs. 47, 70)
- 29 Foxy Ladies Bred Heifer Sale — West Point, NE (pgs. 69, 85)
- 29 Genetic Perfection Sale — Fremont, NE (pgs. 23, 69, 88)
- 29 Moore Land and Cattle 3rd Annual Online Sale — [www.cwcattlesales.com](http://www.cwcattlesales.com) (pg. 91)
- 29 Trennepohl Farms Right By Design Sale — Middletown, IN (pg. 93)
- 30 Cow Time Sale — Wahoo, NE (pgs. 54, 83)
- 30 The Chosen Few at Janssen Farms — Gilmore City, IA (pgs. 79, 89)

## DECEMBER

- 3 Maternal Factory Elite Online Donor Sale — [www.allieonlinesales.com](http://www.allieonlinesales.com) (pgs. 47, 48, 49, 50, 51)
- 5 All Black and White Bull & Female Sale — Montgomery, AL
- 5 Calhoun Performance Tested Bull Sale — Calhoun
- 5-7 Hoosier Beef Congress Junior Show and Sale — Indianapolis, IN
- 6 Jewels of the Northland Sale — Clara City, MN (pg. 45)
- 6 Montana's Choice Simmental Sale — Billings, MT (pg. 46)
- 6 Next Step Cattle Company's Annual Bull Sale — Auburn, AL
- 6 Pleasant Hill Farms "December to Remember" Sale — Rockfield, KY (pgs. 62, 92)
- 8 Dakota Made Production Sale — Salem, SD (pg. 17)
- 8-14 Indian River Cattle Company's 7th Annual Christmas Internet Sale — <http://www.liveauctions.tv/> (pg. 15)
- 9-10 J&C Simmentals Female Sale — [DPonlinesales.com](http://DPonlinesales.com) (pgs. 33, 69)
- 10 Double Bar D Farms Simmental "She's Got The Look" Female Sale — Grenfell, SK (pg. 59)
- 13 Strickland - Driggers Bull Sale — Glennville, GA
- 13 Hartman Cattle Company's 19th Annual Customer Appreciation Sale — Tecumseh, NE (pg. 21)
- 13 North Alabama Bull Evaluation Sale — Cullman, AL
- 13 North Dakota Simmental Association's Showcase/Classic Sale — Mandan, ND (pgs. 53, 54, 55, 57)
- 13 Pride of the Prairie Simmental Sale — Seymour, IL (pgs. 43-44)
- 13 Purdue Golden Girls Cow Sale — West Lafayette, IN



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# BREED LEADERS OF THE FUTURE



## WIDE TRACK

Reg. No. 2588250

1SM00131 W/C WIDE TRACK 694Y

Sire: 3C W/C Right Track W9462 | MGS: PVF-SSH 1L10 Liberty

- Admired for his body mass and outstanding structural design, Wide Track is a next generation sire positioned to sky rocket in popularity.
- Wide Track offers a useful pedigree, worlds of body mass, strong performance figures and flawless phenotypic balance.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
6.9	3.8	78.8	118.3	9.0	20.1	59.5	17.6	10.0	45.6	-0.26	0.10	-0.055	0.81	-0.21	113.7	72.4
.49	.74	.65	.62	.25	.26	.36	.29	.40	.49	.30	.39	.35	.29	.40		20%
		5%	5%			25%			5%							



## AUGUSTUS

Reg. No. 2653966

1SM00140 ASR AUGUSTUS Z2165

Sire: RCR Augustus R54 | MGS: Hooks Shear Force 38K

- A new choice for calving ease with a different pedigree twist and a big EPD spread with high API.
- Augustus is a moderate frame 5.6 bull that stands on a near perfect leg, pastern and big foot.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
16.9	-1.8	61.7	101.4	12.9	16.1	47.0	23.3	13.2	28.0	-0.32	0.17	-0.033	0.96	-0.38	147.4	72.7
.36	.43	.38	.41	.25	.26	.30	.31	.27	.33	.26	.37	.30	.27	.22	4%	20%
2%	3%			20%		20%	10%						20%			



## REVENUE

Reg. No. 2670825

1SM00142 LMF REVENUE Z24

Sire: IR Expedition W413 | MGS: KS Baxter L791

- He has it all – a baldy sire with pedigree flexibility, powerhouse phenotype with breed-leading EPDs and performance data.

CED	BW	WW	YW	MCE	MM	MWW	STAY	DOC	CW	YG	MB	BF	REA	SHR	API	TI
12.5	0.9	71.2	105.9	13.8	25.4	61.0		11.1	34.0	-0.22	0.43	-0.040	0.66	-0.61	148.4	77.8
.35	.43	.38	.38	.25	.26	.30		.14	.32	.25	.39	.28	.29	.20	4%	5%
20%		20%	20%	15%		20%					3%			1%		

EPDs as of 8/4/14

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Selling our top 20 Open heifers and 25 breds,  
All'd to breed-leading sires at the



November 29, 2014  
Fremont, NE



**A1093**  
GCC Gold Standard x Macho  
1/2 SimAngus™  
Bred to New Direction



**A023**  
GCC Gold Standard x Zeis Perfection S226  
September SimAngus™



**B432**  
SS Mr. Callaway x BC BC Lookout  
April 3/4 SimAngus™



**B814**  
W/C Wide Track x In Dew Time  
February Purebred

For more information contact:

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## DATE BOOK

continued

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### DECEMBER (CONT.)

- 13 Sandeen Genetics Buildin' A Brand Sale — Bloomfield, IA (pgs. 10-11)
- 13 Tom Brothers Ranch and DA Cattle Private Treaty Bid-Off Sale — Campbellton, TX
- 13 Value By Design Female Sale — Anita, IA (pg. 41)
- 17-18 Krieger Farms Online Sale — www.dponlinesales.com (pg. 12)
- 20 Griswold Cattle Co.'s Female Classic Sale — Stillwater, OK (pg. 13)
- 20 Season Finale XII — Hillsboro, OH
- 20 South Dakota Simmental Source Sale — Worthing, SD (pg. 58)

### JANUARY 2015

- 3 Royal Edge Sale — Ames, IA
- 10-25 National Western Stock Show — Denver, CO
- 10 Tanner Farms Pasture Performance-Tested Bull Sale — Wiggins, MS
- 16-2/7 Fort Worth Stock Show and Rodeo — Fort Worth, TX
- 17 SimMagic On Ice — Denver, CO
- 17 University of Florida Bull Test Sale — Greenwood, FL
- 19 National Western "The One" Simmental Sale — Denver, CO
- 20 Wild Wild West Sale — Brighton, CO (pg. 68)
- 24 Forster Farms 36th Annual Production Sale — Smithfield, NE
- 25 Triangle J Ranch Annual Production Sale — Miller, NE (pg. 69)
- 26 Fort Worth Stock Show Junior Simmental/Simbrah Shows — Fort Worth, TX
- 28 Sioux Empire Simmental Show & Sale — Sioux Falls, SD
- 30 Fort Worth Stock Show Open Simmental Show — Fort Worth, TX
- 31 Double J Farms' 41st Annual Private Treaty Simmental Bid Bull Sale — Garretson, SD (pg. 64)
- 31 J&C Simmentals Annual Bull Sale — West Point, NE (pg. 69)

### FEBRUARY

- 1 Trauernicht Simmental Nebraska Platinum Standard Bull Sale — Beatrice, NE
- 2 35th Annual Gateway "Breeding Value" Bull Sale — Lewistown, MT
- 4 Begger's Diamond V Big Sky Genetic Source Bull Sale — Wibaux, MT
- 5 Stavick Simmental's 15th "King of the Range" Bull Sale — Aberdeen, SD
- 7 33rd Annual Klain Simmental Ranch Annual Production Sale — Turtle Lake, ND
- 7 Black Hills Stock Show and Sale — Rapid City, SD
- 7 Dixie National Simmental Sale — Jackson, MS
- 7 Olrichs/Felt Farms Bull Sale — Norfolk, NE (pg. 69)
- 7 Prickly Pear Simmentals Made In Montana Sale — Helena, MT (pg. 63)
- 7 Ruby Cattle Co. & RS&T Simmental Performance Bull Sale — Lamoni, IA
- 7 Springer Simmentals Sale of Value Based Genetics — Decorah, IA
- 8 Blue River Gang's 33rd Annual Simmental, SimAngus™ & Angus Production Sale — Rising City, NE
- 8 Hartman Cattle Company's Simmental Bull Sale — Tecumseh, NE
- 8 Rydeen Farms 17th Annual "Vision" Sale — Clearbrook, MN
- 9 Annual Iowa Simmental Sale — Des Moines
- 9 Dakota Power Bull Sale — Valley City, ND
- 9 Edge of the West Bull and Female Sale — Mandan, ND
- 10 Bata Brothers/Olafson Brothers 18th Annual Joint Simmental Bull and Female Sale — Rugby, ND
- 10 Werning Cattle Co. 34th Annual Production Sale — Emery, SD
- 11 River Creek Farms 25th Annual Production Sale — Manhattan, KS (pg. 61)
- 11 Traxinger Simmental Annual Bull Sale — Houghton, SD
- 12 10th Annual Bichler-Johnson "Quality Not Quantity" Production Sale — Linton, ND
- 12 Hart Simmental Beef Builder Bull Sale — Frederick, SD
- 12 Lassel Ranch Simmental's 22nd Annual Production Sale — Glendive, MT
- 13 Anchor D Ranch Simmentals Bull Sale — Rimbey, AB
- 13 Hook Farms and Clear Springs Cattle Co. "Bred for Balance" Sale — Tracy, MN
- 13 Mader Ranches' 26th Annual Bull Power and Select Female Sale — Carstairs, AB
- 13 TNT Simmentals' 30th Annual "Genetic Explosion" Sale — Almont, ND
- 13 Watertown Winter Farm Show and Sale — Watertown, SD
- 14 Bar CK Cattle Company's Money Maker Bull Sale — Culver, OR
- 14 Berger's SimAngus™ Hybrid Bull Sale — North Platte, NE
- 14 Grass-Lunning Bulls-Eye Bonanza Sale — LeRoy, MN
- 14 JRW Farms' 2nd Annual "Spring Round-Up Bull Sale — Seminary, MS
- 14 Kenner Simmentals' 19th Annual Sale — Leeds, ND
- 14-22 Nebraska Cattlemen's Classic Simmental Show and Sale — Kearney, NE
- 14 Rhodes Angus Open House Bull Sale — Carlinville, IL ◆

Sunday, November 30th, 2014

1 p.m. cst • at the farm  
Gilmore City, Iowa

# The Chosen Few

... at Janssen Farms LLC

Simmentals With Substance & Style... In Volume!



JF Ebony's Joy 427B

JF EBONY'S JOY 427B :: PB SM :: LOT 4  
MR HOC Broker x JF Ebony's Joy 612S :: Feb. '14



JF Perfection 418B

JF Perfection 418B :: PB :: LOT 1  
STF Royal Affair Z44M x ZEIS PCGF Perfection :: March '14



JF Blackbird 470B

JF Blackbird 470B :: 3/4 SM 1/4 AN :: LOT 46  
JF Ideal 950W x JF Blackbird Lady 664S :: April '14



JF Latisha 4105B

JF Latisha 4105B :: PB SM :: LOT 26  
Remington Secret Weapon 185 x JF Latisha 5153R :: Jan. '14



JF Lady 865U

JF Lady 865U :: 3/4 SM 1/4 AN :: LOT 52  
WSJ Encore x ESMS2 :: March '08



JF Back In Black

JF Back In Black :: PB SM :: LOT 2  
STF Royal Affair x ZEIS PCGF Perfection :: Feb. '14

Sale managed by:



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Doug & Debbie Parke  
Drew & Holli Hatmaker  
153 Bourbon Hills Dr.  
Paris, KY 40361  
Office: 859-987-5758  
Cell: 859-421-6100



Janssen Farms

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

SIMMENTALS WITH SUBSTANCE AND STYLE... IN VOLUME!

Dave Janssen :: 712.358.1837  
Chris Janssen :: 515.314.4771

FMG

# RATES & POLICIES

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For All Your Advertising Needs



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

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April '15	March 2	March 10	March 19	April 1
May/June '15	April 7	April 14	April 22	May 2
July/August '15	June 25	July 2	July 10	July 23
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Milestone X WLE CNS Shelby T335

A full sister sold in last year's sale and has gone on to dominate the show circuit in Tennessee.

4th Overall TN Agribition

Champion Simmental 2014 TN State Fair (jr & open)

Champion Simmental 2014 TN State Simmental Preview

Reserve Champion Simmental 2014 TN Beef Expo



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### PERCENTAGE SIMMENTAL

Lutton X SVF Sheza Star S803



### PUREBRED SHORTHORN

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We don't *base* our **BREEDING** by what's *trending*, but by **GENETICS** that are the *standard* for **SUCCESS**

third annual online sale *caldwell - unloachou* [cwcattlesales.com](http://cwcattlesales.com)

# 11.29.14



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Dennis 618-410-3325 • Brian Bates 309-525-1517

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

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# 12.6.2014

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*An offering of elite genetic opportunity.*

## 85 Lots

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 EMBRYOS  
 ANGUS & SIMMENTAL  
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**ASA#2624701**

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**CED 13.4 BW 0.3 WW 53.0 YW 72.1**  
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**ASA#2527871**

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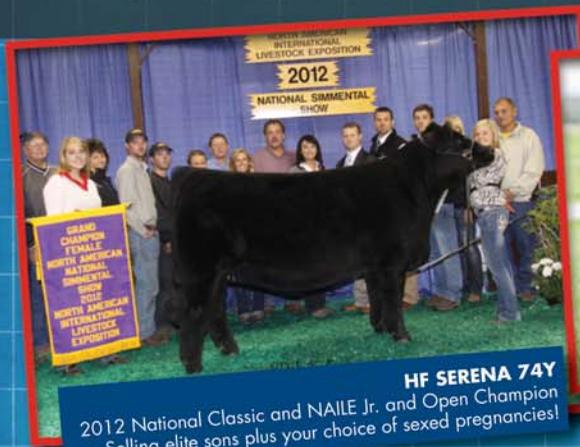
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2014

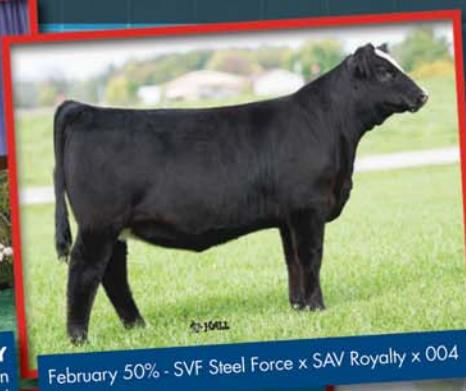
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Selling elite sons plus your choice of sexed pregnancies!



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*Selling 75  
Head Of  
Simmental &  
SimAngus™*



Chuck Wagon (AN) x Role Model bred to Broker



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Hay - Straw - Grain

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*The* **KRIEGER Farms** *Harvest* Sale

Shelby Ison recipient of the Krieger Farms Jr Cash Back Incentive

Olivia McGurk & Wyatt Koch \$250 drawing winners on sale day!

**Thank You**  
 to all the Buyers and Bidders for  
 a \$5,537 average on 38 lots!

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www.kriegerfarms.com

# Denver is our WORK ZONE!



EPDs:  
CE: 11 \$API: 135 \$TI: 69



Dam: URA Baby Doll



Granddam: Rockin Robin

## LLSF Pays To Believe ZU194

ASA#: 2659897 • Pays To Dream x Trademark  
Homozygous Black/Heterozygous Polled  
Pays To Believe is the spectacular NAILE Champion Bull who was a stall favorite at the NWSS! He offers excellent structure with a great hoof and profile!



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



Cinderella — \$92,000



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

## WS A Step Up X27

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



EPDs:  
CE: 10 \$API: 138 \$TI: 73



Dam: LLSF Eye Candy



Granddam: LLSF Cayenne

## LLSF Addiction AY792

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



EPDs:  
CE: 8 \$API: 108 \$TI: 60



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

## GLS New Direction X184

ASA#: 2536539 • Better Than Ever x Powerline  
New Direction is the homozygous polled, Dream On free, outcross pedigree sire that you can use with confidence to make sound, soggy, Sim-Influenced progeny! New Direction sired the "Power Simmy" selection at The One Sale a heifer brought in from Hilbrands Cattle Co. MN.



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



New Direction bred at GLS, MN



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



EPDs:  
CE: 7 \$API: 114 \$TI: 62



Ignition's fantastic full sister



Ignition's donor grandam

## FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time  
Homozygous Black/Homozygous Polled  
Ignition packs an unprecedented load of muscle shape and internal dimension together with excellent structure and profile. He was the Supreme Champion Bull over all breeds at the 2013 World Beef Expo!



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

Heterozygous Black  
Homozygous Polled

Damien is a fantastic, calving ease prospect who'd we never imagine to own this much eye-appeal studying his pedigree. Genetic outliers with "look" are rare and we're wayyy excited about Damien!

Calving Ease  
Outcross

## Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man



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# Hottest Sires!

2014 Fall EPDs pulled 10.17.14



## FB1 Combustible Y34

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI  
7 2.6 54 85 10 23 50 119 59

ASA# 2588018

The hottest sire  
in the country!

\$60,000 valuation  
Combustible daughter at NAILE sale!



## SS/PRS Gunslinger 824X

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

ASA# 2571741

Calving ease with  
outstanding profile!

Featured Gunslinger daughter at Hilbrands.



## CARD Uproar 49Y

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

ASA# 2623651

First progeny  
are winners!

Supreme Champion Female World Beef Expo



## Ruby's Wide Open 909W

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

ASA# 2492312

He sires awesome  
quality!

Calf Champion for Morgan Phillips at NAILE!



## TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW MCE Milk MWW \$API \$TI  
9 1.9 70 99 9 25 60 121 71

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!



## FB1 Supremacy Y93

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

ASA# 2588017

Adding amazing body  
depth and soundness!

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



## Long's Shear Pleasure W6

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

ASA# 2496326

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

Thought by many to be the best bull in Denver.



One Eyed Jack was



## W/C No Remorse 763Y

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

ASA# 2614801

Calving ease, high  
profile sire producing  
high valued progeny!

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



Home of the

# Hottest Sires!

2014 Fall EPDs pulled 10.17.14



## Mr. Hoc Broker X623

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

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



## KLS Halfblood X217

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

ASA# 2537824

Awesome Calving Ease and profile!



Halfblood progeny are cool lookin'!



## WC Lockdown 206Z

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

ASA# 2658496

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



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



## JF American Pride 0987X

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

ASA# 2573743

His first progeny verify his individual greatness!



Bull calf champion at NAILE by A.P.



## Flying B Cut Above 755S

EPDs: CE BW WW YW MCE Milk MWW SAPI \$TI  
3 3.7 56 86 8 19 47 102 60

ASA# 2341498

The ultimate Dream On outcross!



Champion % Simmy at NAILE Jr. Show by Fat Butt



## STF Shocking Dream SJ14

EPDs: CE BW WW YW MCE Milk MWW SAPI \$TI  
20 -.1 65 93 9 19 51 155 72

ASA# 2335795

Produces the best fronts in the business!



Jordan Simmentals \$15,000+ Shocking Dream daughter



## Yardley High Regard W242

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

ASA# 2522822

High Regard is stamping his progeny with outstanding quality, making him a must see 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.



National Junior Heifer Show Champion Female Exhibited by Vickland.



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



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



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



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



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



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



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



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



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



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



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



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



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



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



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



**WLTR Renegade 40U ET**  
By 3C Macho M450 BZ  
EPDs: CE: 6 \$API: 108 \$TI: 71



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



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



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



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



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



**S S Incentive 9J17**  
By SS Objective T510 OT26  
EPDs: CE: 17 \$API: 135 \$TI: 75



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



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



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



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



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



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



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



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



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



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



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



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



**FBF5 Warsaw 068W**  
By Sure Bet  
EPDs: CE: 17 \$API: 140 \$TI: 61



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



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



**W/C Catchin A Dream 27X**  
By Dream Catcher  
EPDs: CE: 10 \$API: 134 \$TI: 66



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



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



**GLS New Direction X184**  
By Better Than Ever  
EPDs: CE: 8 \$API: 108 \$TI: 60



**HTP/SVF Duracell T52**  
By Dream On  
EPDs: CE: 14 \$API: 144 \$TI: 76



**Yardley High Regard W242**  
By Yardley Impressive T371  
EPDs: CE: 2 \$API: 80 \$TI: 55



**Wheatland High Octane 169Y**  
By Wheatland Predator  
EPDs: CE: 4 \$API: 96 \$TI: 63



**AJE/PB Montecito 63W**  
By Steel Force  
EPDs: CE: 6 \$API: 97 \$TI: 64



**WLTR Nashville 22A ET**  
By High Voltage  
EPDs: CE: 10 \$API: 133 \$TI: 68



**SAS Big Bruzer Y131**  
By King of the Yukon (outcross)  
EPDs: CE: 8 \$API: 109 \$TI: 63



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