

the Register

March 2016

Serving the Simmental
and Simbrah Breeds

NATIONAL WESTERN



Features

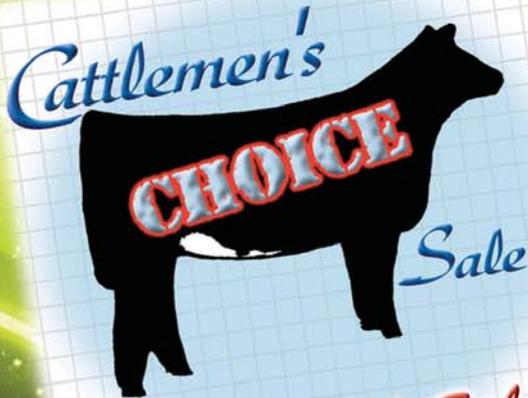
Diversified Production

2016 ASA Annual Meeting

2016 National Western

Saturday, April 9, 2016

1 pm • Britt Angus Farm • Hartwell, Georgia



16th Annual Sale
Simmental & SimAngus™

For information and sale book requests....

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706.5403793

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Sheza Dreamer



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Sheza Looker



Jestress 9015

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BJ44

Upper Class bred



B172

Classy baldie bred



Fantasy X64



CCF 20/20

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29SM0469 **YELLOWSTONE**



YELLOWSTONE x Triple C Invasion R47K, Hooks Boulevard 41B, Reed Parker, CA



YELLOWSTONE x GW Lucky Ace 076TS, Hook's Big Stone 42B, Paul Lanoue, MN

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

Yellowstone - A Genetic Treasure for Form & Function

- ✓ One of the most popular sires of the past 2 years - YELLOWSTONE saw tremendous use both registered and commercially
- ✓ With near perfect EPD's he ranks in the top 20% of the breed or better for 13 different traits and indexes including CE, MARB, REA, API and TI
- ✓ Demand for YELLOWSTONE continues to increase due to his perfect structure and profile with added muscle and thickness - his sons are dominating performance based sales across the nation

CE	BW	WW	YW	ADG	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+14.9	-0.4	+69.7	+105.7	+23	+9.8	+27.4	+62.2	+11.6	+32.1	-.41	+.40	-.071	+.99	-.46	\$156	\$81
.68	.85	.82	.76	.70	.32	.32	.43	.49	.56	.35	.43	.41	.34	.34		

DNA tested DDF, Homozygous Black, Homozygous Polled

SPRING 2016 TOP 35%

29SM0451 **BIG CASINO**



JBS **BIG CASINO** 336Y ASA 2602861 PB SM
RC CLUB KING 040R x JBS MR DESPERADO 301K

A Good Bet for Added Performance

- ✓ Blaze faced bull who is loaded with length, muscle and power
- ✓ A true multi-dimensional bull who ranks in the top 10% of the breed for 8 different traits and indexes and in the top 20% for 13 traits and indexes
- ✓ BIG CASINO is a unique find, not just for phenotype, but is currently the only purebred bull in the breed to rank in the top 10% of the breed for BW, WW, YW, ADG, MCE, YG and TI Index
- ✓ Progeny are lauded as being stout, big hipped cattle with most having a good splash of white on their face

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+11.7	-1.0	+76.4	+115.8	+25	+13.4	+20.5	+58.7	+15.3	+12.9	+37.1	-.42	-.07	-.085	+.96	-.20	\$115	\$75
.58	.80	.76	.70	.70	.38	.39	.48	.35	.41	.53	.40	.51	.45	.45	.37		

DNA tested DDF, Homozygous Black, Homozygous Polled

SPRING 2016 TOP 35%

Make no sacrifices for proven calving ease genetics - from breed leading curve bender performance to added red meat yield and leading convenience traits, you can have it all.

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Compiled by ASA and Register Staff

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About the cover: In the ring at the 2016 NWSS — Champion Junior Heifer. Photo by "Show Champion."



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TORCHBEARERS

These three young females have earned donor status and carry the torch of their respective Cow Families.



RFI DEBUTANTE - A Smith NF Simply Great daughter out of the proven Topanga. Debutante has already produced the 2015 National Champion Female, Sweet Deb and the 2016 Fort Worth Champion, Dazzlin Deb. She is owned with Reavis Farms and ranks in the top 15% for API.



SMITH MI BELLA CARA - A Smith Satisfies daughter, out of Smith Ciao Bella. Cara represents the third generation of the Bella family. 2015 International Reserve Grand Champion Female. Ranks in the top 2% of the breed for API and TI. Owned with Southwestern Farms.



SMITH WENTZ DIAMOND DIVA - A Smith Nu Wave II daughter out of LMC Miss Diva. She will continue the Oprah-Diva line in our program and that of our partner, Southwestern Farms. 2014 International Grand Champion Female. She ranks in the top 15% for API and 1% for TI.



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SUCCESS



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Finesse Livestock, IA & J-M, IL



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Owned by Ivie Dunlap Farm, IL



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Owned by JP Farms & Wheatland Cattle Co, SK

First Lady Classic Champion | 2015 Canadian Agribition
Owned and Bred by Wheatland Cattle Company, SK



STF CARMEN C758

Owned by Sloup Simmentals, NE



STF BEYOND BELIEF

Owned by Moore Show Cattle



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New Date!

May 21st, 2016 : 1:00 pm

Seward, NE at the Rocker Sale Facility



Bramlets Mercedes

Saugahatchee 3000C x SS Sadie
bred to LMF Revenue



RFS Miss More Than A Dream 32W

Built Right x Black Dream bred to Innocent Man



Rew/SS Gracie Babe

Montana Black x Amazing Grace
bred to Innocent Man and sells
with a heifer calf at side

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Kevin Van Beek • 605-366-7035
Jaron Van Beek • 605-929-3749
48684 293rd • Hudson, SD 57034
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www.hilltopsimmentals.com



Doug & Debbie Parke 859.421.6100
Drew & Holli Hatmaker 423.506.8844
859.987.5758 • e-mail: pleent@aol.com
www.parkelivestock.com

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http://www.simmental.org ♦ Email: register@simmgene.com

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CEO

Dr. Wade Shafer

Business Manager

Linda Kesler

Editor

Dan Rieder

Production Manager

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Nancy Chesterfield

Co-Editor

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Design & Production

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Advertising & Editorial Assistant

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American Simmental Association

One Genetics Way ♦ Bozeman, Montana 59718
406-587-4531 ♦ Fax: 406-587-9301

http://www.simmental.org ♦ Email: simmental@simmgene.com

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JW Brune (2017)
414 E 700 Road
Overbrook, KS 66524 785.865.6624
jwbrune@embarqmail.com

Erika Kenner (2017)
440 6th Avenue SE
Leeds, ND 58346 406.581.1188
erika.kenner@gmail.com

Claye Kaelberer (2018)
4215 County Road 85
New Salem, ND 58563 701.220.3124
kaelbererranch@outlook.com

John G. Irvine (2019)
9089 Highway 13
Manhattan, KS 66502 785.313.7473
johnirvine@sbcglobal.net

Eastern Area:

Gordon Hodges (2017)
1025 Pineview Farms Drive
Hamptonville, NC 27020 336.469.0489
pvgfhodges@yadtel.net

Cliff Orley (2017)
1486 Mt. Wilson Road
Lebanon, PA 17042 717.269.0128
corley01@comcast.net

Brian DeFreese (2018)
7643 St Rd 25 S
West Point, IN 47992 765.491.7421
bdefrees@purdue.edu

Barry Wesner (2018)
1821 W 700 S
Chalmers, IN 47929 219.863-4744
wesnerlivestock@yahoo.com

Western Area:

Dale Miller (2017)
PO Box 174
Gildford, MT 59525 406.376.3109
7dm0174@ttc-cmc.net

Michael Forman (2018)
2451 Number 81 Road
Ellensburg, WA 98926 509.929.0312
trinity@fairpoint.net

Tim Curren (2019)
1000 Cook Road
Ion, CA 95640 209.765.1815
circleranch@volcano.net

Clay Lassel (2019)
42 Road 245
Glendive, MT 59330 406.939.1348
Irsbeef@midrivers.com

South Central Area:

Dr. Gary W. Updyke (2017)
107030 S. 4250 Road
Checotah, OK 74426 918.843.3193
garyupdyke38@gmail.com

Fred Schuetze (2018)
PO Box 968
Granbury, TX 76048 817.894.0563
bhr@speednet.com

Jon Willis (2018)
2876 Simmental Lane
Marietta, OK 73448 580.276.4884
jonwillis99@yahoo.com

Tim Smith (2019)
PO Box 330
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YOUR NEXT GENERATION STARTS NOW

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FOR YOUR FUTURE SUCCESS



7SM82 BROADWAY 2854437 // Purebred SM

Top Grade x Taurus // Homo Black // Homo Polled
This bull is Hot Hot Hot. A sound-structured, soft-made performance bull with plenty to offer in terms of phenotype and mating options.
CE: 12.7 BW: -1.7 WW: 61.9 YW: 95.6 Milk: 25.2 API: 154.1 TI: 78.8
From Hook Farms, MN; Gibbs Farms, AL and Cow Camp Ranch, KS



7SM83 UNIFIED 2902090 // 1/2 SM 1/2 AN

United x Tanker // Homo Black // Homo Polled
Poised to replace his sire, Unified offers serious growth with style. Combines phenotype and performance as well as any young SimAngus bull in the business.
CE: 10.5 BW: -0.5 WW: 84.6 YW: 140.3 Milk: 23.0 API: 151.4 TI: 93.8
From TNT Simmentals and Messer's Beaver Creek Ranch, ND



7SM80 WIDE RANGE 2725666 // 3/4 SM 1/4 AN

Graduate x In Dew Time // Homo Black // Homo Polled
Designed for use on a Wide Range of pedigrees and cattle types. Our customers love his rugged, deep, big-bodied calves.
CE: 10.6 BW: -2.1 WW: 69.1 YW: 105.7 Milk: 27.9 API: 140.9 TI: 76.6
From Cow Camp Ranch, KS; Gibbs Farms, AL and HRM Simmental, IA



7SM81 REVOLUTION 2754651 // Purebred SM

Upgrade x Goldmine // Homo Black // Homo Polled
An Upgrade son with a flexible, sound, near-perfect structure. From the same dam as Uno Mas—yes, there's cow power here.
CE: 8.0 BW: 2.2 WW: 72.2 YW: 104.3 Milk: 20.3 API: 124.6 TI: 78.6
From Wesner Livestock Enterprises and Purdue University, IN and Glacier Cattle Co., WI

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YOUR SUCCESS Our Passion

VIEWPOINT

By Trustee Dale Miller, Gildford, MT



I am honored and humbled to be a part of this breed association. The leaders and staff of this organization have definitely had a vision and goals in place to become the leader in the production of beef to the American consumer. We know that just one breed association could not achieve this goal, so with the help of other associations and the formation of International Genetic Solutions (IGS) by the American Simmental Association, we are doing what's in the best interest of the commercial cattlemen. Giving them the tools they need to make profitable decisions for their operations is the ultimate goal of IGS. With the reality of "Quantum Leap" coming forth in the coming year through the Genetic Evaluation software (BOLT), we should be able to really speed up

the calculations of the data that we need to make these good decisions.

As many of you know, the new headquarters building in Bozeman is complete. Wade and his staff are busy getting moved into that impressive facility. Many thanks to past and present board members for helping get this accomplished. The staff and trustees are looking forward to showing off this beautiful new building when the membership is invited to the Fall Focus and board meeting in Bozeman on August 19-23, 2016. So start making plans to join us for this special "open house".

Some of the other projects that the ASA board and staff have been working on are: (not in any particular order)

1. Feed Intake project and Carcass Merit program.
2. Activities and Events Committee and AJSA board with the help of a facilitator, are meeting to plan future goals and set mission and vision statements for the junior programs.
3. IGS advancement to the commercial cattle business
4. Operation Quantum Leap will become reality this coming year through the BOLT Genetic Evaluation software.
5. National and regional AD campaigns through print and informational videos with the help of DVAuction and also the spots done through Superior Livestock productions that were featured on RFD-TV.
6. And many thanks to the state associations, with the help and prodding of Bert Moore to getting them more involved and participating in the "cost sharing" ad campaigns.
7. Working with our directors to provide information to the board and staff, along with the organization of the ASA Representatives by Bill Zimmerman.

I would encourage our membership to contact the trustees and staff with their concerns and ideas, by expressing them through regional trustees, so that they can get directed to the appropriate committee. The trustees' meeting in April is when a lot of the committee work is done for the coming year. The spring meeting is also when budgets are discussed and set for the coming year.

Again, it is a real privilege to work with such a dedicated group of people, both trustees and staff, to achieve the goals of our American Simmental Association. ♦

Explosive
PUREBRED SIMMENTAL GENETICS
 SIRE: CNS PAYS TO DREAM T759
 DAM'S SIRE: GWS EBONY'S TRADEMARK 6N

SEMEN \$25

DAM: LLSF URABABYDOLL Trademark/Rockin Robin
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URA Believer

FULL BROTHER TO LLSF PAYS TO BELIEVE GRAND CHAMPION SIMMENTAL BULL AT THE 2013 NAILE AND 2015 NWSS

REGISTRATION NO. 2939349
 HOMO BLACK/HOMO POLLED

BW	WW	YW	MILK	MWW	CW	MARB	REA	API	TI
+9	+55	+82	+19	+47	+20	+39	+75	+125	+70

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Exciting New Purebred Sires

Check out the newest sires at Accelerated Genetics

Bozeman

014SM03090 | Reg#: 2854480
Substance x Invasion
Purebred
Homo Polled | Homo Black

Bozeman is as deep, big footed, thick ended and stout as you can make one.

He is imposing from the side with his tremendous depth of flank, masculinity and ideal joint angle.

EPD (INFO AS OF 2/22/16)																	
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
13.5	.1	66.4	103.9	.23	11.9	21.8	55.0	0.0	16.3	32.0	-.29	.56	-.031	.92	-.60	161.5	81.6
.28	.44	.39	.43	.43	.23	.27	.29	.00	.19	.35	.27	.40	.26	.32	.22		



El Dorado

014SM03091 | Reg#: 3000561
Turning Point x Hummer
Purebred
Homo Polled | Homo Black

El Dorado was the talk of Denver where he anchored the Reserve Grand Champion Pen of Five Bulls.

He's powerfully built with a world of muscle shape and capacity.

EPD (INFO AS OF 2/22/2016)																	
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
8.0	3.0	76.6	119.3	.27	12.7	26.9	65.2	0.0	10.5	45.3	-.40	.08	-.083	1.02	-.35	120.2	72.4
.21	.24	.23	.22	.22	.18	.18	.20	.00	.12	.19	.17	.21	.19	.19	.08		



Zenith

014SM03087 | Reg#: 2675747
Red Coat x Big Sky
Purebred
Homo Polled

WS Zenith offers the most storied, outcross pedigree available in Red Simmental genetics today!

He will add performance while keeping calving ease and birth weight at a very sensible level.

EPD (INFO AS OF 2/22/2016)																	
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHEAR	API	TI
13	-.5	77.9	123.3	.28	14.4	13.8	52.7	0.0	11.6	42.5	-.34	.14	-.046	1.10	.15	146.8	78.4
.46	.58	.50	.51	.51	.30	.30	.35	.00	.37	.41	.31	.42	.36	.33	.29		



These sires were selected for their exceptional performance and pedigree to give you breeding flexibility!



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W/C Loaded Up - We are offering the largest group of his progeny to sell this spring... anywhere! His progeny and semen sales are setting new breed records! Cattlemen demanding more eye appeal, structural integrity and flawless quality. . . must see this offering! Many powerful, future herd sires and top donor/show prospects sell, and all from our highest producing cows.

CCR Cowboy Cut - Having used over 200 units of his semen in both AI and ET the past two years, we are proud to be offering the best of his exciting offspring. At the time of ultrasound measurements (Feb 11th), his sons represented the heaviest, best performing sire group. Several actual weights over 1500 lbs... and just yearlings! His daughters are making extraordinary, super uddered young brood cows!

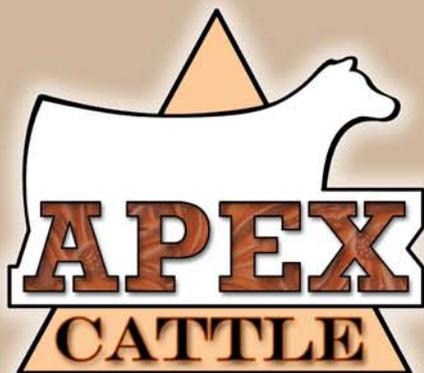
Leachman Prophet - His sons and daughters both sell, and they are something else! Prophet's numbers are staggering, and impressively predictable. For low birth, high growth, carcass, API and TI, plus Feed Efficiency, few sires can compare. We are one of the few sources of his progeny, presenting our sale attendees the best of this 'big time' genetic trait leader!

Pays to Believe - This applauded champion is now proven to be a dynamic, and powerful breeding bull. His progeny, stacked against the best in the breed, excel in multiple traits. His sons are the rancher's kind of bulls and his daughters will make 'jewels' of brood cows at maturity. Their extra volume, easy fleshing ability and soft, sound presentation clearly sets them apart.

Yardley Utah - His progeny is the 'talk' everywhere. Their world of eye appeal, correctness and unique quality will add that extra 'genetic punch' to every program. The top selling bull in the pacesetting Werning sale was by Utah, and expect to see his sons and daughters in our sale to be at the front end. Highlighting the sale will be both bulls and heifers from a very special ET flush that you have to see!

Barstow Cash, Connealy Capitalist and Hoover Dam - These legendary Angus sires headline the calving ease SimAngus and Angus genetic offering. Both sons and daughters are superb and loaded with genetic predictability. The Capitalist progeny are all the result of an exciting ET flush from one of the greatest numbered, and most beautiful Angus cows to be found!

Heifer Offering - They are something else! Feminine, and yet broody... the kind that will make those special females. Whether searching out competitive show prospects, herd building genetic predictability and quality or elite donors, these 100 heifers provide a wealth of opportunity. Many of these stout yearlings will weigh well over 1,000 lbs!



Bulls Selling - Powerful, and conditioned just right for long-term, dependable service. Here's the data...

Ave Act BW: 85 lbs. - Ave Adj WW: 781 lbs. - Ave Adj YW: 1389 lbs.
Ave Adj REA: 15.86 - - Ave Act Scrotal: 39.1

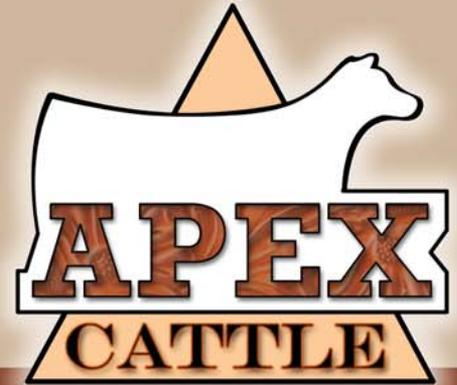
SALE LOT PICTURES... Because of Record Breaking Winter Snow Storm... No Photos are Available at Sim Talk's Print Deadline. Access Photos and Videos Posted at www.APEXCattle.com in early March.

HETEROISIS HEADQUARTERS

Annual Bull and Heifer Sale

APRIL 4TH ~ 1 PM

Huss Livestock Market, Kearney, NE



SimAngus™ - Simmental - Angus - 180 Head Sell!



CCR Cowboy Cut - 21 Sons + 10 Daughters Sell!



W/C Loaded Up - 20 Sons + 10 Daughters Sell!

Selling 80 Powerful Bulls and 100 Highly Maternal Heifers!

Complete Performance, EPDs, Ultrasound and Igenity Data Provided!

Progeny also sell by W/C United 956Y, WS A Step Up X27, Yardley High Regard, One Eyed Jack and SAV Brilliance!



LLSF Pays to Believe ZU194 - The 'Prepotent' Champion!



Yardley Utah - Sons and Daughters Sell!



Leachman Prophet J030Z - The Performance Legend!



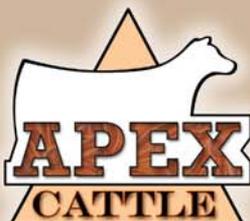
Barstow Cash - His Top SimAngus™ Progeny Sell!



Connealy Capitalist - Sire of our Reg. Angus Offering!



Hoover Dam - His Calving Ease SimAngus™ Sons Sell!



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HETEROISIS...DON'T BE IN BUSINESS WITHOUT IT!

Diversified Production

Involvement throughout the chain of beef production, coupled with a plan that takes advantage of all available resources, is a hallmark of Tuell Cattle Ranch operation.



By Dan Rieder

“We’re involved all the way through the production system,” says Trevor Tuell, speaking for his family’s Tuell Cattle operation, located 10 miles north of Eckley (population: 400) in Colorado’s northeastern corner.

“We are a diversified operation that runs registered cow/calf pairs, sells bulls, feeds bull customers calves ourselves or on retained ownership, market finished cattle into value-based programs with packers or foodservice and collect all the data to assure that we are doing things right,” he elaborated.

Located on the western edge of the legendary, grass-rich Sandhills, with irrigation

water pumped from the equally renowned Ogallala Aquifer, the Tuell family has also learned to incorporate financial and natural opportunities. “If we can strengthen our bottom line by taking advantage of those resources, we’d be remiss not to do so,” he says.

Trevor represents the third generation to manage their cattle enterprise. His grandparents, Bill and Edna Tuell, founded the ranch in 1935, while his parents, Roger and Lyndell, remain active in the operation to this day. “Dad is out every day and recently took a class of market steers to Denver for the National Western (NWSS) 4-H judging contest. We’ve been doing that for the 4-H and collegiate judging competitions at the NWSS for several years,” he said.

Married to Melissa, his high school sweetheart, Trevor is the father of 11-year-old twin girls, Taiten and Maren. The girls attend sixth grade in Yuma (population: 3,000), a commute that requires a daily 50-mile round trip on the school bus. “That’s the same ride I took when I was growing up,” he said.



After graduating from high school in 1994, he enrolled at Clarendon Junior College in Clarendon, Texas, where he was a member of the livestock judging team. He then transferred to Colorado State University, where he again participated on the judging team, earning high individual honors in the National Collegiate Judging Contest.

Melissa, who grew up in town as the daughter of educators, has responsibility for handling the ranch's complex accounting and bookwork.

The twins are accomplished swimmers, competing with a great deal of success at area events. "We spend a lot of time on the high-way, driving the girls to their practices and competitions," he says.

Historical Evolution

"My grandparents started here over 80 years ago, with a primary focus of feeding cattle. At times they ran a commercial cowherd, but over the past several years, we have expanded to offer breeding stock," Tuell explained. "We have always sought out phenotypically and genetically superior hybrid cattle that outperform industry averages in the pasture, in the feedlot and on the rail."

Over several decades the Tuell family filled their 4,000-head feedyard with a variety of breed and breed combinations while their commercial cowherd was composed primarily of Angus, Hereford and black baldy crosses. "We spend a lot of time studying genetics and liked what we learned about Simmental-cross cattle. After watching some of Superior Livestock Video Auctions, we noticed the kind of cattle that were in demand. That led us to Gateway Simmental in Montana. Over the course of several years, we purchased more than 2,000 head of Gateway Simmental-sired commercial calves," he said.

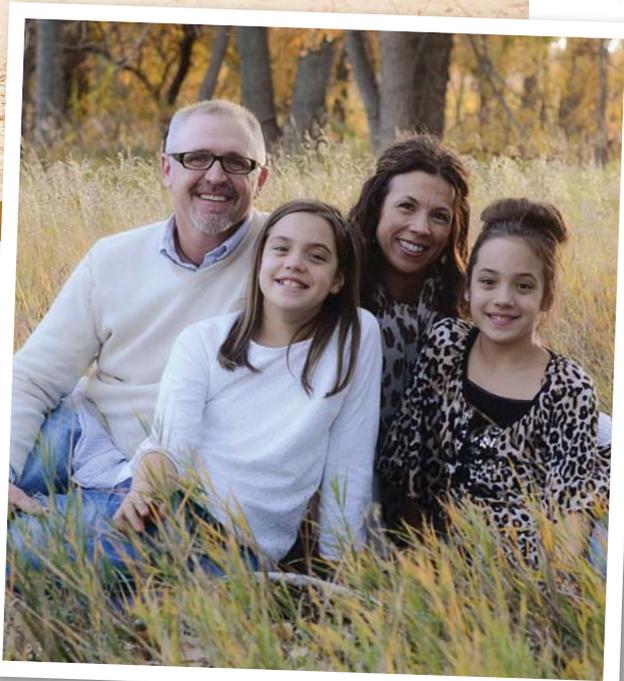
"We love those cattle — they're the best that we have ever fed," he continued. "Their dispositions and the way they gain are just outstanding. We sell everything on the grid and those cattle did everything we could ask for."

A long-time partnership that Roger had with his brother and an aunt was dissolved a few years ago and during that process Roger and Trevor made the decision to establish a registered cowherd. The cowherd foundation originated from a registered herd of Angus, which had been bred to Upgrade, a Simmental bull partly owned by the Tuells.

"Our seedstock herd is focused on SimAngus™, and consists of 400 registered females. Of those, 100 are Angus, 10 are purebred Simmental and the balance of the herd is SimAngus. We are thrilled with the advantages of hybrid vigor and the way the two breeds complement each other all the way through, from Angus calving ease and marbling, to the Simmental traits of disposition, growth and muscle. That makes an ideal combination," he commented. "And our bull customers are experiencing the same results. One of those commercial guys totally replaced all his bulls with ours, and was able to increase his weaning weights by almost 150 pounds."

Tuell calving is restricted to the fall, beginning in mid-August and concluding within 60 days. That way, the calves are born during warm and dry weather, and ultimately produce a ready-to-work, 18-month-old bull for use by their customers, 95% of whom calve in the spring.

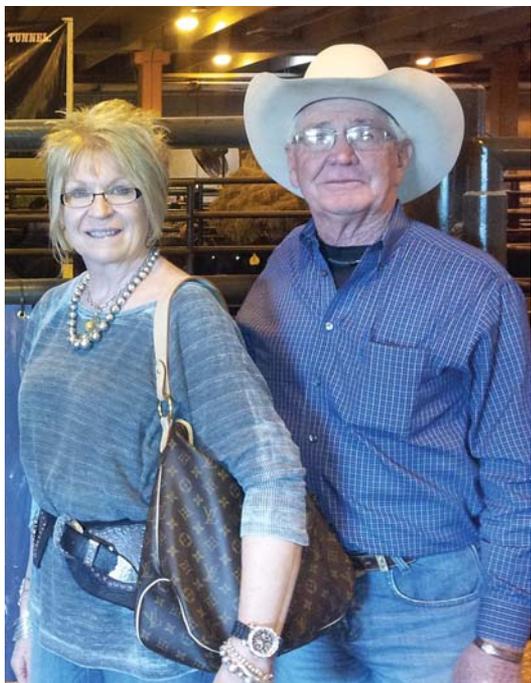
(Continued on page 12)



Trevor, Melissa and the twins, Taiten and Maren.

Diversified Production

(Continued from page 11)



Trevor's parents, Lyndell and Roger, remain actively involved.

Illustrating the Tuell's willingness to branch out and diversify, is the fact that they bought in on part of the highly respected Chappell Feed Yard in Chappell, Nebraska. "That's where the American Simmental Association (ASA) conducts their Carcass Merit Program. Chappell has always been a retained ownership outfit, and harvest their finished cattle on the grid," he continued. "We're also doing some things with ASA like feed efficiency with the carcass merit cattle, and we run all our sale bulls through that program as well.

"We background and grow smaller feeder cattle at our own location, where we turn a lot of them out on rye with an objective of putting cheap pounds on them. Some of the cattle stay at our location and some go to Chappell to be finished," he stated.

They're located in Yuma County, which in some years is the largest corn-producing county in the US. Because of the abundance of feed, several very large corporations have established feed yards in the county. A JBS lot handles 100,000 head at a time, with a Cargill yard at 50,000 head. There are several other smaller lots, a couple of sizable dairies, a massive pork operation and an ethanol plant.

Feed is available in almost unlimited quantities. "We have more than enough native grass to run the cattle in the summer on our own land, and then we go to cornstalks, some of it on leased ground in the winter," he reports. "We also cash in on the available wet distiller's grain from the ethanol plant, and use a lot of silage from corn that we produce ourselves. We have several center pivots and double crop — planting corn first, chop it early for silage and then replant with rye for grazing purposes."

The cowherd receives very little supplementation, subsisting on grass and cornstalks for most of the year. "We may give them a little sorghum hay, but otherwise they're on their own," he said.

Seedstock genetics are marketed primarily through an annual bull sale, held the fourth Wednesday of March. The 2016 sale is scheduled for March 23rd, beginning at 1:00 on the ranch. "We'll offer 70 18-month-old bulls, a majority of them SimAngus. We develop our bulls on a high-roughage diet — no corn. They're ultrasounded in October and run out on rye where they get plenty of exercise," he explained. "We'll have some of the first SimAngus in the country to have feed efficiency data along with all DNA information. Our goal is to develop those bulls so they're ready to breed cows when they're turned out."

Bulls have been sold to buyers throughout the country, from New Mexico to Florida to North Dakota to Arkansas and all points in between. "We have many repeat buyers and are proud of the ongoing interaction we've developed with them," he states.

A limited number of commercial breeding females have been sold over the years until recently when they began to market registered animals by private treaty.

An additional relationship with LaBatt's Food Service, a San Antonio-based company, has also proven beneficial. "We're feeding certain cattle specifically to fit their meat programs. They're one of the top 10 foodservice companies and we've built a great relationship with them," he said.

"There are producers who sell performance and there are producers who raise cattle strictly on looks and phenotype," he summarized. "We want to sell good-looking animals that perform and have the data and performance tests to back it up." ♦

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29SM0467 **SANTA FE**



SANTA FE x SURE BET, 571C, Triangle J Ranch, NE



SANTA FE x SURE BET, 575C, Triangle J Ranch, NE

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

- ✓ SANTA FE is a super attractive, calving ease sire who will maintain plenty of growth and at the same time increase All Puprose and Terminal profitability
- ✓ Progressive seedstock programs have used with great success on virgin heifers
- ✓ Progeny grow fast from birth to weaning and possess great phenotype, progeny are deep sided, thick made and attractive with great structure
- ✓ Dam is the famous MS APPLE, donor dam of many greats

CE	BW	WW	YW	ADG	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+11.9	-1.9	+64.5	+99.8	+22	+12.7	+28.9	+61.2	+12.9	+26.5	-.26	+1.25	-.003	+1.04	-.54	\$146	\$76
.55	.66	.60	.54	.50	.32	.31	.39	.17	.44	.29	.41	.26	.33	.26		

DNA tested Homozygous Black, Homozygous Polled

SPRING 2016 TOP 35%

29SM0461 **ACHILLES**



HOOKS **ACHILLES** 5A ASA 2716166 1/2 SM, 1/2 AN
GAR-EGL PROTEGE x HOOKS SHEAR FORCE 38K

Calving Ease and Heterosis Backed by Proven Profitability

- ✓ First progeny are positioning ACHILLES as an elite calving ease specialist with added feed efficiency and profit potential - note his +18.2 CE, -5.0 BW and top 5% of the breed for REA, API and TI
- ✓ Dam is the famous Hooks Patti 3P - Hook's cornerstone donor based on her great disposition and brood cow appeal
- ✓ ACHILLES is a good structured, good phenotype bull who is stout made and wide based with a big, square hip
- ✓ Ideal mating for SHARPER IMAGE, GLS COMBINATION, and DUAL FOCUS daughters

CE	BW	WW	YW	ADG	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
+18.2	-5.0	+63.7	+104.7	+26	+11.8	+27.9	+59.7	+10.4	+25.2	-.42	+1.54	-.028	+1.29	-.32	\$172	\$85
.41	.48	.42	.42	.40	.31	.31	.35	.26	.35	.29	.42	.29	.35	.17		

DNA tested AMF, CAF, DDF, NHF, OSF, Homozygous Black, Homozygous Polled

SPRING 2016 TOP 35%

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48th Annual Meeting and Convention Proceedings

January 17, 2016 — Denver, CO

Treasurer's Report

By Tim Smith, Treasurer

It has been an exciting and productive year for Sim-Genetics and I am proud Mr. Chairman, to present the Treasurer's report for the fiscal year ending June 30, 2015, which reflects the financial status of the American Simmental Association, ASA Publication, Inc. and the American Simmental/Simbrah Foundation. The consolidated Financial Statement completed by Rudd & Company is posted on ASA's website.

As Treasurer, I would like to thank staff members, Linda Kesler and Wade Shafer, for their devoted assistance in addition to Finance Committee members, Gordon Hodges, Mike Forman, Dale Miller and Bob Lanting. I would also like to thank the ASA Publication Board, under the leadership of Dale Miller, for their hard work and continuous effort of maintaining the ASA Publication as a self-sustaining organization.

Total revenue for the American Simmental Association for fiscal year 2015 is \$3,942,796. Operating revenue of ASA membership fees, registration income, transfers and Total Herd Enrollment income totaled \$2,858,403 in fiscal year 2015, compared to \$2,590,105 in 2014. An increase of \$268,298 was realized from these sources the past year.

ASA Publication, Inc. had total operating revenue of \$1,198,830 for fiscal year 2015 as compared to operating revenue of \$1,136,501 for 2014. An increase of \$62,329. The net income for ASA Publication, Inc. in 2015 was \$44,090 compared to \$58,567 for 2014.

Consolidated total operating revenue for 2015 was \$4,735,558 compared to 2014 of \$4,222,154. This shows an increase of \$513,404 over 2014. The consolidated overall operating expenses for 2015 were \$3,902,256 compared to 2014 of \$3,874,097. This is an increase in overall expenses of \$28,159. Our consolidated total net asset is \$9,420,370; an increase from fiscal year 2014 of \$836,425.

Investments for the ASA remain with Vanguard for 2015. The Association and Foundation maintain investments with a financial institution under the management of third parties in accordance with its investment policy. Fair value at June 30, 2015, was \$5,684,849. Currently all interest and dividends from the investments are reinvested. In addition to ASA's Vanguard investments, there were additional funds of \$1,252,674 in CDs and savings accounts.

The Board approved expenditure of funds from the CD's and Savings Accounts for building ASA's new headquarters; however, no Vanguard funds have been used at this time. During the September 2015 board meeting, the Finance Committee presented a proposal to the ASA Board to consider a loan for \$1,000,000 to pay for the remainder of the new ASA Headquarters instead of using funds from our Vanguard investments. The board evaluated the interest and dividends received from our Vanguard investments and studied the low interest rate we could obtain on a loan. The board decided to obtain a loan and pay for the remaining expenses associated with the new ASA Headquarters. To date we have used

(Continued on page 18)



Bob Lanting offers the symbolic gavel to incoming Board Chairman Dale Miller.



Four breeders were officially seated as members of the Board. From the left: incumbent Tim Smith; newcomers: John Irvine, Tim Curran, and Clay Lassle.



Three retiring Trustees with their symbolic Simmental bells, left to right: Calvin Drake, Susan Russell and Jim Butcher.

DOMINATING RED GENETICS

29SM0454 **PRIME BEEF**



WS **PRIME BEEF** Z8 ASA 2675742
WS BEEF KING W107 x ER BIG SKY 545B

Prime Calving Ease & Performance

- ✓ One of the most dynamic calving ease, spread, maternal and carcass sires you will find in the industry
- ✓ One of only three purebred sires in the breed to rank in the top 5% for both CE and WW, top 2% for both API and TI, and still be in the top 20% of the breed for Marbling
- ✓ Both sides of his pedigree are simply loaded from a maternal standpoint
- ✓ DNA tested homozygous polled, PB SM

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+15.4	-1.5	+82.9	+114.0	+19	+16.1	+18.8	+60.2	+22.8	+0.4	+34.5	-.36	+.32	-.034	+1.17	-.37	\$157	\$89
ACC	.57	.77	.73	.68	.60	.32	.32	.42	.31	.47	.52	.34	.42	.38	.33	.31		

DNA tested DLF, Homozygous Polled

SPRING 2016 TOP 35%

29SM0468 **CADILLAC**



LEACHMAN **CADILLAC** L025A ASA 2760758
HOOKS TRINITY 9T x LCC GRAVITY B252L

Luxury Crossover

- ✓ CADILLAC is a red SimAngus® who is re-writing the book for performance and eye appeal with measured total profitability
- ✓ First progeny are impressing ranchers across the country with their calving ease combined with incredible performance and phenotype
- ✓ Progeny proof has catapulted him to the top 10% of the breed for both CE and API, top 2% for WW and top 3% for TI
- ✓ Dam is by the legendary GRAVITY, sire of super moderate, big ribbed, and heavy muscled females
- ✓ DNA tested homozygous polled, 3/8 SM, 3/8 AR, 1/8 AN, 1/8 CS

TRAIT	CE	BW	WW	YW	ADG	MCE	MILK	MWW	DOC	CW	YG	MARB	BF	REA	SHR	\$API	\$TI
EPD	+16.4	-1.8	+80.8	+115.8	+22	+6.9	+16.7	+57.1	+8.1	+35.4	-.14	+.52	-.006	+.69		\$157	\$87
ACC	.48	.66	.56	.50	.50	.27	.27	.35	.07	.42	.25	.39	.20	.29			

DNA tested Homozygous Polled

SPRING 2016 TOP 35%

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2016 Grand Champion Percentage Female



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Champion
Pen of 3
Percentage
Bulls**



HILB Oracle C033R

Purchased in The One Sale by
Tim Spivey, IL



HILB Saving Grace B1113

Purchased in The One Sale by
Jim Nyholt, CA



HILB Dip N Dots B928

Purchased in The One Sale by
Ronnie & Susan Smith, TX



**HILB Border Patrol
C4070**

Thank you to Lee Cattle Co, CO



HILB/SHER World Class 936C

Thank you to Stan Sears, CA

Thank You!

**We'd like to thank these buyers of
Frozen Genetics SimMagic On Ice:**

Art Farley, IL • JP & Jackson Lashmett, IL
Lee Simmentals, MO • Kurt Steinbronn, IA
Darin Smith, IL • Jim Russell, IL



**HILB/JASS High
Five C27**

BD: 3/29/15 • ASA# 3046028
3/4 SM
W/C No Remorse 763Y x AJE
Miss Ella Z77

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BY PRIVATE
TREATY...**



HILB Quantico C14G

BD: 3/20/15 • ASA# 3013989
PB SM
LLSF Uprising Z925 x HSF/HS
Sheza Beauty U823



HILB Power Trip C32

BD: 2/6/15 • ASA#3013987 • 3/4 SM
W/C No Remorse 763Y x AJE Ms Chanel Y32

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AJE/HS/MBCC Dynamite X706
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HILB Crazy N Love
HS Stop And Stare
AJE Gabby
AJE Gracie
AJE Ella
GCC What A Girl
HSF/HS Sheza Beauty
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\$32,000 HILB Oracle C033R
(LLSF Uprising x SS Babys Breath)



AJE Miss Gracie Y7
(Mr NLC Upgrade U8676 x AJE Gabby R7)



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Continued

\$345,000 of the funds from the loan. The construction of the new ASA Headquarters is within budget even with the remaining building expenses still coming in and the planned landscape work to be completed the spring.

The tract of land owned free and clear by the ASA located at 1 Simmental Way is currently under contract and the potential buyers are working through the due diligence period of the contract. They are currently working with the city to get approval for their proposed change of use of the land and the decision should be made in the near future.

We are in good financial shape and I am pleased to let you know that although we are conservative in our expenditures, all ASA supported programs are progressing strongly in addition to building a new headquarters for the American Simmental Association. On behalf of the entire board we hope you will make plans to join us in Bozeman August 19 – 23 for the Fall Open Forum board meeting, which will highlight an open house of the new ASA Headquarters, in addition to a great educational forum and interactive committee meetings.

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

Breed Improvement Committee

By Calvin Drake, Chair

Committee members: Calvin Drake, Chair, J.W. Brune, Jim Butcher, Brian DeFreese, Gordon Hodges, Claye Kaelberer, Gary Updyke and Jon Willis. Staff contact: Wade Shafer.

Breed Improvement Responsibilities: All activities, which would have a bearing on the improvement of the breed, will be the responsibility of this committee. Performance guidelines, research, genetic monitoring, DNA analysis, and regulation for new technology are examples. In 2015 this committee was involved with the following topics:

International Genetic Solutions: In 2010, the American Simmental Association and the Red Angus Association of America united with the goal of better serving the commercial industry — the result was International Genetic Solutions (IGS). Today, IGS is a collaboration of 12 progressive breed associations in the United States and Canada that have put self-interest aside to focus on the needs of the commercial cattle producer. With over 16,000,000 animal records and more than 340,000 records added annually, IGS has the largest genetic evaluation system in the world — a system that provides commercial producers with the most powerful and user-friendly selection tools that have ever existed.

Operation Quantum Leap/BOLT Genetic Evaluation Software: ASA's multi-breed genetic evaluation system has the distinction of being the world's first and the world's largest. Although we have been running and refining our system since 1997, we entered an entirely

new realm of genetic evaluation in 2014 with Operation Quantum Leap.

Operation Quantum Leap is a collaborative effort between the ASA and world-renowned geneticists Bruce Golden and Dorian Garrick of Theta Solutions, LLC, to build new genetic evaluation software. The next-generation software, collectively known as Biometric Open Language Tools, or BOLT for short, is flexible yet extremely powerful. BOLT contains all the tools needed to prepare, assemble, solve and analyze problems common in computational animal breeding and quantitative genetics, including genomic evaluation. It utilizes high-performance sparse matrix methods, parallel computing techniques (multi-core and multi-GPU) and shared memory management to efficiently solve problems with millions of records. Leveraging technology built for the computer gaming industry, BOLT boosts computer performance to spectacular levels. What takes days to run with our current software takes only hours with BOLT. Our goal is to fully implement BOLT in 2016, with improved techniques for computing accuracies and handling genomic data and EPDs from other breeds and with more frequent genetic evaluations.

Genomics Research: The ASA produced the industry's first set of genomically enhanced EPDs (GE-EPDs) in the fall of 2004 for Warner-Bratzler Shear Force (tenderness). Eight years later the ASA leveraged advancements in single nucleotide polymorphism (SNP) technology to produce GE-EPDs for all other traits. Although there have been some methodological hiccups along the way, the number of genotypes in the evaluation database has increased significantly, growing from 2,703 samples in 2011 to over 50,000 in November 2015. Scientists at Iowa State University, led by Dorian Garrick, executive director of the National Beef Cattle Evaluation Consortium (NBCEC), periodically analyze the genotypes only to confirm that, for many traits, incorporation of DNA test results into ASA's multi-breed genetic evaluation system adds a significant amount of information, improving accuracy of predicted genetic merit on young animals, and in turn providing the opportunity to increase rate of genetic change within the population.

In the fall of 2015, the ASA hired geneticist Dr. Mahdi Saatchi in partnership with Iowa State University to keep ASA in the forefront of genomics research. Dr. Saatchi's extensive training and experience in the area of genomics add a very powerful dimension to the ASA genetic evaluation team, further cementing ASA as a leader in the world of genetic evaluation.

Feed Intake Project and Carcass Merit Program: Through the Carcass Merit Program (CMP), the ASA has collected data on steers from nearly 50 different herds fed and harvested in nearly every cattle-feeding region in the U.S., adding over 10,000 carcass records to our database. The improved accuracy in carcass trait EPDs is valuable not only to the bulls enrolled in the CMP but also to the

(Continued on page 20)



Hottest Breed of 2015 Simmental

The Most Prestigious Awards in the Livestock Industry - Chosen by the People of the Livestock Industry.

Simmental Named "Hottest Breed"

The Pulse, powered by Sullivan Supply, a full service company and a leader in livestock grooming supplies, has named Simmental the "Hottest Breed for 2015." According to the company, a total of 45,450 ballots were cast in voting which started on December 21 and concluded on December 31.

Other winners included:

- Best Junior College Program:
Black Hawk East
- Best four-year college program:
Oklahoma State University
- Best State Fair:
Iowa State Fair
- Best Major Livestock Show:
North American International



The Most Prestigious Awards in the Livestock Industry - Chosen by the People of the Livestock Industry.

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Continued

Simmental breed at large. In 2015, 34 bulls, including 25 SimAngus, 1 purebred Red Angus and 8 purebred Simmental, were enrolled and artificially inseminated to 1,555 cows, and 791 weaning records and 492 carcass records were added to the ASA database.

Also in 2015, the ASA started collecting feed intake data on CMP calves, which will be combined with DNA marker data to better predict genetic merit for this elusive trait. So far, feed intake records have been collected on just under 400 animals. The American Simmental-Simbrah Foundation is funding this long-term project and is seeking donations to cover the annual expense of data collection.

Average Daily Gain (ADG) EPD: The ASA released a new EPD beginning with the Fall 2015 genetic evaluation. The average daily gain (ADG) EPD is expressed as the difference in pounds of daily gain expected between animals' progeny during the post-weaning feeding period and is an economically relevant trait in the feedlot.

Foot and Leg Conformation Research Project: The ASA, along with the Red Angus Association of America, approved funding to Kansas State University for the development of a genetic evaluation for foot and leg conformation. The scope of the research is to develop and implement an effective scoring system for hoof, foot and leg structure; examine correlations between foot and leg structure and other traits, such as stayability and mature weight; and develop EPDs for foot and leg conformation.

Carcass and Ultrasound Reparameterization: The ASA, like other breed associations, has long been using real-time ultrasound data, in addition to carcass measurements, to enhance national cattle evaluations on carcass traits. However, most carcass and ultrasound parameter estimates for use in national cattle evaluation were computed in the early 2000s and did not account for breed percentage. In order to better evaluate the genetic merit of carcass traits for animals in the multibreed IGS database, researchers at Iowa State University recomputed carcass and ultrasound heritabilities and genetic correlations using a single multivariate model and fitting major breed percentages as fixed effects. The new parameters will be incorporated into the BOLT software in 2016.

Oculocutaneous Hypopigmentation (OH) and Coat Color Variant: For the past two and a half years, the American Simmental Association has been working with Dr. Jon Beever from the University of Illinois on a specific genetic condition called oculocutaneous hypopigmentation or OH. Animals with OH have uniformly light-colored irises coupled with an unusual chocolate coat color. This is not a lethal condition. In fact, the effects of OH seem to be mainly cosmetic. OH is a simple recessive trait meaning an animal must inherit two copies of the mutation to display the trait.

Dr. Beever has found the causative mutation and developed a diagnostic test for OH. The mutation can be traced back to an Angus bull, Sir WMS Warrant, which was

likely misdiagnosed as a heterochromia irides (HI) carrier. Due to the non-lethal nature of this condition and the low frequency of the mutation in the Simmental population, the ASA will not require any testing for the trait. The ASA will add OH to TraitTrac, and OH test results will populate the pedigrees similar to other traits. This genetic trait will be treated the same as other largely cosmetic traits like coat color and horned/polled. GeneSeek has developed a stand-alone test and is in the final stages of making it available to the public.

In the spring of 2015, the ASA, working with Dr. Clare Gill at Texas A&M University, started investigating a possible new red coat color variant associated with Remington Lock N Load 54U, ASA #2503661. Remington Lock N Load was tested homozygous black through GeneSeek but has red calves. Dr. Gill did discover a red coat color variant in Remington Lock N Load 54U and some of his descendants but a test for the variant is not yet available.

Activities & Events Committee

By Susan Russell, Chair

Committee members: Jim Butcher, Dr. Calvin Drake, Erika Kenner, Cliff Orley, Susan S. Russell, Fred Schuetze, Tim Smith, and Dr. Gary Updyke. Staff contacts: Paulette Cochenour and Hannah Wine.

Our Activities & Events report starts here in Denver, where we'll pick up from Tim Smith's 2014 calendar review.

ASA held its 47th annual meeting, Chairman's Reception and Foundation Auction in conjunction with the 2015 National Western Stock Show. Jennie Rucker, Dr. Mike Tess and Verlous Forster were added to the Golden Book.

ASA held successful Foundation fundraisers and hosted its very first chili meet-and-greet in the yards. National Western was the breed's national show in 2015, and this new tailgate was a very popular networking opportunity. During Denver, the A&E committee also was pleased to present a new award on the hill. The first *PTP Herdsman of the Year* honor, as voted on by exhibitors, was awarded to Thomas Lundy, herdsman for Trennepohl Farms.

This committee aids the junior membership by providing direction and support. Myself and several of our committee members were able to attend regionals or the National Classic. We thank the generous volunteers for hosting the youth in Springfield, MO; Austin, MN; Bozeman, MT; West Springfield, MA; and finally culminating in College Station, TX. Due to the growth and participation in Junior Nationals, the board increased the facility rental budget line item, plus the Foundation gave \$10,000 in matching funds to aid with this youth event, starting in 2015.

We applaud this junior board for the leadership demonstrated at the regionals, Classic and their biennial *Summit* leadership conference, which was in Bozeman.

Late this fall, the A&E committee looked at new AJSA proposals which would impact future Classics. Our AJSA

(Continued on page 22)

The GATHERING

at SHOAL CREEK

OFFERING OUR BEST

At our big sale event!

Saturday, April 2, 2016 - 12:00 PM
Shoal Creek Sale Facility, Excelsior Springs, MO

SELLING 80 ELITE LOTS



SC Pay In Cash C15



SC Pay The Price C11



SC Pay Back C19

CNS Pays To Dream x LLSF Urababydoll U194
THESE FULL BROTHERS TO LLSF PAYS TO BELIEVE SELL APRIL 2ND!



SC Upper Class C8

Sandeen Upper Class 2386 x Double R Miss
29G T18 • Purebred



SC Beyond Belief C21

CNS Pays To Dream x LLSF Urababydoll U194
March PB • Full sister to LLSF Pays To Believe



SC Precious Cotton C22

CNS Pays To Dream x SS/PRS
Precious Cotton • Purebred



W/C Sniper 41B

His first calves sell on April 2nd!



SC Flashy C125

WLE Uno Mas x JS Flashy 48T
Fall Show Heifer Prospect



SC Ruby C111

LLSF Pays To Believe x Akers Ruby 2184
Fall SimAngus™ Show Prospect



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Office 816.336.4200
9402 Cameron Road
Excelsior Springs, MO
shoalcreekcattle@aol.com
J.R. Richburg, Cattle Mgr.
386.717.1827
Scott Akey, Herdsman
816.835.5332

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RS&T Simmentals, Double R Cattle Company, HBE Simmentals, Vest Lane
Farms, Dikeman Simmentals & Oval F Ranch

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48th Annual Meeting and Convention Proceedings

Continued

program expertly intertwines life skills with competition and fun. To keep these important goals and look at the overall mission, this committee has reached out to request a youth strategic planning session, which would gain input from a youth facilitator and others.

On the adult membership side, education and networking are equally important, so we applaud the open board meeting format and Fall Focus held in Gettysburg. Thank you Pennsylvania. The tours, cattle displays and the educational speakers were all superb.

ASA also offers social gatherings, for better breeder interaction at the major shows. Simmental's rotating national show was a shorter duration, with two actually falling in this calendar year. During the national show at North American International Livestock Expo in November, the PTP Herdsman of the Year award was presented to Ryan Haefner, herdsman for Hudson Pines Farms.

In April, the Activities & Events committee reviewed the Progress Through Performance (PTP) rules and the judge's list. We also encouraged the expansion and development of a spokesperson position to help tell about the benefits of SimGenetics. A&E continues to encourage state associations and individual members to nominate candidates for the PTP list. The judge nomination forms are easily found on the ASA website — www.simmental.org.

In December, the committee also reviewed the responsibilities of the ASA and major show hosts, and we have clarified some of the duties, in an effort to make each show go more smoothly. We also encourage state and regional show coordinators to tap into the PTP format simply by dropping your show data into ASA's available software. This will add current EPDs and \$Indexes into your show program, which might provide both judges and the audience of regional shows a wider view of Simmental data and the breed's benefits.

We thank the staff for their assistance in aiding this committee to direct our youth, enhance our membership and spotlight our breed. And, Mr. Chairman, I personally thank you and the Board for allowing me to serve on this committee for six years and the opportunity to again chair it before being term-limited. It has been an honor to help shape one of my passions.

We were pleased with the good turnout at yesterday's second-annual chili tailgate. And, we invite the membership to enjoy the Chairman's Reception and Foundation Auction. Please help us honor outgoing Chairman Lanting, the new Golden Book award recipients and retiring trustees; and kick off our 2016 activities with another tremendous Foundation auction.

Growth and Development Committee

By Jon Willis and J.W. Brune, Co-Chairs

The Growth and Development Committee consist of Jon Willis, Co-Chairman, J.W. Brune, Co-Chair, Brian DeFreese, Clay Kaelberer, Dale Miller, Barry Wesner, Mike Foreman, Gordon Hodges, Staff Contacts are Chip Kemp and Will Townsend.

The purpose of the committee is to review and recommend to the Board of Trustees new programs and activities, which will foster and promote the continued growth and development of the Breed and Association. Functions such as promotion, public relations, member relations, advertising and the role of the association within the beef industry are addressed by this committee.

For this fiscal year the Growth & Development Committee commissioned DVAuctions' Brett Spader to produce a series of short 3-5 minutes promotional videos. These segments featured prominent, progressive Commercial Cow-Calf producers, Feedlot operators and Industry leaders testimonials expressing their reasons and results for using Simmental and Simbrah Genetics in their cowherds and feedlots. The key was profitability from the cow-calf phase on through the feedlot to capture more value. These videos will be used in National level advertising through RFD-TV, Superior Livestock Productions and National Trade Shows. These videos are also available to state organizations and individual breeders to testify to SimGenetics usage across the country. The committee plans for more of these videos, for production from across the country. These testimonials will show commercial and registered breeders in all regions telling the story of why SimGenetics can enhance any operations profitability level from pasture to harvest.

The budget for Fiscal year 2016 advertising has been appropriated to impact on a National scale in highly read and distributed publications, Superior Livestock Productions is being used in TV and internet graphics during featured sales. More regional advertising is being conducted in publications impacting states at a local level. New promotional ideas are being developed to help breeders define why SimGenetics are a valuable resource in Beef Production.

The promotion budget is being utilized in many areas such as ASA publications, flyers, brochures, Booth/Trade shows and digital technology. State associations advertising and promotion budget for cost share dollars is available along with check-off dollars. These dollars are being monitored by Bert Moore, state association liaison.

The Growth & Development committee along with the Simmental/Simbrah Foundation under the guidance of trustee Fred Schuetze made available funds to move a grow-safe system into Chappell Feedyard, Chappell, NE. This feed intake system will be utilized in charting feed efficiency on carcass merit steers on feed at Chappell. This data will be entered into our database. The first set of

(Continued on page 24)

BRANT FARMS

85 Elite Lots of Cow/Calf Pairs, Bred Females, Fancy Opens, Performance Tested Bulls & Genetic Lots

GENETIC BALANCE

SimGenetics Sale



Saturday **APRIL 9** at 12:00 Noon
At the Farm, 37093 Fish Tail Road, Hinckley, Minnesota

LiveAuctions.TV



Brant Olive B91W

Elm-Mound Upgrade Z4 x SVF-NJC Built Right N48
Bull Calf at side by PVF Insight



Brant Burnish B347Y

GLS New Direction X184 x Wheatland Red Ace 747T
Bred to Mr NLC Upgrade U8676



Brant Blessing B324U

K-Ler Coalition 132Y x GWS Ebony's Trademark 6N
Bull Calf at side by HTP/SVF Duracell



Brant Lookin Mint B9Y12

K-Ler Young Money x BC Lookout 7024
Bred to Mr NLC Upgrade U8676



Brant Breezy BN09T

SAV Brilliance 8077 x GW Lucky Man 644N
Bull Calf at side by CCR Wide Range



Brant Bon Bon BSLWY

Bon View New Design 878 x Wheatland Red Ace 747T
Heifer Calf at side by TRPH United A01



Jazzy Bomshell B24Z

GCF Mr Amigo x ER Big Sky 545B
Heifer Calf at side by WS Prime Beef



Brant Cornerstone C245Z • PB SM

WS Prime Beef Z8 x Wheatland Red Hummer



Brant Carbide C90T • SimAngus™

TLLC One Eyed Jack x BC Lookout 7024

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48th Annual Meeting and Convention Proceedings

Continued

Carcass Merit Steer progeny are on test now using this system. This is important data on feed efficiency to show SimGenetics profitability in the feedlot phase of production.

The board has added a new position to our staff, Director of Member and Industry Relations, Chip Kemp. Chip brings a wealth of knowledge in working with youth and beef leaders from across the country. The board approved this position to enhance membership relations, promotional outreach and the ability of our Association to be more visible in all the right places as spokesman for the Better Beef Production with SimGenetics.

This Association has an open door policy and open herdbook. We welcome new membership, be it a first time junior member, a new generation, purebred seed-stock provider or a commercial composite/crossbred breeder wanting to use multibreed evaluation. We welcome all progressive beef producers into the ASA Fraternity of Better Beef Production Through Science. Old Slogans never die: "Breed'em all Simmental."

Policy & Procedures Committee

By Erika Kenner, Chairman

Committee Members: Erika Kenner, Chairman; Dale Miller, Susan Russell, Fred Schuetze, Tim Smith, Cliff Orley, Barry Wesner; Gene Summerlin, legal counsel and Steve McGuire, staff liaison.

According to the Bylaws, this committee is responsible for the aspects of Association life that require an interpretation of policy or procedural questions or the formulation of proposals that will have a bearing on the membership of this Association.

In 2015, the committee discussed many bylaws and rules to see if any changes were needed. A few were discussed and found that no changes were needed and they were the sale's managers ability to transfer records and the election and composition of the executive committee. No action was taken on these matters.

The committee discussed the responsibilities that go along with being an authorized representative and it was decided to provide a clearer explanation of these responsibilities on the website. This is still in process and will be accomplished in 2016.

The committee directed staff to notify members when a write-in candidate, if elected, violates the bylaw of no more than two from each state. This shall be done during the write-in process of the election. This was brought up because it happened during the 2014 election in the South Central region. There were two candidates on the ballot from Texas where two people were to be elected and one from Texas already seated on the Board. It brought confusion to the members. The issue will not happen every year, but there is a chance it could happen again.

The committee proposed to the Board to have the dilution test results published on the website and monitored

through TraitTrac if results are known, like coat color and polled. Previously, the test results done through ASA were on file, but were not displayed.

The committee also proposed to the Board to display the foreign registration numbers of an animal for each individual animal in the pedigree to make it simpler to trace foreign animals. The foreign registries include other countries and other breeds, like Angus and Red Angus. This is now displayed on the website.

The final proposal that came from this committee was the Bylaw change that is being presented at the Annual Meeting for the membership vote. This Bylaw change was discussed, passed, rescinded, discussed, and sent to the Board two more times. It finally passed out of the Board with a split vote in the end to the membership. The Bylaw change involves Section 3: Classification of Members, Item F: Inactive Members and removes the words "have not registered or transferred at least one or more animals in a two-year period or" and "upon the resumption of registering or transferring one or more animals and". This bylaw change removes the requirement of registering or transferring an animal in order to be an active member.

The committee will be examining more of the Bylaws in 2016 to make sure they are current with the times.

Simbrah Committee

By Fred Schuetze

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

The Simbrah Committee consists of myself, Tim Smith, Jon Willis and Gordon Hodges with specific help from staff members; Wade Shafer, Cynthia Conner and Steve McGuire. Much of the accomplishments of this committee go to Blake Nelson, former ASA Trustee and Chairman of this committee.

A major revamping of promotional material for Simbrah was completed in 2015 with new pictures and a complete new set of ads being published in national media magazine along with new promotional flyers and brochures used by state associations and Simbrah breeders, to promote their product with a theme of, "Have you looked at us Lately?" Simbrah promotional materials were distributed at Super bowl events, the Texas A&M Beef Cattle Short Course, which had 5,000 cattle breeders from Texas and the southeast, in attendance.

The Simbrah Committee will continue to support Simbrah breeders in their efforts to develop a strategy to place Simbrah bulls in a development program which includes feed intake and then present these bulls in a sale format to the Commercial Cattleman. The use of Simbrah bulls in the carcass merit program will also continue to be a priority of this committee. (Continued on page 28)

OWEN BROTHERS CATTLE COMPANY

Diamonds & Spurs

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70 Elite Lots Sell!

FALL & SPRING BORN SHOW
HEIFERS & BRED FEMALES
PLUS COW/CALF PAIRS



SVF Emblazon Z23

HSF Better Than Ever x OCC Emblazon 854E
3/4 Simmental
Bred to FBFS Wheelman



White Star Imagery 94Z

TJ Sharper Image 809U x THSF Black Pearl
3/4 Simmental
Bred to FBFS Wheelman



Miss CCF Z261

SAV Final Answer 0035 x Kappes Trailblazer
S5616S • SimAngus
Bred to W/C Utah 534A



OBCC 428Z

GWS/SCF Rendition x 3C Macho M450 BZ
PB Simmental
Bred to W/C BF Innocent Man



SVF Reddy Z22

HTP/SVF Packin Heat W339 x SVF Star Player
T801 • PB Simmental
Bred to W/C BF Innocent Man



SVF My Girl Z56

HTP SVF Packin Heat W339 x Meyer Ranch
734 • 5/8 Simmental
Bred to FBFS Wheelman



FF Alexia 233

OCC Legacy 839L x BC Marathon 7022
PB Angus
Bred to PVF Insight



MVS Maximus' Crystal Z11

MVS Maximus x HPF Ms Looky Here L056
PB Simmental • Bred to W/C BF Innocent Man

Owen Brothers
Cattle
Company

13302 W. State Hwy 266, Bois D'Arc, MO 65612
Adam, Kayla, Kanton & Blayne Owen
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Matt Owen • 417-830-8180

Casey Owen • 417-830-9739

Aaron & Jennie Owen • 417-830-6252
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Gerdes Show Cattle 319-850-1694
Matthews Simmental 417-838-4088
Golden Oak Simmentals 417-753-2602
Lone Tree Simmentals 563-349-8722

Home of the

Hottest Sires!

EPDs pulled 1.6.16



W/C BF Innocent Man 174A

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
11 -.3 42 53 .07 8 26 47 121 57

ASA# 2785174

Innocent Man is siring exciting type and function!



\$29,000 daughter at Head of the Class Sale.



SS/PRS Gunslinger 824X

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
12 .2 56 73 .11 8 17 45 128 67

ASA# 2571741

Calving ease with outstanding profile!



Featured Gunslinger daughter at Hilbrands.



CARD Uproar 49Y

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
5 3.7 72 107 .22 5 24 60 125 74

ASA# 2623651

First progeny are winners!



Supreme Champion Female World Beef Expo



Ruby SWC Battle Cry 431B

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
4 2.1 70 105 .21 10 16 51 116 68

ASA# 2871257

Battle Cry was a 2015 "The One" featured bull entry and when Lance saw him at the bull stud in the spring, he was impressed with the overall completeness and balance of the bull. Homozygous black and homozygous polled. Broke x Upgrade x Lucky Dice pedigree!



TLLC One Eyed Jack 15Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
9 -1 61 81 .13 6 22 53 126 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!



FBF1 Absolute A103

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
6 2.6 56 84 .18 10 18 46 94 61

ASA# 2841159

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



Leading outcross donor!



Long's Shear Pleasure W6

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
7 2.4 72 107 .22 4 29 65 104 71

ASA# 2496326

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



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



W/C No Remorse 763Y

EPDs: CE BW WW YW ADG MCE Milk MWW \$API \$TI
13 -2.1 42 62 .12 8 24 45 120 55

ASA# 2614801

Calving ease, high profile sire producing high valued progeny!



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



FHEN Halftime A127

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
15 -6 60 99 .24 8 23 53 146 74

ASA# 2884737

2014 NAILE Champion % Bull!



WS Revival B26

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
6 2.3 64 95 .20 5 18 50 101 63

ASA# 2913874 • Spectacular \$160,000 top seller at 2015 "The One Denver" Sale



WC Bullseye 3046A

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
15 -2.7 50 82 .20 10 22 47 138 69

ASA# 2790164

Werning's HOT Lock n Load Son!



Mr. Hoc Broker X623

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
-2 5 72 107.22 8 8 44 95 56

ASA# 2531081

Grand Champion at the NAILE, Royal and Denver!



\$190,000 Broker Heifer



KLS Halfblood X217

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
16 -1 68 104.23 12 26 60 149 75

ASA# 2537824

Awesome Calving Ease and profile!



Halfblood progeny are cool lookin'!



WC Lockdown 206Z

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
20 -3.1 76 129.33 9 14 52 170 86

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 ADG MCE Milk MWW \$API STI
11 2 66 105.24 10 22 55 123 73

ASA# 2573743

His first progeny verify his individual greatness!



Bull calf champion at NAILE by A.P.



STF Royal Affair Z44M

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
8 3 52 90 .24 6 16 42 104 58

ASA# 2639758

The ultimate Dream On outcross!



Awesome Royal Affair son at Janssen Farms.



STF Shocking Dream SJ14

EPDs: CE BW WW YW ADG MCE Milk MWW \$API STI
16 -2 60 87 .17 8 13 43 147 71

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 ADG MCE Milk MWW \$API STI
4 1.9 66 97 .19 3 17 50 81 58

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



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



High Regard feature for Hara Farms, OH.



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



National Junior Heifer Show Champion Female Exhibited by Vickland.



CATTLE VISIONS



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Entire lineup online at:

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Semen available on the best Angus and Clubbie sires too.

48th Annual Meeting and Convention Proceedings

Continued

It is hoped that with the new genetic evaluation program DNA enhanced EPDs for Simbrah can and will become a reality soon.

Registrations continue to remain constant with indications that they have increased recently. This growth is encouraging and we will continue to promote Simbrah cattle as the heat and fescue tolerant, SimGenetic alternative for the commercial industry.

This concludes the Simbrah report. Mr. Chairman and I move that it be accepted into the official minutes of the annual meeting.

Publications, Inc.

By Dale Miller, Chair

ASA Publication continues to stay strong with an increase in income of \$62,239 for fiscal year 2015 compared to the previous fiscal year. Expenses will reflect in line with income generated.

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

Each publication, *the Register*, *SimTalk*, *Sire Source* and *Breeder Directory*, continues to increase in advertising sales and growth in number of pages. *The Register* has shown growth in advertising sales and *SimTalk* is holding its circulation of just over 50,000.

Sire Source has grown from a one-time yearly hard copy promotion of bulls to continued promotion of bulls throughout the year taking advantage of both electronic and hard copy promotion. This has been very successful and I recommend if you have not taken advantage of this opportunity to do so. The next hard copy release is

scheduled for late February, early March.

We have a strong, knowledgeable group of ASA Representatives allowing us to meet the demands of attending sales and representing ASA events. We currently have 14 Representatives along with Trustees being more involved attending ASA and ASA Publication events.

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

The Board and Staff at ASA Publication continue to work on providing you with many options to promote your cattle operation, bulls, sales, and keep you well-informed of industry, science and membership events. I would like to thank the members for their support in using its services, the ASA Publication Board members are: Bob Lanting, Tim Smith, Susan Russell and Brian DeFreese. ASA Publication has a very dedicated staff to help you with your advertising and promotion needs, don't hesitate to reach out to Jim Largess, Nancy Chesterfield, Rebecca Price, Cynthia Conner, or Joel Coleman.

Nominating Committee Report

By Dale Miller, Chairman

Three ASA trustees completed two terms in 2015 and not eligible for re-election. They are: North Central, Dr. Calvin Drake, Western, Susan Russell and Bob Lanting (Bob Lanting will serve an additional year as Past-Chairman.) One Trustee was eligible for re-election in 2015; North Central, Tim Smith.

Tim Curran and Clay Lassel from the Western region were the board nominees. John Irvine was the board nominee from the North Central region. All three were elected.

Tim Smith, South Central Region was re-elected. There were no openings for the Eastern area this year. The number of applicants and the large number of votes cast shows the enthusiasm for the future of the ASA board.

I would like to thank the retiring board members for their years of service to the American Simmental Association. The membership appreciates their contributions to the association. I welcome the new Trustees; we have an exciting year ahead of us.

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

(Continued on page 30)

Golden Book Award Recipients



Golden Book Award winner Billy Moss was recognized by Trustee Gordon Hodges.



Christy Lee accepted the Golden Book Award on behalf of her father, Bill Couch. The presentation was made by Trustee Brian DeFreese.

STANDING HEAT

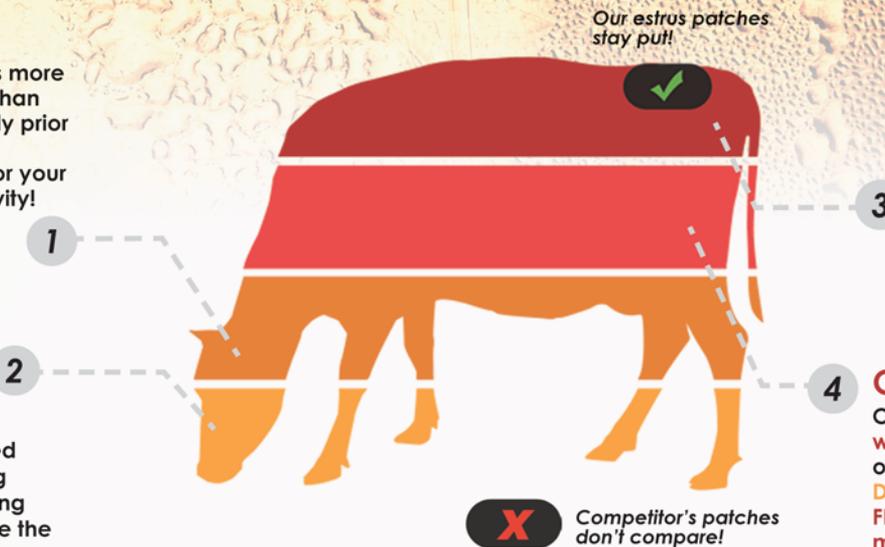
THE "NEW FAVORITE" ESTRUS DETECTION PATCH • INCREDIBLE STICKING POWER!

RESULTS

Increasing your pregnancy rate is more important today than ever before! Apply prior and/or after to effectively monitor your herd's estrus activity!

DESIGN

Patches have a unique 'Rub-Off' surface, combined with creative 'Hug Action' engineering to further enhance the adhesion process.



ADHESION

Guaranteed, the BEST ADHERING estrus detection patch available! All patches now sold have this incredibly strong adhesive.

ORDER

Order online today at www.StandingHeat.com or call (877)481-4715
Distributor Inquiry Invited
FREE Shipping on 100 or more patch orders!
(50 per pack)

Our New 3 Layer Patch, Gets Even Better Detection Results!

The ONLY, True 'Rub-Off' Surface >> Yields More Accurate Estrus Detection!



single mounting



3-5 mountings



> 5 mountings



aggressive midterm mounting

COLOR CHOICES



red



yellow



green



fuchsia

The ONLY "True 'Rub-Off' Surface!"



Kenny Lee, Mgr.
Fairview Angus Ranch
Melville, MT
"FairView Angus Ranch has used Standing Heat estrus detection patches for the

last couple of years with great success. We use around 1000 patches a year and have minimal if any loss, the patch adhesive is so sticky they can actually be difficult to get off the cow. We feel we are catching more true heats, in turn getting more cattle bred. We've tried other brands of heat detection patches, but once you use the Standing Heat system you won't want to use anything else."

REPEAT ORDERS from SATISFIED USERS!!!

Bryan Vay
Rimrock Production, Inc. Giddings, TX

"Your patches are the only brand on the market that work, and we have tried them all. Send us another 400! Tree limbs and all, your patches work really well on our cows in the pastures."

**Our Customers Share Why We are the NEW FAVORITE...
Read more customer testimonials on our website.**

User-Friendly, Peel-N-Stick Application - Affordably Priced, Volume Discounts - Reliable, 'Rub Off' Technology
"No false readings associated with the traditional scratch off tags."

48th Annual Meeting and Convention Proceedings

Continued

Foundation Board Update

By Nancy Tom, Chair

The new year started off with the annual auction fundraiser at the DoubleTree Hotel in Denver, raising \$57,200. Thanks to the efforts of committee member, Lori Eberspacher, the heifer donation lot raised \$26,000 in "The One" sale and TransOva donation raised \$4,000 for a grand total of \$87,200 being raised for the Foundation. In the Spring the ASA Chairman appointed two new committee members, Mark Smith and Tanya Phillips. The committee voted in June to increase the Merit Scholarship to \$2,500 for gold and \$1,250 for silver. We awarded five gold merit awards and 11 silver merit awards at the AJSA National Classic. The Foundation donated \$10,000 toward the National Classic and helped the Texas Junior Simmental Simbrah Association raise \$21,000 through a donated hunt that was sold in the Denver auction. Committee member, Tonya Phillips raised \$1,010 to purchase new blazers for the AJSA trustees.

The Foundation along with the ASA board and the Pennsylvania Simmental Association hosted another successful Fall Focus in the Gettysburg, PA. We had several sponsors for this event and the ASA members in attendance enjoyed all the guest speakers for the education day.

We also started a long term research project, the Feed Intake Project headed up by committee member, Fred Schuetze; \$21,700 was targeted for the first year of this worthwhile research.

The Foundation also had the opportunity to participate in honoring Dave Nichols as the 2015 inductee to the Saddle and Sirloin Club. The ASSA Foundation along with the American Angus Foundation worked together to raise the

funds needed for Mr. Nichol's portrait. Dave Nichols donated the pick of his Simmental herd, a bred cow/calf pair that was sold at the "Best of the Breed" sale at NAILE thanks to DP Sales Management. Thanks to the efforts of committee member, Fred Schuetze and Holli Parke Hatmaker, the Simmental pair raised \$24,000 for the foundation.

It was a very successful year for the Foundation and 2016 looks to be just as well with new fundraising projects on the horizon.



CEO Wade Shafer issued his official update to the membership.

(Continued on page 32)



Outgoing Board Chairman Bob Lanting addresses the Annual Meeting.



Est. 1970

Southern Style

Vol. IV

PARTISOVER & FRIENDS

Sunday 1:00pm

April 10, 2016

at the ranch Colbert, GA

*Selling Donors, Bred Heifers, Cow Calf Pairs
Show Heifer Prospects & Heifer Bulls*



Holly Alford

Partisover Barbie 911U

Steel Force x Barbie 3243

Dam of the \$16,000 high selling heifer calf in the 2015 Partisover Online Sale.



Holly Alford

Partisover RR Janet 591C

Upper Class x Rollin Rock Angus

Supreme cow making potential in this Upper Class spring yearling.



Holly Alford

Georgia Barbie Doll 466B

Steel Force x Upgrade x Barbie 3243

Fall calving bred heifer safe to FHEN Halftime.



Holly Alford

Davis Oleo Still Missing Y272

Steel Force x SAV Missie 6223

5yr old Halfblood Donor and dam of a previous GA State Champion.



Holly Alford

Partisover Styl'n 561B

Southern Style x Partisover Burgess 836

Balanced and powerful fall bred heifer by Southern Style.

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48th Annual Meeting and Convention Proceedings

Continued

2016 Foundation Auction



Auction Results

Item	Donor	Amount	Purchaser
Argentina Dove Hunt	Due South Excursions	\$4,750	Nancy Tom
Las Vegas Showstopper Trip	Winspire	3,500	Nancy Tom
Original CJ Brown Art work, "Blazed Reflection"	C J Brown/Iowa Simmental	3,000	Circle M Farms
Mountain Cabin Retreat	Jim and Lynn Butcher	2,500	Trinity Farms
Back Cover of Breeder Directory	ASA Publication, Inc.	2,200	Buzzard Hollow Ranch
Back Cover of Sire Source	ASA Publication, Inc.	1,750	Buzzard Hollow Ranch
Original CJ Brown Art work, 16.5 x 29 "Cattlemen's Blessing"	C J Brown	1,500	Shoal Creek Land & Cattle
English Garden Handmade Quilt	Lois Tymrak	1,250	Philip Tom
Mustang Island/Port Aransas, Texas beach trip.	Nancy Tom	1,200	Brad Adams
Autographed, First Edition Hardbound ASA Cookbook	ASA Trustee Wives Club	1,000	ASA Board of Trustees
20X Beaver Cowboy Hat — K Bar F Hatters	Dwayne Fair, Sallisaw, OK	600	Robert Campbell
First Edition Hardbound ASA Cookbook	ASA Trustee Wives Club	500	Gordon and Melissa Hodges
One package of 10 unit buyer's choices	Select Sires	450	Barry Wesner
One package of 10 unit buyer's choices	Select Sires	450	Bob Lanting
Kenneth Wyatt Painted Horse	Tom Brothers Ranch	400	William Godowns
200 semen credits	Genex Cooperative, Inc.	350	William Godowns
Two 200 semen credits	Accelerated Genetics	325	Claye Kaelberer
Spiral Bound ASA Cookbook	ASA Trustee Wives Club	300	Buzzard Hollow Ranch
Handcrafted Stained Glass artwork	Frasier Ranch	300	Tim Curran
Power Bull Ticket	Colorado Simmental	275	Diamond M Cattle Co.
Texas Hospitality Basket	TJSSA	250	Philip Tom
200 certificate for Buyer's Choice of Semen	Cattle Visions	250	Claye Kaelberer
Spiral Bound ASA Cookbook	ASA Trustee Wives Club	200	Sally Buxkemper
Spiral Bound ASA Cookbook	ASA Trustee Wives Club	200	Jim and Lynn Butcher
3-D Handcrafted Brain Teaser Puzzle	D K Wood Creations	200	Dale Miller
OCD Custom-made Shirt	Fred and Judy Schuetze	200	Dale Miller
OCD Custom-made Shirt	Fred and Judy Schuetze	200	Bob Lanting
OCD Custom-made Shirt	Fred and Judy Schuetze	200	Brian Bouchard





Auctioneer Jason Spence, donated his services to the Foundation fundraiser.



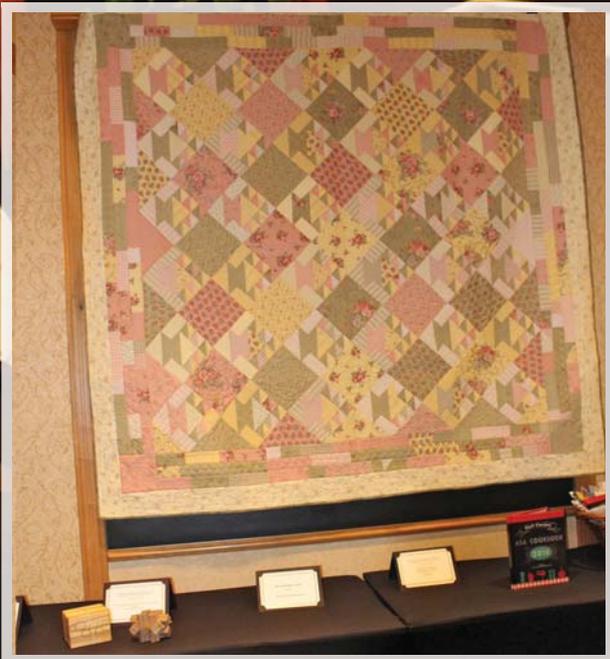
Foundation Board Chair Nancy Tom makes opening remarks before the Auction.

The combination of the 2016 Foundation Auction at the Double Tree Hotel, along with the sale of the Shoal Creek Land & Cattle donation heifer and the Trans Ova IVF Cycle has resulted in \$54,300 on behalf of the ASA Foundation. The fundraising events occurred in conjunction with the 48th ASA Annual Meeting and the National Western Stock Show in Denver, January 2016. A total of \$27,800 was raised at the Annual Foundation Auction, as shown on the adjacent listing.

At the SimMagic on Ice Sale, the Trans Ova Donation to the AJSA Scholarships — the service package consisting of an IVF Cycle using reverse sorted semen — was purchased for \$2,500 Circle M Farms and

Owen Brothers Cattle Company. At 23rd Annual “The One” Sale, Antoinette C25, the 2016 heifer donated by Shoal Creek Land and Cattle, LLC brought in \$24,000 designated for scholarship given through the American Simmental Foundation.

“We are so pleased with the continued generosity of our ASA members who support the Foundation year after year”, said Foundation Board Chairman Nancy Tom, Campbellton, TX. “We want to especially thank Shoal Creek Land and Cattle for their ongoing contributions; to Val and Lori Eberspacher for their tireless effort; and to Trans Ova Genetics for their support, along with auctioneer Jason Spence, who volunteered his time and talent to ensure a successful event.”



A beautiful quilt, donated by Lois Tymrak, and purchased by Philip Tom.



CJ Brown, foreground, as her painting “Blazed Reflection,” is displayed for all the see. ♦

The Popular "Meet and Greet" Event

Sponsored by ASA



A STEP UP

*with
outcross genetics!*



Mark Sneed

WS A STEP UP X27

Sire: SS Ebony's Grand Master

Dam: WS Ms Macho U38 (first calf heifer)

Double Polled

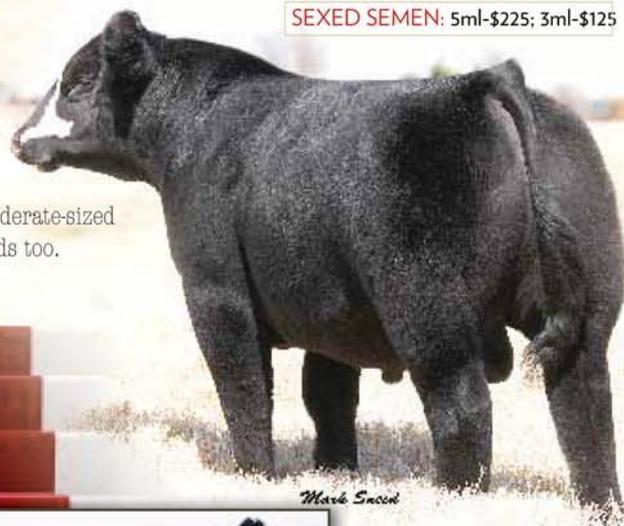
Black Purebred Simmental

DOB: 01-09-10

Reg. #: 2568260

Semen: \$50

SEXED SEMEN: 5ml-\$225; 3ml-\$125



Mark Sneed

A Step Up is one of the most exciting calving ease Simmental sires in the game, being the high-selling bull at the 2014 NWSS Simmental Sale. He's a modern-built, moderate-sized purebred that can also be used to make halfbloods out of Angus-based and clubby herds too. A Step Up is homozygous black and heterozygous polled.



Step Up Bred
Holmes, IA • \$32,000+



\$9200 Step Up
daughter at Guyer's, IL



JDH Step Ahead
\$52,500 son



KS Beef Expo
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TJSC Cinderella 595Z
\$92,000 daughter

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NATIONAL WESTERN

SimMagic On Ice Sale

January 16, 2016, Denver, CO

No.	Category	Average
1	Donor Lot	\$25,000
50	Embryo Lots	5,085
1	Pregnancy Lot	4,900
6	Semen Lots	8,458
58	Total Lots	\$5,775

Auctioneer: Jered Shipman, TX

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Jered Shipman, TX; Derek Vogt, NE; Doug Parke, KY; Dalton Lundy, KY; Matt Macfarlane, CA; Kent Jaecke, OK; Alan Sears, CO; Jeremie Ruble, IA; Buddy Robertson, OK; Chance Ujazdowski, WI; Dustin Carter, SD; and Brad Fahrmeier, LiveAuctions.TV, KS.

Representing ASA: Dr. Wade Shafer

High-Selling Lots:

\$25,000 – “THSF Ms. Liberty S600,” s. by THSF Mr. Precise 456P, cons. by Forest Brook Farms LLC and Foster Brothers Farms, sold to Lone Tree Simmentals, Lone Tree, IA.

\$9,000 – Three Embryos out of, “JS Flirt-A-Way,” s. by Mr. HOC Broker, cons. by JS Simmental and Volk Livestock, sold to Red River Farms, Blythe, CA.

\$7,200 – Three Embryos out of, “SS Baby’s Breath P035,” s. by Mr. HOC Broker, cons. by Hilbrands Cattle Company, sold to JP and Jackson Lashmett, Winchester, IL.

\$6,600 – Three Embryos out of, “LLSF Cayenne UP401,” s. by LLSF Pays To Believe ZU194, cons. by Lee Simmental Farms, sold to Shoal Creek Land and Livestock, Excelsior Springs, MO.

\$6,300 – Three Embryos out of, “SS Baby’s Breath P035,” s. by LLSF Uprising Z925, cons. by Hilbrands Cattle Company, sold to C-Mor Beef Farms, Seymour, IL.

\$6,000 – Three Embryos out of, “HILB Crazy In Love A475S,” s. by LLSF Uprising Z925, cons. by Jass Simmentals and Hilbrands Cattle Company, sold to Lee Simmental Farms, Columbia, MO.

\$5,400 – Three Embryos out of, “Aubrey’s Black Blaze III 3U,” s. by CNS Pays To Dream T759, cons. by Aubrey Cattle Company and JF9 Cattle Company, sold to Shoal Creek Land and Livestock, Excelsior Springs, MO.

\$4,500 – Three Embryos out of, “KenCo Miley Cottontail,” s. by WS Revival, cons. by Sloup Simmentals, sold to Clint Nielsen, Gordon, NE.

Comments: The 7th annual SimMagic on Ice was held January 16th at the Double Tree/Denver Central in Denver, Colorado. Sponsors were Trans Ova Genetics, Cattle Visions, EDJE and Jame Secondino Krieger with American Livestock. The evening started with a donation from Trans Ova Genetics for the ASA Foundation. It consisted of an IVF Cycle using reverse sorted semen, which was purchased by Circle M Farms and Owen Brothers Cattle Company for \$2,500.



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

The 23rd Annual “The One” National Western Simmental Sale

January 18, 2016, Denver, CO

No.	Category	Average
10	SM and SimInfluenced Herd Bulls	\$11,075
16	SM and SimInfluenced Donor, Bred and Fall Heifers	18,844
18	SM and SimInfluenced Open Heifers	12,581
1	Pick of the Herd	25,000
45	Total Live SM Lots	14,749
2	Flush Lots	10,250
9	Embryo and Pregnancy Lots	\$4,500
11	Total Genetic Lots	\$5,545

Auctioneer: Jim Birdwell, OK

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Derek Vogt (EE) NE; Jered Shipman, TX; Doug Parke, KY; Dalton Lundy, KY; Matt Macfarlane, CA; Kent Jaecke, OK; Alan Sears, CO; Jeremie Ruble, IA; Buddy Robertson, OK; Scott Bohrsen, AB; and Brad Fahrmeier, Live Auctions.TV, KS.

Representing ASA: Chip Kemp

High-Selling Lots:

\$60,000 – Donor Female, “GVC Blackstar 307Y,” s. by SVF/NJC Built Right N48, cons. by Grandview Cattle and Schick Cattle Company, sold to Bellar Cattle Company, Mike Hendrickson and Zach Kraenow, Wisner, NE.

\$40,000 – Bred Female, “FSCI Maria B407,” s. by SVF/NJC Built Right N48, bred to W/C Lock Down 206Z, cons. by Ferguson Show Cattle, sold to Circle T Farms, Murfreesboro, TN.

\$40,000 – Bred Female, “FSCI Ava B408,” s. by SVF/NJC Built Right N48, bred to Yardley High Regard W242, cons. by Ferguson Show Cattle, sold to Bohrsen Livestock, Rust Mountain and Black Gold Simmental, Olds, AB.

\$40,000 – Open Female, “W/C RJ Miss 8543 5057C,” s. by Remington Lock N’ Load 54U, cons. by Werning Cattle Company and RJ Cattle Company, sold to Gensini Show Cattle, Hennepin, IL.

\$32,000 – Herd Bull, “HILB Oracle C003R,” s. by LLSF Uprising Z925, cons. by Hilbrands Cattle Company, sold to Tim Spivey, Rosiclaire, IL.

\$25,000 – Pick of the Hook Females, cons. by Hook Farms, sold to Reflected R Ranch, Campbell Simmental and T-Heart Ranch, Sugar City, CO.

\$22,000 – Herd Bull, “WS Revolution C6,” s. by LLSF Uprising Z925, cons. by Foreman Cattle Company and Walsh Simmentals, sold to S&J Cattle Company, Belgrade, NE.

\$22,000 – Open Female, “CNS-GVC Blackstar 503C,” s. by LLSF Uprising Z925, cons. by Grandview Cattle and Schick Cattle Company, sold to Outback Ranch, College Station, TX.

Comments: The auction kicked off with the selection of the Power Simmental. The winning ticket was Jerry Adamson of Nebraska with the opportunity to make his selection from four bulls or four females. His selection was tag 41 HPF Sazerac 305C from Hudson Pines Farms. The Power Simmental sponsors are Purina Animal Nutrition & Eberspacher Enterprises Inc. Jerry takes the heifer home and Hudson Pines takes home \$10,000.

Hudson Pines Farm's heifer, "Tag 41 HPF Sazerac 305C," declared the 2016 People's Choice.



2016 ASA Foundation donation heifer, donated by Ed and Kathi Rule, along with their crew of J.R. and Crystal Richburg and Scott Akey, Shoal Creek Land and Cattle, MO.



SC Antoinette C25 is a solid black purebred daughter of CNS Pays to Dream T759 and SC Antoinette R52. All the funds from this lot go to the American Simmental-Simbrah Foundation. SC Antoinette was purchased by a group of breeders including: Sanders Ranch, Owen Brothers Cattle Co., Brandon Eads, Double R Cattle Co. — Ryan Ranes, Oval F Ranch — Don & Matt Fischer, Vestlane Farms — Ed Vest, Gold Buillon Group, Marple Farms — Tory Marple, Robbie & Colleen McDowall, RS&T Simmentals LLC — John & Scott Cowger, Eberspacher Ent Inc., Hudson Pines Farm, 102 River Ridge Simmental, Gerdes Show Cattle, Long Simmental, C-Mor Beef, Ferguson Show Cattle, Missouri Jr. Association, Ruby Cattle Co., JS Simmental, Gonsior Simmental, Tom Bros Simmental, Buddy Robertson, MO Simmental Assoc. and Ozark Empire Fair Foundation, Shoal Creek Land & Cattle and Grindstone Creek Farm. The total gathered was \$20,000. The group offered this female back to resell and the gavel fell at \$4,000 to HTP Simmentals and Hill Top Simmentals. Before a full house and record number of viewers on liveauctions.tv, 11 genetics lots averaged \$5,545 while 45 live lots averaged \$14,750.

People's Choice Power Simmental finalists, with their coats, sponsored by Purina and Eberspacher Enterprises, Inc., included, from left: Ryan Hafner, Hudson Pines Farm; Roman Schooley, Schooley Cattle Co.; Don Fischer, Oval F; James Felt, Felt Farms; Leslie Ruby, Ruby Cattle Co; Vicky Ahlberg, Ahlberg Cattle; Russ Princ, Altenburg Super Baldy Ranch; with Lori & Val Eberspacher and Kelly Schmidt, Eberspacher Enterprises; and Willie Altenburg, Power Simmental chairman.



(Continued on page 40)

INTRODUCING THE 1ST ANNUAL

Simmental-Simbrah Foundation

BREEDERS CUP
GOLF TOURNAMENT



Held in conjunction with the 2016 AJSA National Junior Classic
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Monday, July 11, 2016 • 8:00 AM
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Pleasant Hill, IA

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- Polzin Embryo Center • RS & T Simmentals • Sanders Ranch •
- Schooley Cattle Company • Scott Foreman Cattle • Shipwreck Cattle •
- Silvertowne Farms • Sloup Simmentals • Tingle Farms •
- Werning Cattle Company • Zeis/CRR-Ladies Of The Valley Sale •

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2016 AJSA NATIONAL CLASSIC

JULY 9-15

DES MOINES, IA

The Place to Be Seen in 2016

Saturday, July 9

Iowa State Fairgrounds
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Des Moines, IA

6:00 am Barns open for stall setup and cattle arrival
2:00-6:00 pm Early Cattle and Contestant Check-in—Barn
7:00 pm 1st Timer Workshop with AJSA Junior Board Members—Barn

Sunday, July 10

Hotel Headquarters:

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Group: AJSA
Rate: \$125

EconoLodge

410 E. 30th Street
Des Moines, IA
515.262.2525

Group: AJSA
Rate: \$109-\$114

7:00-9:00 am Cattle and Contestant Check-in—Barn
11:00 am Opening Ceremonies—Pavilion
12:00-1:30 pm Sponsored Lunch—Cattlemen's Building
1:30 pm Sales Talk Contest—Pavilion
5:30 pm Sponsored Supper—Cattlemen's Building
7:00 pm Mentoring Mixer
Entertainment—TBA

Monday, July 11

6:30-8:30 am Sponsored Breakfast—Cattlemen's Building
Silent Auction and State Booth Setup—Barn Foyer
Novice Division Activities through Thursday—TBA
8:00 am Public Speaking Contest—Varied Industries Building
11:30-1:00 pm Sponsored Lunch—Cattlemen's Building
2:00 pm Judging Contest Classes—Pavilion
Judging Contest Reasons—Varied Industries Building
5:30 pm Sponsored Supper—Cattlemen's Building
6:30 pm Weaver Leather Livestock Educational Clinic featuring Kirk and Ky Stierwalt—Barn

Tuesday, July 12

6:30-8:30 am Sponsored Breakfast—Cattlemen's Building
8:00 am Showmanship Contest—Pavilion
11:30-1:00 pm Sponsored Lunch—Cattlemen's Building
5:00 pm Cattlemen's Quiz Contest—Pavilion
5:30 pm Sponsored Supper—Cattlemen's Building
6:30 pm Sullivan StockShow University Educational Clinic—Barn & Pavilion

Wednesday, July 13

6:30-8:30 am Sponsored Breakfast—Cattlemen's Building
8:00 am Cattle Shows: Steer, Cow Calf and Percentage (Bred & Owned followed by Owned within respective division)—Pavilion
11:30-1:00 pm Sponsored Lunch—Cattlemen's Building
Tour Iowa State University Facilities—1 hour following the show
5:30 pm Sponsored Supper—Cattlemen's Building
AJSA Annual Meeting and Trustee Elections

Thursday, July 14

6:30-8:30 am Sponsored Breakfast—Cattlemen's Building
8:00 am Cattle Shows: Simbrah and Purebred (Bred & Owned followed by Owned within respective division)—Pavilion
11:30-1:00 pm Sponsored Lunch—Cattlemen's Building
Sullivan's StockShow U Fitting Contest—1 hour following the show
5:30 pm Sponsored Supper—Cattlemen's Building
8:00 pm Silent Auction Closes
Entertainment—TBA

Friday, July 15

9:30 am Awards Banquet (Tickets must be purchased)—Varied Industries Bldg.

**Times and contest locations subject to minor adjustments

**All contests/activities will be held at the fairgrounds

Camping:

Iowa State Fairgrounds
515.262.3111 ext. 284
\$28/night

Event Coordinators:

Tammy Heaton
641.751.1984
2016Simmental@gmail.com

Gina Long
641.344.2867
long@swccioawa.edu

NATIONAL WESTERN

(Continued from page 37)

Class Standings, Purebred Bulls, Pen of Five

Class 221

Lee Simmental Farms, Columbia, MO
Western Cattle Source, Crawford, NE
Hinton Ranch Simmentals, Montague, CA
Springer Simmentals, Cresco, IA

Class Standings, Purebred Bulls, Pen of Three

Class 222 A

Tingle Farms, New Castle, KY
Hudson Pines Farm, Tarrytown, NY

Class 222 B

Ruby Cattle Company, Murray, IA
RS&T Simmentals, Savannah, MO
JS Simmentals, Prairie City, IA

Class 222 C

Gateway Genetics, Albion, NE
Lee Simmental Farms, Columbia, MO
Long's Simmentals, Creston, IA
Shoal Creek Land and Cattle, Excelsior Springs, MO

Class 222 D

Kearns Cattle Company, Rushville, NE
Felt Farms, Wakefield, NE
Springer Simmentals, Cresco, IA

Class 222 E

BF Black Simmentals, Auburn, NE
102 River Ridge Cattle Company, Beford, IA

Class Standings, Percentage Bulls, Pen of Five

Class 321

Grass-Lunning Simmentals, LeRoy, MN
Wohlens Simmentals, Crawford, NE
Durham Simmentals, Gilliam, MO

Bull Pen Show

Date: January 17, 2016
Location: Denver, CO
Judge: Steve Reimer, Chamberlain, SD
Associate: Randy Daniel, Colbert, GA

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

Purebred Pen of Five



Grand Champion, exh. by Lee Simmental Farms, Columbia, MO

Birth	Animal's Name	Sire	WDA	Frame	SC
4/8/15	LLSF Enforcer C567	SVF Steel Force S701	4.23	5.7	40
4/10/15	LLSF Steel Force C149	SVF Steel Force S701	3.89	5.3	41
4/7/15	LLSF Steel Force C123	SVF Steel Force S701	3.84	5.3	38
4/9/15	LLSF Steel Force C662	SVF Steel Force S701	3.6	5.2	38
3/24/15	LLSF Counselor C702	W/C BF Innocent Man	3.68	5.1	38
Pen Average			3.85	5.3	39
EPD Average			9.1/57/80/5.6/45/-0.27/.18/119/65		



Reserve Grand Champion, exh. Western Cattle Source, Crawford, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/4/15	WCS El Dorado 5209C	LRS Turning Point 3117A	3.68	6.5	39.5
2/10/15	WCS McClintock 5211C	LRS Turning Point 3117A	3.42	6	39
2/7/15	WCS Rio Bravo 5200C	LRS Turning Point 3117A	3.28	5.2	42
2/10/15	WCS Flying Tigers 5213C	LRS Turning Point 3117A	3.29	5.3	41
2/7/15	WCS Mr. Duke 5206C	LRS Turning Point 3117A	3.41	5.7	39.7
Pen Average			3.41	5.7	39.7
EPD Average			8.2/72/107/11.3/61/-0.32/.19/123/71		

Purebred Pen of Three



Grand Champion, exh. by Kearns Cattle Company, Rushville, NE. (Class 222 D)

Birth	Animal's Name	Sire	WDA	Frame	SC
2/25/15	TKCC Carver 65C	WS Pilgrim H182U	3.93	5.8	39
2/28/15	KCC1 Chancellor 100C	WS Pilgrim H182U	3.66	5.4	40.5
2/26/15	TKCC Cherokee 7C	WS Pilgrim H182U	3.55	5.3	43.5
	Pen Average		3.72	5.5	41
	EPD Average		9.2/68/94/9.7/54/- .22/.47/137/77		



Reserve Grand Champion, exh. by Ruby Cattle Company, Murray, IA. (Class 222 B)

Birth	Animal's Name	Sire	WDA	Frame	SC
4/13/15	Ruby SWC Up Class 5112C	Sandeen Upper Class 2386	3.39	4.7	34.5
3/1/15	Ruby NFF GMaster C527	SS Ebony's Grandmaster	3.16	4.4	38
3/6/15	Ruby's Rancher 595C	JF Rancher 222Z	3.18	4.6	39
	Pen Average		3.25	4.5	37.2
	EPD Average		6.6/64/91/5.7/51/- .33/.13/115/66		

Class Standings, Percentage Bulls, Pen of Three

Class 322 A

Tingle Farms, New Castle, KY
 Hilbrands Cattle Company, Clara City, MN
 Wayne & Barb Olrichs, Norfolk, NE
 CK Bar Ranch, Plaza, ND
 Schooley Cattle Company, Bloomfield, IA

Class 322 B

Rust Mountain View Ranch, Mercer, ND
 Oak Meadow Farm, Harmony, MN
 J&C Simmentals, Arlington, NE
 Felt Farms, Wakefield, NE

Class 322 C

Hilbrands Cattle Company, Clara City, MN
 Grass-Lunning Simmentals, LeRoy, MN
 Mohnen Angus Farm, White Lake, SD
 Hudson Pines Farm, Tarrytown, NY
 Ruby Cattle Company, Murray, IA

Class 323

RS&T Simmentals, Savannah, MO

Junior Show

Date: January 19, 2016
Location: Denver, CO
Judge: Cody Sankey, Economy, IN

Purebred Females



Grand Champion

"CMFM Dura Sara 040B," s. by HTP/SVF
 Duracell T52, exh. by Tanner Howey,
 Rockwall, TX.
 9.1/71/105/9.9/56/- .26/.22/125/73



Reserve Grand Champion

"JBSF Proud Mary," s. by Yardley High Regard
 W242, exh. by Sara Sullivan, Dunlap, IA.
 5.9/64/94/6.2/47/- .25/- .03/97/60

(Continued on page 44)



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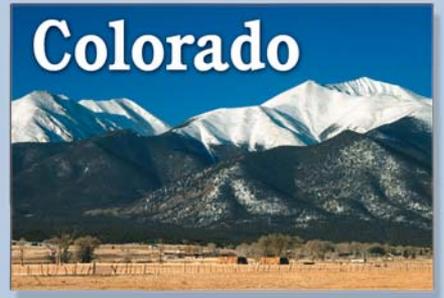
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Sale Chairman, Fred Swain wants to personally thank all of the advisors, purchasers and donors for their support of our youth.

The sixth annual Embryo/Fun Auction to benefit future Eastern Junior Regional Classics and to encourage Eastern Regional states to step up and host a Regional Classic was held in conjunction with the 2015 NAILE event.

According to organizers about \$13,300 was raised in the effort, and plans call for the total proceeds to be allocated to future Eastern Regional Classics.



A total of about \$73,300.00 has been raised in the six years of this event to fund our Eastern Regional Classic.

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Michael and Anna Demko, Jr.

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

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

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

Tennessee is inviting us to put this all to work at the EJSC in Tennessee from June 15 – 18, 2016.

Let's all be there!!!

Thanks again!!!!

NATIONAL WESTERN

(Continued from page 41)

Junior Percentage Females



Grand Champion

"DAF Reba C85," s. by Silveiras Style 9303, exh. by Sara Sullivan, Dunlap, IA. 11.4/54/89/10.1/49/-.12/.37/125/64



Reserve Grand Champion

"Womack Precious Miss," s. by Mr. HOC Broker, exh. by Claire Trennepohl, Middletown, IN. 5.7/62/100/9.5/47/-.19/.01/92/58

Open Bull Show

Date: January 19, 2016

Location: Denver, CO

Judge: Mark McClintock, Fort McKavett, TX

Associate Judge: Jirl Buck, Madill, OK

Purebreds



Junior Calf Champion

"TNGL Sharp Shooter C895," s. by W/C Bullseye 3046A, exh. by Tingle Farms, New Castle, KY. 12/55/86/10.9/48/-.39/.14/124/67

Percentage Pen of Five



Grand Champion, exh. by Grass-Lunning Simmentals, LeRoy, MN.

Birth	Animal's Name	Sire	WDA	Frame	SC
1/3/15	GLS Commander C16	GLS Integrate Z3	3.19	5.1	51
1/2/15	GLS Comanche C13*	Mr. NLC Upgrade U8676	2.93	5.1	39
1/4/15	GLS Capitalist C19*	GLS New Direction X184	3.02	4.9	41
1/1/15	GLS Capital C5	W/C No Remorse 763Y	3.05	4.8	38.5
1/1/15	GLS Mr. Integrate C1	GLS Integrate Z3	2.99	4.9	38
		Pen Average	3.03	5	39.5
		EPD Average	9.3/67/105/6.6/57/-.26/.22/127/73		

*This animal is a purebred



Reserve Grand Champion, exh. by Wohlert Simmentals, Crawford, NE.

Birth	Animal's Name	Sire	WDA	Frame	SC
2/2/15	WCS Mr. Timex 54C	KS Tailored Y304	3.49	6.4	42.5
2/10/15	WCS Big Jake 5212C	Wheatland Bull 680S	3.44	6.8	43
2/13/15	WCS Hondo 5210C	Wheatland Bull 680S	3.45	5.9	40.5
2/14/15	WCS Mr. Springfield 539C	Wheatland Bull 680S	3.30	6.4	40
2/18/15	WCS Mr. Chisum 555C	Wheatland Bull 680S	3.33	6	40
		Pen Average	3.4	6.3	41.2
		EPD Average	7.4/58/99/7.5/59/-.21/.27/105/63		

Percentage Pen of Three



Grand Champion, exh. by Rust Mountain View Ranch, Mercer, ND. (Class 322 B)

Birth	Animal's Name	Sire	WDA	Frame	SC
2/15/15	Rust Bull 306C	Mohnen South Dakota 402	3.96	5.8	42
1/29/15	Rust Bull 53C	LFE Commissioner 811Z	3.58	5.2	40
2/18/15	Rust Bull 305C	Mohnen South Dakota 402	3.88	6.2	37
Pen Average			3.81	5.7	39.7
EPD Average 8.1/67/106/6.1/61/-.12/.29/112/71					



Reserve Grand Champion, exh. by Hilbrands Cattle Company, Clara City, MN. (Class 322 C)

Birth	Animal's Name	Sire	WDA	Frame	SC
1/24/15	HILB/SHER World Class	Silveiras SIS GQ 2352	3.5	5.9	40.5
1/20/15	HILB Johnnie Walker C505	W/C Lock Down 206Z	3.18	5.2	42.5
1/26/15	HILB Border Patrol C4070	LLSF Pays To Believe ZU194	3.21	5.4	40
Pen Average			3.30	5.4	40
EPD Average 12.5/55/85/7.5/45/-.17/.23/128/66					

Open Purebreds (Cont.)



Reserve Junior Calf Champion
 "TNGL Ramblin Man C835," s. by Sandeen Upper Class 2386, exh. by Tingle Farms, New Castle, KY.
 2.6/65/94/5.4/53/-.34/.17/97/65



Grand Champion and Senior Calf Champion
 "THSF Lover Boy B33," s. by HTP/SVF Duracell T52, exh. by Winther Cattle and Hadden Simmental, Castana, IA.
 12/63/92/12.8/52/-.22/.15/124/69



Reserve Senior Calf Champion
 "K-Ler Cash Flow 528C," s. by K-Ler Make It Rain, exh. by K-Ler Cattle Company, St. Charles, MN.
 3.8/58/84/9.1/55/-.26/.20/106/63

(Continued on page 48)



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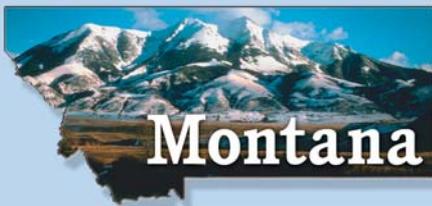
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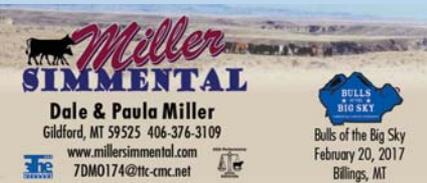
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NATIONAL WESTERN

(Continued from page 45)

Class Standings, Purebred Female, Pen of Three

Class 225 A
C-Mor Beef Farms, Seymour, IL
Springer Simmentals, Cresco, IA

Class 225 B
Altenburg Super Baldy Ranch, Fort Collins, CO
Oval F Ranch, St. Joseph, MO

Class 226
Springer Simmentals, Cresco, IA

Class Standings, Percentage Female, Pen of Three

Class 325 A
Felt Farms, Wakefield, NE
Hudson Pines Farm, Tarrytown, NY
Lone Tree Simmentals, Lone Tree, IA

Class 325 B
Sisco Brothers Cattle Company, Syracuse, NE
Ahlberg Cattle, Longmont, CO
Kansas State University, Manhattan, KS

Open Bull Purebred (Cont.)



Reserve Grand Champion and Junior Champion
"STCC Jack Around 4031," s. by TLLC One Eyed Jack, exh. by Trennepohl Farms and Jack Cattle Company, Middletown, IN.
8.2/67/94/5.8/55/- .45/.24/122/73

Reserve Junior Champion
"SVJ BLK Star B20," s. by Adkins/Lazy H BLK Star, exh. by SVJ Farm, Amity, PA.
9.8/54/81/7.4/47/- .34/.08/120/62

Female Pen Show

Date: January 18, 2016
Location: Denver, CO
Judge: Steve Reimer, Chamberlain, SD
Associate: Randy Daniel, Colbert, GA

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

Purebred Pen of Three



Grand Champion, exh. by C-Mor Beef Farms, Seymour, IL.

Birth	Animal's Name	Sire	WDA	Frame
4/4/15	CMB Callie C148	LLSF Uprising Z295	2.85	6.2
4/13/15	CMB Cammy C098	LLSF Uprising Z925	2.95	5.1
4/9/15	CMB Cassie C162	LLSF Uprising Z925	3.05	5.4
		Pen Average	2.95	5.6
EPD Average			6.8/72/107/6.6/51/- .27/.16/112/69	



Reserve Grand Champion, exh. by Altenburg Super Baldy Ranch, Fort Collins, CO.

Birth	Animal's Name	Sire	WDA	Frame
2/12/15	ASR Little Dessi C570	W/C Wide Track 694Y	2.72	4.8
2/8/15	ASR Little Dessi C536	W/C Wide Track 694Y	2.75	4.8
2/25/15	ASR Little Dessi C577	W/C Wide Track 694Y	2.72	5.2
		Pen Average	2.73	4.9
EPD Average			8.9/68/113/9.4/55/- .2/.07/120/69	

Percentage Pen of Three



Grand Champion, exh. by Sisco Brothers Cattle Company, Syracuse, NE.

Birth	Animal's Name	Sire	WDA	Frame
1/22/15	MS SB Lucky Maid 15C	Mr. HOC Broker	2.77	5.1
2/8/15	MS SB Lucky Maid 55C	Mr. HOC Broker	2.60	4.9
2/7/15	MS SB Lucky Maid 45C	Mr. HOC Broker	2.51	5.1
Pen Average			2.63	5.0
EPD Average			4.3/58/90/7.8/43/-.19/.12/90/57	



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

Birth	Animal's Name	Sire	WDA	Frame
4/1/15	Felt Daisy Duke 302C	Harker's Journey Ringo	3.0	5.2
3/15/15	Felt Lady In Red 400C*	GLS New Direction X184	2.92	5
3/1/15	Felt Turning Point 481C*	LRS Turning Point 3117A	2.96	4.9
Pen Average			2.96	5.0
EPD Average			8.7/58/88/6.9/49/-.25/.24/117/65	

*This animal is a purebred

Open Bull Purebred (Cont.)



Senior Champion

"FBF1 Absolute," s. by FBF1 Supremacy, exh. by Smith Family Farm and Wetenkamp Farms, Newton, WI.

6.2/56/84/10.1/46/- .23/.11/94/61



Reserve Senior Champion

"CNS-HFS Payload A330," s. by CNS Pays To Dream T759, exh. by Schick Cattle Company, Clinton, IL.

11.1/55/86/9.6/43/- .26/.33/136/68

Percentage



Calf Champion

"RP-MP Broken Love B078," s. by Mr. HOC Broker, exh. by Jones Show Cattle, Harrod, OH.

2.1/67/100/8.1/49/- .26/.05/88/61

Reserve Calf Champion

"Conley GCC Shocker C19," s. by Mr. TR Hammer 308A ET, exh. by Conley Cattle/Griswold Cattle/Skiles Brothers/Bloomberg Farms, Stillwater, OK.

7.7/69/105/5.9/54/- .36/.36/120/74

(Continued on page 52)

Thank you!



Dr. Fred Swain

From all of us at the ASA office, the ASA Board of Trustees and the Foundation Board, we appreciate the countless hours and commitment that you have given to the American Simmental Simbrah Foundation by serving on the Board for these past nine+ years.

Your commitment to the success of the Foundation has been exhibited many times in your personal contributions, donations, and your willingness to further our fundraising efforts. You have been a champion for the Eastern Region raising thousands of dollars for the AJSA activities in the East, as well as a staunch supporter of all the activities of the Foundation.

Even though term limits for Board Members are provided for in the Bylaws of the Foundation, we look forward to your continued support for youth in the Eastern Region.



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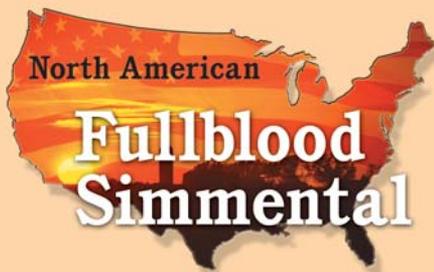
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3/4 SM 1/4 AN
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**Calves
are on the
ground with
great
reports!**



Heterozygous Black • Homozygous Polled

BW: 77 • WW: 872 • YW: 1472 • BD: 2/10/14
W/C United 956Y x Miss Werning KP 8543U



EPDs	
CE	13
BW	-1.0
WW	83
YW	132
MCE	8
Milk	22
MWW	64
API	153
TI	90

AJEH



W/C Miss Angel 2870Z,
Maternal Sister



GCF Roller Girl Z24,
Maternal Sister



Miss Werning KP 8543U, Dam

534R, Grandam



- Calves are coming in a week to 10 days early with birth weight reports from 65-85 pounds
- Stellar phenotype matched with one of the most decorated, profitable cow families in the Simmental breed!
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NATIONAL WESTERN

(Continued from page 49)

Percentage (Cont.)



Grand Champion and Junior Champion
 "GCC CM Stockbroker B005," s. by Mr. HOC Broker, exh. by Griswold Cattle and Circle M Farms, Rockwall, TX.
 7/62/96/9.6/44/- .20/.24/109/64



Reserve Grand Champion and Reserve Junior Champion
 "M.A.C. Wallstreet 340A," s. by Mr. HOC Broker, exh. by Southern Belle CC and Phillip Logsdon, Munfordville, KY.
 2.9/66/104/5.6/51/- .15/.11/84/61

Open Female Show

Date: January 20, 2016
Location: Denver, CO
Judge: Mark McClintock, McKavett, OK
Associate: Jirl Buck, Madill, OK

Purebreds

Spring Calf Champion
 "JBSF Proud Mary," s. by Yardley High Regard W242, exh. by Sara Sullivan, Dunlap, IA.
 1.9/63/88/4.5/44/- .32/- .11/96/57



Reserve Spring Calf Champion
 "S&S Emily's Honey 518C," s. by Mr. HOC Broker, exh. by Katie Mize, N. Manchester, IN.
 1.9/63/88/4.5/44/- .32/- .11/96/57



Winter Calf Champion
 "CHEZ STCC Miley 5034C," s. by Mr. HOC Broker, exh. by Trennepohl Farms, Middletown, IN.
 1/59/88/1.9/47/- .33/- .13/68/52



Reserve Winter Calf Champion
 "FBFS/EZS Nippy 01C," s. by Sandeen Upper Class 2386, exh. by Ethan Wood, Joaquin, TX.
 4.8/68/103/60/54/- .34/.18/106/69



Reserve Fall Calf Champion
 "CMFM Dura Sara 040B," s. by HTP/SVF Duracell T52, exh. by Circle M Farms, Rockwall, TX.
 9.1/71/105/9.9/56/- .26/.22/125/73



Junior Champion
 "FBFS Xclamation 109B," s. by K-Ler Make It Rain, exh. by Ethan Wood, Joaquin, TX.
 1/61/95/7.2/56/- .24/.08/89/61



Reserve Junior Champion
 "TNGL Elsa B790," s. by W/C Wide Track 694Y, exh. by Tingle Farms and Cammie Stehr, New Castle, KY.
 9.9/67/102/9.5/58/- .30/.12/124/69

Fall Calf Champion
 "CMFM Time To Shine 031B," s. by SVF Steel Force S701, exh. by Circle M Farms, Rockwall, TX.
 9.9/62/88/9.3/42/- .24/.18/129/68



Grand Champion and Senior Champion
 "JS Black Satin 9B," s. by Mr. HOC Broker, exh. by Griswold Cattle and Jake Bloomberg, Stillwater OK.
 1.1/63/92/7.4/45/- .30/- .11/98/55



Reserve Grand Champion and Reserve Senior Champion
 "Harker's Promise Ima Joy," s. by FBF1 Combustible, exh. by Cole Reibold, W. College Corner, IN.
 6.3/58/90/7/47/- .18/- .01/106/58

Groups

Get-of-Sire

"Mr. HOC Broker," exh. by Trennepohl Farms, Middletown, IN.

Produce of Dam

"HF Serena," s by Mr. NLC Upgrade U8676, exh. by Trennepohl Farms, Middletown, IN.

Breeder's Group

Trennepohl Farms, Middletown, IN.

Premier Exhibitor

Trennepohl Farms, Middletown, IN

Premier Breeder

Circle M Farms, Rockwall, TX.

Percentage



Spring Calf Champion
 "SJF Pearl 920C," s. by Mr. HOC Broker, exh. by Griswold Cattle, Stillwater, OK.
 3.2/73/105/5.9/52/- .12/.08/84/62



Reserve Spring Calf Champion
 "TNGL Ester C833," s. by W/C Bullseye 3046A, exh. by Tingle Farms and Caitlin Stehr, New Castle, KY.
 13.7/51/88/9.6/49/- .28/ .37/136/68



Reserve Grand Champion and Winter Calf Champion
 "CMFM Zenyatia 401C," s. by OBCC GCC Brush Creek C47X, exh. by Circle M and Owen Brothers, Rockwall, TX.
 7.8/51/74/5.9/46/- .26/ .13/101/56

Reserve Winter Calf Champion
 "DAF Reba C85," s. by Silveiras Style 9303, exh. by Sara Sullivan, Dunlap, IA.
 11.4/54/89/10.1/49/- .12/ .37/125/64



Fall Calf Champion
 "FLE Miss Annabell," s. by MCATL By-Product 269-1394, exh. by Finesse Livestock Enterprises, Geneva, IA.
 7/62/94/5.4/53/- .14/ .32/107/67



Reserve Fall Calf Champion
 "OBCC/ECS Antoinette Z26B," s. by PRTY Southern Style 240Y, exh. by Elmore Cattle Services, Waukomis, OK.
 9.7/75/115/7.6/59/- .21/ .38/127/78

Junior Champion

"Knockout 191B," s. by GOET 180, exh. by Ali Muir, Waynesfield, OH.
 9.7/51/67/4.6/46/- .23/ .04/97/54

Reserve Junior Champion

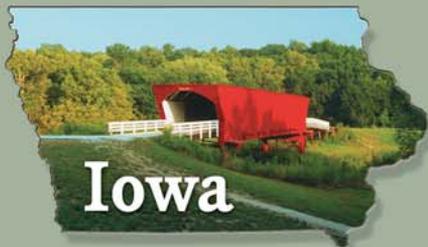
"DRO Broker's Girl 30B," s. by Mr. HOC Broker, exh. by Sara Sullivan, Dunlap, IA.
 7.5/63/102/10.3/45/- .12/ .22/110/64



Grand Champion and Senior Champion
 "Hook's Bella B72," s. by W/C United 956Y, exh. by Whitney Olson, Alexandria, MN.
 10.8/85/146/7.3/69/- .07/ .51/138/88

Reserve Senior Champion

"LOLA 68B," s. by Mr. HOC Broker, exh. by Goering Show Cattle, McPherson, KS.
 7/61/98/9.7/48/- .19/ .06/98/59 ◆



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The recipient shall mentor a Masters or PhD student in Animal Science.

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The Committee requests that faculty mentors apply for the grant to assist in planning and conducting research, as well as graduate student recruitment and travel.

The Committee will award funds to the top two qualifying programs:

\$5,000 to the top pick and \$3,000 to the second choice.

This grant is available to all agriculture disciplines; however, focus will be on the genetic improvement of livestock.

Entry Deadline: April 15, with announcement by May 15.

To apply for this award:

Faculty members must submit an application explaining the particular area of study and how these funds will be used. The application will include a description of the research, along with supporting documentation from the Department Administration.

This grant will be made payable as a gift to the research account of the selected faculty member.



Applications may be submitted electronically or in hard copy to the
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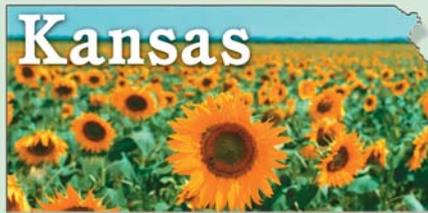
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Reaching Out **An ASA Representative speaks to an audience of South Dakota commercial producers.**



*By Colton Buus,
ASA Representative*

Ross Ulmer, along with his family and employees of U2 Cattle Company, run a multifaceted beef operation out of north central South Dakota. As a big part of their operation, Ross has been buying quality beef calves from area producers for many years. His operation then breeds and develops the top end of the females for his bred female sale each December, and finishes out the remaining non-replacements and steers. They utilize A.I., DNA testing, the use of genomics for selection, and other technologies and protocols to try and make the cattle as productive and profitable as possible. Ross is extremely passionate about the beef industry, and has a deep interest in not only his customer's success, but also the success of the producers he originates the calves from. He is very interested in utilizing time and research tested practices, along with cutting edge technology. He had a vision several years ago to bring together his customers and producers, along with industry professionals and educators for a night of education and networking.

As a result, on January 14, 2016, approximately 75 area producers and speakers from across the country gathered in Aberdeen for an evening of food and discussion. Ross had asked me to speak on the value of crossbreeding, how Simmental has changed over the years, and what "value-added" opportunities there are for these commercial producers to take advantage of. This was one of the first events that I have done like this as an ASA representative, and so it was very enjoyable to address people in an industry I love on topics I'm very passionate about.

In a nutshell, I discussed how in a business that is as volatile and competitive as the beef business can be, as commercial producers, we have to find ways to make our cattle produce more and reduce inputs. This is easier said than done, however if you're not currently using a crossbreeding system in your herd, you are leaving money on the table. Research over the last 40+ years from many different sources has shown the real value of crossbreeding. Along with fed cattle advantages, the crossbred momma cow is going to out produce and remain in the herd longer than her straight-bred counterpart.

Research has also shown that a Continental x British breed makeup is the most profitable cross. When we start looking and comparing bulls in the Continental breeds, this is where Simmental really shines. According to the MARC research, Simmental ranks in the top 1 or 2 for economically relevant traits of all the continental breeds, making it a logical choice to be utilized in a crossbreeding system. I also emphasized the fact that Simmentals of 2016 are not like the Simmentals of the 1970's and 80's. Through the careful breeding and selection of our passionate breeders, and the commitment to research, data, and science of the American Simmental Association, the Simmentals of today have proven we can have calving ease and performance; maternal and carcass excellence; and practicality with consistency.

Some great opportunities for commercial producers utilizing Simmental and SimAngus™ genetics include being involved in our Allied Access (Age + Source) tagging program. They are also able to take advantage of the largest multi-breed database in the world: International Genetic Solutions (IGS), and also have an ability to get EPDs and pedigree information on commercial females, which can aid in selection decisions and sale premiums on the calves they sell. I also stressed the fact that even without a special tag or data, Simmental influence calves are in demand and many times bring a premium because of the quality of the product — whether that be feeder calves or replacement heifers. Good cattle are always in demand.

I would like to thank Ross Ulmer for the opportunity to speak at this event. I was able to have good conversations with producers both before and afterwards about the Simmental breed and how it might fit into their operations. Many of the attendees were not currently using multiple breeds in their operation, let alone Simmentals. But as one producer said as he grabbed a Sire Source from me, "I've been producing smoky calves for years, but maybe I'll have to give these Simmentals a try." I hope you agree with me that it's conversations like this that makes the effort going into it worthwhile.

Bert Moore, ASA's State Association Liaison, explains how this educational program came to fruition

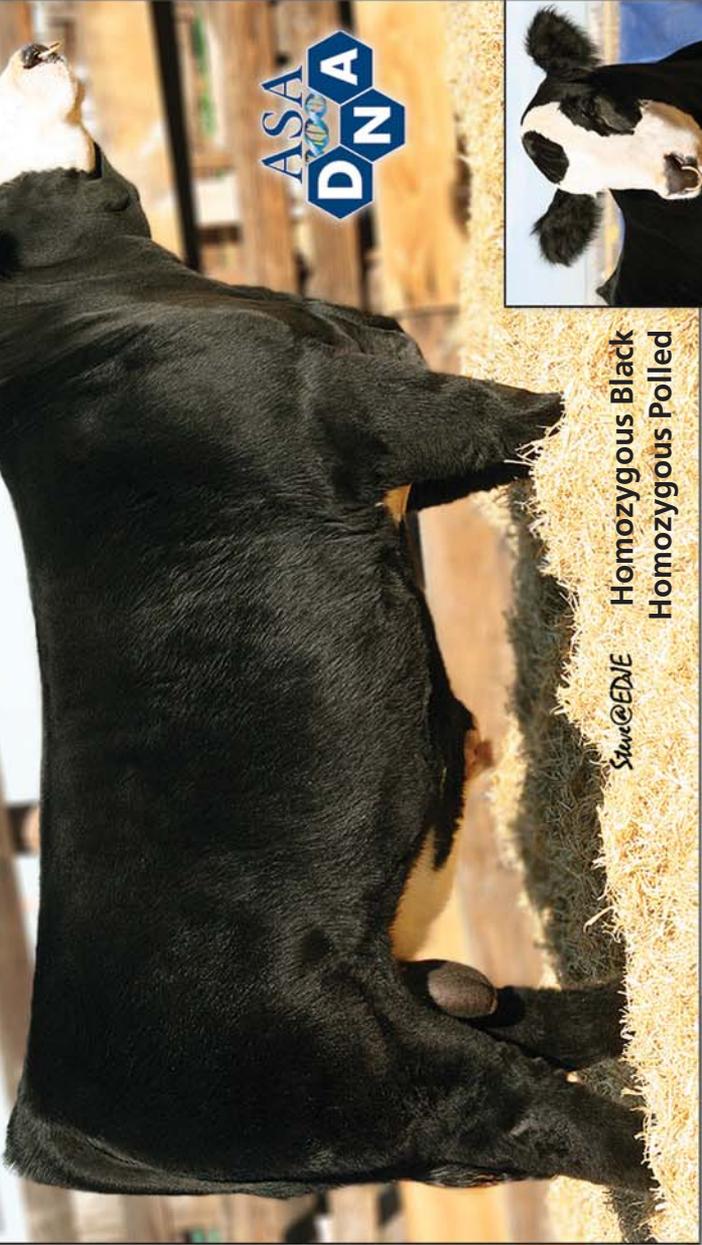
After an initial request for participation came to Bill Zimmerman, South Dakota Simmental Association (SDSA) President, Jeremy Lehrman, was contacted and quickly endorsed the plan stating, "Let's do what's necessary to make this happen." The SDSA partnered with ASA in using some of their available Cost-Share monies to underwrite the program. From the attendance and audience response the program was highly successful. This appears to be another avenue for SimGenetics to use the collaborative programs between State Associations and the ASA for

promotional purposes. If other State/Regional Associations have similar events or programs where Cost-Share funds can be utilized, contact me at 701-541-5035 or bmoore@simmgene.com.

The ASA Cost Share program was initiated in 1979 to more effectively regionalize promotional efforts in the use of SimGenetics. State and Regional Associations, along with support from the ASA can utilize personnel, promotional literature, events, displays, print and other media advertising for their benefit. ASA Cost-Share programs are detailed on the ASA website at www.simmental.org/membership/state-associations. ♦



TLLC One Eyed Jack 15Z



Steve@EDJE
Homozygous Black
Homozygous Polled

Trait	Direct				Maternal				Carcass				\$ Index					
	CE	BW	WW	YW	ADG	MCE	Milk	MWW	Stay	DOC	CW	YG	Marb	Fat	REA	Shr	API	TI
EPD	9.2	-1.0	60.5	81.3	0.13	5.5	22.3	52.5	-	14.1	16.3	-40	.25	-.044	.99	-.59	125.7	70.6
ACC	.52	.76	.61	.56	.56	.28	.28	.37	-	.39	.46	.24	.36	.20	.25	.34		
%			10							5	15	15	15	2	2			

ASA Sire Evaluation, as of 1.14.16

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Sire: Long's Shear Pleasure
 MCM 514R

SVF Steel Force S701
Dam: Long's Miss Sweet Treat
 Long's Miss Sweets

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- With 316 progeny reported his calving ease # changed from a 7 to a 9 and his birth wt. from 2 to a -1.0. Light birth weights with extreme vigor.
- Amazing fertility. Most impressive bull to ever freeze sexed semen, more than double the average of freezable units.
- Uniquely produces both valuable bulls and high-quality females that are in great demand.
- An impressive EPD profile.

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OEJ sired the 2016 NWSS Reserve Champion Bull!



Diamond D Fancy C6768 • ASA# 3020171
 High-Selling fancy heifer privately for Diamond D, sold to Kevin Finton Family.

Long's The Player C33 • ASA# 3030191
 High-Selling private treaty bull of Long's Simmentals. Owners: Haley Farms, Ferguson Show Cattle, Top Hat Simmentals, Jared Royer, Ben Williamson and Long's Simmentals.



STCC Ms. One Eyed Star 501C
 ASA# 3014231 • A High-Selling lot in Trennepohl's Right By Design Sale, sold to Brad Horner Family.

STCC Ms. Serena's Treat 010C • ASA# 3014219
 High-Selling lot at Trennepohl's Right By Design Sale, purchased by Prospect Cattle Company.



6/R AKA A Lotta Jack C316 • ASA# 2995804
 High-Selling lot in S/R AKA Deal Me In Sale, purchased by Eugene Dellinger Family.



STCC Jack Around 4031 031B • ASA# 2886364
 Reserve Grand Champion Purebred Bull Denver 2016.

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 Scott 765-620-1700

Grand View Cattle Co.
 Jeff and Christa Wiarda
AKA
 Andy and Katy Allen

Six Bar R
 Roger Allen 715-684-9222
 rogerallen1230@gmail.com

Jared Royer
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Long's Simmentals
 Rob Long
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Monroe, WI

Chan & Tonya Phillips

Maysville, KY

the Register

COW SENSE

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

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

1. From which wholesale cut of beef does a T-bone steak derive?
2. What term describes a group of calves of the same sex, within 90 days of the same age which have been managed in the same manner?
3. What is the term that describes superior performance by crossbred progeny over the average performance of their straightbred parents?
4. Who is the US Secretary of Agriculture?
5. With regard to pasture rental, what do the letters A.U.M. stand for?
6. Who is the American Simmental Association's longest serving employee?
7. By what name was the Simbrah breed originally called?
8. What is the year-letter designation for 2016?
9. Who was the only person to serve two consecutive terms as ASA President/Board Chairman?
10. From which two countries did the Fleckvieh strain of Simmental primarily derive?

Answers:

1. Short loin; 2. A contemporary group; 3. Hybrid vigor; 4. Thomas Vilsack; 5. Annual unit month; 6. Chief Operations Officer; Steve McGwire; 7. Brahman; 8. The letter "D"; 9. Jerry Moore, Canton, OH; 10. Germany and Austria.

Clarification: Several sharp-eyed readers have pointed out an erroneous answer that appeared in the February Cow Sense. Question 8 asked for the vitamin most involved in blood-clotting. The answer provided was inadvertently listed as "retained placenta" — obviously incorrect. The correct answer should have been vitamin K.

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ASA's Leading Breeders Listed By Registrations

The following list includes ASA's leading breeders, on the basis of Simmental (including all fullblood, purebred, percentage and Simbrah) reported during calendar year 2015. Within each state, province or country, the top five breeders are shown

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

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

AUSTRALIA

X Simm - Chatsworth, Victoria
Hicks Beef - Holbrook

ALBERTA

Michael Daines/Mtdaines Holdings LTC - Red Deer
Grant Daines - Red Deer
Bohrson Marketing Services LTD - Olds
Bouchard Livestock Intl - Crossfield
New Trend Cattle Co - Strathmore

MANITOBA

M & J Farms - Russell
Murray Farms, Inc - Decker

ONTARIO

Semex Alliance - Guelph

SASKATCHEWAN

Halls Cattle Company - Craven
Early Sunset Ranch - Edam
Stuart McIntyre - Whitewood

DOMINICAN REPUBLIC

Rancho Mym - Santo Domingo

ALABAMA

Gibbs Farms - Ranburne
Black Rock Farm - Luverne
Wells Farm - Selma
Bush Farms - Eufaula
Lyles Farm - Horton

ARKANSAS

OK Ranch - Nashville
Groves Simmental Ranch - Lewisville
Nix Farms - Malvern
Womack Farms - Pleasant Plains
Big Branch Simmentals - Alexander

ARIZONA

Lee Cattle Company - Chandler
Elizabeth Crosby - Eagar

CALIFORNIA

Circle Ranch - Ione
Red River Farms - Blythe
Hinton Ranch Simmentals - Montague
Gonsalves Ranch - Modesto
Elizabeth Vietheer - Wilton

COLORADO

T-Heart Ranch, LLC - Center
Haynes Ranch - Holyoke
Tuell Cattle - Eckley
Altenburg Super Baldy Ranch, LLC - Fort Collins
Lechleiter Simmentals - Montrose

CONNECTICUT

Big Country Cattle Co. - Uncasville
Scarpa Ledge Farm - Marlborough
Fenton River Farm - Willington

DELAWARE

Taylor Ebert - Camden

FLORIDA

Sewell Farms - Chipley
L&L Cattle Company - Marianna
Bia Farms - Chipley
Broken T Cattle Co. - Grand Ridge
Open Range Ranch - Alachua

GEORGIA

Pigeon Mountain Simmental - LaFayette
Callaway Cattle Co. - Hogansville
Jenkins Cattle Company - Moultrie
MK Hays Simmentals - Doerun
Boatright Simmental - Midville

IDAHO

Lanting Enterprises - Twin Falls
Rymo Cattle Co. - Bonners Ferry
Ruel Barker - Elba
Dirk E. Johnson - Bancroft
Richard Udy And Sons - Rockland

ILLINOIS

Wildberry Farms - Scales Mound
Jesse Range - Greenfield
Anthony Rhodes - Carlinville
University Of Illinois - Baylis
Hillstown Farms - Marissa

INDIANA

Silver Towne Farms - Winchester
Trennepohl Family Farm - Middletown
Clover Valley Simmentals - Ramsey
John D Harker & Family - Hope
Clear Water Simmentals - Milan

IOWA

Nichols Farms - Bridgewater
Ruby Cattle Co. - Murray
Heartland Simmentals - Nashua
Larry Drake - Centerville
KMJ Simmentals - Huxley

KANSAS

Cow Camp Ranch - Lost Springs
River Creek Farms, Inc - Manhattan
Robert L. Dickinson - Gorham
Pelton Simmentals - Burdett
Steve Or Mary Gleason - Maple Hill

KENTUCKY

Henry E Allen, DVM - Versailles
Nolan & Bagby Performance Cattle - Russellville
Pleasant Hill Farms - Rockfield
Sunset View Farms - Auburn
Stephens Beef Cattle - Ewing

LOUISIANA

Easy-R-Farms - Pine Grove
Donnie Harper - Winnsboro
Lazy SF Ranch - Bell City
Robinson Cattle Co - Wisner
Rugged R Cattle Co. - Wisner

MARYLAND

Windy Knoll Simmental - Westminster
Blockbuster Cattlemens Group - Westminster
Vantage Point Farm - Boonsboro
Anvil Acres - Boonsboro
McCall E. Griffith - Boonsboro

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ASA#3044489 | Tattoo: 163C | BD: 1/22/15

BW: 92 | WW: 746

Sire: LLSF Pays to Believe ZU194

Dam: HS Looking Sweet X161S



*Focus
Jake*

3/4 SM 1/4 AN

CE	9	DOC	11.6
BW	1.6	CW	26.2
WW	63	YG	-.23
YW	91	Marb	.39
MCE	5	BF	-.025
Milk	17	REA	.72
MWW	49	API	122
Stay	*	TI	71



Dam



Sire

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(Continued from page 64)

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Hillcrest Farm – Auburn
Double RD Farm – Dudley
Norfolk County Agricultural HS – Walpole
Tufts Univ School of Vet Med –
North Grafton
Red Tail Farm – Douglas

MAINE

Pine Creek Show Cattle – Rumford
GR Thurston's Farm Sim.Ctl – Rumford
McGee Farm Simmentals – West Gardiner
Gross Hardship Acres – Bucksport
Four Star Farm – Shapleigh

MICHIGAN

J-C Simmentals – Clare
J Bar J Ranch – Clare
Salinas Farms – Marion
P S F – Crystal
Rich Beef & Grain – Sandusky

MINNESOTA

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

MISSOURI

Lucas Cattle Company – Cross Timbers
Prairie View Farms – Monroe City
Oval F Ranch – Winston
Slayton Farms – West Plains
CLM Ranch – Columbia

MISSISSIPPI

Adamdale – Columbia
S & J Farm – Summit
Little Creek Farm, LLC – Starkville
JRW, LLC – Seminary
Tanner Farms LP – Ellisville

MONTANA

Beggars Diamond V Ranch, Inc – Wibaux
Gateway Simmentals – Lewistown
Lassle Simmentals – Glendive
Hudson Pines - Hayes Ranch – Wilsall
Nelson Livestock Co. – Wibaux

NORTH CAROLINA

Fred Smith Company – Clayton
Chase Cole Livestock – Clinton
High Ridge Farms – Albemarle
William Pyle – Franklinton
Massey Farms – Burlington

NORTH DAKOTA

Kellers Broken Heart Ranch – Mandan
Mandan Lake Creek Simmental Ranch –
Center
TNT Simmentals – Almont
Roger A. Kenner – Leeds
Hansen Simmental Ranch – Ryder

NEBRASKA

Triangle J Ranch – Miller
Gengenbach Cattle Co. – Grant
Forster Farms – Smithfield
Trauernicht Simmentals – Wymore
ETR Cattle Co. – Seward

NEW HAMPSHIRE

James Wojtusik – Northwood
Jean Pierre Allard – Pittsburg

NEW JERSEY

Ward Bishop – Elmer
Katelyn Wall – Newton

NEW MEXICO

Spanish Rose Simmentals – Santa Rosa
Clayton Moore – Roy

NEW YORK

Hudson Pines Farm – Tarrytown
Simme Valley Ranch – Groton
48 Creek Livestock – Rush
Elm-Side Farm – Walton
Ladybug Farm – Middleport

OHIO

Jones Show Cattle – Harrod
Dickson Simmentals – St Louisville
Lauren Grimes – Hillsboro
Haley Farms – West Salem
John J. Ferguson – Chardon

OKLAHOMA

Willis Simmentals – Marietta
Griswold Cattle – Stillwater
74-51 Cattle Company – Fairmont
H And H Simmentals – Weatherford
Fenton Farms – Stigler

OREGON

Bar CK Cattle Company – Culver
Lester & Paula Hinton – Klamath Falls
Beau And Lindy Cruise – Mitchell
3H Simmentals – Silverton
Double D Cattle Co. – Terrebonne

PENNSYLVANIA

McClure Mills Farms – Shirleysburg
Frosty Springs Farm – Waynesburg
SVJ Farm – Amity
Campbell Land & Cattle, LLC – Sycamore
Long Meadows Simmentals – Spartansburg

SOUTH CAROLINA

Yon Family Farms – Ridge Spring
Baxley Farms – Georgetown
Cedar Ridge Simmental – Gray Court
Nickle N Dime Farms – Six Mile
High View Farms – Abbeville

SOUTH DAKOTA

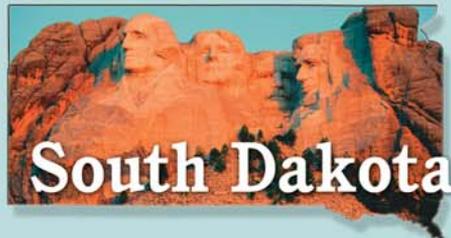
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Eichacker Simmentals – Salem
Jim Benda Simmentals – Kimball
Hart Simmentals – Frederick
Kappes Simmentals – Longlake

TENNESSEE

Red Hill Farms – Lafayette
Kenco Cattle Co. – Nashville
Martin & Son Farm – Lyles
Scott Valley Farm – Culleoka
Shady Brook Angus Farm – Leoma

TEXAS

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7 P Ranch – Tyler
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Timothy J. Smith – Giddings
Circle M Farms – Rockwall



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 Smith Reasor – Rural Retreat
 Virginia Tech – Blacksburg
 Sunny Heights Simmentals – Salem
 Deer Creek Farm – Lowesville

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

WASHINGTON

Trinity Farms – Ellensburg
 Burnt Ridge Ranch – Onalaska
 Matheson Farms Simmental – Bellingham
 Starling Simmental/Cambra Livestock – Auburn
 Zach Wilson – Stanwood

WISCONSIN

Damar Farms – Eau Claire
 Crow Bar Ranch – Barron
 Dan Ochs – Milton
 L & M Acres – Phillips
 Forest Brook Farms, LLC – Chilton

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By Will Townsend,
Director of Commercial and Industry Operations



wtownsend@simmgene.com

Quality Products have Marketing Built In

A constant discussion that takes place at the American Simmental Association revolves around advertising and research and development. In all honesty, when I entered the conversation I did so strongly believing that advertising and similar marketing efforts were of the utmost importance in order to let people know you have a quality product. Now I'm not so sure. As we really began to look into which breed associations and companies were more successful, those who focused more on advertising and marketing or those who focused more on research and product development, it became clear that resources are far better off devoted toward making a better product. In addition, the customers are more loyal. The customers of the companies that focus on developing a quality product are there because of that quality product, not because you say you have a quality product.

There is this thought that marketing and research and development are diametrically opposed. Perhaps that is a little too strong of a statement but it does seem like we are forced to choose one or the other. The fact of the matter is that they are not diametrically opposed. The first thing we need to do is eliminate the idea that marketing exclusively or even primarily revolves around advertising. The fact of the matter is, good products, especially in this day and age,

have a marketing platform and plan built in. Look at products like Dropbox and

Evernote that experienced exponential growth more due to the quality of the product than advertising. I'll be the first to admit that there were other factors that played into their growth, some that only online products have the luxury of utilizing, but there are numerous other examples and the basic principle remains the same.

I say all this because the members of the American Simmental Association have two products to protect and develop that offer unprecedented opportunities at this time. The first is the International Genetic Solutions (IGS) genetic evaluation. This is our bread and butter, and it requires resources to develop and protect it. This is quite possibly becoming the greatest, most powerful genetic evaluation in the world. We seriously need to consider how we are going to keep it that way and even extend the lead. How are we going to collect more phenotypes on traits such as carcass traits and feed intake? How will we continue to develop the DNA technology? And, most of all, where will the resources come from because we only have so much to work with?

The second product is our members' cattle. These cattle have become the kind of product that sells itself. I know it still takes some work but people are very happy with the product and we need to continue and even accelerate that trend by utilizing the genetic evaluation and technology provided by ASA and IGS.

At the end of the day we work for our members so the choice truly is yours. We need to hear from you if this is something you agree with. I would encourage you to discuss this with your trustee and ASA staff if you would like to see more focus and resources devoted towards research and development and protection of what makes us the best genetic company in the beef business. ♦

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Sales Call
A bi-monthly electronic announcement of upcoming sales for ASA Publication advertisers.

If you have recently advertised in *the Register* or *SimTalk*, you are automatically included in **Sales Call** for the month prior to your sale. **Sales Call** is broadcast to over 5,000 subscribers. **Sales Call** announces the date of your sale, location, provides a link to your sale catalog or website and a map.

Most Used Bulls

Following is a list of the most used bulls,
born from 1/1/2014 to 12/31/2014.

Reg. No.	Name	Progeny Count	Breeds	\$API = All Purpose Index				\$TI = Terminal Index				Stay	DOC	YG	MB
				API	TI	CE	BW	WW	YW	MCE	MWW				
2474338	MR NLC UPGRADE U8676	2703	PB SM	146.10	89.20	6.8	2.3	82.2	126.4	4.1	64.4	19.8	12.9	-0.61	0.48
2531081	MR HOC BROKER	1413	PB SM	95.40	56.40	-2.2	5.0	72.3	107.0	8.3	44.3	26.1	6.4	-0.30	-0.24
2614725	W/C UNITED 956Y	949	1/2 SM 1/2 AN	142.60	96.10	10.1	0.2	95.4	159.0	5.0	67.2		9.4	0.02	0.62
2540315	MCM TOP GRADE 018X	861	3/4 SM 1/4 AN	146.00	79.20	9.5	-1.3	57.9	96.1	9.8	55.3		10.2	-0.42	0.61
2588018	FBF1 COMBUSTIBLE	691	PB SM	109.20	57.30	8.0	3.3	59.5	94.3	7.3	47.5	23.2	13.6	-0.17	-0.10
2289889	WS BEEF MAKER R13	580	PB SM	164.10	92.30	14.9	0.2	73.4	105.3	12.4	67.7	19.1	13.6	-0.46	0.69
2470581	TNT TANKER U263	579	PB SM	109.80	74.40	1.9	2.6	82.5	130.5	18.1	66.2	19.7	12.5	-0.44	-0.04
2532016	WLE UNO MAS X549	533	PB SM	151.80	75.80	15.3	-1.4	53.4	63.0	11.6	43.4	20.7	14.2	-0.38	0.54
2081939	HOOKS SHEAR FORCE 38K	514	PB SM	186.80	83.60	22.8	-3.7	54.0	72.2	13.8	60.2	29.0	15.0	-0.62	0.56
2340262	SVF STEEL FORCE S701	507	PB SM	137.50	64.60	9.1	1.3	59.5	89.2	8.7	36.5	28.8	7.1	-0.28	0.13
2370545	GW PREMIUM BEEF 021TS	503	1/2 SM 1/2 AN	172.70	77.60	20.6	-3.3	54.4	97.6	11.0	47.8		16.0	-0.28	0.59
2588250	W/C WIDE TRACK 694Y	481	PB SM	120.30	71.80	5.3	4.6	73.8	120.2	9.0	63.2	21.0	10.7	-0.20	0.17
2281133	SS EBONY'S GRANDMASTER	465	PB SM	133.70	60.30	6.2	0.8	46.0	60.4	2.2	44.5	28.9	9.6	-0.32	0.23
2320695	S A V FINAL ANSWER 0035	445	PB AN	161.40	81.80	22.1	-4.5	75.2	123.1	13.1	60.2		13.0	0.13	0.72
2503661	REMINGTON LOCK N LOAD54U	415	PB SM	114.40	63.40	9.9	0.9	56.7	112.6	6.5	42.2	17.9	11.4	-0.54	-0.03
2694778	GW ROBUST 605Z	407	5/8 SM 3/8 AN	154.30	87.40	15.2	0.7	83.2	131.2	10.4	62.7		18.3	-0.36	0.51
2605922	GW-WBF SUBSTANCE 820Y	398	3/4 SM 1/4 AN	175.50	90.40	14.1	1.1	69.3	112.2	12.0	60.4		21.6	-0.23	0.91
2416547	NICHOLS MANIFEST T79	394	PB SM	142.20	80.50	9.9	1.8	75.8	125.3	13.6	61.2	21.9	9.9	-0.13	0.32
2483888	TJ SHARPER IMAGE 809U	394	1/2 SM 1/2 AN	130.20	85.90	8.8	1.9	91.8	146.4	9.7	66.7		16.9	0.05	0.41
2225381	SVF/NJC BUILT RIGHT N48	384	PB SM	131.90	64.00	14.5	0.9	57.7	83.2	7.6	49.6	25.1	8.6	-0.27	0.05
2414537	GW PREDESTINED 701T	366	1/2 SM 1/2 AN	181.40	92.30	16.1	-3.6	63.8	100.9	8.9	61.0		15.8	-0.14	0.97
2294262	DIKEMANS SURE BET	357	PB SM	159.60	82.30	11.3	-0.1	61.7	87.5	8.2	44.7	22.4	15.5	-0.50	0.64
2499589	WS BEEF KING W107	342	PB SM	162.30	91.60	12.3	1.4	88.9	119.4	14.3	55.4	24.9	8.6	-0.45	0.46
2453413	ZKCC CHOPPER 844U	337	PB SM	123.70	61.90	1.1	2.9	62.7	80.4	0.1	33.1	28.7	3.0	-0.24	0.15
2593861	S D S IN FORCE 112Y	335	5/8 SM 3/8 AN	179.50	78.00	20.3	-4.6	46.7	65.7	10.9	60.4		14.8	-0.28	0.72
2470582	TNT TUITION U238	332	1/2 SM 1/2 AN	130.20	84.00	7.8	0.9	73.1	118.1	2.1	54.0		7.0	-0.13	0.72
2341498	FLYING B CUT ABOVE	330	PB SM	102.00	59.80	4.6	3.1	57.1	91.9	6.9	51.0	17.8	13.8	-0.16	0.05
2574812	TRAXS RUSHMORE X103	329	PB SM	143.80	75.90	14.6	-0.1	70.3	110.7	20.4	45.4	23.3	15.9	-0.46	0.15
2396913	RCR STETSON T17	319	PB SM	159.10	75.00	19.0	-2.2	50.4	77.9	13.4	53.7	23.1	9.6	-0.42	0.42
2421851	TNT DUAL FOCUS T249	314	1/2 SM 1/2 AN	158.30	80.10	16.5	-1.0	65.0	100.1	7.0	47.0		12.9	-0.06	0.66
2485318	WS PILGRIM H182U	314	PB SM	152.50	82.20	10.7	3.0	71.6	91.1	11.4	54.3	22.4	10.3	-0.11	0.64
2285555	HTP SVF IN DEW TIME	310	PB SM	152.40	75.80	15.7	-0.2	60.0	75.4	12.0	38.9	22.1	12.8	-0.23	0.49
2605931	GW PARAMOUNT 718Y	307	1/2 SM 1/2 AN	166.90	80.70	18.3	-5.2	60.6	96.6	10.0	53.3		13.6	-0.22	0.51
2587695	S A V BRILLIANCE 8077	303	PB AN	135.40	69.00	20.0	-3.2	56.5	101.5	6.9	58.4		11.7	0.01	0.66
2171761	ELLINGSON LEGACY M229	301	PB SM	140.80	73.70	17.9	-0.8	57.9	91.6	12.3	52.6	18.8	12.7	-0.59	0.24
2376230	K-LER MAKE IT RAIN	301	PB SM	65.30	57.40	-6.8	4.6	59.4	95.2	6.1	61.7		10.2	-0.16	0.14
2703910	CCR COWBOY CUT 5048Z	285	PB SM	175.80	100.50	8.9	1.6	93.6	125.3	10.8	61.4	25.3	15.2	-0.17	0.78
2492333	S A V BISMARCK 5682	268	PB AN	152.40	77.70	19.8	-2.8	67.6	111.9	13.5	57.5		11.2	-0.30	0.74
2612543	HOOK'S YUKON 80Y	265	PB SM	159.30	87.00	12.0	0.9	79.4	108.8	16.1	63.3	25.9	5.5	-0.54	0.41
2566047	HOOVER DAM	259	PB AN	147.40	77.10	16.3	-3.9	53.0	102.0	10.0	54.3		14.8	-0.40	0.96
2548143	S D S GRADUATE 006X	257	5/8 SM 3/8 AN	160.30	78.00	17.9	-5.7	61.2	103.4	12.3	54.8		14.5	-0.37	0.32
2536539	GLS NEW DIRECTION X184	252	PB SM	115.30	57.60	8.3	-0.3	52.1	80.3	4.3	42.9	24.3	11.0	-0.37	-0.11
2403649	WELSHS DEW IT RIGHT067T	244	PB SM	139.80	70.80	15.8	0.4	63.6	81.8	10.9	48.4	23.9	14.5	-0.40	0.17
2616993	JC MR NATIONAL 610Y	242	1/2 SM 1/2 AN	180.10	85.60	18.5	-2.1	59.6	107.2	11.4	59.3		11.1	-0.03	0.86
2144976	CNS DREAM ON L186	242	PB SM	157.40	74.00	17.0	0.0	61.4	79.7	14.8	43.0	27.1	10.5	-0.38	0.34
2628568	J BAR J NIGHTRIDE 225Z	240	5/8 SM 3/8 AN	202.70	89.30	23.1	-5.0	55.5	96.0	11.4	51.7		13.7	-0.19	0.95
2638036	SVF ALLEGIANCE Y802	238	PB SM	139.50	84.10	8.8	1.2	82.1	124.4	5.9	61.3	20.9	14.3	-0.42	0.27
2290140	SAND RANCH HAND	235	PB SM	140.00	71.00	16.0	-1.7	52.6	79.3	16.2	48.6	20.1	11.2	-0.55	0.25
2408113	HSF HIGH ROLLER 12T	235	PB SM	139.00	75.60	18.4	-2.0	64.1	89.8	14.9	72.2	20.4	14.2	-0.36	0.11
2602502	GIBBS 0601X RAISINCAIN	232	PB SM	131.40	76.60	12.3	1.3	74.9	115.8	6.4	52.3	19.8	10.2	-0.57	0.11
Averages:				145.59	77.13	12.7	-0.2	66.0	101.3	10.1	54.1	23.0	12.2	-0.30	0.42

Beshears Simmentals BESHEARS



BS07

Daughter of Silk sold in the 2015 The One Sale for \$11,000.



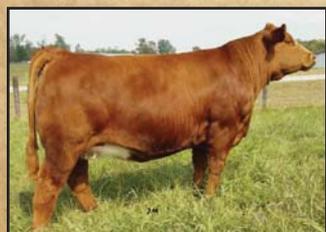
Triple C Miss Wisconsin

ASA# 2334436
Embryos by Upgrade, full sib sold in 2015 Field of Dreams for \$8,000.

These Embryos Sell in the Icons on Ice through liveauctions.tv
March 30, 2016

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Louken Kenya 510PP

ASA#2237428
Embryos by Built Right and Montana Black.



Besh Annabell

Daughter of Diva



J2 Miss Diva T04

ASA#2383179
Embryos sell by Silveiras Style, Innocent Man, and Driven 80



Redskin

ASA#295990
Broker x BPF Miley 80T
Half sib to I80 and I Believe
Limited semen will be sold in Icons On Ice



IC Kentana

Out of Kenya- Full sib embryos to this State Fair Champion sell.



Miss Berry Girl

Full sib to Redskin- One of the most dominant show Heifers of any breed on 2015 circuit.



SOSF EBONY'S Black Silk

ASA# 2354482
Embryos by - W/C EXECUTIVE ORDER 8543B In first 2 calf crops her 8 calves averaged over \$7,600.



IC Joy's Toni X58

ASA# 2553384
Embryos by Upper Class New Donor 3/4 sister to SOSF Ebony's Joy L-123



SOSF Ebony's Joy I-123

ASA# 2106820
Full sib embryos to this breed matriarch sale also maternal sib embryos out of Wheatland 680S sell in March Madness online sale March 13 through DV Auction.

Beshears Simmentals BESHEARS

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CONNECTION

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By Britney Beins, Deweyville, UT



Sire Selection

As I walk through our bull battery, and take inventory of our semen tanks it amazes me the advancements we've made genetically within our own herd, as well as the great accomplishments made within the Simmental breed. My youngest sister, Aribella, loves to flip through the sire catalogs and probably knows more pedigrees than most 11-year-olds.

Two questions come to my mind when it is time for breeding season. How do I know I'm using the right bull? How important is bull selection for cattle operations? Bull selection on average, has a greater impact on the genetic improvement of a herd than most producers realize. Because the sire is most likely to produce a higher number of calves in his lifetime compared to a cow, a sire has the potential to contribute a larger portion of the genes to the herd. With the larger genetic contribution a sire makes to a herd of animals, it is important to manage the risk associated with the purchase of a new bull.

Fortunately, the level of risk associated with the selection of a new bull is manageable using well-planned breeding programs

and high-quality information. The amazing staff at the ASA registers hundreds, even thousands, of bulls (Simmental or other breeds) for our convenience and hybrid use every year. Not only do we have that resource, but we are able to do a planned mating to see which bulls would work best on your next donor, future show prospect, or perhaps that one cow that you know can get the job done, but know her progeny need some improvements in the "number" department.

For those of you who raise more than one breed, each breed association has developed programs that use performance information on a bull's relatives in addition to his own records to produce Expected Progeny Differences (EPDs). However, EPDs aren't the only thing you need to look at. Visual appraisal is a big part as well as your environment. For example, if you raise cattle in the South, you'd need a bull with more heat tolerance. Where we run our herd, it is steep, rocky, and in high elevation. We would need a bull that has more set and is fluid in his movement to stay sound.

We've come a long way genetically and phenotypically, we should know that bull selection is the foundation for building or maintaining a profitable herd. Sire selection can and should be more accurate today than ever before, so I ask you, are you using the right bull? ♦

2016 Classic Schedule

Event	Dates	Location
South Central Regional	June 15-18, 2016	Stillwater, OK
Eastern Regional	June 15-18, 2016	Cookeville, TN
Western Regional	June 23-25, 2016	Bozeman, MT
National Classic	July 9-15, 2016	Des Moines, IA

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606.407.5679
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simcowshowgirl@yahoo.com

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udellm@live.com

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Khuiz@ymail.com

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cameronecrawford95@gmail.com

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garrett.stanfield@stu.mason.kyschools.us

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913.775.2927
jody.baragary@yahoo.com

Kiersten Jass, Garner, IA
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KierstenJass@gmail.com

South Central Region

Shea Mackey, Rosanky, TX
254.998.0364
Sheamackey522@gmail.com

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417.310.2322
rebekahtemt@aurorar8.org

Tanner Howey, Rowlett, TX
214.808.9049
Tanner.howey@yahoo.com

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BULLETINS

Committee Members Named

The ASA Board of Trustees' standing committee assignments for 2016 are as listed below:
Executive Committee: Dale Miller, chair; Brian DeFreese, vice-chair; Tim Smith, treasurer; Fred Schuetze; Gordon Hodges.

Activities and Events/PTP: Fred Schuetze, Chair; Tim Smith; John Irvine; Gary Updyke; Erika Kenner; JW Brune; Cliff Orley; Barry Wesner.

Growth and Development: Mike Forman, Chair; Brian DeFreese; Clay Lassle; Claye Kaelberer; Jon Willis; Gordon Hodges; Tim Curran; Bob Lanting.

Breed Improvement: Brian DeFreese, Chair; Gary Updyke; John Irvine; Jon Willis; Clay Lassle; Claye Kaelberer; Gordon Hodges; JW Brune.

Policy and Procedure: Erika Kenner, Chair; Mike Forman; Bob Lanting; Tim Curran; Fred Schuetze; Barry Wesner; Cliff Orley; Tim Smith.

Simbrah: Jon Willis, Chair; Cliff Orley; Tim Smith; Fred Schuetze.

AJSA Calendar Set

Key dates and a complete schedule for American Junior Simmental Association activities have been announced for 2016 as follows:

- April 1 Classic entry forms available at www.juniorsimmental.org
- April 15 Hotel Scholarship applications deadline
- May 5 Regional Classic entry/ownership deadline
- May 12 Regional Classic late entry deadline
- May 16 National Classic entry/ownership deadline
- May 23 National Classic late entry deadline
- June 1 Photography Contest, Video Contest, Trustee application, Silver and Gold Merit Award application deadline.
- June 15-18 South Central Regional Classic, Stillwater, OK
- June 15-18 Eastern Regional Classic, Cookeville, TN
- June 23-25 Western Regional Classic, Bozeman, MT
- July 9-15 National Classic, Des Moines, IA

2016 Year-Letter is "D"

The year-letter animal identification letter for 2016 is "D," and will be followed by E in 2017 and F in 2018. The letter C was the year-letter designated for use during 2015.

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

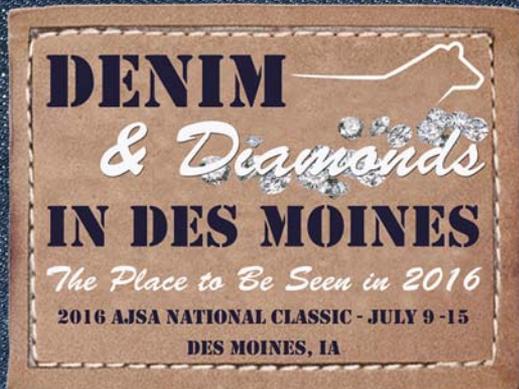
Office Holiday Schedule

The ASA office will be closed for the following 2016 holidays.

- Friday, March 25
Good Friday
- Monday, May 30
Memorial Day
- Friday & Monday, July 1 & 4
4th of July
- Monday, September 5
Labor Day
- Thursday – Friday, November 24-25
Thanksgiving
- Friday & Monday, December 23 & 26
Christmas ♦

The AJSA Board of Trustees is proud to announce . . . 2016 National Classic Hotel Scholarship

Scholarship will cover all lodging expenses at the 2016 National Classic for winning contestants and their families. Open to all members of the AJSA.



Look for the application at juniorsimmental.org

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Federal daughter



GKS ReHab 739

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ReHab daughter



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ASA# 2640793

Zeus daughter

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STATE SCENE

NDSA News

The North Dakota Simmental Association (NDSA) has announced its award winners for the year as shown in the photos below.



The NDSA Board, from row, left to right: JR Aufforth, Bowbells; Kim Myers, secretary, Kathryn; Tyler Kinn, Turtle Lake; Tim Clark, Turtle Lake. Middle row: David Doll, New Salem; Doug Bichler, Linton; Dusty Kunkel, New Salem; Derik Samuelson, Calvin. Back row: Christ Nicholson, vice president, Dawson; Todd Finke, Berthold, president.



Patrick Schumacher, Linton, receives the Outstanding Junior Award, senior division, from advisor Darcy Klain.



The NDSA Commercial Producers of the Year are Faye and Richard Hoffart, Rugby, presentation made by Kevin Hansen, Ryder.



Norm Baakegard, Kindred, is the 2015 Pioneer Award winner, presented by Russ Danielson, Harwood.



Heath Heilman, Voltaire, received the Outstanding Junior Award, junior division, from Klain.



Promoter of the year is Kipp Julson, Garretson, SD, award presented by Mike Traxinger.

SDSA Recognizes Several



The South Dakota Simmental Association Board, left to right: Mike Stavick, vice president, Veblen; Jeremy Lehrman, president, Spencer; Keith Larsen, secretary, Wolsey; Cam Fagerhaug, Wessington; Ross Demers, Colome; Ryan Miller, Winfred; and Clay Duxbury, Wessington.



DSA Board member Cam Fagerhaug presents the Cattleman of the year award to her father, John Christensen.



SDSA Promoter of the year award went to Dr. Dave Barz and NW Vet Supply. Accepting the award on his behalf were Erik Holum, DVM (left), and Jeff Shoemaker.

CSA Leaders Honored

The Colorado Simmental Association (CSA) recognized three families during the National Western Stock Show in Denver.

Curtis and Susan Russell, Sugar City, both former ASA Trustees, were named CSA Honorary Lifetime Members and presented with a CJ Brown "Sires of the Simmental Breed" painting. The Russells also were honored by the Colorado Cattlemen's Association which named them "Seedstock Producers of the Year."



Curt and Susan Russell.

Another former ASA Trustee, Willie Altenburg owner of Altenburg Super Baldy Ranch, Fort Collins, was presented with the CSA Pioneer Award.



Altenburg (far right) also received a "Sires of the Simmental Breed," painting.

Winners of the coveted "Breeder of the Year" designation was Ahlberg Cattle, owned by Rod, Vicky and Cashley Ahlberg of Longmont, who also received a numbered copy of the CJ Brown print.



The Ahlberg family. ♦

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SimAngus™ Bull Sale**

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Mount Sterling, Kentucky

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C1

Combustible x Upgrade

C5

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C3

Combustible x Sassy Girl

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B21

EXAR Denver x Added Value

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NEWSMAKERS

In Remembrance . . .

- **Pat Goggins**, 84, well-known Angus breeder, publisher and auctioneer, passed away December 31 in Billings, Montana. A California native, Goggins was an animal husbandry graduate of Montana State University. During his career, he acquired numerous ranches, three different auction markets, a real estate office and the *Western Livestock Reporter*. He is survived by his Babe, his wife of 64 years, six children, 16 grandchildren, and 19 great-grandchildren.



Goggins

numerous ranches, three different auction markets, a real estate office and the *Western Livestock Reporter*. He is survived by his Babe, his wife of 64 years, six children, 16 grandchildren, and 19 great-grandchildren.

- **William Casey Kidd**, 31, a former winner of the ASA Gold Merit Award and a member of the Texas Junior Simmental/Simbrah Association Board of Directors, passed away on February 3. A fifth generation rancher and an avid outdoorsman, Casey had primary responsibility for the wildlife management on the family's ranches in the Menard and Christoval areas of Texas. He is survived by his parents, Lisa and Jerry; his sister, Katie; grandmother Jaunita VanCourt, plus numerous aunts, uncles and cousins.



Kidd

man, Casey had primary responsibility for the wildlife management on the family's ranches in the Menard and Christoval areas of Texas. He is survived by his parents, Lisa and Jerry; his sister, Katie; grandmother Jaunita VanCourt, plus numerous aunts, uncles and cousins.

Brunner Assumes NCBA Presidency

Tracy Brunner, a member of a prominent Simmental family, has assumed the position of President of the National Cattlemen's Beef Association. The Brunner family owns and operates Cow Camp Ranch, located at Lost Springs, KS.

Cow Camp Ranch is described as a "multi-generational operation that spans the beef production chain to include farm and pasture ground, commercial and seedstock cow/calf units and a feedlot operation." Brunner has served two decades on the Kansas Beef Council before serving an additional six years on the Cattlemen's Beef Board.



Brunner

Beef Board Names Leaders

The Cattlemen's Beef Board (CBB) has named its slate of officers for 2016. The election was held during the Cattle Industry Convention in San Diego.

Named Beef Board chair is Anne Anderson, a cow/calf and stocker operator from Austin, TX. She is a co-founder and former CEO of AginfoLink Global one of the largest food-tracking companies in the US with international offices in Australia, Canada, Mexico and Argentina.

CBB vice-chair is Brett Morris, a third-generation dairyman who also runs a cow/calf and stocker operation near Ninnekah, OK. Joan Ruskamp, Dodge, NE, who operates a feedlot and row crop farm with her husband, serves as CBB secretary-treasurer.



Anderson



Morris



Ruskamp

Meat Hall-of-Famers Inducted

The meat industry Hall of Fame (MIHF) inducted five new members during the 2015 Gala Ceremony in Washington, DC. The ceremony was established in 2008 to recognize leaders in the North American food production.

The 2015 inductees are: Bill Buckner, a retired president of Cargill Meat Solutions; C.W. "Bill" McMillian, retired Vice President of Washington Affairs for the National Cattlemen's Association; Jim Locker, a retired Chief Operating Officer of Tyson Foods; Edward C. Jones (deceased), President of Jones Dairy Farm; Wolf Ludwig, founder of Wolf-tec and WTI; and Dr. Russell Cross, Professor in the Department of Animal Science, College of Agriculture and Life Sciences at Texas A&M University.

Tom Brink Named RAAA CEO

Tom Brink, Brighton, CO has been named CEO of the Red Angus Association of America (RAAA). Brink had previously served several beef organizations including Cattle-Fax, American Gelbvieh Association, J&F Oklahoma Holding, Inc., Five Rivers Feeding, LLC, and most recently as the founder and president of Top Dollar Angus.

Brink holds three degrees from Kansas State University, a Bachelor's of animal science and industry, 1983; Masters of Science in animal Science and industry, 1985; and Masters in agriculture economics, 1987. ♦

Carcass Merit Sire Evaluation Program



Each year, bull owners commit thousands of dollars to get unbiased evaluation for the next generation of genetically influential young candidate sires. For SimGenetic users, this information is critical for building significant accuracy for economically important EPDs.

Make Plans to Attend the Inaugural



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*SimAngus cow/calf pair sired by
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BEEF BUSINESS

Shoppers Pay Premium for Local Food

A survey of US shoppers' food-buying habits found that demand for local products has moved from a consumer trend to central growth driver for grocery retailers and restaurants. Demand for local food is expanding beyond produce, meat, and seafood to foods like prepared, dried, canned and jarred products.

The survey concluded that 96% of consumers define local food as "products grown or produced within 100 miles from the point of sale". Many consumers (93%) associate local with fresh, and 78% of consumers indicated that they would be willing to pay 10% more for local food.

2015 Record US Meat Production

The US is projected to produce 41.1 million metric tons of beef, pork, and chicken in 2016, production for pork (11,314,000 metric tons) and chicken (18,365,000 metric tons) during the year.

The US never produced less than 30 million metric tons every year since 1995, and the 2016 estimate will be a record total of US meat production.

Cattle Numbers Rise

All cattle and calves in United States as of January 1, totaled 89.9 million head, 1% above the 88.5 million as of January 2014. Prior to 2014, the US cattle inventory had not been under 90 million head for 60 plus years (since 1952). The US cattle inventory was greater than 100 million head as recently as 1997.

Texas, at 11.8 million head, has the most cattle in the United States followed by Nebraska at 6.3 million and Kansas at 6 million. Other states in the top 10 are: California, Oklahoma, Missouri, Iowa, South Dakota, Wisconsin, and Colorado.

Tax Bill Benefits Ag

Congress has passed a bill that includes two important provisions affecting farmers. The bill will permanently cap small business deductions for capital expenses at \$500,000, up from the previous limit of \$25,000.

The bill also extends the existing bonus depreciation for the purchase of the new capital assets for another five years at 50% for 2015-17, 40% in 2018 and 30% in 2019. These tax provisions allow farmers to reinvest in their operations which has a ripple effect across the entire agriculture industry.

Prison Relents on Pork Ban

One week after the US Bureau of Prisons announced a plan to cut pork from the nation's federal prisons menu, the government reversed the decision under pressure from a state senator, who pointed out that the pork industry is responsible for 547,800 jobs, which creates 22.3 billion in personal incomes and contributes \$39 billion to the gross domestic product.

The agency had made the decision to remove the meat product after an annual food preference survey of 206,000 inmates led to the removal of pork chops and sausage, leaving only pork roast on the menu.

(Continued on page 82)

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BEEF BUSINESS

continued

Chefs Project Food Trends

Members of the American Culinary Federation have identified food categories they believe will be the top trends as main dishes on restaurant menus in 2016. A survey of over 1,600 chefs identified five center-of-the-plate trends: locally sourced meats and seafood, new cuts of meat, sustainable seafood, free-range pork and poultry, and street-food inspired main courses.

The chefs project these five trends for appetizers and small plates: Fresh sausage, house-made charcuterie, vegetarian appetizers, ethnic food inspired appetizers, and seafood charcuterie.

Beef Checkoff Examines Food

As increased obesity rates rose in importance to consumers and the nutrition community during the last decade, the beef checkoff has provided answers. The answer is that physical activity and eating right are important at all life stages, and the benefits last a lifetime.

The Checkoff shares this information with consumers and nutrition influencers, emphasizing the protein equation, which addresses the general mix of foods, including beef, and nutrients that make up a healthful diet.

Millennial Distrust Big Food Companies

New research finds that Millennials, adults 21 to 38, are twice as likely as those outside their age demographic to distrust large food manufacturers.

More than two in five Millennials (43%) agree that they do not trust large food manufacturers, compared with 18% of non-Millennials. Fifty-seven percent of Millennials say they only shop fresh sections of grocery stores, compared to 30% of non-Millennials.

Risks of Vegetarianisms

New research indicates that vegetarianism has several unexpected side effects such as panic attacks, obsessive-compulsive disorder, mood swings, anxiety, lack of energy, and depression. A growing body of research suggests a link between going meatless and an elevated risk for mental disorders.

An estimated 29 million adults participate in Meatless Mondays and more than 7,000 vegan cookbooks are for sale on Amazon. However, emerging research suggests that beef and other animal proteins are important for our mental and physical health.

Congressmen Support Cotton Seed Subsidy

One hundred congressmen, including 80 republicans and 20 democrats, almost exclusively from cotton-producing states have signed a letter calling for the USDA secretary to declare cottonseed as eligible oilseed for federal farm subsidies.

Efforts to create new farm programs are likely to draw backlash from critics of farm subsidy and give-away programs on both the left and the right.

(Continued on page 84)

AJSA Photography Contest 2016

Cash for Capture!



General Agriculture



Landscape



People



Simmental Cattle

The overall winner receives an additional \$75, and their photo is the cover page for the Register magazine, September Issue.

Winners of each category receive \$25 dollars.

Contest Rules

1. Only photos taken by AJSA members are eligible.
2. Photos must be taken between August 2015 and deadline, June 1, 2016.
3. Photos must be:
 - a. Mount photos (8 x 10 inches or 10 x 8 inches) on 10 x 13 inch black foam core board. Attach the completed entry form to the back of each photo.
 - b. Include a CD or DVD with the digital image saved at a minimum of 300 dpi.
 - c. Photos may not be altered or image-enhanced.
4. Must be postmarked by **JUNE 1, 2016** to ASA office.
5. A maximum of 4 entries per contestant is allowed.
6. You do not have to be present at National Classic to win.
7. All entries displayed and awarded at National Classic.

• All entries become the property of ASA Publication, Inc.



You can find entry forms, and the rules on the AJSA website.

SAV Bright Lights 3400

AAA: 17633932 Sire: SAV Brand Name 9115 Dam: SAV Blackcap May 7132



Mark Sued

"SAV Bright Lights 3400 has been a favorite since birth-genetically and phenotypically outstanding, with the maternal components to make a lasting contribution." - Kelly Schaff

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the Register

BEEF BUSINESS

(Continued from page 82)

Veggie Diets Hurt Environment

A recent study out of Carnegie Mellon University found that diets consisting primarily of fruits, vegetables, dairy, and seafood are more harmful to the environment because of the overall greenhouse gas (GHG) emissions per calorie.

The study was conducted by measuring the changes in energy use, water footprint and GHG emissions associated with U.S. food consumption. Many common vegetables require more resources than previously thought.

Drone Registration Required

The Federal Aviation Administration (FAA) has announced that all small-unmanned aircrafts (UAS) weighing more than 0.55 pounds and less than 55 pounds must be registered. Existing UAS owners must register no later than February 19, 2016. All others must register before his or her first outdoor flight.

Operators will receive a unique identification number, valid for three years that must be marked on the drone. Operators that fail to register could receive stiff penalties, including fines up to \$250,000 and imprisonment up to three years. ♦

the Register

SPOTLIGHT ON SIMGENETICS

Eastern Region Raises \$13,300

The sixth annual Embryo/Fun Auction, designed to benefit future Eastern Regional Classics and to encourage state associations to host these events, was held in conjunction with the 2015 North American International Livestock Expo (NAILE).

The six-year effort has raised more than \$73,000 to date, including \$13,300 in the most recent event. Potential donors, purchasers or host state associations may obtain additional information by contacting Dr. Fred Swain at 502-245-3866 or at frederickswain@bellsouth.net.

2014 and 2015 Sale Averages

Listed below are Simmental cattle sale price averages (US sales only), comparing the entire year of 2014 to 2015, year-to-date. These figures represent only those sales reported by category and published in *the Register*.

	2014		2015	
	No.	Ave.	No.	Ave.
116 Sales			101 Sales	
Bulls	6,365	\$4,737	6,607	\$5,850
Bred Cows	870	3,139	508	3,836
Cow/Calf	292	4,073	302	4,132
Bred Heifers	1,543	3,701	1,355	4,040
Open Females	1,351	3,424	1,193	3,834
Totals	10,421	\$4,256	9,965	\$5,208

the Register

MENU MORSELS

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

Flank Steak Casserole

Ingredients:

- 1 pound tenderized flank steak
- 1 large onion, chopped
- 3 cans of green beans, drained
- 8 large potatoes, peeled and sliced
- 4 cans cream of mushroom soup
- 1/2-cup milk

Directions:

1. Sear both sides of flank steak (4 min each side)
2. Pour milk into 9x13 baking pan
3. Add meat and all other ingredients
4. Cover with foil
5. Bake at 350 degrees for 5 hours, or until potatoes are tender.

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

ROLLING HILLS FARMS

Simmental



SimAngus™



Selling at the Ohio Beef Expo Simmental Sale
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Hoovler



RHFS KING GEORGE C12H

ASA # 3012960

STF ROYAL AFFAIR Z44M x CNS
DREAM ON L186
Bred and owned by Marcia Hoovler



RHFS Chynas Royalty C25H

ASA # 3078806

STF ROYAL AFFAIR Z44M x KKK LIL
CHYNA P 28



RHFS Mr Scotch C03H

ASA # 3078804

MR NLC UPGRADE U8676 x LAZY H
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RHFS Emmanuel C04H

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THE CUTTING EDGE

Lower Cost for Sex-sorted Semen

Researchers at Texas Tech University's Health Sciences Center have developed a new technology for sorting semen to produce offspring of the desired sex through artificial insemination. The new technology, called semen selection chamber (SSC), uses a chemical process called chemotaxis to create a "trail" for sperm cells bearing the Y chromosome to follow.

Another method for sex-sorting semen, known as cytometric sorting, has been available for some time. Researchers say that the SSC method could reduce the cost of sorting, and further work with SSC will determine if it can increase the birth rates if the selected sex as well.

Bioweapon Shows Promise

For more than a century, ranchers and land managers have fought against the invasion of cheatgrass on their ranges. From its introduction in the late 19th century, cheatgrass has grown to dominate millions of acres across the West.

The discovery of a soil-dwelling bacterium that inhibits the root growth of cheatgrass was developed by soil scientist with USDA's agriculture Research Service (ARS), a 30 year undertaking. In addition to cheatgrass, the bacterium also suppresses root growth in medusahead.

Beef Included in Dietary Guideline

The USDA and Health and Human Services released updated guidelines for the 2015-2020 Dietary Guidelines for Americans. The newly established guidelines detailed that servings of lean meat, poultry, eggs and dairy remained a part of the dietary eating pattern.

For a person on 2,000-calorie diet on the US Style Eating Pattern, it is recommended they include 26 oz of seafood, meats, poultry, eggs, soy products, nuts, and seeds in their weekly diet. Meats and poultry should be lean or low fat, and nuts should be unsalted. Legumes (beans and peas) can be considered part of this group as well as the vegetable group, but should be counted in one group only.

Regulation of Compound Drugs Urged

The Government Accounting Agency (GAO) has outlined the current lack of information on the use of animal-drug compounding, and calls on the FDA to modify its policies regarding compound drugs.

Drug compounding for animals involves combining, mixing, or altering ingredients to create drugs tailored to the medical needs of individual animals. While states have primarily exercised responsibility for oversight of drug compounding, FDA is responsible for ensuring their safety and effectiveness. FDA regulations generally allow drug compounding from approved animal or human drugs but not from bulk active pharmaceutical ingredients.

Bevo Dies From BLV

University of Texas mascot Bevo XIV died recently from Bovine Leukemia Virus (BLV), an oncogenic retrovirus. Retroviruses are viruses that incorporate themselves into the genetic material of the host, meaning once an animal is infected, it is infected for life.

BLV is transmitted between animals by blood carried through blood cells. Needles for injection, dehorning and castration tools, and tattoo pliers all have been implicated in transmission of the virus. Calves born to infected cows are at moderate risk of being affected from birth. ♦



Extended-Release Injectable Parasiticide
5% Sterile Solution
NADA 141-327. Approved by FDA for subcutaneous injection
For the Treatment and Control of Internal and External
Parasites of Cattle on Pasture with Persistent Effectiveness

CAUTION: Federal law restricts this drug to use by or on the order of a licensed veterinarian.

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

Gastrointestinal Roundworms	Lungworms
<i>Bunostomum phlebotomum</i> – Adults and L ₁	<i>Dictyoaulus viviparus</i> – Adults
<i>Cooperia oncophora</i> – Adults and L ₁	
<i>Cooperia punctata</i> – Adults and L ₁	
<i>Cooperia sunabada</i> – Adults and L ₁	
<i>Haemonchus placei</i> – Adults	Grubs
<i>Oesophagostomum radiatum</i> – Adults	<i>Hypoderma bovis</i>
<i>Ostertagia lyrata</i> – Adults	
<i>Ostertagia ostertagi</i> – Adults, L ₁ , and inhibited L ₃	
<i>Trichostrongylus axei</i> – Adults and L ₁	Mites
<i>Trichostrongylus colubriformis</i> – Adults	<i>Sarcoptes scabiei</i> var. <i>bovis</i>

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

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

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

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

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

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

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

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

STORAGE
Store at 77° F (25° C) with excursions between 59° and 86° F (15° and 30° C). Protect from light.
Made in Canada.
Manufactured for Merial Limited, Duluth, GA, USA.
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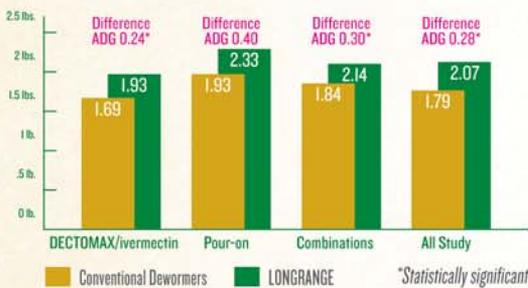
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LONGRANGE averaged 0.28 lbs./day more

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Thanks to LONGRANGE[®] (eprinomectin), parasite control will never be the same.

Comparing more than 15,000 head in nine states, stockers treated for parasites with LONGRANGE gained an average of **28 lbs. more** over DECTOMAX[®] (doramectin), CYDECTIN[®] (moxidectin), SAFE-GUARD[®] (fenbendazole) and ivermectin-treated cattle – even when used in combination over 103 days.¹ And at today's market prices, that adds up to an extra \$56 per head. Not bad for around a \$5 investment.

If you want results like this, talk to your veterinarian about LONGRANGE or visit theLONGRANGElook.com.



Watch for a chance to win a **JOHN DEERE[®] GATOR[™]**
Scan to watch video and enter, or go to theLONGRANGElook.com/sto9.

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



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¹ Data on file at Merial.

² Dependent upon parasite species, as referenced in FOI summary and LONGRANGE product label.

³ LONGRANGE product label.



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

CORPORATE REPORT

Cargill Employees Walk Out

About 200 employees at the Cargill meat packing plant in Fort Morgan, CO, left work due to what they claim is religious discrimination. Many of the plant's Somali employees claim that beginning the previous week, they were not allowed to take the five-minute breaks for prayer that their Muslim faith requires them to observe every day.

The plant has an area designated for employees of all faiths, where they may go for prayer one or two at a time, to avoid slowing down production.

Country Natural Beef Targeted

The American Wild Horse Campaign (AWHPC) is asking Whole Foods Market to stop selling beef supplies by Country Natural Beef (CNB), a beef marketing cooperative based in Burns, OR.

Some of the animals processed by CNB are from ranches that utilize federal grazing permits and AWHPC claims that Herd Management Areas (HMAs) for wild horses shouldn't have to share land with cattle.

Arby's Named Among Best

The National Association of Business Resources has named Arby's Restaurant Group, Inc (ARG) among the *Best and Brightest US Companies To Work For*.

The companies were assessed and ranked by an independent research firm, which reviewed a number of key measures relative to other nationally recognized winners. Arby's remains focused on increasing retention, enhancing team member engagement and championing professional development.

Wal-Mart Has Worst Year Since 1974

Wal-Mart saw its stock tumble about 30 percent in 2015, making it the company's worst year since 1974. The company lost nearly \$80 million in market value in 2015, with their worst day being October 14, 2015 when shares tumbled 10%.

The online giant, Amazon.com has been chipping away at Wal-Mart, forcing the company to invest 1.1 billion to bolster e-commerce revenue and growth in sales. Wal-mart also announced, that it was closing 269 of its stores, including 154 in the US.

Eli Lilly Profit Drops

Eli Lilly has issued downbeat profit and revenue guidance for the new year, citing in part "foreign-exchange headwinds".

The Indianapolis-based pharmaceutical company said the difference in out-look may represent discrepancies between analysts and the company on foreign exchange as well as the expected revenue from Lilly's animal health business and chemotherapy drug Altima. ♦

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YOUTH/MERIT AWARDS

Seller: Shoal Creek Land and Cattle, MO

Designated Foundation Mission: Youth/Merit Awards

Animal Name: SC Antoinette C25

Animal Registration Number: 3032795

Sale Name: The 23rd Annual "The One" National Western Simmental Sale, Denver, CO

Sale Date: 1/18/2016



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

Buyers: Sanders Ranch, Owen Brothers Cattle Co., Brandon Eads, Double R Cattle Co. – Ryan Ranes, Oval F Ranch – Don & Matt Fischer, Vestlane Farms – Ed Vest, Gold Buillon Group, Marple Farms – Tory Marple, Robbie & Colleen McDowall, RS&T Simmentals LLC – John & Scott Cowger, Eberspacher Ent Inc., Hudson Pines Farm, 102 River Ridge Simmental, Gerdes Show Cattle, Long Simmental, C-Mor Beef, Ferguson Show Cattle, Missouri Jr. Association, Ruby Cattle Co., JS Simmental, Gonsior Simmental, Tom Bros Simmental, Buddy Robertson, MO Simmental Assoc. & Ozark Empire Fair Foundation, Shoal Creek Land & Cattle and Grindstone Creek Farm

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SALE RESULTS

Sandeen Genetics' "Buildin' A Brand" Production Sale

December 12, 2015 • Blakesburg, IA

No.	Category	Average
84	Total Lots	\$5,341

Auctioneer: Jered Shipman, TX
Sale Manager: Dwyer Cattle Services, IL

High-Selling Lots:

- \$60,000** – Bred Female, "Sandeen Donna 4232," s. by Lock N' Load, bred to Innocent Man, sold to BF Black Simmentals, NE; and Brandon Bird, TX.
- \$24,000** – Bred Female, "Sandeen Donna 4532," s. by Lock N' Load, bred to Innocent Man, sold to Shoal Creek Simmentals, MO.
- \$15,000** – Bred Female, "Sandeen Donna 4629," s. by High Voltage, bred to Innocent Man, sold to Drake Simmentals, IA.
- \$12,500** – Bred Female, "Sandeen Donna 153B," s. by High Voltage, bred to Innocent Man, sold to Lee Simmental Farms, MO.
- \$12,000** – Bred Female, "Sandeen Donna 4053," s. by Lock N' Load, bred to Innocent Man, sold to Impact Genetics, OK.
- \$9,500** – Bred Female, "Schooley Miss 423B," s. by Steel Force, bred to Pays to Believe, sold to Reiny Way Acres, WI.

Comments: Consignors included: Schooley Cattle, Greg Scott and Liberty Center Livestock.



The auction block.



Taking in the sale.

The Christmas List Simmental Influenced Sale

December 13, 2015 • West Point, NE

No.	Category	Average
51	Registered and Commercial SimInfluenced Bred Females	\$2,718
8	Registered and Commercial SimInfluenced Open Females	\$2,481
59	Registered and Commercial SimInfluenced Lots	\$2,686

Auctioneer: Jon Schaben, IA
Sale Manager: Eberspacher Enterprises (EE) Inc., MN
Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); Chris Beutler, *Midwest Messenger*, NE; Kelvin Jorgenson, NE; Quentin Smola, NE; Kent Jaecke, OK; and Brad Fahrmeier, LiveAuctions.TV, KS.

High-Selling Lots:

- \$7,000** – Bred Female, "RS Ms. Tracker 217B," s. by W/C Wide Track 694Y, bred to WS A Step Up X27, cons. by Roberts Simmentals, sold to Walsh Simmentals, Hubbard, NE.
- \$6,000** – Bred Female, "KRTC Ms. Whiskey 438B," s. by Irish Whiskey, bred to Duff Hobart 8302, cons. by KRT Cattle, sold to Bruhn Cow Farm, Castana, IA.
- \$4,750** – Bred Female, "RS Ms. Defiant 129B," s. by Rave Defiant 0943X, bred to S A V Brilliance 8077, cons. by Roberts Simmentals, sold to Cumming Creek Cattle, West Point, NE.
- \$4,400** – Open Female, "WCS Ms. Power 5023C," s. by ES Power Up XS37, cons. by Western Cattle Source, sold to Felt Farms, Wakefield, NE.
- \$4,000** – Bred Female, "KRTC Ms. Whiskey 434B," s. by Irish Whiskey, bred to PVF Insight 0129, cons. by KRT Cattle, sold to H&E Cattle Company, Norfolk, NE.
- \$3,800** – Bred Female, "KRTC Ms. Whiskey 424B," s. by Irish Whiskey, bred to Duff Hobart 8302, cons. by KRT Cattle, sold to Dennis Oston, Cameron, WV.
- \$3,750** – Bred Female, "MIJAC/CE Miss Becca S03B," s. by Jass/JS Optimizer 58X, bred to Silveiras Style 9303, cons. by Jon Schaben, sold to Sandy Acres, Arlington, NE.



James Felt of Felt Farms, Wakefield, made some nice purchases at the sale.



Sale consignors Nick Echard, Echard Farms, Farmersburg, IA, and Kirk Lynch of Heartland Simmentals, New Hampton, IA, closely watch the sale offering.

Pride of the Prairie Sale

December 19, 2015 • Chanderville, IL

No.	Category	Average
63	Total Lots	\$3,453

Auctioneer: Jered Shipman, TX
Sale Manager: Dwyer Cattle Services, IL
Sale Host: Bar QH Simmentals

High-Selling Lots:

- \$14,500** – 1/2 interest in, "Bar QH Lynette C216," s. by Broker, sold to Madison Fitzgerald, IA.
- \$10,500** – Bred Female, "Frost Blackcap Baby 70B," s. by Broker, bred to Step Up, sold to H&R Cattle and Donald Headon, IL.
- \$7,250** – Bred Female, "BSC Reanne 49B," s. by Step Up, bred to Built Right, sold to Tyler Doss, MO.
- \$5,750** – Bred Female, "CMSC Sparkle B27W," s. by Uprising, bred to One Eyed Jack, sold to Iberg/Frey Cattle Co., IL.



Looking over the offering.



Customers visiting prior to the sale.

(Continued on page 94)

THSF

Lover Boy

B33



THSF Lover Boy B33

10/16/14 • Purebred • ASA# 2983443

Sire...HTP SVF Duracell T52

Dam...RP/MP Right To Love 015U

2016 NWS Grand Champion Purebred Bull

Congratulations to the new owner of Lover Boy – Gib Yardly, Yardley Cattle Co. Thank you to Winther Cattle Co, Drew Davis, Josh Elder and Doug Parke for your contributions on this outstanding accomplishment.

Lover Boy was bred and raised by Hadden Simmental Farms. Watch for more outstanding genetics like Lover Boy from THSF.



RP/MP Right To Love 015U - dam



HTP SVF Duracell T52 - sire

THSF

Troy Hadden

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thsf63@gmail.com



SALE RESULTS

continued

South Dakota Simmental Source Sale

December 19, 2015 • Mitchell, SD

No.	Category	Average
26	SM and SimInfluenced Bred Females	\$4,084
25	SM and SimInfluenced Open Females	3,484
1	Flush Lot	4,000
1	Pick Lot	4,250
53	Total Lots	\$3,803

Auctioneer: Chisum Peterson, SD

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

Marketing Representatives: Val Eberspacher (EE); Kelly Schmidt (EE); and Merlin Sigfried, *Tri-State Neighbor*, SD.

Representing ASA: Colton Buus

High-Selling Lots:

- \$15,000** – Open Female, “W/C RJ Miss 8543,” s. by Yardley Utah Y361, cons. by Werning Cattle Company, sold to Trennepohl Farms, Middletown, IN.
- \$8,500** – Bred Female, “OMF/DK Bailey B19,” s. by B C Lookout 7024, bred to WS All-Around Z35, cons. by Oak Meadow Farm Simmentals and Diamond K Simmentals, sold to Swanson Simmentals, Thief River Falls, MN.
- \$7,750** – Open Female, “BRKC Caimile CZ03,” s. by FBF1 Combustible, cons. by Rocky Knoll Cattle Company, sold to Sawyer Naasz, Platte, SD.
- \$6,900** – Bred Female, “DJF B4119,” s. by CCR Cowboy Cut 5048Z, bred to WS Prime Beef B22P, cons. by Double J Farms, sold to Cross Hair Simmental, Dawson, ND.
- \$6,000** – Open Female, “RM1L Sadie C104,” s. by TNT Tuition U238, cons. by Miller Cattle Company, sold to Harlan Rasmussen, Sanborn, MN.
- \$6,000** – Bred Female, “R&R Miss B441,” s. by ASR Longevity Y184, bred to Barstow Cash, cons. by R&R Cattle Company, sold to Harlan Rasmussen, Sanborn, MN.
- \$5,900** – Bred Female, “KRJ B420,” s. by SS Goldmine L42, bred to KnH Added Value 58W, cons. by Double J Farms, sold to Harlan Rasmussen, Sanborn, MN.
- \$5,300** – Open Female, “Triple C Shear Design S03M,” s. by Hooks Shear Force 38K, cons. by Circle H Simmentals, sold to Hilltop Simmentals, Hudson, SD; and Sloup Simmentals, Seward, NE.

Comments: The sale was held in conjunction with the SDSA annual meeting and banquet. Also selling were two SM and Sim-Influenced Steers at an average of \$1,450; seven embryo lots at an average of \$3,914; one Border Collie for \$3,600 and 1 donkey for \$400.



Dan and Vicky Lehrman of Lehrman Family Simmentals, Spencer, SD, were both consignors and buyers at this year's sale.



A terrific sale day crowd was on hand at Mitchell Livestock.



Jerry and Dennis Hanzlik, Hanzlik Simmentals, Niobrara, NE, made a purchase for their herd.



Ross Demers, Dakota Simmentals, Colome, SD, purchased cattle at the SD Source sale.

15th Annual Wild Wild West Simmental Sale

January 19, 2016 • Denver, CO

No.	Category	Average
64	Total Lots	\$3,512

Auctioneer: Tracy Harl

Sale Manager: DP Sales Management, LLC, KY

Sale Staff: Shane Ryan and Curtis Cox

DVAuction: Becky Rennart

Representing ASA: Chip Kemp

High-Selling Lots:

- \$11,000** – Open Female, “AHLB Candice 565C,” s. by Mr. HOC Broker, cons. by Ahlberg Cattle, sold to Chad Brummer, KS.
- \$8,500** – Open Female, “AHLB Chloe 505C,” s. by Mr. NLC Upgrade, cons. by Ahlberg Cattle, sold to Don Esch, NE.
- \$7,000** – Bred Female, “ASR Rem Josie B487,” s. by W/C Wide Track, bred to ASR Augustus, cons. by Altenburg Super Baldy, sold to Kaemingk Feedlot, IA.
- \$6,800** – Open Female, “SVS Preslee C401,” s. by Mr. HOC Broker, cons. by St. Vrain Simmentals, sold to Catherine Callantine, MT.
- \$6,500** – Open Female, “ASR Little Dessi C536,” s. by W/C Wide Track, cons. by Altenburg Super Baldy, sold to Alliance Simmental, Australia.
- \$6,000** – Open Female, “AHLB Caitlyn 532C,” s. by WS Beef Maker, cons. by Ahlberg Cattle, sold to Nichols Peery, OK.
- \$5,400** – Open Female, “AHLB Cleo 542C,” s. by Mr. NLC Upgrade, cons. by Ahlberg Cattle, sold to Tylertown, Simmental, TN.
- \$5,000** – Open Female, “AHLB Cortney 533C,” s. by Hooks Shear Force, cons. by Ahlberg Cattle, sold to Jared Seinola, MN.

Comments: Cattle sold into 14 states including: CO, GA, IA, KS, MN, MO, MT, ND, NE, OK, SD, TN, UT, WY plus Australia.



Pennsylvania breeder and ASA Trustee Cliff Orley made the trip to the sale.



ASA Trustee Brian DeFreese visits with WWW spokesman Willie Altenburg

(Continued on page 96)

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SALE RESULTS

continued

Wild Wild West Sale (Continued)



Ron Miller, NE, again served the sale as a consultant.



Debbie Smith, MS, was on hand sale night.

36th Annual Gateway "Breeding Value" Bull Sale

February 1, 2016 • Lewistown, MT

No.	Category	Average
220	Bulls	\$5,982

Auctioneer: Jim Birdwell, OK

Sale Manager: Allied Genetic Resources, IL

Marketing Representatives: Dan Deichmann, *Deichmann Livestock*; John Goggins, *Western Ag Reporter*; Devin Murnin, *Western Livestock Journal*; and Jeff Thomas, *Prairie Star*.

Representing ASA: John Grande

High-Selling Lots:

\$34,000 – Lot 3, s. by J Bar J Nightride, sold to Gibbs Farms, Ranburne, AL.

\$10,000 – Lot 6, s. by GW Predominate, sold to Huntley Ranch, Wisdom.

\$10,000 – Lot 13, s. by GW Premium Beef 021, sold to Bret Maxwell, Lewistown.

\$10,000 – Lot 17, s. by GW Marshall, sold to Todd Olsen, Lewistown.

\$9,750 – Lot 1, s. by TJ Marlboro Man, sold to Banner Ranch, Banner, WY.

Volume Buyers: Bair Ranch, Martinsdale; and Andrew Sunderman, Norfolk, NE.

Comments: Cattle sold into 10 states.



Jim Butcher visits with buyers before the sale.



Jim Murphy and Dr. Mike Tess represented the Bair Ranch, a long-time volume buyer at Gateway. ♦

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Mesilla Park, NM 88047

OHIO

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Hillsboro, OH 45133

Green Valley Farm
3794 Cooper Road
Cumberland, OH 43732

Grauer Show Cattle
1200 Ganges East Rd
Shiloh, OH 44878

Justice Land & Cattle Co LLC
16454 Hartford Rd
Sunbury, OH 43074

Daniel E McCleary
6787 Barkley Rd SE
Uhrichsville, OH 44683

OKLAHOMA

NC Wolff Simmental
351457 E 780 Rd
Cushing, OK 74023

SOUTH DAKOTA

Twedt Cattle Company
29318 482nd Ave
Hudson, SD 57034

Creekside Cattle Co
22528 230th Street
Philip, SD 57567

TEXAS

Nichols Rocking A Farm
11294 Leonidas Horton Rd
Conroe, TX 77304

Luna Nueva Farm
515 Egret Lane
Greenville, TX 75402

KQ Cattle Co
27470 FM 1017
Linn, TX 78563

RDM Cattle Company
328 Tipps Rd
Whitesboro, TX 76273

Holcomb Cattle Company
107 Gateway Park Place
The Woodlands, TX 77380

UTAH

Jensen Cattle Company
Box 207
Elmo, UT 84521

Wride's Cattle
7215 South 4400 West
Spanish Fork, UT 84660

Whittier Show Cattle
217 South 2875 West
Cedar City, UT 84720

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Jonesville, VA 24263

WASHINGTON

Olive Branch Ranch
12201 21st St NE
Lake Stevens, WA 98258

Pacific Cattle Inc
1801 Hope Valley Rd
Eltopia, WA 99330

WISCONSIN

Windy Hill Specialty Farm
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Buckys Cattle Den
29831 Flogel Lane
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Slack 2-D Cattle
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MARCH

- 1 Barker Cattle Company's Bull and Female Sale — Burley, ID
- 1 Doll Simmental Ranch's 36th Annual Production Sale — Mandan, ND
- 1 Double Bar D Farms' "Best of Both Worlds" Bull and Select Female Sale — Grenfell, SK
- 1 Hill's Ranch Bull Sale — Stanford, MT
- 1 Houston International Simmental/Simbrah Sale — Houston, TX
- 2 Houston Livestock Show and Rodeo Simmental/Simbrah Show — Houston, TX
- 2 Janssen Farms' "JF Scalebuster" Bull Sale — Dunlap, IA
- 2 Mertens Cattle Company's Production Sale — Milbank, SD
- 3 JMB/Rains Simmental/N Bar Cattle's Bull Sale — Sharon Springs, KS
- 4 Diamond Bar S Bull Sale — Great Falls, MT
- 4 Eichacker Simmentals' Annual Bull Sale — Salem, SD (pg. 67)
- 4 KSU's Annual Legacy Sale — Manhattan, KS
- 4 LaBatte Simmentals with Meadow Acres Farms' 36th Annual Bull and Female Sale — Moose Jaw, SK
- 4 New Day Genetics' Bull Sale — Eldon, MO
- 4 Snake River Bull Test Sale — Jerome, ID
- 5 Cason's Pride and Joy Production Sale — Russell, IA
- 5 Flying H Genetics 'Roughage N' Ready' Bull Sale — Arapahoe, NE
- 5 RS&T Simmentals, LLC Bull Sale — Savannah, MO
- 5 Trinity Farms' Generations of Excellence Sale — Ellensburg, WA (pg. 42)
- 5 Walsh Simmental's Bull Sale — Hubbard, NE
- 6 Gateway Genetics Versatility+ Bull Sale — Pierce, NE
- 6 Gold Bullion Group Sale — Wamego, KS
- 8 Calvo Family Bull Sale — Valentine, NE
- 8 Open 8 Genetics' Inaugural Bull Sale — Charlo, MT
- 9 Lechleiter Simmentals' 28th Annual Bull Sale — Loma, CO
- 10 12th Annual Cattleman's Kind Bull Sale — San Saba, TX
- 10 Hall-Pokorny Red Angus Bull Sale — North Platte, NE
- 10 Schmig Simmental Ranch's 33rd Annual Production Sale — Stockholm, SD
- 11 74-51 Cattle Company's Red Dirt Bull Sale — Marshall, OK (pg. 58)
- 11 Dikeman and Huninghake Premium Genetics Bull Sale — Wamego, KS
- 11 Quest of the West Cattle Sale — Spanish Fork, UT
- 12 Carcass Performance Partners 14th Annual Bull Sale — Lucedale, MS
- 12 Gonsior Simmentals' Production Sale — Fullerton, NE
- 12 Great Lakes Beef Connection Bull Sale — Clare, MI
- 12 REDstock Annual Production Sale — Chillicothe, MO
- 12 Tennessee Beef Agribition — Lebanon, TN
- 12 Yardley Cattle Company's 44th Annual Bull Sale — Beaver, UT
- 13 WSA Spring Spectacular Sale — Lancaster, WI (pg. 55)
- 14-15 JS Simmentals' Spring Online Embryo Sale — www.dponlinesales.com
- 14 Keller Broken Heart Ranch Annual Production Sale — Mandan, ND
- 14 Rockin H Simmentals' Production Sale — Watertown, SD
- 15 Open Gate Ranch Sale — Simms, MT
- 15 Schrader Ranch Bull Sale — Wells, KS
- 15 White Farms' 30th Annual Private Treaty Bull Sale — Cherokee, OK (pg. 84)
- 16-17 Family Matters Online Embryo Sale — www.dponlinesales.com
- 17 Hilbrands Cattle Co.'s Online Sale — www.breedersworld.com (pgs. 16-17)
- 17 Parker Cattle Company's Spring Sale — Burlington, CO
- 18 3C Christensen Ranch and NLC Simmental Ranch Annual Production Sale — Wessington, SD (pg. 67)
- 18 Frozen Gold XV — Columbus, OH (pgs. 59, 81)
- 18 Gengenbach Cattle Co.'s 8th Annual Production Sale — Imperial, NE
- 18 Sunflower Genetics' Annual Production Sale, Maple Hill, KS (pgs. 58, 88)
- 19 Altenburg Super Baldy Ranch's 24th Anniversary Annual Bull and Heifer Sale — Fort Collins, CO
- 19 Drake Cattle Company's Bull Sale — Centerville, IA
- 19 Flying H Genetics 'Grown On Grass' Bull Sale — Butler, MO
- 19 Hilltop Simmentals 3rd Annual Private Treaty Bull Sale and Open House — Hudson, SD
- 19 Michigan Bull Test Sale — Crystal, MI
- 19 Ohio Beef Expo/Eastern Spring Classic Sale — Columbus, OH (pg. 85)
- 19 Red Hill Farms' "More Than a Bull XI" Bull and Female Sale — Lafayette, TN
- 19 UBIA Bull Test Sale — Salina, UT

(Continued on page 102)

KEARNS CATTLE CO.

27th Annual Bull Sale

Tuesday, March 29, 2016 at 1 pm MST
Rushville, Nebraska



TKCC CARVER 65C

Sire: WS Pilgrim H182U MGS: WAGR Driver 706T
DOB: 2/25/15

BULLS AVAILABLE FOR VIEWING:
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Kearns Cattle Co. - Rushville, NE
www.kearnscattleco.com



2016 NWSS Champion Pen of Three Simmental Bulls



TKCC CHEROKEE 7C

Sire: WS Pilgrim H182U MGS: WAGR Driver 706T
DOB: 2/26/15

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- 21 Hudson Pines-Hayes Ranch Genetic Legacy Bull Sale — Billings, MT
- 21 Williams Cattle Company Online Semen Sale — www.breedersworld.com
- 23 Pelton's 23rd Annual Sale — LaCrosse, KS
- 23 Premium Sourced Cattle 4th Annual Bull and Female Sale — Eckley, CO
- 25 Rust Mountain View Ranch "Ace in the Hole" Bull Sale — Turtle Lake, ND
- 26 37th Annual SW VA Performance Tested Bull and BCIA Influenced VA Premium Assured Plus Bred Heifer Sale — Wytheville, VA
- 26 Back to the Basics Sale — Fountain Run, KY
- 26 Campbell Simmental's Bull Sale — Ignacio, CO
- 26 Dickinson Ranch's 44th Annual Production Sale — Gorham, KS (pg. 58)
- 26 Professional Beef Genetics Open House Spring Bull Sale — Montrose, MO
- 26 Spring into Excellence Simmental Sale — Pennsylvania Furnace, PA
- 26 T-Heart Ranch High Altitude Bull Sale — La Garita, CO (pg. 42)
- 26 Vertical Edge Genetics "Bulls In Bancroft Production Sale" — Bancroft, ID
- 26 Wildberry Farms Bull and Bred Heifer Sale — Hanover, IL
- 29 Kearns Cattle Company's 27th Annual Bull Sale — Rushville, NE (pg. 101)
- 29 Top Gun Cattle Company's Annual Bull and Heifer Sale — Smithfield, NE
- 30 Icons on Ice Embryo and Semen Sale — www.ebersale.com (pgs. 19, 71)

APRIL

- 1 Canaday Ranch's 38th Annual Pride in Performance Sale — Yankton, SD
- 1 Southeast Elite Female Sale — Perry, GA (pg. 79)
- 2 59th Annual WBIA Tested Bull Sale — Platteville, WI
- 2 Bulls of the Bluegrass — Mt. Sterling, KY (pg. 77)
- 2 McDonald Farms' 13th Annual "Pick of the Pen" Bull Sale — Blacksburg, VA
- 2 Michigan Beef Expo — East Lansing, MI
- 2 The Gathering at Shoal Creek — Excelsior Springs, MO (pg. 21)
- 3-4 Bramlet Simmentals' Spring Online Sale — www.dponlinesales.com
- 4 APEX Cattle Bull and Heifer Sale — Kearney, NE (pgs. 8-9)
- 6 75th Annual Kansas Bull Test Sale, Beloit, KS
- 6 TF-Brand Back To The Farm Bull Sale — Zanesville, OH (pg. 81)
- 8 South Dakota State University's Bull Sale — Brookings, SD
- 9 Brant Farms' Genetic Balance SimGenetics Sale — Hinckley, MN (pgs. 23, 54)
- 9 Cattleman's Choice Sale — Hartwell, GA (pg. IFC)
- 9 Choctaw County Land and Cattle Sale — Boswell, OK
- 9 New Day Genetics' Spring Sale — Osceola, MO
- 9 Southeast All Black Classic, Marianna, FL (pg. 103)
- 10 Partisover Ranch's Southern Style Sale, Colbert, GA (pg. 31)
- 13 Northwest Bull Fest — Burlington, ND
- 15 Virginia Beef Expo SimSation Sale — Harrisonburg, VA
- 16 Nelson Livestock Company's Annual Production Sale — Wibaux, MT
- 16 Owen Bros. Diamonds & Spurs SimGenetic Sale — Bois 'dArc, MO (pg. 25)
- 19 Trennepohl Farms' Top 10 Sale — Middletown, IN (pg. 81)
- 20 Williams Cattle Company Online Semen Sale — www.breedersworld.com
- 23 Heartland Simmentals' Performance with Class Bull Sale — Waverly, IA
- 23 Sunset View Farms' Family Traditions Female Sale — Auburn, KY
- 30 Water's Edge Farm's Inaugural Black Tie and Blue Jeans Sale — Franklin, TN
- 30 Black Tie and Blue Jeans Sale — Franklin, TN

MAY

- 1 Timberland Cattle's SimAngus™ and Black Angus Female Auction — Vernon, AL (pg. 54)
- 2 Williams Cattle Company Online Semen Sale — www.breedersworld.com
- 5 Nelson Simmental and SimAngus Bull Sale — Glasgow, MT
- 6 Southern New England Simmental Association's 5th Annual All-Breed Sale — Springfield, MA
- 7 Stars and Stripes Sale — Gettysburg, PA
- 7 The Hunt at Shipwreck Cattle Company, — Grandview, TX
- 14 Buzzard Hollow Ranch's 22nd Annual Designer's Classic Sale — Granbury, TX
- 20 The Spring Turnout Sale — Seward, NE (pg. 4) ◆

Southeast All Black Classic

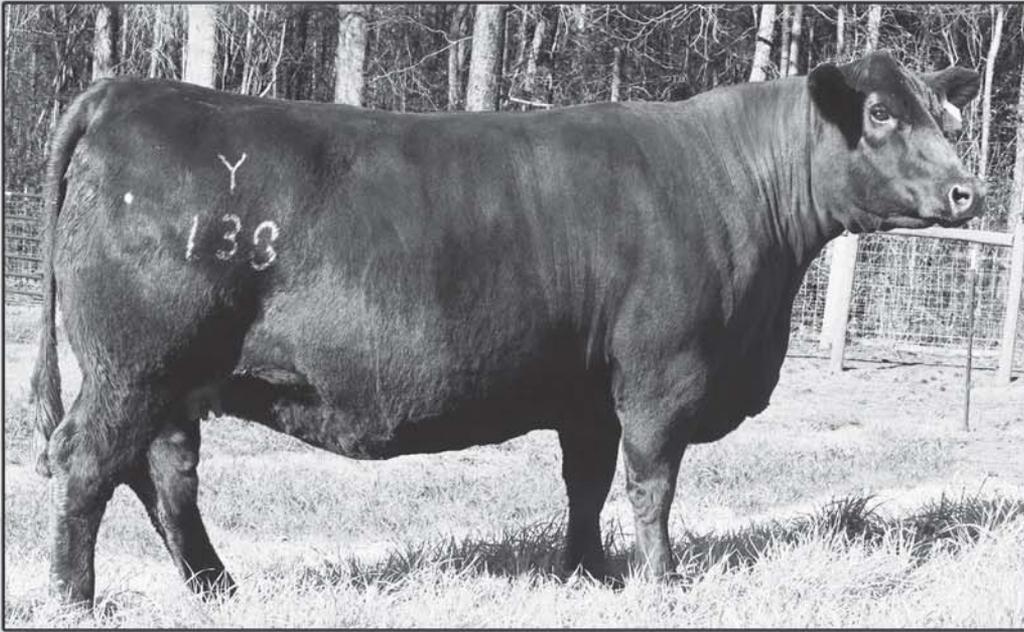
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Auction will be held at the Florida Bull Evaluation Center



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Angus | SimAngus™ | Simmental



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1/4 Simmental daughter of SAV Bismarck 5682 bred to WAGR Dream Catcher.



Daughter of N Bar Emulation EXT with heifer calf sired by MF Net Return and bred to SAV Registry.



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Ad Sales Staff

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Nancy Chesterfield

406-587-2778

nchesterfield@simmgene.com



Rebecca Price

406-587-2778

rprice@simmgene.com

International Sales



Jeff Thomas

406-581-8859

jeffthomas138@gmail.com

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LLSF Pays To Believe ZU194

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

EPDs:
CE: 7 \$API: 132 \$TI: 72



Dam: URA Baby Doll



Granddam: Rockin Robin



WLE Big Deal A617

EPDs: CE: 10 \$API: 122 \$TI: 64
ASA#: 2743620 • Homozygous Polled
Steel Force x Shawnee Miss 770P
Big Deal is exciting at Mid Continent Farms
& Wesner Livestock. Big Deal is calving
easily and adding value to progeny!
Maternal brother to Uno Mas.



CNS-HFS Payload A330

EPDs: CE: 11 \$API: 136 \$TI: 68
ASA#: 2747228 • Homozygous test pending
Pays to Dream x Navigator.
Extra sound structured, calving ease, solid
black bull with added depth to use to make
complete, sound progeny. He has no white
on face to use on heifers or cows.



TNGL Grand Fortune Z467

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



EPDs:
CE: 10 \$API: 133 \$TI: 68



Famous donor dam, Hope Floats



2014 NWSS Champion Bull

\$16,000 Grand Fortune daughter



GLS New Direction X184

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

EPDs:
CE: 8 \$API: 115 \$TI: 58



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



New Direction bred at GLS, MN



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



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



FBF1/SF Ignition A811

ASA#: 2749323 • Combustible x In Dew Time
Homozygous Black/Homozygous Polled
Ignition packs an unprecedented load of muscle shape and
internal dimension together with excellent structure and
profile. Ask Randy Daniels, Trent Templeton and Todd Alford
about progeny!

EPDs:
CE: 8 \$API: 112 \$TI: 62



Ignition's fantastic full sister



Ignition's donor grandam



Long's Damien A37

ASA#: 2789551 • Shear Force x GW Lucky Man

EPDs:
CE: 11 \$API: 154 \$TI: 84

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! Solid
black-use on baldy heifers and
cows to remove white.

Calving Ease
Outcross

EPDs pulled 1.6.16



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