

JANUARY 2025

# CHAROLAIS

JOURNAL





# CHAROLAIS

46TH NATIONAL SALE - DENVER, COLORADO

## OFFERING CHOICE OF THE COWHERD

**Saturday, January 18, 2025**

National Western - Denver

*"Select from 2000+ females from the Closed ETN program based on performance with a firm belief in data and numbers proven over time."*

PROVEN PERFORMANCE



# EATON CHAROLAIS

**60TH ANNUAL**

**NATION'S LARGEST**

**PRIVATE TREATY BULL SALE**

**500+ PERFORMANCE TESTED BULLS**

**FEBRUARY 2025**

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CHAROLAIS BULLS SINCE 1958

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- ✓ Established Lease Program
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- ✓ 100% Satisfaction Guaranteed



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[CharolaisBulls@outlook.com](mailto:CharolaisBulls@outlook.com)  

**56TH ANNUAL BULL SALE**

**April 26th, 2025**

**At The Ranch, Lake Preston, SD**

Bulls for sale or lease all year long,  
by the head or by the truckload

# Upcoming Sale Offerings

## COWTOWN CATTLE DRIVE SALE

*First Lot*



**LT Brenda 8034 Pld**

*Embryos sired by LT Atlas 0251,  
LT Global 3322, CCC WC Redemption 7143*

*Second Lot*



**LT Sheila 337 Pld**

*Embryos sired by LT Governor 1560,  
LT General 2510*

J & J Trust will be offering two lots with a Choice of Three Embryos from two of our donor cows in the Cowtown Cattle Drive Sale at the Fort Worth Stock Show & Rodeo. This is a fantastic opportunity to acquire some esteemed bloodlines from our proven donor pen. We are fortunate to have these ladies in our ownership and each one has produced top-selling bulls in the past. These embryos from outstanding herd sires and dams have greatness written all over the offspring!

## NATIONAL CHAROLAIS SALE



**LT Ballet 9219 Pld**



**LT Madalynn 6108 Pld**



**M&M Ms Carbine 1567 Pld**



**LT Brenda 3357 Pld**



**Miss HCR Leann 5651 Pld**

J & J Trust is pleased to be offering at the 46<sup>th</sup> National Charolais Sale two different female lots from our cow herd and donor pen genetics: a choice from our open heifers and choice of our bred heifers. This is a terrific opportunity to add a quality female prospect to your herd.



**LT Airey 5226 Pld**

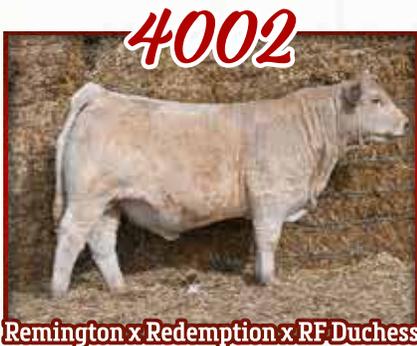
**J & J TRUST**  
Charolais Cattle

# FULL CIRCLE CATTLE CO. FIFTH ANNUAL

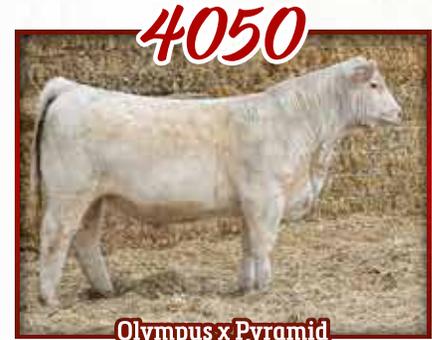
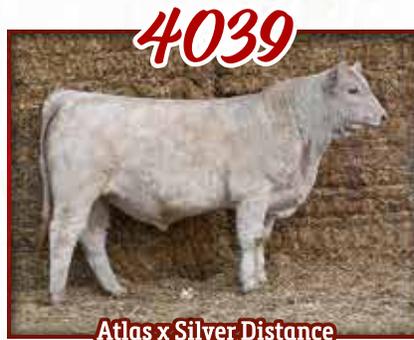
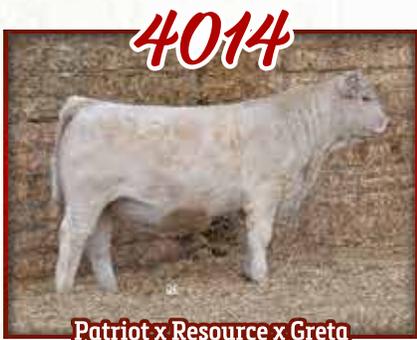
# Bull Sale

WEBCAST **DVAuction**  
Producing Real Fair Auctions

**SATURDAY, MARCH 15, 2025 • 1PM**  
**WINTER LIVESTOCK, DODGE CITY, KS**



**OFFERING 50+ PERFORMANCE DRIVEN CHAROLAIS BULLS**



**TAYLOR**  
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TSTABEL@KCFLLC.COM

**LYNDEE**  
785.851.7303  
LYNDEE.MAE@GMAIL.COM



**SALE MANAGER**  
JWC MARKETING LLC  
WES CHISM 281-761-5952

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JANUARY 2025  
VOL. 48, NO. 10

# CHAROLAIS

## JOURNAL

Official Publication of the  
American-International Charolais Association



### FEATURES

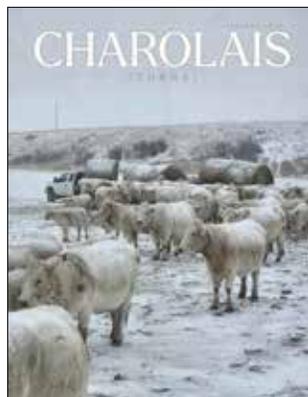
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### CHAROLAIS JOURNAL

11700 NW Plaza Circle • Kansas City, MO 64153  
phone (816) 464-5977 • fax (816) 464-5759  
www.charolaisusa.com

### ON THE COVER

Photo by James Cherry at  
Cobb Charolais Ranch, Augusta, Mont.

### JOURNAL STAFF

Brett Spader  
*CPI President*

Molly Schoen  
*Editor*

Laura Handke  
*Project Editor*

David Hobbs  
*Manager*

*Field Representatives*  
*Refer to page 19*

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Livestock  
Publications  
Council

33<sup>rd</sup>

# Our Thanks to the Buyers at **RANCHER'S CHOICE BULL SALE**

69 Bulls Averaged \$6,233.  
86% Repeat Buyers and 2024 OK Bull Sale



### **RE JUBILEE 329 ET**

EM994530

Sire: JMAR Jubal 5P01 Dam: RE Miss Cigar 12B ET  
to Struthoff Ranch for \$9,000.

Rick & Cindy Evans



### **RE JUBILATION 303 P ET**

EM980976

Sire: JMAR Jubal 5P01 Dam: RE Miss Cigar 12B ET  
to Martin O'Connor for \$7,000

Arlitt Ranch



### **MC SIR BRAXTON 314**

M993893

Sire: RE Sir Braxton 022 P ET (Photo) out of our great Donor, JDJ Ms Cigar B2011  
Dam's Sire: RE Destiny 747 P ET (Cigar x JDJ Ms Truemark Y322)  
Purchased by Darron Enis, TX from the 2024 OK Bull sale for \$7,000.

McCurdy Charolais



### **BARA CIGAR'S TRUTH 303J P ET**

EF1318870

Sire: LHD Cigar Dam: KR Ms Reality 303  
Shown with her bull calf sired by JMAR Hosea. We purchased this heifer in the Sale of Excellence!  
The Quality is always awesome at this sale. Preparing for the 2025 Sale!

Bella Angel Farm

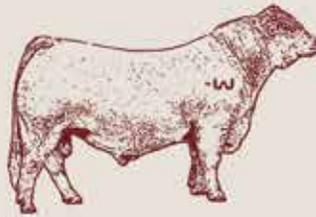
**ARLITT RANCH**  
Bill & Raye Arlitt  
P.O. Box 998 Polceet, TX 78065  
800-772-3604  
barlitt@zimbracloud.com

**RE EVANS CHAROLAIS**  
Rick & Cindy Evans  
2601 Austin Ave. Brownwood, Texas 76801  
Cell: (325) 647-9039  
rickevans6464@gmail.com

**M McCURDY  
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Pat & Cole McCurdy  
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**BELLA ANGEL  
FARMS**  
Michael & Angela Henry  
2965 CR 3425  
Yantis, Texas 75497  
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angela.kay.flynn@gmail.com





# SOUTHERN BOYS

## BULL SALE

HOSTED BY SC ONLINE SALES



JANUARY 31, 2025

**AWR MALCOM 4112**



AICA M999789

M&M OUTSIDER 4003 PLD x PZC SURPRISE 6116 ET

*This power bull is built with the real world in mind, sound structured, rugged featured and has longevity as the paramount.*

**AWR MUFASA 4101 ET**



AICA EM999788

SVY MAYFIELD 30H x JIL MISTY 123Z

*These first sons of SVY Mayfield 30H are set to change the business, Mufasa 4101 is a full brother to the \$57,000 high selling open female from the 2024 Southern Belles Female Sale.*

**AWR MR OUTSOURCE PATSY 4135**



AICA EM999788

SVY MAYFIELD 30H x JIL MISTY 123Z

*We love just how stout yet functional this herd bull prospect is constructed. This offering is built up of bulls that are set to yield profits in the beef business!*



MILLSAP, TEXAS  
817.600.1082 JED WATJE  
817.925.5212 TRACY WATJE



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American Royal National ROE  
Grand Champion Bull



Blending Full French &  
Purebred Genetics



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True Beef Bull



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www.barjcharolaisfarm.com

# WAGNER CHAROLAIS

## 14TH ANNUAL BULL SALE

**April 5, 2025**

**At the Ranch and Online**

**18-20 month and yearling bulls**



**LT GOVERNOR 1560**



**2025 SALE BULLS  
OCTOBER 17, 2024**

We are very excited about this year's sale. There will be on the order of 60 bulls including more than 20 Governor sons and a few Governor daughters Performance, Calving Ease. Longevity and Docility



**Bob & Jan Wagner**  
18025 County Road 128  
Nunn, Colorado 80648  
(970) 420-2336  
[bob@wagner-ranch.com](mailto:bob@wagner-ranch.com)  
Call, text or email to get a catalog.

2025

Spring Turn Out  
Bull Sale

# Rogers Bar HR

February  
22nd

## Winner, Winner, Steak Dinner!

### Rogers Bar HR wins the 2024 Florida Bull Test



#### Proven Performance:

- Our bulls have won more BIF Certified rate of gain tests than any other Charolais breeder

#### 2024 Florida Bull Test Final ADG:

Angus	3.56 lbs/day	-0.80
Other Charolais	3.79 lbs/day	-0.57
<b>Rogers Charolais</b>	<b>4.36 lbs/day</b>	<b>★</b>
Hereford	2.93 lbs/day	-1.43
Sim Angus	3.59 lbs/day	-0.77
Simmental	3.88 lbs/day	-0.48

- The bull you use matters! Be it grass or grain, Rogers Bar HR bulls will put on the pounds for you!
- More pounds, more money!**

#### True Forage Based Program:

- Bulls are not creep fed
- Weaned bulls are not put in a grow yard - they are **developed on GRASS.**
- The same grass they will be eating at your place - bermuda, bahia, star, and ryegrass

#### Resilient:

- Our bulls are **bred in the South, raised in the South, and they will work for you in the South**
- The **heat and humidity** of the South will not slow these bulls down
- Rogers Bar HR bulls do not need an adaption period - **they just do their job with no additional pampering**

**Rogers Bar HR's focus for the last 65 years has been to produce the best Charolais in the breed.** We

are the largest breeder in the South, and one of the oldest breeders in the country. We have been performance testing to produce only the best Charolais for 65 years. Let us put our bloodlines to work for you and your operation.

Watch the sale and bid online through

This sale will be broadcast live on the internet.

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

Join us for our  
**Spring "Turn Out" Bull Sale**  
**Saturday, February 22nd, 2025**  
**Selling 50 Charolais Bulls**  
**and 25 Select Charolais Females**

**Catalogs and Videos Available on Our Website and Facebook February 15th!**



Find us on  
Facebook

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Doug Rogers

Cell: 601-765-7751

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601-765-8848

[rogersbarhr@hotmail.com](mailto:rogersbarhr@hotmail.com)

# 61<sup>ST</sup> ANNUAL SALE CHAROLAIS



**NEW DATE, NEW TIME!**

**SUNDAY • FEBRUARY 9, 2025 • 11 AM**

IOWA STATE FAIRGROUNDS • DES MOINES, IOWA

**OFFERING 50 LOTS**

LONG YEARLING BULLS • YEARLING BULLS  
BRED HEIFERS • OPEN HEIFERS • PREGNANCIES



BE TYSON 23D ET  
M&M Outsider x Harvie Ms  
Impressive 267Z  
DOB: 3/7/23  
Proven pedigree with style



PF MR COMMISSIONER 3101 DOB: 10/21/23  
GHC Commissioner x CCC WC Resource x M&M Stealth 9509  
EPDs Rank Top 15% CE, WW • 20% BW



LAFRAISE EMERSON 822  
DOB: 12/28/2022  
BRCHE Cool Dot x  
LT Rushmore x Emerson  
Bred AI to LT Ransom 8644



MLL MAX 441 P DOB: 3/2/24  
GHC Reagan x CCC WC Redemption x M6 New Nancy 2134  
EPDs Rank Top 5% WW • 8% Marb • 15% Mtl



PF MS MAXINE 4501 DOB: 5/4/24  
TR Foreigner x M&M Outsider x SULL 0641



BE LIZZO 44A ET DOB: 5/10/24  
M&M Outsider x LaFraise Keisha 64A

**CONTACT US FOR A CATALOG!**

**SALE SPONSOR:**



**SALE MANAGER:**

**JWC MARKETING LLC**  
WES CHISM 281-761-5952  
WES@JWCMARKETING.COM



Bid and purchase  
live on the internet.  
Go to [www.liveauctions.tv](http://www.liveauctions.tv)

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Hadley Schotte 785-562-6632

**AUCTIONEER:**

Justin B. Stout 913-645-5136

JANUARY 6 2025

Bradley 3 Ranch, Ltd.

The

# WIDE Body Sale



## B3R Silver Gun L602 ET

- EM996104
- PA Free
- HOP Polled
- Multiple trait leader EPDs
- Lots of marbling

Call for your  
catalog today!



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John Gardner • (806) 777-2799, cell

Minnie Lou Bradley

[www.bradley3ranch.com](http://www.bradley3ranch.com)



**February 8, 2025  
12 Noon**

at the ranch east of Estelline, Texas

*Offering...*

**90 Charolais Bulls**

*Also selling...*

**200+ Angus Bulls and**

**60+ Elite Angus Females**

**DNA parent verified with  
Genomic Enhanced EPDs  
plus performance data  
with super nice  
dispositions.**

- Complete performance data
- 15-18 month old registered bulls
- All Bulls have BSE and all bulls are DNA tested



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FOR CALVING EASE, PERFORMANCE & FEED EFFICACY

*It's Our Business. Not Just a Hobby!*

**Watch for Sons & Grandsons of These Herd Sires in Next Year's Sale!  
Their Eye Appeal, Performance & Uniformity are Impressive!**



**LT Justified 1528 Pld** M963051



**Turnbull's Knockin Boots 604K** M982496



**LT Ransom 8644 Pld** M914463



**HTA Missle 110H** M954353



**LT Junction 1264 PD** M959470



**RLB Fargo Flame 436E** M898440

**SONS & GRANDSONS OF THESE SIRES SELL TOO!**

**RBM FARGO Y111** EM809088 • **LT PATRIOT 4004 PLD** M852822 • **LT PRIDE 0401** M943564  
**WCR MASTER CHIEF 037 P** M939613 • **KEYS MAXIMIZER 37J** M957511 • **KEYS BALLYHOO 239J** M957492

*Thank You to all of the  
Buyers at Our 2024 Sale!  
We Appreciate Your Business!*



**Robert Birkliid**  
5851 122 Ave. SE, Nome, ND 58062  
(701) 924-8876 • Cell: (701) 678-3528  
rlazybranch@gmail.com  
www.rlazybranch.com

*Annual Production Sale*  
**FEBRUARY 21, 2025**  
1 PM HUB CITY LIVESTOCK, ABERDEEN, SD

**PERFORMANCE + CARCASS = PROFIT**

JANUARY 12 2025

# THOMAS CHAROLAIS

## *Bull & Female Sale*

**FEMALE SALE: FRIDAY MARCH 21 5PM**  
**BULL SALE: SATURDAY MARCH 22 1PM**

**AT THE RANCH**  
**RAYMONDVILLE, TX**



**SELLING 130 BULLS  
AND 60 FEMALES**

Free delivery on purchases totaling \$10,000  
or more per buyer to a central location



**THOMAS**  
*charolais, inc.*  
SINCE 1936

**MITCH THOMAS**  
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**TONNYRE THOMAS JOE**  
956-535-0942

THOMASRA@GTE.NET

FOR MORE INFORMATION, TO VIEW  
SALE VIDEOS AND ONLINE CATALOG, VISIT

**WWW.THOMASCHAROLAIS.COM**

# BROBERG

— CHAROLAIS —

TILDEN NEBRASKA

8TH ANNUAL *Bull Sale*

February 12th, 2025 - Tilden, NE



**Broberg's Gunslinger L24 | M1002894**  
Sire: CCC 2B Gunslinger 9030 P  
MGS: Schurr Thing 626J

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	16.2	-2.5	70	126	36	0.8	0.15	284
%	15	30	25	25	3	35	45	20



**Broberg's Resource L26 | M1002892**  
Sire: CCC WC Resource 417 P  
MGS: Schurr Thing 626J

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	6.8	1.8	74	123	29	0.76	0.23	262
%	90	95	15	30	20	40	20	60



**Broberg's Riptide L28 | M1002907**  
Sire: SCC Riptide 19H  
MGS: HCR Jockey 8055 PLD

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	15.7	-2.6	67	119	37	0.65	0.11	263
%	15	25	30	35	3	65	60	60



**Broberg's Redemption L132 | M1002879**  
Sire: CCC WC Redemption 7143 PLD ET  
MGS: SAT Gridmaker 6306 P ET

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	10.5	-0.1	65	116	26	0.84	0.29	274
%	60	70	40	45	40	25	8	35



**Broberg's Redemption L221 | M1002878**  
Sire: CCC WC Redemption 7143 PLD ET  
MGS: SAT Gridmaker 6306 P ET

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	10.9	-0.5	70	121	30	0.85	0.29	271
%	55	65	25	30	20	25	8	40



**Broberg's Redemption L326 | M1002842**  
Sire: CCC WC Redemption 7143 PLD ET  
MGS: WC Beretta 2002 P ET

	CE	BW	WW	YW	MILK	REA	MARB	TSI
	6.1	2.2	76	125	28	0.85	0.16	255
%	90	100	10	25	25	25	40	80

**BROBERG**  
— CHAROLAIS —  
TILDEN NEBRASKA

BrobergCharolais.com



**Loren and Bev**  
Loren: 402-750-1967  
lorenbroberg@icloud.com  
**Brent and Marykae**  
Brent: 402-640-8645  
brentbroberg@yahoo.com



*Sale Management*  
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Broadcasting Real-Time Auctions

JANUARY 14 2025

DENNIS CHAROLAIS FARMS

# BEEFGENE

1 PM | SATURDAY, JANUARY 25, 2025

# BULL SALE

SULPHUR SPRINGS LIVESTOCK COMMISSION  
SULPHUR SPRINGS, TEXAS

SELLING **80**

BREEDING AGE CHAROLAIS BULLS



LOT 9

## BULLS

RAISED IN LARGE GRASS TRAPS  
FED HIGH ROUGHAGE RATION  
NO BULK FEEDERS



LOT 9 | M995849 | SIRED BY KC JACK  
EPDS RANK TOP 1% MILK, TM • 2% WW • 4% YW • 7% MB  
TOP SIDE OUTCROSS



LOT 25 | M1003279 | SIRED BY HIGH COTTON  
SQUARE MADE, SOUND - CHECKS ALL THE BOXES

FOR SALE CATALOG & MORE INFORMATION, CONTACT:

**DENNIS CHAROLAIS FARM**

ERIC, ANGIE, HALEY & BRAYDEN DENNIS  
170 ROCK BLUFF ROAD | SAINT JO, TX 76265  
940-841-2792 | EDENNIS591@YAHOO.COM 

**LiveAuctions.TV**

VIDEOS OF BULLS AVAILABLE



# JMAR GENETICS

Jim and Martha Johnson  
434-546-2341  
www.jmargenetics.com



## JMAR Ms Deubt 3E27

Top 2% MB • 3% TSI • Several daughters to choose from bred to BJR Sir Marvel H220



## JMAR Ms Silver 14M11

Full sister to JMAR Jefferson 8M11 nursing a herd sire prospect by CCR GHC Grandview 9032.



## JMAR Benaiah 1E66

Daughters available including EC Bentley 214 Pld who boast a 324 TSI



## JMAR Jefferson 8M11

Several daughters and sisters available



# CHAROLAIS

46TH NATIONAL SALE - DENVER, COLORADO

Saturday, January 18, 2025  
National Western - Denver

## UNLOCK THE FUTURE

With Your Choice of the Female Herd  
(owned 100% by JMAR)

**Choice Includes -**

- Over 18 females in the top 1% or 2% TSI
- 80% of the females have individual feed efficiency data
- Fall Calving Program - 3 in 1 Packages
- Daughters and Sisters to breed leading Herd sires

*The Quality Group!*



JANUARY 16 2025

# DEVELOPING MANAGEMENT STRATEGIES

## Invested In Comprehensive Tools



Brett Spader  
Executive Vice President

“The Charolais breed has made remarkable strides in these areas, with recent studies showing impressive gains in feed efficiency and carcass traits.”

Sustainability seems to be the “now” word. It’s hard to open an ag-focused magazine without reading something about sustainability. It isn’t a new word, and, as beef producers, we know it isn’t a new concept. Sustainability and longevity go hand-in-hand and, as an industry, we’ve knocked sustainability out of the park. In fact, one only has to look at the national cow herd numbers in relation to the pounds of beef we produce to define sustainability: more with less.

As an association, AICA has focused on developing management strategies and tools that empower our producers to maximize efficiency and profitability. As a breed, Charolais cattle have consistently proven their ability to deliver outstanding resource utilization. The Charolais breed delivers genetics that allow producers to push their calving seasons later into the year to reduce feed costs, labor and the losses incurred with calving in colder months without sacrificing dollars on the sales check. Charolais genetics create flexibility within an operation.

This ability to maintain productivity with a shifted calving window is a game-changer for many operations. It allows for better alignment of peak forage availability with the nutritional demands of lactating cows, ultimately leading to improved overall herd efficiency.

At AICA, we understand that providing top-notch genetics is just the beginning. That’s why we’ve invested heavily in developing comprehensive tools and programs to support our producers’ success. Our genetic evaluation tools and programs offer invaluable data collection and analysis capabilities, enabling producers to make informed breeding decisions.

We’ve placed significant emphasis on traits that directly impact a producer’s bottom

line, such as feed efficiency, growth rate, and carcass merit. The Charolais breed has made remarkable strides in these areas, with recent studies showing impressive gains in feed efficiency and carcass traits.

In fact, in our 2024 Bull Buyer’s Survey, buyers reported that the number one reason they utilize Charolais bulls in their breeding programs is increased performance. The top two results we’re a surprise to any of us in the Charolais business: Increased performance at weaning and increased performance as yearlings, followed by improved feed conversion. Charolais genetics don’t just put money in a producer’s pocket, they keep it there to begin with.

We also recognizing that efficiency doesn’t stop at the farm gate, we’ve developed innovative marketing programs to help producers capture additional value for their Charolais-influenced cattle. These programs offer opportunities for premium marketing and specialized channels. It’s a pasture-to-plate approach that executes delivery and value at every link of the value chain.

As we look to the future and see discussions around herd rebuild emerge, the Charolais breed’s ability to do more with less positions the breed and its producers as leaders in sustainable beef production. We’re seeing incredible acceptance of Charolais cattle in video sales and auction markets, with producers realizing the significant advantages in terms of performance and take-home pay. What’s more, we’re seeing previous customers who have strayed from Charolais and Charolais-influenced genetics return.

Together, we’re not just adapting to change – we’re driving it. We’re here to help you maximize the potential of your Charolais genetics. It’s a good time to be a Charolais seedstock producer.

## AICA NEW MEMBERS

BLAKE ULERICK	9891 E CR 500 S	WALTON	IN	46994
BRYCE PARCELS	5556 CALLAND RD	URBANA	OH	43078
CK RAILE CHAROLAIS	1965 ROAD 7	ST FRANCIS	KS	67756
DENNIS MUNTZ	4708 FISH BRANCH ROAD	ZOLFO SPRINGS	FL	33890
EMMA LIEFFRING	2567 CR S	EMERALD	WI	54013
ERIC DUNFEE	61890 DUNFEE RD	BELMONT	OH	43718
GERALD & REBECCA BURGHDIFF	11698 N CAMP CROOK RD	CAMP CROOK	ND	57724
HIGH POINTE GENETUCS	48 N STONE RD	HESTERIA	MI	49421
HILMES CATTLE CO	29049 CR 2550	FORT COBB	OK	73038
HND CATTLE COMPANY	4319 S PREBLE COUNTY LINE RD	WEST ALEXANDRIA	OH	45381
JOHN WINKEL	1937 D ROAD	GLEN ELDER	KS	67446
KAREN L CARTER	5704 WEST CARTER ROAD	DECKER	IN	47524
LUXURY LIVESTOCK	220 ADAMS DRIVE STE 280	WEATHERFORD	TX	76086
PRUET SHOW CATTLE	3082 STATE ROAD 236	DANVILLE	IN	46122
RED PLAINS RANCH	27520 STATE HWY 33	CASHION	OK	73016
REDWING RANCH	12550 E REDWING RD	GROVELAND	FL	34736
RIDGESIDE ACRES	504 RIDGE ROAD	HALIFAX	PA	17032
SCATTERED OAKS 2.0 FAMILY FARM	305 EASTVIEW DR	PENDLETON	SC	29670
STARKEY CATTLE COMPANY	1261 PRAIRIE RD	WILMINGTON	OH	45177
THE GAMBLERS LLC	10111 WOLF HOLLOW	MILLSAP	TX	76066

## AIJCA NEW MEMBERS

AIDEN S MINIX	17381 PEAR ROAD	CULVER	IN	46511
ALI N MEEK	20795 KELLOGG ROAD	GRAND RAPIDS	OH	43522
AUDREY R JENKINS	12377 GALLOWAY RD	MIDDLETON	ID	83644
BRECKYN JUDE RIPKE	4855 110TH AVE	REMBRANDT	IA	50576
BRENNA M THIE	217 N NORTHFIELD ST	MEDIAPOLIS	IA	52637
BRIAN GEORGE SONNENBERG	25374 COUNTY HWY 32	DETRIOT LAKES	MN	56501
CALVIN S TRIGG	7333 CROSSET CT	CANAL WINCHEST	OH	43110
CHARLIE J BECKER	7107 32ND AVE	ATKINS	IA	52206
COLE M LUNDGREN	2557 310TH ST	LEHIGH	IA	50557
COOPER B PERRY	2678 W 550 S	TRAFALGAR	IN	46181
EMALIN R SHERMAN	1395 W 200 N	LA GRANGE	IN	46761
EMILY G MANNING	1405 CR 108	NEW ALBANY	MS	38652
GRACE A RICHARDS	9660 WEST STATE ROAD 45	BLOOMINGTON	IN	47403
HADLEY E HARTMAN	61832 HWY 41	TECUMSEH	NE	68450
HALLE N LUFFMAN	3261 NE 104TH ST	ANTHONY	FL	32617
HARRISON W DUFF	469 DABNEYS RD	RAPHINE	VA	24472
HOLDEN L SWEET	7441 HILLMAN RIDGE	GEORGETOWN	OH	45121
ISAIAH M SALLEE	26762 S HWY Z	PORUM	OK	74455
JAYCEY JM HARGENS	27586 HWY 59	AVOCA	IA	51521
KENLEY J COPSEY	30539 CORESSEL RD	DEFIANCE	OH	43512
KHLOE L PARCELS	4690 NINE MILE ROAD	URBANA	OH	43078
KYLEA M SOPCHAK	1330 COUNTY RD 2070	LIBERTY	TX	77575
NORA G HOGE	19465 US HWY 67	GOOD HOPE	IL	61438
RAYA J HARGRAVE	14140 WALNUT CREEK	RANDOLPH	KS	66554
RIDLEY S BENDELE	890205 S 3430 RD	CHANDLER	OK	74834
RYATT J BENDELE	890205 S 3430 RD	CHANDLER	OK	74834
TOBIAS S DUFF	469 DABNEYS RD	RAPHINE	VA	24472
TYLER JOSEPH NOLL	5498 DOWINGTON RD	DECKERVILLE	MI	48427
WADE O WILSON	2452 GRAVES ROAD	BATAVIA	OH	45103
WILLIAM A CUBBAGE	PO BOX 475	NEWKIRK	OK	74647

### Year letter for 2025 is N

Record your 2025 born calves using AICA's online system. Add the data as the calves are born; continue to update the records as you add weaning and yearling data. Register the calves at any time by adding their name.

### Female Enrollments

Female enrollments for 2025 are open January 1, 2025. Regardless of the program you choose, your active females should be enrolled. There are 2 enrollment programs:

**WHR** – Each active female is enrolled at \$16 until April 1. For the \$16 you get the registration and transfer of the calf born in 2025. You will also get EPDs on unregistered calves with weight data in valid contemporary groups. The enrollment fee goes up after April 1.

**PPR** – Each active female is enrolled, however there is no fee attached to the enrollment. You will pay the traditional registration and transfer fees as you register and transfer the calves, depending on the age of the calf. EPDs on unregistered calves is not part of the PPR program.

## American-International CHAROLAIS Association

The AICA is the official registry for Charolais and Charbray cattle in the United States. Charolais cattle were first brought to the U.S. in 1936. In 1957, the American Charolais Breeders Association and the International Charolais Breeders Association merged forming the present AICA.

Membership in the AICA is obtainable when the applicant has ownership in at least one animal, and has paid the initial membership fee of \$125. AICA annual dues are \$100.



## Export Your Data for Sale Catalogs

Under the "tools" tab, you will find a new "Data Export" button. This data export gives you the flexibility to export data on animals in your herd and use those data files in your own management packages. You can download and save the files directly to your computer in a CSV (can be opened in Excel) format. There are many options within this feature including selecting the type of animal to export and specific data.

## PA Policy as of 9/1/24

Donor dams and AI sires born after January 1, 2020 are required to be tested for Bovine Progressive Ataxia (BPA), prior to the registration of progeny and/or additional progeny. Animals that have a 100K DNA result on file, will only need to have the BPA test added to their profile. Animals without a 100K on file, will need to have the 100K and BPA ran.

## Registration Fee Changes

Registration- all herdbooks  
 0-4 months \$16  
 5-12 months \$22  
 13-24 months \$38  
 Over 24 Month \$50

## Whole Herd Rewards-

Before April 1- \$16  
 Between April 2- April 30- \$22  
 After May 1- \$36

Reactivation of Disposed Animals- \$36

## Animals Held in the System

If an animal is registered online and held in the system, you can transfer that animal at any time. If an animal was registered online, but wasn't held in the system, it will not be able to be transferred online. You will need to fill out the back of the certificate that was mailed to you and send it back to the office to be transferred.

## Performance Deadline Approaching

Performance data must be submitted to the AICA office by February 1 to be included in the March 2025 Genetic Analysis. Please make sure calf data, weights and weigh data have been submitted online or on forms to AICA.

## Expedited Registration Work - NEW FEES

If an animal needs to be registered with in a day or two a rush fee of \$75 (\$150 non members) will be added to work. Once the animal is registered you can pull it up online to view the registration number. The new certificate will be mailed out the following day. We also offer FedEx mailing for additional \$75 (\$150 non members).

## American-International CHAROLAIS Association

11700 NW Plaza Circle  
 Kansas City, Mo 64153  
 Phone: (816) 464-5977  
 Fax: (816) 464-5759  
 E-Mail: [Info@Charolaisusa.com](mailto:Info@Charolaisusa.com)  
 Website: [www.charolaisusa.com](http://www.charolaisusa.com)

### Association Staff

#### Executive Vice President

Brett Spader • Ext. 101  
*Bspader@Charolaisusa.com*

#### Recording Secretary

Maggie Smithee • Ext. 401  
*Msmithe@Charolaisusa.com*

#### Vice President of Operations

David Hobbs • Ext. 200  
*Dhobbs@Charolaisusa.com*

#### Youth Activities & Foundation

Kaitlyn Chism • Ext. 201  
*Kahism@Charolaisusa.com*

#### Controller

Chris Kendall • Ext. 300  
*Ckendall@Charolaisusa.com*

#### Asst. Recording Secretary

Sarah Almond • Ext. 402  
*Salmond@Charolaisusa.com*

**To Use The Extension Numbers  
 Listed For The Above Staff,  
 Phone (816) 464-5977.**

### Field Staff

#### Southeast Representative

Isaac Hughes  
 63 CR 63  
 Golden, MS 38847  
 662-660-3164  
*ihughes@charolaisusa.com*

#### Southwest Representative

Cody Beck  
 19800 John Wayne  
 Perry, OK 73077  
 (765) 719-1622  
*Cbeck@Charolaisusa.com*

#### North Central Representative

Hadley Schotte  
 308 7th Road  
 Herkimer, KS 66508  
 (785) 719-1622  
*Hschotte@Charolaisusa.com*

#### Other Regions

Call The AICA Office.  
 (816) 464-5977

#### Commercial Advertising

Jay Carlson  
 Carlson Media Group, LLC  
 Beef Breed Group  
 (913) 268-5725 office  
*jay@carlsonmediagroup.com*

## AICA Office

**President**  
 Michael Sturgess  
 407 Breesport St.  
 San Antonio, TX 78216  
 (210) 867-6863

### Vice President

Frank Ellis, Jr.  
 250 Ellis Rd  
 Letohatchee, AL 36047  
 (334) 315-8927

### Secretary

Chad Zehnder  
 982 397th Ave NW  
 Stanchfield, MN 55080  
 (612) 554-2154

### Treasurer

David Hubert  
 510 Maple Ave.  
 Oakley, KS 67748  
 (785) 672-2540

### Ex-Officio

Eddy Loggains  
 4431 Larkin Road  
 Violet Hill, AR 72584  
 (870) 404-4332

## CPI Board

### President

Brett Spader

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Eddy Loggains  
 Michael Sturgess  
 Frank Ellis  
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Bob Tibbs

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 (608) 633-53342  
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 9411 W 56th St S  
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 VICE CHAIRMAN  
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 Area 12 Director

## AICA Directors By Area

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Scott Eaton  
 113 Georgetown Dr  
 Glendive, MT 59330  
 (406) 989-0407  
*term expires 2024*

### Area 2

Bob Wagner  
 18025 WCR 128  
 Nunn, CO 80648  
 (970) 420-2336  
*term expires 2026*

### Area 3

Donnie Leddy  
 15635 472nd Ave  
 Stockholm, SD 57264  
 (605) 695-0113  
*term expires 2024*

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 510 Maple Ave.  
 Oakley, KS 67748  
 (785) 672-2540  
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 P.O. Box 717  
 Raymondville, TX 78580  
 (956) 535-0936  
*term expires 2024*

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 1216 Walter St  
 Gainesville, TX 76240  
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*term expires 2026*

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 982 397th Ave NW  
 Stanchfield, MN 55080  
 (612) 554-2154  
*term expires 2024*

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 (660) 582-9151  
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### Secretary

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### Treasurer

Ray Franz

### Area 9

Tyler Davis  
 P.O. Box 935  
 Ashdown, AR 71822  
 (903) 908-5913  
*term expires 2024*

### Area 10

Jeff Bunker  
 13080 Janus Ave  
 Sparta, WI 54656  
 (608) 269-0008  
*term expires 2026*

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Jeff Harrod  
 645 Evergreen Rd  
 Frankfort, KY 40601  
 (502) 330-6745  
*term expires 2024*

### Area 12

Frank Ellis Jr.  
 250 Ellis Road  
 Letohatchee, AL 36047  
 (334) 315-8927  
*term expires 2026*

### Area 13

Kyle Reaves  
 5840 West Allens Bridge  
 Greeneville, TN 37743  
 (423) 723-9245  
*term expires 2024*

### Area 14

David Clark  
 10165 Log Cabin Road  
 Denton, MD 21629  
 (410) 924-3521  
*term expires 2026*

### Area 15

Dan Eversole  
 3250 Litton-Reaves Hall  
 Blacksburg, VA 24061  
 (540) 231-4738  
*term expires 2024*

## Directors

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 Brett Spader  
 Kaitlyn Chism

## Junior Council

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 Larry Lehman  
 P.O. Box 700  
 Tioga, TX 76271  
 (972) 529-8723  
 VICE CHAIRMAN  
 David Clark

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 Bowling Green, MO 63334  
 (573) 324-2528

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JANUARY 20 2025

# BUILDING LASTING RELATIONSHIPS: THE KEY TO RETAINING BULL BUYERS

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Customer service is a cornerstone of success in the seedstock industry. And for Charolais bull producers, maintaining and strengthening relationships with bull buyers is the key to creating long-term customers.

Bull sales can and should be more than just transactions; they should be events that customers look forward to attending.

“When it’s done well, a bull sale becomes an event, and instead of something they have to go to, it actually becomes something that buyers get excited about and look forward to,” says AICA Vice President, Brett Spader.

By fostering a sense of community among your bull buyers, you create an environment where they feel valued and connected to your operation.

## **COMMUNICATION: A 365-GOAL**

Excellent customer service begins with proactive communication Cody Beck, AICA field representative shares.

“Proactive communication develops into relationships. We’re all in the cattle business, but really, we’re in the people business,” he says.

Regular check-ins with customers throughout the year, not just during sale season, can make a difference in helping to keep your brand on the minds of customers. Simply reaching out helps to build trust and create the first layer of loyalty – familiarity.

Customer service doesn’t end when the sale is over. In fact, that’s when it truly begins.

“It really starts after you sell a bull. Call your buyer after they get their purchase home, or maybe later in the spring or breeding season. Be proactive,” Beck says.

Regular check-ins throughout the year can help you understand your

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North American  
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 Exposition – National ROE  
 Show

**NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION, LOUISVILLE**

Louisville, Ky.-November 18, 2024

**Judge:** Matt Crutcher, Fair Grove, Mo.

**Associate Judge:** Lucas Crutcher, Fair Grove, Mo.

**Total Shown – 72:** 58 Females – 14 Bulls

**FEMALES**

**Junior Champion and Grand**

**Champion Female:** BOY HL Lilo 350L, 1-24-23, by BOY Outlier 812 ET Pld. Avery Sweeney, Vinton, Iowa.

**Senior Calf Champion and Reserve**

**Grand Champion Female:** RF Miss Maura 3322 ET, 9-18-23, by PCC Force Of Nature 122J ET. Claire Norris, Eudora, Kan.

**Spring Calf Champion Female:** BLOCK Glow 103M, 3-27-24, by BOY Outlier 812 ET Pld. John Trey Davis III, Iva, S. C.

**Reserve Spring Calf Champion**

**Female:** BOY HL Mary M452, 5-6-24, by BOY Outlier 812 ET Pld. Brooke Polzin, Darwin, Minn.

**Junior Calf Champion Female:** BJF Suzie 4029M, 2-4-24, by PCC Force of Nature 122J ET. Avery Kohls, Hutchinson, Minn.

**Reserve Junior Calf Champion**

**Female:** BOY CK Mary 355M, 2-1-24, by KEYS Troubador 173J. Boyert Show Cattle, Seville, Ohio.

**Reserve Senior Calf Champion**

**Female:** GRNR Miss Poppi 1M, 12-22-23, by RRC I'm Your Huckleberry 51I. Garner Show Cattle, Hamilton, Ohio.

**Intermediate Champion Female:** APL

Bewley Opal 318 ET, 5-12-23, by WC Premonition 1138 P ET. Gracie Shults, Flag Pond, Tenn.

**Reserve Intermediate Champion**

**Female:** BE Ophelia 343A ET, 5-5-23, by M&M Outsider 4003 Pld. Reed Naughton, Atlanta, Ill.

**Spring Champion Female:** BSSC Sherri Baby 3101L, 4-4-23, by CCC WC Redemption 7143 Pld ET. Braylen Schaeffer, Hagerstown, Ind.

**Reserve Spring Champion Female:** LJR Ms Legacy 356L ET, 4-30-23, by M&M Outsider 4003 Pld. Alyssa Meier, Clinton, Tenn.

**Reserve Junior Champion Female:**

WGB BF Ms Bea 314 P ET, 2-10-23, by M&M Outsider 4003 Pld. Addison Fiddler, Fairview, Ill.

**Senior Champion Female:** BRCHE

MCC Hot Honey 2508 Pld ET, 9-28-22, by CCC WC Redemption 7143 Pld ET. Briggston Bertsche, Onida, S. D.

**CLASS PLACINGS**

**Spring Heifer Calves:** Calved May 4 to May 16, 2024. 3 Shown. 1. Brooke Polzin on BOY HL Mary M452. 2. Sidney Allard, Sidney, Neb., on SSSC Millie 08M. 3. Rylee Brown, Bunker Hill, W. Va., on BHSC Rhinestone Cowgirl 22M.

**Spring Heifer Calves:** Calved April 2 to April 25, 2024. 4 Shown. 1. John Trey Davis III on BLOCK SHRL El Ms Popstyle 104. 2. Boyert Show Cattle on BOY AALB Montella 468M. 3. Macy Hoag, Illinois City, Ill., on BE Lyla 414A.

**Spring Heifer Calves:** Calved March 3 to March 27, 2024. 9 Shown. 1. John Trey Davis III on BLOCK Glow 103M. 2. Mackenzie Neal, New Lebanon, Ohio on SENNETT Myla 18M ET. 3. Macy Hoag on BRCHE MCC Hot Gossip 4506 ET.

**Junior Heifer Calves:** Calved February 1 to February 26, 2024. 7 Shown. 1. Avery Kohls on BJF Suzie 4029M. 2. Boyert Show Cattle on BOY CK Mary 455M. 3.

Knox Harvey, Lamar, Mo., on CARRS Ms Smokeshow 403 P ET.

**Junior Heifer Calves:** Calved January 15 to January 18, 2024. 2 Shown. 1. Brooke Polzin on BOY HL Maggie M420. 2. Trace Falkenstein, Oswego, Kan., on LJR Ms Madison 3826M.

**Winter Heifer Calves:** Calved November 3 to December 26, 2023. 5 Shown. 1. Garner Show Cattle on GRNR Miss Poppi 1M. 2. Elsie Bertsche, Flanagan, Ill., on TKB Rosie 983A. 3. Taylor Moore, Nancy, Ky., on DRUINS Gigi D113.

**Senior Heifer Calves:** Calved September 2 to October 23, 2023. 7 Shown. 1. Claire Norris on RF Ms Maura 3322 ET. 2. Lizzie Schafer, Owanecko, Ill., on SCHAFFERS Candice 323L. 3. Charles & Toni Druin, Eminence, Ky., on D & K Bella D905.

**Summer Yearling Females:** Calved May 5 to May 12, 2023. 2 Shown. 1. Gracie Shults on APL Bewley Opal 318 ET. 2. Reed Naughton on BE Ophelia 343A.

**Late Spring Yearling Females:** Calved April 1 to April 30, 2023. 10 Shown. 1. Braylen Schaeffer on BSSC Sherri Baby 3101L. 2. Alyssa Meier on LJR Ms Legacy 356L ET. 3. Carter Hoge on BOY HL Lola 314L.

**NORTH AMERICAN INTERNATIONAL LIVESTOCK EXPOSITION**



Grand Champion Female



Grand Champion Bull



Reserve Grand Champion Female



Reserve Grand Champion Bull

More on the Web:  
 AICA Roll of Excellence show results  
 are available on the AICA website at  
[www.charolaisusa.com](http://www.charolaisusa.com)

**Early Spring Yearling Females:** Calved March 12, 2023. 1 Shown. 1. Shyan Bennett, Winchester, Ind., on SVY Elsa 345L.

**Late Junior Yearling Females:** Calved February 4 to February 27, 2023. 3 Shown. 1. Addison Fidler on WGB BF Ms Bea 314 P ET. 2. Reagan Dunn, Cochran, Pa., on WD 7143 Lucy 1L P ET. 3. Addison Fidler on WGB Ms Roxanne 313 P ET.

**Early Junior Yearling Females:** Calved January 6 to January 24, 2023. 4 Shown. 1. Avery Sweeney on BOY HL Lilo 350L. 2. Grant & Cash Rumble, Decatur, Ind., on GEIG Miss Angela. 3. Dalton Geiger, Mattoon, Ill., on BOY HL Lucy 306L.

**Early Senior Yearling Females:** Calved September 28, 2022. 1 Shown. 1. Briggston Bertsche on BRCH MCC Hot Honey 2508 Pld ET.

**BULLS**

**Senior Champion and Grand**

**Champion Bull:** CARRS Mr Ignite 222 P, 5-5-22, by WIA-Conley Insider D9 P. Bar J Livestock Inc., Liverpool, Texas; Carr Cattle Company, Webb City, Mo.

**Junior Champion and Reserve Grand**

**Champion Bull:** 3ACES White Horse 3523, 3-16-23, by WZ Kingsman 737 P. Alyssa Meier.

**Spring Calf Champion Bull:** Border Patrol, 5-19-24, by CCC Resource 417 P. Kady Graves, Tipton, Ind.

**Reserve Spring Calf Champion Bull:** SWF Mr Outlier 435, 5-2-24, by BOY Outlier 812 ET Pld. Slate Wind Farm, Mercersburg, Pa.

**Junior Calf Champion Bull:** TCCS Heart-Throb, 1-7-24, by TCCS Jardani TW. TC Cattle Services, Ramsey, Ill.

**Senior Calf Champion Bull:** CARRS Money To Burn 321 P ET, 9-10-23, by CARRS Mr Cash 'Em In 024 P. Carr Cattle Company.

**Reserve Senior Calf Champion Bull:** BARRONS Outlaw, 9-15-23, by LT Sundance 2251 Pld. Sarah Barron, Mount Vernon, Ky.

**Intermediate Champion Bull:** BJCF Utopia L140 P, 5-12-23, by WZ Commissioner 928. Bar J Livestock Inc.

**Reserve Senior Champion Bull:** BARRONS Secret Copy, 9-17-22, by TR CAG Carbon Copy 7630E ET. Sarah Barron.

**CLASS PLACINGS**

**Spring Bull Calves:** Calved May 2 to May 19, 2024. 3 Shown. 1. Kady Graves on Border Patrol. 2. Slate Wind Farm on SWF Mr Outlier 435. 3. Isaac Montgomery, Lancaster, Ky., on HMW Forever Young.

**Spring Bull Calves:** Calved April 1, 2024. 1 Shown. 1. Gabriel Bowman, North Salem, Ind., on SCC Kershaw 214M.

**Spring Bull Calves:** Calved March 1 to March 20, 2024. 2 Shown. 1. Hayden Sampson, Afton, Tenn., on REAVES Mr Atlas Ace 2412. 2. Epperson Cattle/Colby Epperson, Laredo, Mo., on CE Pegasus Envy 016.

**Junior Bull Calves:** Calved January 7, 2024. 1 Shown. 1. TC Cattle Services on TCCS Heart-Throb.

**Senior Bull Calves:** Calved September 10 to September 15, 2023. 2 Shown. 1. Carr Cattle Company on CARRS Money To Burn 321 P ET. 2. Sarah Barron on BARRONS Outlaw.

**Summer Yearling Bulls:** Calved May 12, 2023. 1 Shown. 1. Bar J Livestock Inc., on BJCF Utopia L140 P.

**Spring Yearling Bulls:** Calved March 16, 2023. 1 Shown. 1. Alyssa Meier on 3ACES White Horse 3523.

**Senior Yearling Bulls:** Calved September 17 to November 10, 2022. 2 Shown. 1. Sarah Barron on BARRONS Secret Copy. 2. Epperson Cattle/Colby Epperson on CE Cool Resource.

**Summer Senior Yearling Bulls:** Calved May 5, 2022. 1 Shown. 1. Bar J Livestock Inc.; Carr Cattle Company on CARRS Mr Ignite 222 P.

**GROUPS**

**Produce of Dam:** 1 Shown. 1. Carr Cattle Company on RF Ms Makin Smoke 641.



**FORT WORTH, TEXAS**  
**56TH NATIONAL CHAROLAIS SHOW**

**SCHEDULE**

**Wednesday, January 29**  
8:00 a.m. // Begin Arrival of Entries

**Thursday, January 30**  
7:00 a.m. Charolais Exhibitors Coffee & Donuts - **Charolais Booth**  
10:00 a.m. - 3:00 p.m. // National Charolais Show Check-In -  
**Amon G. Carter Jr. Exhibits Hall Building Cactus Room**  
Noon // Final Arrival of Entries

**Friday, January 31**  
7:00 a.m. // Charolais Exhibitors Coffee & Donuts - **Charolais Booth**  
3:00 p.m. // Charolais Association of Texas Cowtown Cattle Drive Sale - **West Arena**

**Saturday, February 1**  
7:00 a.m. // Charolais Exhibitors Coffee & Donuts - **Charolais Booth**  
10:00 a.m. // 56th National Charolais Show - **Arena 2**

**Sunday, February 2**  
6:00 a.m. // Entries Released

**NOTE:** 56th National Charolais Show Substitutions will be taken in the Stock Show Main Office between 8:00 a.m. and Noon on Wednesday or Thursday morning. Refer to FWSSR Livestock Premium List General Rules and Regulations for details.





Charolais Association of Texas

# COWTOWN

## Cattle Drive Sale

Friday, January 31, 2025 • 3 PM • West Arena  
Fort Worth Stock Show & Rodeo



**Sale Management**  
JWC Marketing LLC  
Wes Chism  
281-761-5952

**Auctioneer**

Justin B. Stout 913-645-5136

**Charolais Journal Representatives:**

Cody Beck 765-719-1622  
David Hobbs -913-515-1215  
Hadley Schotte 785-562-6632  
Isaac Hughes 662-660-3164

**Sale Sponsor**

Charolais Association of Texas

**Sale Committee**

Eric Dennis 940-841-2792  
Jason Littleton 903-276-0347  
David Skeans 940-736-7500



**Online Bidding**

**LiveAuctions.TV**



## @ 1 Choice of 2024 Fall Calving First Calf Heifers



Few names are as synonymous with Charolais as the Thomas family of Raymondville, Texas. Since 1936 the Thomas family have developed a cowherd with the pillars of Adaptability, Fertility, Milking Ability, and Beef Production. Never losing sight of these guiding principles, they have created a lasting mark on the Charolais breed and the beef industry. This selection allows you, the buyer, access to the entirety of the 2024 Fall Calving First Calf Heifers. These are the females destined to create the next generation of this great cowherd's legacy. Choose between 65 females with calves at side! All heifers are tested PA free and selection must be made by May 1, 2025. Mitch and Tonnyre invite you to visit the ranch in South Texas to take advantage of the generations of dedication this family has invested and select the next addition to your great herd now!

**Presented by:** Thomas Charolais, Inc, Raymondville, Texas — Mitch Thomas 956-535-0936 and Tonnyre Thomas Joe 956-535-0942

## @ 2 Choice of Summer Born Show Prospects

### BIG HOUSE SHOW CATTLE

IOLA, TEXAS

Big House Show Cattle has emerged as a successful young operation in recent years capturing honors throughout Texas and the wider world. The beautiful thing about stock shows is that the July class ribbon or trophy is the same size as the spring born classes. Big House Show Cattle is pleased to offer the pick of their 7 summer born heifers before the gates are opened for private treaty sales. Included in this set of females are 2 Brightside calves out of Mamie 8001 daughters, 4 Big Game Hunters out of Outsider x Mamie 8001 daughters, and a natural born daughter of Big Game Hunter and the Firewater donor, dam of the successful Sears heifer being shown throughout Texas. Make your selection and find the calf of your dreams before anyone else even gets through the gate! Heifers are all polled, halter broke, and with excellent dispositions. Selection must be made before March 1, 2025.



*Big Game Hunter*

**Presented by:** Big House Show Cattle, Iola, Texas — Braden & Nicole House 979-676-1450



### 3 Donor

**TR CC NOT FINISHED  
YET 1754 ET** EF1136277

TR MR FIRE WATER 5792RET  
X THOMAS MS IMPRESSIVE0641

CE	BW	WW	YW	MHI	TSI
7.0	-0.4	51	99	50	246.97

Rarely do we get the chance to buy a proven donor who has had as much success as we have seen with 1754. Arguably the most influential

matings ever in the history of the Charolais breed was Fire Water x Ms Impressive 0641. With so many progeny gracing the records of AICA, it can be challenging to choose a favorite. But there is one that rises to the forefront when you talk about revenue generating, proven results, and progeny achievements. TR CC Not Finished Yet 1754 ET is one of those females who has proven herself time and again not just in her home state of Texas but nationwide. 1754 is best known as the dam of LJR Just A Starting 2376E ET who was crowned the Supreme Champion Junior Heifer at BOTH the American Royal and the Tulsa State Fair as well as Grand Champion Charolais Female at the National Western Stock Show. She went on to be in the mix for Show Female of the Year. With 40+ progeny on file TR CC Not Finished Yet 1754 ET has a long list of accomplished progeny and now you can add yours to the list. Selling this fantastic proven donor in her entirety.



LJR Just A Starting 2376E ET

### 4 Donor

**LJR MS TIGER LILLY  
2041C ET** EF1206971

TR PZC MR TURTON 0794 ET  
X TR MS SMOKETTE 6758S ET

CE	BW	WW	YW	MHI	TSI
12.7	-0.8	53	91	57	254.32

When Jeff called and said I have something special for the Cowtown Sale, I knew it would be just that - special. Jackson Cattle Company have decided to turn loose not one but two of their favorite donors and allow you the buyer an opportunity to capitalize on their genetics the way that they have. Dominantly campaigned as a heifer herself by the Shipman family, LJR Ms Tiger Lilly 2041C ET, was a force to be reckoned with. Capturing champion banners at Fort Worth, Houston, and San Antonio. Culminating her show career as a big bred at the Houston Livestock Show and Rodeo where she was crowned Reserve Supreme Champion Continental Heifer. Her story doesn't stop there, transitioning into the donor pen she has generated success with both her purebred calves and on the club calf side of the operation. Most recently a daughter by Outsider was bannered at the Illinois State Fair this summer. Tie into an exceptional female and let her work for you. Selling this proven donor in her entirety.



Outsider daughter of Lot 4

Presented by: Jackson Cattle Co., Walnut Springs, Texas — Jeff Jackson 254-897-9116 or Jared Jackson 254-396-0567

FORT WORTH STOCK SHOW & RODEO – FRIDAY, JANUARY 31, 2025 – 3 P.M.

## 5 Choice of Flush

### CODY CATTLE COMPANY SWEETHEART DONORS:



WC CCC Sweetheart 6644 P ET



Ad Astra, son of  
CCC Ms Rush 9010 P



CCC MS 7M Resource 7750 P E

#### WC CCC SWEETHEART 6644 P ET

EF1243916 PAF LT BLUE VALUE x WC CCC SWEETHEART 1140 P

#### CCC MS SWEETHEART 9043 P ET

EF1319094 PAF WC MILESTONE x WC CCC SWEETHEART 1140 P

#### WC CCC SWEETHEART 7106 P ET

EF1246794 PAF WC BENELLI x WC CCC SWEETHEART 1140 P

#### CCC MS RUSH 9010 P

F1282732 PAF LT RUSHMORE x WC CCC SWEETHEART 7211 P

#### CCC MS 7M RESOURCE 7750 P E

EF1266649 PAF CCC WC RESOURCE x BALDRIDGE SWEETHEART 7M

#### CCC MS SWEET RUSH 8056 P

F1282997 PAF WC TOTAL RUSH x WC CCC SWEETHEART 6109 P ET

Cody Cattle Company is proud to present the Choice of Flush in this elite donor lineup. Buyer will choose between these incredible donors who have raised sons such as CCC Gangsta 2004, the \$37,500 half interest high seller in the 2023 CCC Annual Bull Sale; CCC Ad Astra 1027 P, the high seller in 2022 for \$55,000; CCC Johnny Ringo 3056 P, 2024 high seller at \$41,000 for one half interest; and CCC Probity 9506 P, the veteran herd sire for Hebbert Charolais Ranch. CCC has been a perennial powerhouse when it comes to bull production and taking a look at the female battery they have assembled it's no secret why. Bid with confidence as each and every one of these elite females have earned their way into the donor pen and with the crash of the gavel you too can profit from their genetic influence in your herd. **Buyer will receive a minimum of six transferable embryos with a guarantee of two 60 day pregnancies if implanted by a certified technician within 1 calendar year of the flush date.**

**Presented by:** Cody Cattle Company, Scandia, Kansas — Cody Runft 316-640-0733

## 6 Choice of Herd Flush

### RANCHO SAN JUAN

PESQUERIA, NUEVO LEÓN, MEXICO



The Best of Two Countries. Starting in 1975, Rancho San Juan began adding Charolais genetics to their cow herd as a means of expanding and improving upon their genetics. The results of this process have been no less than an outstanding Charolais and Charbray herd that is positioned at the forefront of the Mexican Charolais world. Rancho San Juan has been committed to creating superior quality cattle by utilizing the best genetics from across North America. A glance through their pedigrees would highlight top-end AI sires from the US as well as leading Charbray sires of Mexico. They have channeled significant investments into facilities, genetics, technology and the guidance of experts in the field, thus underlining the genuine interest in providing you with the best Charolais cattle. The Rancho San Juan herd average currently ranks in the top 1% for Birth, 19% for Weaning, 17% for Yearling, but despite this focus on performance they have maintained a solid maternal grounding with a Total Maternal in the 28th percentile. This opportunity is truly unique and offers the buyer an opportunity at an IVF flush of the female of their choosing from any female in the herd. **Buyer will receive a minimum of six transferable embryos with a guarantee of two 60 day pregnancies if implanted by a certified technician within 1 calendar year of the flush date.**

**Presented by:** San Juan Ranch, Mexico – Arnulfo de la Garza +52 811 660 4782, [arnulfo.garza@ranchosanjuan.com](mailto:arnulfo.garza@ranchosanjuan.com)  
[www.ranchosanjuan.com](http://www.ranchosanjuan.com)

## Choice of Flushmates

**7A** AML ELVIRA 403  
DOB: 4/15/2024 EF1357968

**7B** AML WATT 404  
DOB: 4/17/2024 EM1001121

BJCF WATT Z36  
X GHC ELVIRA 8559

CE	BW	WW	YW	MH	TSI
9.3	0.3	69	134	57	263.11



Lot 7A AML Elvira 403



Lot 7B AML Watt 404

Students of the breed take note! The Elvira cow family is one the most tenured and prestigious lines in the Charolais breed that trace themselves back to the historic Baldrige herd. These exceptional flushmates are just the next entry into that book of notables as their dam 8559 was one of the high-selling lots in the Grand Hills Dispersal and her granddam was 696S of Satterfield fame. 403 and 404 stand ready to help you ease into the next chapter of your operation, whether you need that next great donor female or perhaps a herd sire to make an impact this lot has you covered. **Selling choice of flushmates, seller retains 1/2 embryo or 1/2 semen interest.**

**Presented by:** AM Livestock, Richmond, Kansas — Adam & Hannah McCall 417-399-9907

## 8 Right to Flush

**GHC ELVIRA 8559** EF1290654 PAF

RBM FARGO Y111  
X SAT MS ELVIRA 4315 P ET

CE	BW	WW	YW	MH	TSI	REA	MB
13.3	-0.3	69	148	51	289.06	0.95	0.24

Rarely do we find a female that can "do it all," pedigree, proven production, performance, EPDs, phenotype... the cattlemen's kind. But with GHC Elvira 8559 you have just that. Perhaps one of the most attractive Fargo daughters, she traces her lineage back on a single page to the epic Elvira 62D blending maternal power with tried and true performance genetics. Boasting an impressive set of numerical values, 8559 rings the bell for those wishing to harness genomic predictions and for those searching for that front pasture look she excels as well. This flush opportunity is no gamble, a proven producer that can elevate your operation to the next level. **Buyer will receive a minimum of six transferable embryos with a guarantee of two pregnancies if implanted by a certified technician within 1 calendar year of the flush date.**



GHC Elvira 8559, Dam of Lots 7A & 7B

**Presented by:** AM Livestock, Richmond, Kansas — Adam & Hannah McCall 417-399-9907 & Steve Smith Country Charolais, Tontitown, Arkansas — Steve Smith 479-799-2230



## 9 Show Heifer Prospect

### GILLIG MS LAINEY 413 P

DOB: 5/4/2024 F1359064

ACE LT FIRE WHISTLE 902

X GILLIG MS NANCY 151

CE	BW	WW	YW	MHI	TSI
13.5	-2.1	69	126	66	275.63

This May heifer is the kind that just pops off the page and grabs your attention! Soft middled and sound, she strikes an elegant pose with an up-headed look that is as flashy as they come. You won't fail to be impressed with her depth and power as she freely moves through the ring on show day either. A daughter of the famous Nancy cow family, she boasts an impressive display of pedigrees throughout her lineage. Tapping into breed notables like Outsider, Carbon Copy, Fire Water, Bells & Whistles, and the Reserve National Champion Female Conley Nancy D6. Take this stunning show heifer home and dominate the backdrop this coming show season.



Conley Nancy D6, granddam of Lot 9

**Presented by:** Gillig Genetics and Carr Cattle Company, Webb City, Missouri — Ryan Carr (417) 388-0562, Ashley Carr (417) 300-3611



## 10 Show Heifer Prospect

### ZH PROMISE ME STELLA

DOB: 7/10/2024 F1357817

FFC MR. WINDSOR 9202J

X JPV MISS PROMISE ME 80K ET

CE	BW	WW	YW	MHI	TSI
10.8	-0.5	66	117	62	259.71



TR PZC Promises 60D, granddam of Lot 10

A paternal sister to the popular \$10,500 open heifer that sold in the 2024 Cowtown Sale from Franklin Family Cattle. ZH Promise Me Stella stacks some of the most successful show ring champions, sires, and dams of the breed into one eye appealing package. Redemption, Duchess 631, Outsider, Firewater, 0641 and many more. This July born female checks the boxes for style, angularity, depth, and volume. Be sure to look for her on sale day!

**Presented by:** Brigg Jones and Franklin Family Cattle, Ladonia, Texas — Scott Franklin 903-453-4466



## 11 Brood Cow Prospect

### SVR JEWELS BADGE 403M

DOB: 3/7/2024 EF1358587 PAC

LT BADGE 9184 PLD

X M6 MS COOL JEWEL 380 ET

CE	BW	WW	YW	MtI	TSI
10.8	-0.5	69	118	59	266.26



Spring Valley Ranches have reached deep into their keeper pen to offer you this young breeding piece. A daughter of their cornerstone donor Jewel 380 and the record setting LT Badge 9184, she brings pedigree in abundance to the table with maternal prowess that rarely comes around at auction. Pedigree isn't everything though and SVR Jewels Badge 403M has the phenotype to match. A brood cow prospect destined for the donor pen. She is truly a front pasture kind!

M6 Ms Cool Jewel 380 ET

**Presented by:** Spring Valley Ranches, College Station, Texas — Tyson Hann 979-324-6659

## 12 Herd Sire Prospect

### TCC SHERMAN GOLD M18

DOB: 3/4/2024 M998047 PAF

WCR SHERMAN TANK 0525 ET

X FINK LADY 8894 3602 FL

CE	BW	WW	YW	MtI	TSI	MB
17.3	-3.0	70	136	64	300.02	0.29



Choosing your next herdsire can be one of the most stressful things that an operation can do... so let's take the guesswork out of your selection. By the numbers TCC Sherman Gold M18 is one of the most complete herdsire prospects to grace the ring at the Cowtown Sale. A Sherman Tank son out of an impressive Free Lunch daughter, he stacks the data in your favor with a top 5% TSI, 6% CE, 8% MARB, 9% YW, 15% MTL, 20% BW, 25% WW and 25% Milk. Numbers can only go so far though and then phenotype must take over. Long spined, powerfully built, but smooth in his pattern, he promises an eye-catching calf crop that can produce herd sires or females for the keeper pen. Calving ease, carcass quality, and performance... the total package.

**Presented by:** Tiger Country Charolais, Mexico, Missouri — Steve Curtis 573-721-2122 or Kevin Johansen 573-289-1061



## Choice of Heifer Pregnancies

### M6 NEW GERMAINE 484 P

F1202316 PAF

M6 NEW STANDARD 842 P ET

x M6 COOL GERMAINE 1145 P ET

**13A** Sired by WC Milestone 5223 P

**13B** Sired by LT Countdown 9712 P

M6 Ms New Germaine 484 P is a household name that stirs images of proven production, maternal grace, power, and profitability. Commanding \$36,000 at the historic M6 Dispersal in 2017 she has continued generating revenue for breeders who have had the opportunity to capitalize on her genetic value. Just in the last few years she has added sons to the AI stud catalog including SVY Historic 241K, sired by LT Countdown and another CCR WIA Valhalla 3123, who sold for \$47,000 for 2/3 interest this past fall. A WC Milestone daughter at the same event stunned the crowd as the gavel fell at \$50,000 with her split off bull calf ringing the bell at \$15,000. Cannon Charolais is excited to offer you these same genetic opportunities with your choice of a confirmed heifer pregnancy mating of Germaine 484 to either WC Milestone 5221 P or LT Countdown 9712 Pld. Calves are due in September out of 4 to 6 yr old proven Angus recipient cows.



SVY Historic 241K, Full sib to Lot 13B



Full sib to Lot 13A mating

**Presented by:** Cannon Charolais, Newton, Iowa — Tom & Jen Cannon 641-521-8184

## Three IVF Embryos

### M6 MS NEW JEWEL 0155 PLD

F1133537

M6 NEW STANDARD 842 P ET

x M6 MS 5078 MARK 635 PLD ET

**14A** Sired by M6 Cool Rep 8108

**14B** Sired by LT Atlas 0251 Pld

**14C** Sired by SVY Historic 241K

M6 Ms New Jewel 0155 Pld has been one of the most prolific females to ever emerge from the historic M6 Ranch. The foundation female of this productive cow family is best known as the dam of notable donors like Jewel 428, Sun Jewel 5117, Cool Jewel 380, and Jewel Bell 630. Now you have the opportunity to capture some of these breed defining genetics. Choose between the proven female maker M6 Cool Rep 8108 ET, LT Atlas 0251 Pld the sire of the record setting \$300,000 LT Global 3322 Pld ET, or SVY Historic 241K the newest sire from Select Sires and Serhienko Cattle Co. **Selling choice of matings with 3 IVF unsorted embryos with a guarantee of 1 pregnancy.**



M6 Ms New Jewel 0155 Pld



M6 Ms Jewel 428 P  
full sib to Lot 14A



LT Atlas 0251 Pld

**Presented by:** Wild Indian Acres, De Soto, Missouri — Mike Kisner 636-236-0306



G4 Ms Madelyn 622 —



WC Megatron 3341 P —

## Three IVF Embryos G4 MS MADELYN 622

F1233075 PAF

BIG CREEK GAME CHANGER 192 PET  
x WH MISS MADDIE 221 PLD

 **15** Sired by WC Megatron 3341 P

Can lightning strike twice? I think so, especially with a mating as loaded as this one here! The dam of SKS Super Puncher 423K, the reigning National Champion Bull, Ms Madelyn 622 and one the highlight sires of this year WC Megatron 3341 P. Megatron has 9 EPDs ranking in the top 15% of the breed including top 1% for WW, YW, MTL, MARB, and TSI. Skeans Cattle Co has done all the hard work assembling such an elite mating for you. Bid with confidence that be the calf bull or heifer you can expect greatness. **Offering 3 IVF unsorted embryos with a guarantee of 1 confirmed pregnancy.**

**Presented by:** Skeans Cattle Co, Gainesville, Texas — David Skeans 940-736-7500

## Three IVF Embryos AWR MS MAURA BADGE 360L ET

EF1350247 PAF

LT BADGE 9184 PLD  
x RF SC MISS MAURA 8221 ET

 **16A** Sired by PCC Force of Nature

 **16B** Sired by LT Atlas 0251 Pld



RF SC Miss  
Maura 8221 ET

This exciting young donor represents two of the hottest bloodlines in the breed. LT Badge 9184 Pld with over 800 progeny registered and who has made a name for himself as the sire of females and the ever popular popular RF SC Miss Maura 8221 ET. 8221 is the dam of the 2023 American Royal Champion Female, the 2024 Reserve Champion Female at NAILE and the reigning Charolais Junior National Champion Female, and countless others. Truly a potent mating if there ever was one. Taking this into consideration the Franklin family have decided to up the ante by offering choice of embryos between LT Atlas 0251 Pld the sire of the record setting LT Global or PCC Force of Nature 122J ET sire of that current reigning Junior National Champion Female. **Selling choice of matings with 3 IVF unsorted embryos with a guarantee of 1 pregnancy.**



AWR Ms Maura Badge 360L ET

**Presented by:** Franklin Family Cattle, Ladonia, Texas — Scott Franklin 903-453-4466

FORT WORTH STOCK SHOW & RODEO - FRIDAY, JANUARY 31, 2025 - 3 PM.



LT Brenda 8034 Pld —



LT Global 3322 Pld ET —

### Three IVF Embryos

## LT BRENDA 8034 PLD F1089884 PAF

LT SILVER DISTANCE 5342P  
x LT BRENDA 6120 PLD

 **17A** Sired by LT Atlas 0251 Pld

 **17B** Sired by LT Global 3322 Pld ET

 **17C** Sired by CCC WC Redemption

LT Brenda 8034 is the matriarch of perhaps one of the most profitable cow families in recent memory. Maternal sister to LT Ledger 0332, she is the dam of the \$80,000 LT Patriot 9458, the \$40,000 LT Tioga 4090, dam of 2019 National Sale high seller one-half interest at \$29,000, and the \$14,000 high selling flush in the 43rd National Sale. She is also the dam of LT Brenda 2184, who has been called one of the most productive females from LT Ranch. This choice of matings between the \$300,000 LT Global 3322 Pld ET, the \$42,000 LT Atlas 0251 Pld, and the proven CCC WC Redemption 7143 Pld ET poses perhaps one of the most impactful decisions that can be made... what sire to choose? Whatever your decision rest assured you can't go wrong here. **Selling 3 IVF unsorted embryos with 1 guaranteed pregnancy.**

### Three IVF Embryos

## LT SHEILA 337 PLD F1179298

LT BLUE VALUE 7903 ET  
x LT MISS BREEZY 524

 **18A** Sired by LT Governor 1560 Pld

 **18B** Sired by LT General 2510 Pld



LT Sheila 337 Pld —

LT Sheila 337 Pld, best known as the dam of the \$300,000 LT Global 3322 Pld ET and the \$150,000 LT Premier 3304 Pld ET, is one of the donors that just don't miss. With this embryo offering you will have your choice between the EPD curve bending \$220,000 LT Governor 1560 Pld who was high seller in the 2022 LT Ranch Bull Sale, and the young \$100,000 LT General 2510 Pld sired by the ever popular Tank. **Selling 3 IVF unsorted embryos with 1 guaranteed pregnancy.**



LT Governor 1560 Pld —



LT General 2510 Pld —

**Presented by:** J&J Trust Charolais, Parkston, South Dakota — Jon Proehl 605-933-5058

## Three Embryos

### BAR S BOMSHELL 7778 EF1244402

EB CALIFORNIA 1041  
X BAR S BOMSHELL 3 CLONE



Bar S Bomshell 7778

**19A** Sired by JBARW American Hero  
*Conventional Unsorted*

**19B** Sired by Keys Powermax  
*IVF Unsorted*

The Dickerson family of Bar S Ranch have brought their very best to Fort Worth again this year! Their Bomshell 7778 female has cemented herself as a cornerstone of the donor pen in Paradise, KS with her many time champion son Bar S Powermax 3001, who captured honors right here at the Stock Show a year ago. With this genetic lot, you will have the option of either full sib embryos to that young herdsire or the option to get in on the ground floor with their newest addition JBARW American Hero 3300. A Tank son that was a highlight of the 2024 Weber Charolais Bull Sale that is as eye-catching as he is powerful, American Hero 3300 is a numerically superior option as well with 9 EPDs in the top 5% of the breed. Semen has not been made available to the public on this groundbreaking new sire. Take your choice knowing neither option can go astray. **Selling 3 embryos with 1 guaranteed pregnancy.**



JBARW American Hero 3300

**Presented by:** Bar S Ranch, Paradise, Kansas — David Dickerson 785-483-1454

## Three IVF Embryos

### JBARW MS GERMAINE 1300 F1318794 PAF

WCF MR T ROCK 72  
X WCF MS GERMAINE 97 ET



JBARW Ms Germaine 1300

**20** Sired by Bar S Powermax 3001

After the purchase of JBARW American Hero 3300, Bar S Ranch was so impressed with his dam they knew they had to integrate her even more into their program. These embryos are the culmination of that endeavor. JBARW Ms Germaine 1300 is in her own right a phenomenal female with curve bending EPDs and looks that are beyond impressive. Mated to Bar S Powermax 3001, the Grand Champion Charolais Bull at the 2024 Fort Worth Stock Show, these embryos could be breed changing. **Selling 3 IVF unsorted embryos with 1 guaranteed pregnancy.**



Bar S Powermax 3001

**Presented by:** Bar S Ranch, Paradise, Kansas — David Dickerson 785-483-1454



## 21 10 Units of Semen

### FIRES BULLSEYE 102L OF NG

M992002 PAF

LT BADGE 9184 PLD

x SVY STARSTRUCK 102J

Stemming from the SVY Starstruck cow family from Canada, Bullseye hits every mark. High-selling bull from the 2024 NextGen Cattle Co Flint Hills Fall Classic. His mother's full sibling, SVY Trust, commanded \$125,000 at auction. His granddam is 409B who is regarded as one of the greatest Charolais cows in North America was named Miss World Charolais in 2017. With over 800 weaning weight, 15.6 ribeye area and homozygous polled, hit this one head on. Top 1% Teat, Udder, Top 15% WW, Top 25% RE. Offering semen in 5 unit packages.

Presented by: Bennett Janssen, Victoria, Texas — 361-935-2538

## 22 10 Units of Semen

### RF ELEVATE K108

M985091 PAF

FC RF SUMMIT 0018 ET

x RF SC MISS MAURA 8221 ET

An absolute unit! RF Elevate K108 caught everyone's attention when he sold to Toeny's Livestock, Illinois and RJ Cattle, South Dakota as a calf for \$16,500 for 2/3 interest. Chisel fronted, huge legged and free and easy movement combines an incredible look with great hair, this bull not only does a lot of things right he does them at a high level all while being PA free. His granddam is the 2011 Reserve National Champion Female. His dam, Maura 8221, is the dam of the 2023 American Royal Champion Female, the 2024 Reserve Champion Female at NAILE and the reigning Charolais Junior National Champion Female. His sire is the high selling bull in the 2021 Full Circle Cattle Co. Bull Sale at \$52,500 for 2/3 interest. Elevate your cow herd with a better set of running gear, bolder rib cage, unparalleled look and a refreshing pedigree all in one soft haired package with RF Elevate K108. Offering semen in 5 unit packages.

Presented by: Ridder Farms, Hermann, Missouri — Derek Ridder 573-680-4692



## 23 Commemorative 2025 The Greatest Show Henry Golden Boy .22 LR

Historic Charolais memorabilia here! 2025 marks the 50th Charolais Junior National Show and undoubtedly has earned the title, 'The Greatest Show!' One of only three 2025 AIJCA Junior National commemorative Henry Golden Boys to be offered. All proceeds benefit the 2025 AIJCA Junior National Show & Leadership Conference hosted by the Missouri Junior Charolais Association, June 16-21 in Springfield, Missouri. Capture this piece of AIJCA history.

Presented by: 2025 Junior National Planning Committee and AIJCA — Jamie Dehan 913-544-6128 and Kaiflynn Chism 515-205-9704



# HAPPY NEW YEAR, AIJCA!

## Nissa Olsen, Vice President



**Nissa Olsen**  
Vice President

As we welcome 2025, I'm excited to introduce myself. My name is Nissa Olsen, and I am honored to serve as your 2024-2025 Vice President. I am currently a junior at Kansas State University, majoring in Animal Science, and I am also a proud member of the 2025 meats judging team. I am passionate about the Charolais breed and grateful for the opportunity to work alongside all of you as we continue to grow and promote this incredible breed.

The start of a new year is always a time of reflection and renewal. Like many of you, I've spent some time looking back on the past year, thinking about what I've learned and how I've grown. 2024 was filled with challenges, successes, and lessons that have shaped me into who I am today. It was a year of growth not only in my personal life but also in my involvement with the cattle industry and our association.

As we step into 2025, the phrase "New Year, New Me" comes to mind. It's a common theme this time of year as we set goals and resolutions to become better versions of ourselves. Whether it's improving in the show ring, becoming a better caretaker for our cattle, or striving for personal growth, the new year offers a fresh start. But as many of us know, it's easy to set resolutions and much harder to follow through with them.

One thing I've learned over the years is that success is not about perfection but about persistence. It's about showing up every day, even when it's hard, and making

small improvements over time. Whether you're working with cattle or working on yourself, progress is rarely immediate. It takes time, dedication, and a willingness to keep going even when things don't go as planned.

In the cattle industry, we know this better than most. Raising cattle teaches us patience, resilience, and the importance of hard work. We don't see results overnight, but we know that every day we put in the effort, we are moving closer to our goals. The same applies to our personal growth and the goals we set for ourselves in the new year.

This year, I encourage each of you to focus not just on the end result but on the journey. Celebrate the small victories along the way—the progress that might seem insignificant at the moment but adds up to something great. Whether it's improving your showmanship, taking better care of your cattle, or simply learning something new, every step forward is a step in the right direction.

As your Vice President, I am excited about the opportunities ahead for AIJCA. I look forward to working with all of you to strengthen our association, promote the Charolais breed, and support each other in reaching our goals. Together, let's make 2025 a year of growth, perseverance, and success.

Here's to a new year filled with hard work, determination, and the rewards that come from giving our best every day. Happy New Year, AIJCA! Let's make it a great one!



### AMERICAN-INTERNATIONAL JUNIOR CHAROLAIS ASSOCIATION Officers

<b>President</b> Shade Bunker Sparta, WI (608) 855-0270 <i>shadebunker1@gmail.com</i>	<b>Treasurer</b> Tannah Cassatt Webb City, MO (417) 499-7935 <i>tmcassatt@gmail.com</i>
<b>Vice President</b> Nissa Olsen Manhattan, KS (785) 313-2975 <i>nco.charolais@gmail.com</i>	<b>Ex-Officio</b> Weston Schrader Wells, KS (785) 488-6390 <i>weston.schrader@gmail.com</i>
<b>Secretary</b> Ethan Shoemake Warner, OK (918) 424-8703 <i>ethan.shoemake2004@gmail.com</i>	

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<b>Area 6</b> Tannah Cassatt Webb City, MO (417) 499-7935 <i>tmcassatt@gmail.com</i>	<b>At Large</b> Ethan Shoemake Warner, OK (918) 424-8703 <i>ethan.shoemake2004@gmail.com</i>

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<b>Fundraising</b> Tannah Cassatt	<b>Membership</b> Ethan Shoemake
<b>Programs &amp; Activities</b> Nissa Olsen	<b>Junior National</b> Shade Bunker

### AIJCA Membership

Membership in the nationwide American-International Junior Charolais Association (AIJCA) is open to anyone 21 years of age and under as of January 1 of the present year. The initial membership fee is \$30 and \$25 annual dues thereafter.

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SenseHub® Cow Calf provides 24/7 monitoring to collect data and insights you can use to make decisions on your herd's reproduction, well-being and productivity.

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By Lauren Wottlin, Ph.D.

# New SenseHub® Cow Calf assists with reproductive efficiency, monitors cow herd

For producers using artificial insemination (AI) or embryo transfer (ET), getting cows or heifers pregnant promptly is critical. A high pregnancy rate requires good heat detection.<sup>1</sup> Visual heat detection not only takes time, but it also isn't an exact science.

Proprietary monitoring technology assists with breeding success, plus alerts producers to cows needing attention. Both benefits protect the investment of high-value cow-calf herds.



New SenseHub® Cow Calf helps detect estrus, determine ideal insemination windows and uncover reproductive issues faster, all while monitoring for well-being.

By continuously monitoring each cow or heifer, the system helps to identify when an animal is in estrus, allowing for insemination at the best time to optimize conception rates and minimize calving intervals.

SenseHub Cow Calf also can help detect a heifer or cow that didn't conceive at approximately 21 days post breeding. It also reports anestrus animals, making it easier to spot those with irregular cycles.

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The system provides continuous monitoring of herd activity and rumination through an ear-mounted accelerometer. Real-time data allows for early detection of behaviors that may suggest health issues, enabling prompt intervention.

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SenseHub software provides customizable reports and dashboards to meet each operation's needs and integrates with various cattle management platforms, providing actionable insights related to estrus, health and nutrition.

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For more information, visit [SenseHub-CowCalf.com](https://SenseHub-CowCalf.com)



By Lauren Wottlin, Ph.D.,  
R&D manager with  
Merck Animal Health

1. Perry, George. Detection of standing estrus in cattle. South Dakota State University. 2004. FS921B.

SenseHub Cow Calf is not intended to diagnose, treat, cure, or prevent any disease in animals. For the diagnosis, treatment, cure, or prevention of diseases in animals, you should consult your veterinarian. The accuracy of the data collected and presented through this product is not intended to match that of medical devices or scientific measurement devices.

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*The Classic*

# CHAROLAIS SHOWS & SALES

FEBRUARY 15-23, 2025

BUFFALO CO. FAIRGROUNDS | KEARNEY, NE

**SALES FEATURE: BULLS | BRED & FANCY OPEN HEIFERS | PEN BULL SALE**

Angus, Hereford, Simmental, Gelbvieh, Limousin, Red Angus, Shorthorn, Maine Anjou, Chianina

WEDNESDAY  
**FEB 19** *Shows*

THURSDAY  
*Sales* **FEB 20**



**RYBACK**

March bull sired by CCC WC Resource 417P. Progeny of sire of this sale feature has been topping sales across the US. You'll want to keep every daughter.



**LAFRAISE KEYNOTE 664**

Cattlemen... This bull will add pounds to your calf crop.



**LAFRAISE COOL CRUSH 253**

Son of former National Calf Champ, Cool Dot. Pedigree packed with National Champs and Reserves.



**LAFRAISE KEYNOTE 263**

Sired by RBM Keystone H41. Dam was Res. Grand Champ bred and owned female at the 2017 National Junior Show.

*The Event for Cattlemen of All Ages.*

*Starts Saturday, February 15 - Judging Contest | Don't miss our tremendous trade show.*

FRIDAY **FEB 21**

2 PM - Commercial Heifer Pen Sale (Bred & Open Heifers)  
6:30 PM - Fancy Heifer & Prospect Steer Sale

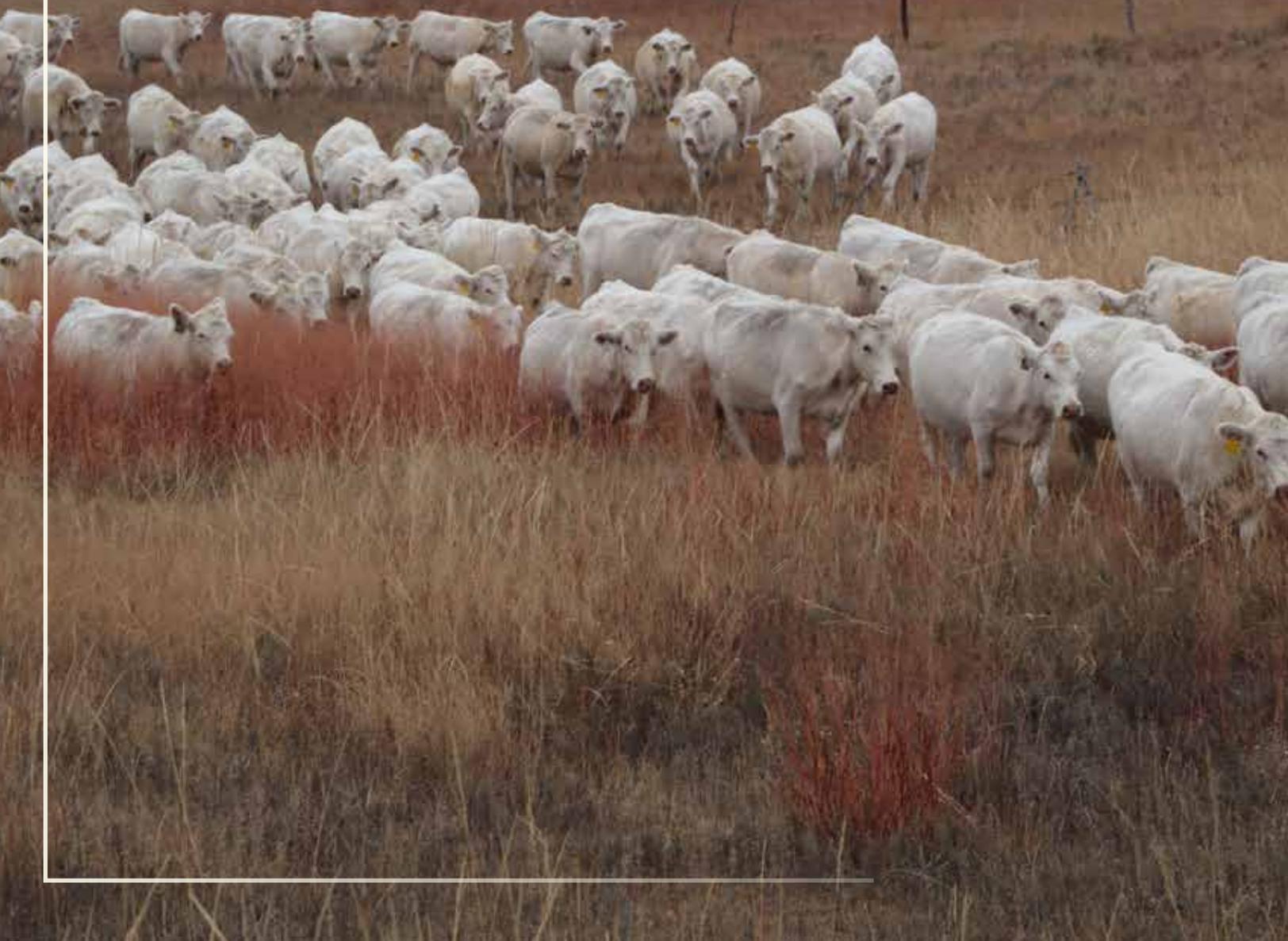
Ronette Bush-Heinrich, NCC Mgr. | O: 308-627-7309 | C: 308-627-6385

COMPLETE DETAILS *NebraskaClassic.org*

2025

# NEBRASKA

*Charolais Directory*



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## Spring Bull Sale

**Friday, March 28**  
**Tri-State Livestock**  
**McCook, Nebraska**  
**200 Yearling Charolais**  
**& Angus Bulls Sell**



19.3" Ribeye  
123 Marbling Ratio

**Schurrtop Beef Maker 9598 P**  
The Breeds #3 Ribeye EPD bull with marbling. Extra Performance & Doability



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46TH NATIONAL SALE - DENVER, COLORADO

**Saturday, January 18, 2025**  
National Western • Denver

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- 40+ Years of Feed Efficiency
- 50+ Years of Carcass, Gain and Performance data



Select from 80 Bred Heifers

## Fall Bull Sale

**December 2025**  
**100 Coming 2 Year Old Bulls Sell**



20.8" Ribeye

**Schurrtop Eaton Choice K717 Pld**  
Twenty One son. Explosive muscle, growth and carcass.

World Record Results

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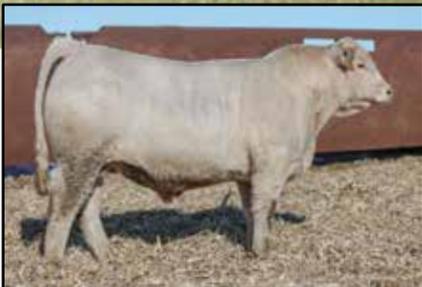
# THE **RENN** PREFIX



CCC MAHOMES 0031 P



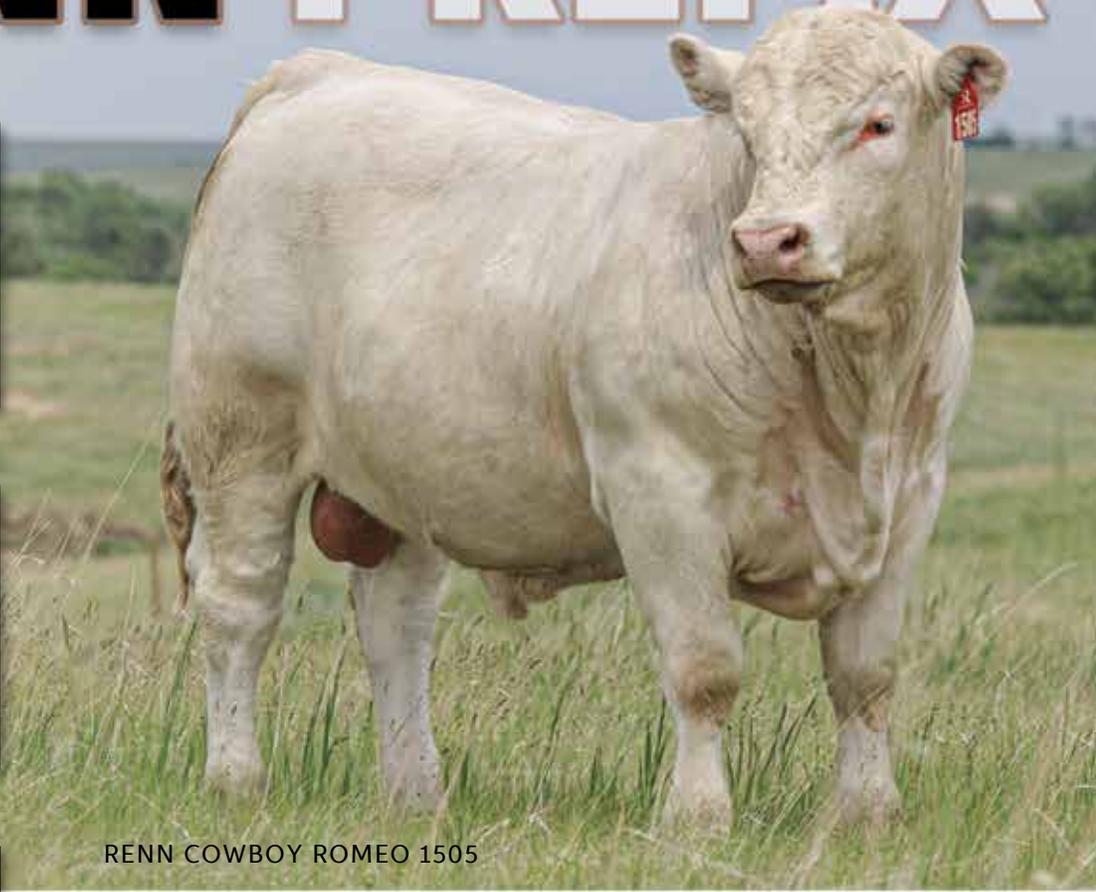
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in  
**NEBRASKA**



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QM202756 BW: 92 AWW/R: 801/104

Sire: LVB Campari 0027 (Keys Ruston X Code Red) Dam: Tri-N Creamsicle 850F (Rockerfeller X Capt'n Morgan)

**TOP**

4% WW  
5% YW  
20% TM  
10% SC  
20% REA  
25% TSI

True Meat Wagon  
With the tools to be a  
Great Herd Sire.

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&  
**Doll Charolais Ranch,**  
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**Available.**



## KEYS GS Winston 224J PAF

QM202218 BW: 85 AWW/R: 740/103 AYW/R: 1,390/101 IMF R: 148

Sire: JFC Frank 840F (Red Green X Tuff Enuff) Dam: Miss KEY Jenna 140F (Bounty Hunter X Master Plan)

**TOP**

30% WW  
25% YW  
25% U  
20% T

Calves are long-bodied,  
Big topped and big in the  
rear end!

**SEMEN-**

**\$30/Straw; \$20 Signing**

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- NEBRASKA CATTLEMENS CLASSIC 
- SEPTEMBER ONLINE SALE 
- NOVEMBER ONLINE SALE

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2023 RESERVE OVERALL BREEDING HEIFER

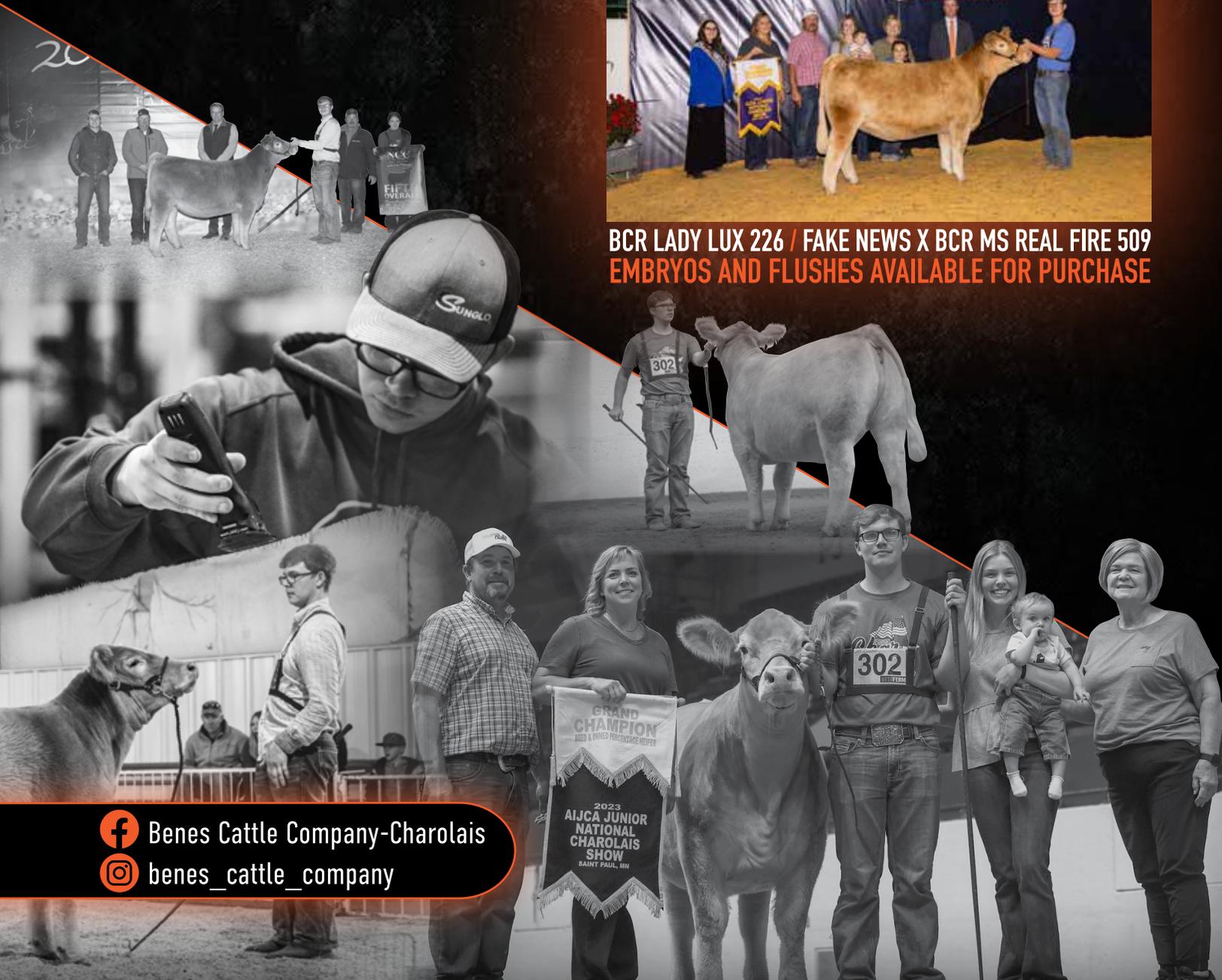
SEWARD CALF CLASSIC (SEWARD, NE)  
2023 RESERVE OVERALL BREEDING HEIFER

NEBRASKA CATTLEMENS CLASSIC FALL EDITION  
2022 FIFTH OVERALL BREEDING HEIFER

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RDW Sir Wisdom V0119 P

HCR Sergeant 2104P

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2025

# NEBRASKA

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**Kotrous Charolais**

Jim & Judy Kotrous  
52050 - 878 Rd  
Verdigre NE 68783  
(402) 668-7467

**Kresak Cattle**

Brody Kresak  
Box 96  
Milligan, NE 68406  
(402) 759-5132  
bkresak6@gmail.com

**Pesek Charolais**

Mitch Pesek  
1275 County Road V  
Swanton, NE 68445  
(402) 448-5455  
mitchpesek@yahoo.com

**Ratkovec Charolais Farm**

Gordon Ratkovec  
1175 Co Rd 31  
Weston NE 68070-4049  
(402) 642-5215

**Rennert Ranch**

Kristian Rennert  
11168 746th Rd  
Elm Creek, NE 68836  
(308) 440-9463  
rennertranch@gmail.com

**Rifle Creek Cattle Co.**

Riley Seda  
42241 Rifle Creek Rd.  
Anselmo, NE 68813

**Schmidt Cattle Co.**

Randy Schmidt  
7094 St HWY 27  
Gordon NE 69343  
(308) 282-1350

**Schnuelle Charolais**

Gabe Schnuelle  
31247 SW 117th Road  
Beatrice NE 68310  
(402) 520-4871  
schnuelleranch@hotmail.com  
www.schnuelleranch.com

**Schurrtop Angus & Charolais**

Marty Schurr  
40842 E. Farnam Rd  
Farnam NE 69029  
(308) 569-2520  
schurrtop@schurrtop.com  
www.schurrtop.com

**Glenn Sellhorst**

1160 N Platte  
Fremont NE 68025  
(402) 380-4465

**Sever Charolais**

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1535 Sweetwater Ave  
Kearney NE 68847  
(308) 222-0460

**Sonderup Charolais Ranch**

Mark & Kathy Sonderup  
20436 Valley Rd  
Fullerton NE 68638  
(308) 550-0486  
mark@scrcharolais.com  
www.scrcharolais.com

**Sonderup Charolais Ranch Inc.**

Sandy Sonderup  
19488 Valley Road  
Fullerton NE 68638  
(308) 536-2050  
scrinc@hotmail.com  
www.sonderupcharolaisranch.com

**Ryan and Beth Sonderup**

56701 N 180th Ave  
Fullerton NE 68638  
(308) 550-0869

**West Fork Ranch**

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www.westforkranch.com

**Winz Wagon Wheel Ranch**

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Holdrege NE 68949-3449  
(308) 991-6941  
drwinz1@gtmc.net

**Zeisler Charolais**

Richard Zeisler  
90455 476th AVE  
Butte NE 68722  
(402) 775-2569  
zeisler55@yahoo.com

# AICA UNVEILS PROFIT DRIVER FEED OUT PROGRAM FOR CHAROLAIS BREEDERS

As a breed, Charolais cattle are known for a phenotype that turns heads while driving profit for seedstock and commercial producers alike, thanks to being backed by decades of data that ensures performance repeatability. In 2024, AICA's Profit Driver program will create the opportunity for real-world, third-party data collection at the feedyard to deliver the insights needed to move a producer's herd and the breed forward. The program is set to take delivery in December at Hy-Plains Feed Yard, Montezuma, Kansas.

"Profit Driver will allow us to get a full picture of feed efficiency and conversion data and tie that value of performance and real-world application of genetics back to our genetic evaluation and Charolais breeding programs," says AICA Executive Vice President, Brett Spader.

Both AICA Members and Charolais bull buyers can enroll cattle in Profit Driver to collect harvest data, and if animals are in properly formed contemporary groups, build the EPD accuracy of sires and dams of the enrolled feedlot cattle. Enrolled cattle will be evaluated to provide the key metrics of carcass data, feed efficiency measurements, heart scores and real-world performance validation.

By tying these results back to genetic evaluations and breeding programs, the Profit Driver program will provide breeders with an unparalleled understanding of industry-relevant data as predicted by AICA's full slate of EPDs and indexes.

## *Accessibility for Breeders of All Sizes*

One of the key benefits of this program is its accessibility to producers of all sizes.

"We'll coordinate with folks to enroll entries," Spader says, adding that the program is designed to accommodate breeders and their bull customers of all sizes. "We're also opening Profit Driver up to our Charolais bull buyers – they are welcome to join the program to learn more about the performance of their Charolais and Charolais-influenced cattle."

Profit Driver will build co-mingled pens of approximately 70-head. Participants in Profit Driver will be responsible for covering the costs associated with days on feed. AICA will cover the expenses for genomic testing on enrolled cattle and the cost of the Vytelle GrowSafe system for the first two hundred head enrolled.

A special junior division will also be part of the program, aimed at engaging the next generation of cattle producers. This category provides young participants with hands-on experience in cattle evaluation and performance analysis, to foster their understanding of the industry and commitment to improving Charolais genetics for the pasture, the feedlot and the dinner table.

All enrolled cattle must be weaned for at least 60 days and have received two rounds of 7-way vaccinations before delivery.

## *Educational Opportunities and Incentives*

Education is a cornerstone of AICA. At the conclusion of the Profit

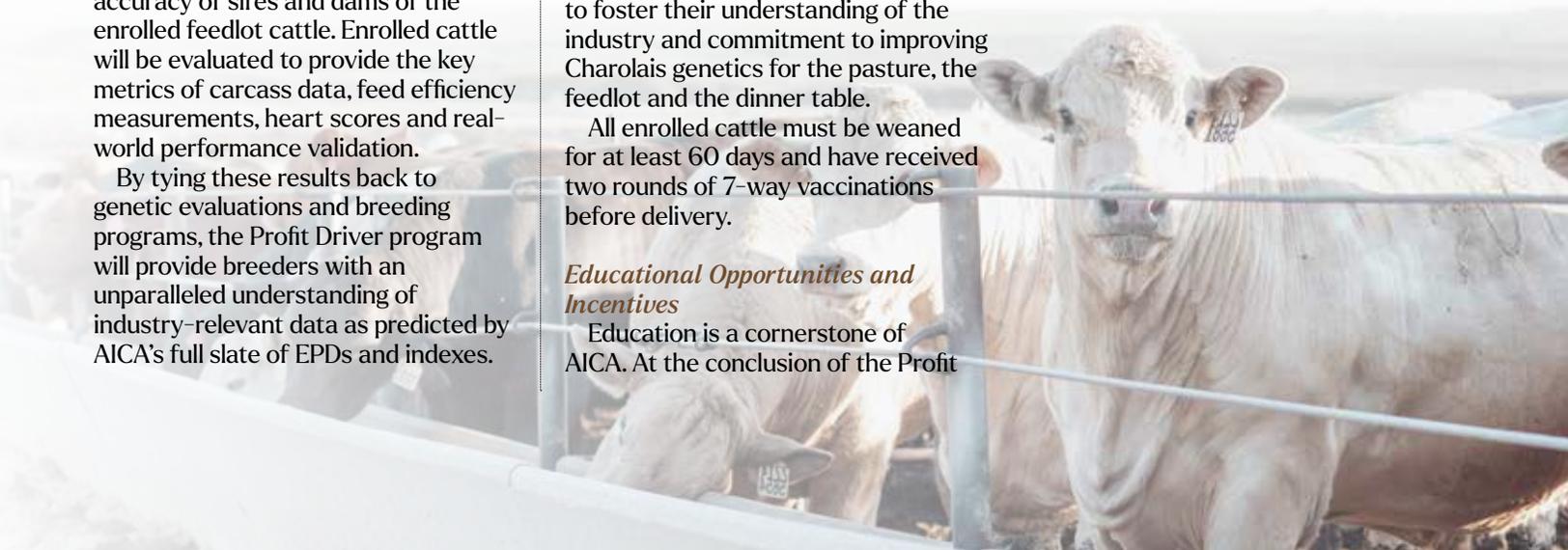
Finder challenge, AICA will host a cattle feeding educational event to provide insights into the cattle feeding industry, share results and showcase the value-added characteristics Charolais and Charolais-influenced cattle deliver to the beef value chain.

"We are more successful as an association and membership in advancing the Charolais breed when we back our data with the educational resources for real-world application," says Spader. "Data is incredibly valuable, but when we all understand the true value of application of what we're collecting, that's where we find individual herd advancement and overall breed improvement."

The event will also serve as an awards ceremony where the top-performing cattle will be awarded cash prizes in the categories of yield-grade, feed conversation, quality grade and overall profitability.

To learn more about the Profit Driver feed out program, contact Hadley Schotte at [hschotte@charolaisusa.com](mailto:hschotte@charolaisusa.com) or by calling 785-562-6632.

*"We are more successful as an association and membership in advancing the Charolais breed when we back our data with the educational resources for real-world application," says Spader.*



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Charolais &  
Red Angus



## CCC GANGSTA 2004 P

M976636 PAF HOP

Sire: CCC 2B Gunslinger 9030 P

Dam: Milestone x Rocketfuel x 7M

### TOP-

8% CE  
20% BW  
2% M  
3% TM  
15% REA, TSI  
5% MB



## RENN CHARLIE 0146 P

F1293875 PAF

Sire: WDZ Front Range 602 P

Dam: FC Charlie x Fasttrack

### TOP-

15% WW  
7% YW  
20% TM  
8% REA  
30% TSI

## BULL SALE

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*Senior Herd Sire*

## BROBERG'S REDEMPTION G230

*Redemption x Bluegrass M945087*

CE	BW	WW	YW	Milk	MCE	MTL	SC	TSI	CW	REA	FAT	MB
14.1	-2.0	70	121	22	10.0	57	0.7	262.85	20	0.68	0.036	0.31



*Senior Herd Sire*

## RENN PATRIOTIC FREEDOM 0711

*Freedom x Patriot M942245*

CE	BW	WW	YW	Milk	MCE	MTL	SC	TSI	CW	REA	FAT	MB
10.2	-1.9	60	106	31	6.3	61	1.9	261.22	27	0.79	0.045	0.08



*Junior Herd Sire*

## DC MR AUTHENTIC 2230

*LT Authority x Rocket's Edge M993383*

CE	BW	WW	YW	Milk	MCE	MTL	SC	CW	REA	FAT	MB	TSI
13.1	-1.5	72	145	23	9.5	59	2.1	28	0.85	0.015	0.19	275.45

Bulls available by  
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# PESEK CHAROLAIS

Swanton, Nebraska  
Michael 402-300-0172  
Mitch 402-239-7715

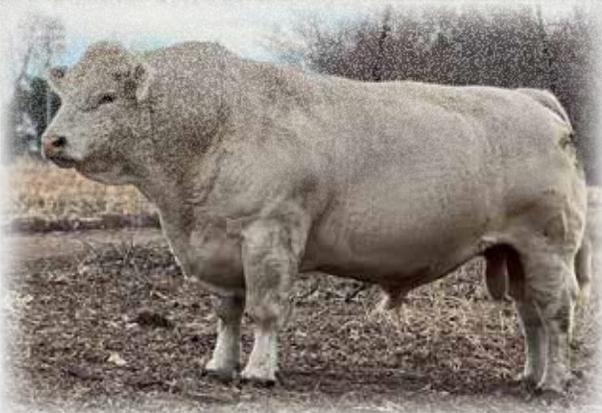
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**First Calf Heifer - SCR Miss Resource G9718 Pld**  
**Calf - SCR Miss Louis J1718P**



**SCR Prince Louis 6982S M932007**

### HERD SIRE—

SCM Montana Marbler G216 P	SCR Super Charlie R5702 P
SCR Mr Charlie T7707	SCR George A3731 P
SCM Overtime H141	SCR Mr Smoker A3847
SCR Prince William K2800	SCR Crown 30A
Raile Y064 A070	EC Forefront 8066 Pld
SCR Stetson K2756	OW Lead Time 6294 Pld



**SCR Slammer H0766 P M948714**

For semen or information, contact Mark or Ryan.

### Reasons SCR Averages 85% or higher to repeat customers for 32+ years —

- We do not creep feed our calves before we take weaning weights.
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- We have been ultrasounding our herd for 39 years and DNA testing for 16 years.
- In 2009, Pfizer Animal Genetics recognized us as raising one of the Top 4 Charolais Bulls in all of North America — **In The Top 1% of All Breeds!**

*Private Treaty Sales:*

**16th Annual "Choice of 200" Female Sale • Begins January 6, 2025**  
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Bulls Displayed - Laurel Livestock Sales Company

Auction Location - Laurel Community Center

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***DVAuction***

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# PERFORMANCE INFORMATION

## JANUARY 1

Deadline for submitting performance information for February 2025 Analysis

## FEBRUARY 1

Deadline for submitting performance information for March 2025 Analysis



# South Dakota Charolais

Contact these seedstock breeders for herd sire prospects and herd building females.



## Thomas Ranch

Troy & VeaBea Thomas,  
Clint & Cally Kindred  
18475 Capri Place • Harrold, SD 57536  
Office: 605-973-2449  
Troy's Cell: 605-222-1258  
Cally's Cell: 605-222-1515  
info@thomasranchcattle.com  
www.thomasranchcattle.com

Bull Sale  
April 8

Featuring-  
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Top 1% WW, YW, REA, TSI



Bull Sale • March 17



## Weber Charolais Farm

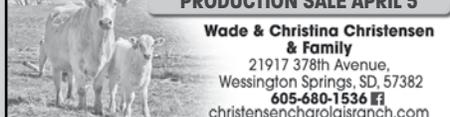
39120 192nd Street  
Wagner, South Dakota 57380  
(605) 384-3300, (605) 491-0986

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& Family  
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christensencharolaisranch.com

## PRAIRIE VALLEY FARM CHAROLAIS

Bull Sale  
April 12

Platte, South Dakota

DAVID MASON  
Cell: (605) 680-0780 • pvfcharolais78@gmail.com  
www.pvfcharolais.com

## J&M Ranch

Purebred Charolais  
Private Treaty Sales

Jerod & Melanie Olson

jrolson2664@gmail.com  
(605) 860-2080

20629 443rd Ave  
Lake Preston, SD 57249



## WDZ Flatland 2044

M973972 Homo Pld PAF  
Top 25% WW • 15% YW • 7% REA  
25% MB • 25% TSI

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2008 Outstanding Seedstock Producer

## KEPPEN CHAROLAIS

Myrna - Greg - BJ  
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(605) 627-5229  
keppenchar@valleyfibercom.net • www.keppencharolais.com

## SANDMEIER Charolais

Bull Sale • March 7

Calvin Sandmeier Matthew Sandmeier  
(605) 285-6179 (605) 281-1564  
13123 322nd Ave. • Bowdle, SD 57428  
www.sandmeiercharolais.com

Bull Sale  
March 22



## GEYER CATTLE CO.

SAM & CONNIE GEYER  
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WWW.GEYERCATTLECOMPANY.COM

## STEWART'S CHAROLAIS

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E-mail stewartifarms@dtgnet.com

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Brian Odden & Family  
Ranch 605-842-1185  
Brian 605-203-1228  
Andrew 605-203-1275  
Adam 605-203-1229  
www.oddenranch.com

## Vedvei Charolais

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April.

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(785) 562-6632

customers' needs and challenges that allow you to provide better service and potentially anticipate future requirements.

Some bull producers have also begun offering additional services that help to set their operation apart from the competition.

Feeder calf marketing and trucking are just a couple of ways producers are seeing success.

These extra touches can make a significant difference in customer satisfaction and loyalty.

### **A SOLID GUARANTEE**

One piece of important communication that every bull producer should have top of mind is a guarantee. Wording is incredibly important, and a robust guarantee is one of the most critical pieces of communication your operation will deliver.

"Thinking through how you position a guarantee with a prospective customer and really being able to spell out what you offer and how you will stand behind it goes a long way with a potential customer on the verge of buying bulls from you," says Spader. "Replacing a bull is less expensive than losing a customer. Taking care of a customer in a challenging situation can create a customer for life."

### **TEST FOR SUCCESS**

The Importance of Breeding Soundness Exams (BSE) can't be overstated.

"If you have the capabilities to get the breeding soundness exams done on bulls prior to sale so you can say with certainty that the set of bulls you're offering for sale are ready to go to work, that goes a long way with buyers," Beck says.

A BSE not only ensures the quality of the product you're offering for sale but also protects both you and your customers from potential issues down the road.

### **KEEP YOUR BRAND FRONT AND CENTER**

Never underestimate the power of branded merchandise. Something as simple as a pen or a hat can serve as a constant reminder of your operation and potentially lead to new business opportunities.

Keep it comfortable and maintain quality. If you're going to spend the money, invest in quality pens that last, hats that wear well and look good and branded jackets and hoodies that are comfortable and stylish. Money spent on branded items that end up at the Goodwill store are far more costly than a nicer option from the get-go.

"I can remember eating at a restaurant by myself seeing someone

wearing a ranch's branded vest," Beck recalls. "I made mention to him about how he knew the folks he was advertising for and he said that he had bought some bulls from them. It was a good reminder of how important it is to keep your brand on display and on your customers' minds long after sale day."

### **CONTINUOUS IMPROVEMENT**

Don't be afraid to ask for feedback.

"Ask your buyers where you can improve," Beck suggests. "Whether it's with their purchase – bull performance – or with your sale, information helps you improve and lets your customer know that you value their opinion."

At the end of the day, genetics are only part of a successful bull sale. Lasting relationships with customers who return year after year and share the good word of your operation by wearing your brand are invaluable to longevity.

Focus on communication, stand behind your product and offer the best value and service possible when possible. It's a formula for success, and an effort that Spader says should never be on the back burner:

"If you're not thinking about connecting with your existing bull buyers, someone else is," he says. **Q**

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***"If you're not thinking about connecting with your existing bull buyers, someone else is," he says.***

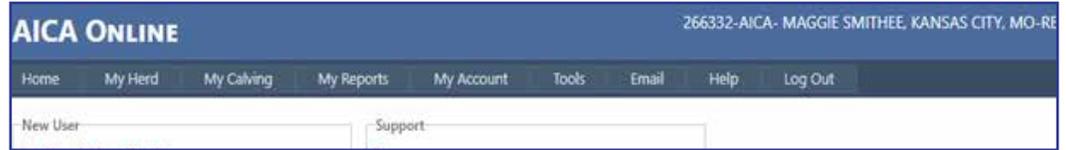
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# ONLINE PAYMENTS

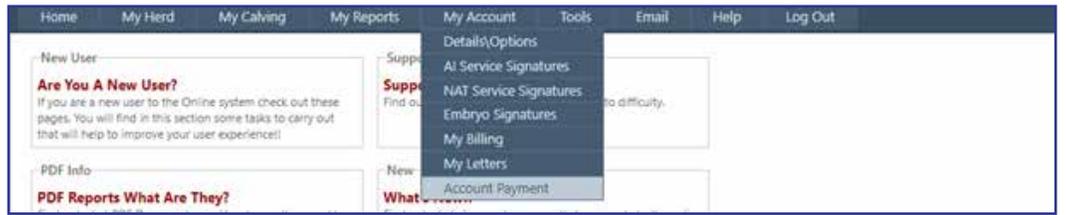


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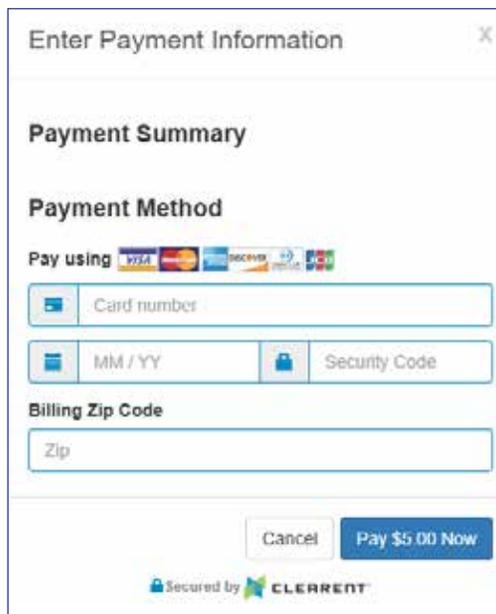


It will show your current balance. There is not an option to pay only a partial of your balance. Click **“Pay Now.”**



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# PUT HIGH CATTLE PRICES TO WORK IN 2025

“Why do we ranch? There’s a lot of reasons, but the reality of most people’s situation is that they ranch to make money,” says University of Missouri Agriculture Economist Wesley Tucker.

The difference between profitable and unprofitable ranches, Tucker says, lies in their management system. Finding that system will vary from operation to operation due to differing circumstances and resources – no two ranches are the same.

The key is understanding how to convert resources into profit.

“The practices you use to convert sunlight into grass into something that you can sell is what makes you money,” Tucker says. “The ‘man’ is the most important part of the word management, and how you set up your system and your knowledge of how the system works is what makes you money.”

Many operations mistakenly use Schedule F to determine profitability, Tucker explains.

“If you are using your Schedule F to determine whether or not you are profitable, you aren’t taking into account your end-of-the-year expenditures.”

The only accurate way to assess financial health is through a comprehensive balance sheet. And although cattle prices are currently at an all-time high, historical data from the Kansas Farm Business Management Association shows an average return of negative \$92.50 per cow over 42 years.

Tucker challenges this number: “No one wants to be average. We can’t afford to be ‘average.’” Even in challenging years, producers who

operate with a plan can make money. The American beef industry was built on cheap land, cheap feed, cheap fuel, and cheap fertilizer,” Tucker notes, “but that’s no longer the case.”

Land and feed costs are significant challenges to profitability. Research shows that 52% of profitability can be predicted using only one variable—feed costs—while depreciation and calf prices follow closely behind. Feeding strategies are crucial to managing costs.

“We don’t look at what we can grow in winter anymore; instead, we focus on storing enough in summer to make it through winter,” Tucker observes.

He encourages producers to think about feed in terms of protein and energy: “I don’t care how many bales of hay you have; I care about how many pounds of protein and energy you have.”

Consider typical production numbers:

- Cash rent pasture: \$40/acre
- Fertilizer: \$80/acre
- Forage yield: 8,000 pounds/acre
- Average utilization: 45%

By implementing intensive grazing management, producers can increase utilization to 70%. This shift can dramatically reduce daily costs. Grass typically tests at about 60% Total Digestible Nutrients (TDN), averaging \$0.03 per pound of energy, while many hay samples fall below 50% TDN.

Tucker emphasizes the importance of flexibility: “The most profitable people I work with are those who can run 100 pairs but choose only to run 75 while doing something different with the rest of their grass.”

This might involve running stockers, harvesting fescue seed, or exploring

other grass-based enterprises. Weaning weight has surprisingly little impact on overall profitability. Differences between top and bottom producers average only  $\pm 10\%$ , while feed costs can swing by 300%.

“Production variables are important,” Tucker says, “but what separates profitable from unprofitable producers is operating costs.”

Tucker encourages producers to implement these key strategies for 2025:

- Create a comprehensive balance sheet
- Manage stocking rates carefully
- Improve grazing strategies
- Diversify operation income streams
- Focus on feed efficiency
- Continuously educate yourself about market changes

Maintaining profitability on the ranch remains challenging. Higher cattle prices have been met with higher input prices and challenging weather patterns. Now is a great time to review management strategies and explore new opportunities for making assets work effectively for your operation.

“The most successful producers approach ranching as both a business and an art. They understand that profitability comes from a holistic approach—combining scientific management, resource optimization, and creative problem-solving,” Tucker adds.

Remember, success isn’t just about numbers—it’s about understanding your unique system and continuously improving your approach to cattle production. 

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***“No one wants to be average. We can’t afford to be ‘average.’” Even in challenging years, producers who operate with a plan can make money.***

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AIJCA  
JUNIOR  
Show Results

North American  
International Livestock  
Exposition

NAILE JUNIOR CHAROLAIS AND  
PERCENTAGE SHOW

Louisville, Ky. • November 16, 2024

**Judge:** Jon Sweeney, Cedarville, Ohio

**Total Shown – 62 Charolais – 12 Percentage**

**Junior Champion and Grand Champion & 4th Overall Breeds Heifer:** BOY HL Lilo 350L, 1-24-23, by BOY Outlier 812 ET Pld. Avery Sweeney, Vinton, Iowa.

**Spring Yearling Champion and Reserve Grand Champion & Best Bred & Owned Heifer:** BOY HL Lola 314L, 4-28-23, by BOY Outlier 812 ET Pld. Carter Hoge, Good Hope, Ill.

**Junior Calf Champion Heifer:** BLOCK SHRL EL Ms Popstyle 104, 4-2-24, by BOY Outlier 812 ET Pld. John Trey Davis III, Iva, S.C.

**Reserve Junior Calf Champion Heifer:** BLOCK Glow 103M, 3-28-24, by BOY Outlier 812 ET Pld. John Trey Davis III.

**Senior Calf Champion Heifer:** JFS Millie 118, 11-8-23, by CCC WC Redemption 7143 Pld ET. Emily Allen, Lolita, Texas.

**Reserve Senior Calf Champion Heifer:** SHF Ms Snowy Hoo 2367, 9-16-23, by SHF Addiction 1609. Michael Barnett, Woodlawn, Tenn.

**Intermediate Champion Heifer:** CC Brookie 330 P ET, 5-18-23, by DTR Mr Brightside 1107G2. Riley Creasey, Macomb, Ill.

**Reserve Intermediate Champion Heifer:** APL Bewley Opal 318 ET, 5-12-23, Gracie Shults, Flag Pond, Tenn.

**Reserve Spring Yearling Champion Heifer:** LJR Ms Legacy 356L ET, 4-30-23, M&M Outsider 4003 Pld. Alyssa Meier, Clinton, Tenn.

**Reserve Junior Champion Heifer:** WGB Ms Roxanne 313 P ET, 2-4-23, by TR CC Deliverance 7974 Pld ET. Addison Fiddler, Fairview, Ill.

PERCENTAGE

**Spring and Grand Champion Percentage Charolais Female:** ADPR7L Gabby, 4-7-23, out of CAG Flo Jo 7624 ET. Logan Tibken, Wiota, Iowa.

**Senior Calf and Reserve Grand Champion Percentage Charolais Female:** TCC RF Adele 3872 ET, 9-25-23, by PCC Force of Nature 122J ET. Alyssa Meier, Clinton, Tenn.

**Intermediate Champion and Champion Best Bred & Owned Female:** TIBS Landry's Peaches 122L, 5-1-23, out of CAG GARW Bugg 9774G TW. Landry Tibbits, Mineral Point, Wis.

**Calf Champion Heifer:** DICE She's Golden ET, 2-17-24, TR PZC Mr Assertion 924 ET. Brigham Yarde, Garrett, Ind.

**Reserve Calf Champion Heifer:** SVF 322M Blondie Pearl, 3-22-24, by TR PZC Mr Assertion 924 ET. Courtney Rathke, Fredonia, Wis.

**Reserve Senior Calf Champion Heifer:** SLIK Jalynn 381L, 10-27-23, by BOY Outlier 812 ET Pld. Marley Godwin, Prescott, Ark.

**Reserve Intermediate Champion Female:** PF Smokin' Stella 3505, 5-15-23, out of PF Ms Stella 772. Nathan Alexander, Bremen, Ala.

**Reserve Spring Champion Female:** RJ Kyra 327L, 3-27-23, by M&M Outsider 4003 Pld. Sydney Sanders, Leesburg, Ohio.

NORTH AMERICAN  
INTERNATIONAL LIVESTOCK  
EXPOSITION



Grand Champion Female



Reserve Champion Female

NORTH AMERICAN  
INTERNATIONAL LIVESTOCK  
EXPOSITION



Grand Champion Percentage Female



Reserve Champion Percentage Female

# STEWART CHAROLAIS & RED ANGUS

18th Annual Bull Sale  
**SATURDAY, FEBRUARY 8, 2025**

1 p.m. // At the Ranch, Lake Preston, S.D.

44438 202nd St., Lake Preston, S.D.



**STEWART CHAROLAIS & RED ANGUS**

Jeff & Linda Stewart • Ryan & Katherine Boever • Matt & Jackie Clark  
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JANUARY 28 2025

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5 Herd Sires Consigned to the South Dakota Charolais Breeders Association Sale on **2-13-25** (12-1-24 EPDs)  
 The auction will be at 12:30 PM in Watertown, S.D. Register to view and bid on LiveAuctions.TV

Performance						EPDs									
Bull	M#	BD	Sire	BW	WW	BW	WW	YW	Milk	SC	REA	FAT	MARB	TSI	TSI %
4849	M1001889	2/14/2024	234	78	885	-4.9	67	132	32	1.2	0.75	0.010	0.23	288	15
4107	M1001888	2/7/2024	234	95	876	-0.5	71	137	29	1.4	0.68	0.040	0.18	262	60
4145	M1001892	3/8/2024	2044	81	817	-1.3	69	135	24	1.6	0.90	0.016	0.19	291	10
4635	M1001890	2/24/2024	2044	96	893	3.3	72	139	18	1.4	0.69	0.026	0.20	257	70
424	M1001891	3/6/2024	2044	95	839	0.8	74	136	25	1.2	1.01	0.023	0.19	285	15

**MORE INFORMATION COMING ON OUR WEBSITE**

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# 42<sup>nd</sup> Annual Production Sale

Friday, January 24, 2025 • 1:00 p.m. MST

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3 Miles west, 1 ½ miles north & ½ mile east of Bowman, ND

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8307 149th Ave. SW • Bowman, ND 58623  
soreidecharolais@ndsupernet.com or joy\_soreide@hotmail.com



### Herd Sires:

WCR Ruger 285 P • EC Pandemic 576 PLD  
WCR Marshall 1118 P • JM Buster 107 P  
JAB McKinley 802 PLD • EC Double Down 375 PLD  
WCR County Line 753 PLD • SCR Sir Frontline 122 PLD  
EC Pandemic 567 PLD • JM Buster 107 P  
WCR Marshall 1118 P • JAB Dodge Cummins 204 PLD

### AI Sires:

WC Big Ben 9036 P • SCC Superman 61Z PL

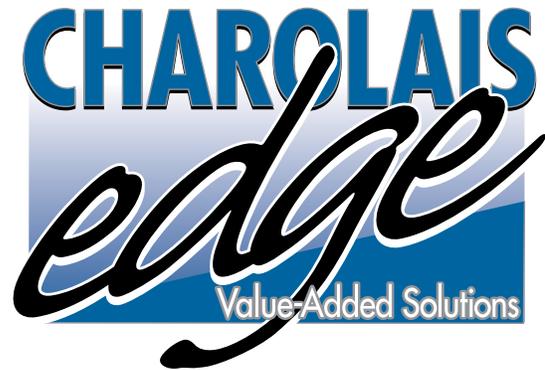
**SCR Sir Frontline 434 PLD** Sire: SCR Sir Frontline 122 PLD  
BD: 3-9-2024 BW: 80 205: 790 Index: 121 Dec. 1st WT: 1025  
EPDs: CE: 15.7 BW: -3 WW: 80 YW: 133 MK: 26 TM: 66 TSI: 278

JANUARY 8 2025

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The Monument, Rapid City, South Dakota

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Colt Keffer 765-376-8784

### Judge:

Bob May, Mineral Point, WI

### Auctioneer:

Seth Weishaar, Belle Fourche, SD

### Supreme Row Judging & Parade:

Saturday, February 8

Judging 6pm | Parade: 8pm



2024 Champion Bull

Consigned by: PGC Cattle/Anderson Cattle, Pipestone, MN  
Purchased by: Brooks Vandyke, Elkton, SD



2024 Champion Female

Consigned by: PGC Cattle/Sweeter Cattle, Pipestone, MN  
Purchased by: Gage Hanson/Thomas Ranch, Harrold, SD

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Grand Hills, LLC | Fort Collins, CO | (970)215-5281 | lance@grandhillsco.com

J & A Charolais | Sparta, WI | (608)633-5334 | jacharolais@gmail.com

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Trent Bertsche | Flanagan, IL | (815)992-0282 | trentbert\_29@hotmail.com

Van Dyke Charolais | Elkton, SD | (605)690-2845 | brooks\_vand@hotmail.com

Vedvei Charolais | Lake Preston, SD | (605)860-1135 | vedveicharolais@gmail.com

White Rose Farm | Clearwater, MN | (763)286-2145 | rhinrichs@centrasota.com

## Sale Offerings

15 Yearling Bulls

6 18-Month Old Bulls

5 Coming 2-Year-Olds Bulls

3 Open Females

1 Bred Heifer



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# MAXIMIZING RESOURCES



# FOR OPTIMAL NUTRITION

Meeting the nutritional and energy requirements of gestational cows and heifers is crucial for maintaining both cow and calf health, as well as future productivity and breed-back. And understanding the nutritional and energy requirements of both cows and heifers, as well as how they differ, is the first step in building a year-round feeding plan that both maximizes feedstuffs and monetary inputs. In a recent University of Nebraska – Lincoln webinar series, Extension Educators Troy Walz, Aaron Berger and Erin Laborie shared the importance of knowing your herd's requirements and the nutritive value of the feedstuffs you have access to.

## Importance of Protein and Energy

Protein and energy are essential components of a cow's diet. Both play vital roles in meeting nutritional needs. Protein is critical for various metabolic functions, including growth, lactation, and reproduction. There are two main types of protein relevant to cattle nutrition: ruminally degraded protein (RDP) and ruminally undegraded protein (RUP).

"Cattle have two distinct protein requirements: their requirement and their rumen microbes' requirements," says Walz. "If we do not meet those requirements, that animal is going to use its own body proteins to meet its demands and then that animal is going to lose body condition score."

RDP is the portion of protein that is broken down by microorganisms in the rumen. It provides peptides, free amino acids, and ammonia that support microbial growth and synthesis of microbial protein. RUP, on the other hand, bypasses rumen degradation and is directly absorbed in the small intestine. Certain feed ingredients are known to have higher RUP content, such as heat-treated soybean meal, cottonseed meal, and distillers grains, which can have RUP values of 60%

or higher. In contrast, feeds like urea and corn steep liquor are highly rumen degradable, with only 0–20% bypassing the rumen. Understanding these characteristics allows the selection of appropriate protein sources to balance RDP and RUP in cattle diets, ensuring optimal rumen function and meeting the animal's physiological demands for growth, lactation, and reproduction.

### RUP (Bypass Protein) Examples:

1. Heat-treated soybean meal
2. Cottonseed meal
3. Distillers grains
4. Corn gluten meal
5. Feather meal

### RDP Examples:

1. Urea
2. Corn steep liquor
3. Alfalfa hay
4. Soybean meal (non-heat treated)
5. Wheat middlings

Energy is equally important during critical periods such as late gestation and early lactation when nutritional demands peak, as well as during challenging weather conditions.

"Energy needs for beef cattle body condition score five are going to increase about 1% for each degree below 19 degrees Fahrenheit in a dry cold. If they're in a body condition score four, that temperature is going to be 27 degrees," Walz says, adding that protecting cows from harsh weather conditions can help to optimize feed utilization.

"Providing shelter through trees or portable windbreaks can significantly reduce heat loss during cold temperatures, and proper bedding insulates animals from cold ground conditions; cows lying on wet snow can lose up to 25% of their body heat."

## Special Considerations for Heifers

First-calf heifers require extra attention during their last three weeks before calving due to increased nutrient density needs as dry matter

intake decreases by approximately 17%. Producers should aim for a crude protein level of about 13.6% compared to 11.8% for mature cows. Separating heifers from mature cows can reduce competition at the feed bunk while ensuring that heifers receive adequate nutrition for both fetal growth and their continued development.

## Managing Feed Supplies in Challenging Times

When feed supplies are low, several strategies can help stretch inventory through to spring. Evaluating current rations allows producers to reduce high-quality forage use while incorporating more greenfeed or lower-quality options like straw or grain. Maintaining a target of 11% protein and Total Digestible Nutrients (TDN) close to 65% on a dry basis is necessary.

Supplementing lower-quality forages with additional protein sources may be required when adjusting rations. Cost-effective options include wheat or corn distillers' grains, canola meal, wheat midds, brewers grains and pulse screenings.

Preventing feed losses during feeding operations is equally important. Utilizing efficient feeding methods such as fence line bunks or well-designed bale feeders can minimize waste significantly.

Understanding the importance of adequately feeding cows—particularly focusing on protein and energy—is crucial for maintaining their health and productivity throughout various production stages. By evaluating rations, implementing effective feeding strategies tailored to different phases of gestation, and considering environmental factors while making the most of available feed resources, resources can be optimized while maintaining the nutritional needs of your herd. 

# SURE • CHAMP<sup>®</sup>

## CHAROLAIS SPOTLIGHT

Hi, I'm Kashlyn Krebs, 13, from Gordon, Nebraska. I live on my family's operation called Krebs Ranch, which was established by my grandparent's Eldon & Louisa Krebs in 1978. We primarily raise and sell registered Black Angus cattle, so as you can imagine, the Charolais cattle really stick out like a sore thumb! But I absolutely love showing them. Even though they're a bit different from the Angus, I enjoy the challenge and the unique qualities Charolais bring to the show ring. It's been an amazing experience to work with multiple breeds and see the hard work pay off!

*How did you get into showing cattle? And more specifically Charolais?*

**Kashlyn**— I got into showing cattle because my family has always been involved in agriculture and showing cattle across the nation. I am a huge animal lover, so I naturally bonded with all my show cattle, so much that my dad still tells me to not baby them. I started showing at a young age and fell in love with the bond you can form with the animals, especially when they trust you. As for Charolais, my Uncle Matt Copeland had one Charolais for sale, and I really loved that she was a different breed than what my siblings showed which was Herefords. I was tired of always getting beat by them and wanted something different. I love how they stand out in the show ring with their distinct look and sassy demeanor. They're such amazing cattle to work with, and I'm proud to show them. Thomas Ranch has also been a huge part of my success in the show ring selling me top quality Charolais heifers each year.

*What gets you out of bed in the morning? What's your why?*

**Kashlyn** — What gets me out of bed is knowing I have work to do with my cattle, if I want to be successful inside and out of the showring. I love taking care of them, grooming them, and getting them ready for shows. My 'why' is that I want to be the best at what I do. I want to challenge myself and push myself to learn and grow, not only as a showman but as someone who understands cattle and the effort it takes to raise and show them.

*What is one thing you'd tell somebody to get them involved in our breed?*

**Kashlyn** — I would tell them that Charolais cattle are a great breed to work with because they're strong, calm, and really excel in the show ring. They have great muscle structure and do well in various competitions. Plus, being involved with Charolais is an amazing experience—whether you're learning about cattle, developing a bond with them, or becoming part of a great community of breeders and showmen.

*You've been allowed to create the highest quality show heifer ever made, what does she look like?*

**Kashlyn**— My dream show heifer would have a great



combination of power, balance, and style. She'd have a deep, wide body with lots of muscle and a strong frame, and her top line would be perfectly straight. I'd want her to have that eye-catching look, with a great disposition so she's easy to work with. She'd be a great mover in the ring, smooth and confident, and she'd really show off the quality of the Charolais breed..

*What is your favorite memory in the show ring?*

**Kashlyn** — My favorite memory is when I won my first big show -National Western Stock Show with one of my favorite Charolais heifers TR Ms Helen. It was such an amazing feeling to see all the hard work and dedication pay off, because she was very difficult to show. It was only my second year of showing. I was small, my heifer was big and she liked to be sassy and push me around the showring. The bond I had with that heifer was a love hate relationship, and winning together was a moment I'll never forget. It was a huge milestone in my show career. My second favorite memory was winning the Premier Challenge Exhibitor at last year's Junior Nationals. That award means a lot to me because it's not only a display of my work with cattle, but also the other activities that I enjoy at Jr. Nationals (team fitting, art, impromptu speech, photography).

*What are you most looking forward to at the Greatest Show in Springfield, MO?*

**Kashlyn** — I'm really looking forward to meeting and competing with other Jr. Charolais members who love showing cattle just as much as I do. It's exciting to see what everyone else brings to the show ring, and it's a great opportunity to learn from others. I'm also excited to show my Charolais cattle and see how they do in such a big competition. It's always a fun challenge, and I can't wait to experience it again!

*\*Interviewed by AIJCA Board*



**2025**

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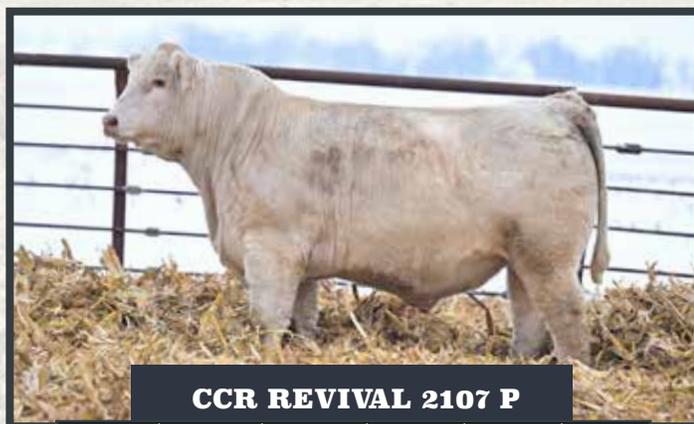
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CE	BW	WW	YW	MILK	MCE
14.7	-2.2	76	135	24	15.2
MTL	SC	UDDER	\$PROFIT		
62	1.0	1.38	<b>\$21,312</b>		



**LCHMN FREE RIDE P052G**

CE	BW	WW	YW	MILK	MCE
16.3	-2.7	62	112	25	14.0
MTL	SC	UDDER	\$PROFIT		
56	1.5	1.25	<b>\$26,292</b>		



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# 2025

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CE	BW	WW	YW	MILK	MCE	TM	SC	CW	REA	FAT	MARB	TSI
13.1	-0.5	80	144	25	13.0	65	1.6	43	0.75	0.019	0.37	304.26

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AUCTIONEER Justin B. Stout

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DOB: 2/21/19 PAF

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**NGC Capitalist 118J ET**

LT Citation 5228 PLD x M6 New Germaine 599 P ET.  
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**MARCH 28, 2025**

Full Sister Sells with bull calf by WGR Bold Move 168 P  
and a Maternal Sister Sells  
with a heifer calf by DCR General Ridge G17

**NGC Lakelynn 362L** DOB: 9/25/23 PAF  
NGC Capitalist 118J ET x NGC Gracelynn 923G ET.  
Sold to Larson Angus



**NGC Combat 317L ET**

Sold to Christensen Charolais LLC  
Full Brother Sells



**NGC Armour 307L ET**

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**NGC Boldness 334L ET**

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Dennis: 612-716-7396 • Brandon: 320-224-9334  
Dustin: 612-716-7401  
Email: northgrovecharolais@gmail.com  
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heritagelivestock1@gmail.com  
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W  
C  
R

# BOLD

M  
O

V

E

168P

M959157



BW: 80 AWW/R: 728/111 AYW/R: 1,323/114  
Yrlg Ultrasound: REA R: 105 % IMF R: 122

Sire: WC Platinum 8558 P (*Benelli x Blue Value*)  
Dam: WCR Ms REmix 9250 P (*Remix x Primecut*)

	CE	BW	WW	YW	M	TM	REA	MB	TSI
EPD	15.3	-5.0	85	144	20	63	0.77	0.18	291.25
% Rank	20%	6%	3%	7%		25%			15%

Homozygous Polled  
PAF



*Semen: \$50/straw; \$35 signing*

Chris, Leslie, Brooke, Desirae and Colton Polzin  
26450 665th Ave • Darwin, MN 55324  
Chris Cell (612) 916-0105 • Leslie Cell (320) 282-2497  
polzinembryo@gmail.com • www.polzincattle.com

# CHAROLAIS

46TH NATIONAL SALE - DENVER, COLORADO

# DONATION LOTS



## Harlin & Sue Hecht AIJCF Scholarship Fund Donation

When making the trip to Double-H Charolais in Pynesville, Minnesota, visitors have been greeted by this fiberglass bull for over 45 years. Harlin and the late Sue Hecht have been long-time leaders in the breed - from raising the very first AICA Dam of Distinction, countless years serving and attending the AICA Board of Director meetings and earning a place in the AICA Hall of Fame. Harlin, Sue and their three sons, Howard, Mark and Dale, have diligently supported the AIJCA and raised their family through the program. Since the Double-H herd dispersal, Harlin and the family have chosen to donate this fiberglass bull to the American-International Junior Charolais Association scholarship fund to award a Harlin & Sue Hecht scholarship annually. Harlin states, "Our three sons have benefited greatly from this program and now our grandkids are taking advantage of these scholarships as well."

With a vision to endow the Harlin & Sue Hecht AIJCF Scholarship, this bull will be offered at auction. The Hecht family and the AIJCF welcome additional donations to reach the \$20,000 scholarship endowment.

# Lot A

## FIBERGLASS BULL

When asked how he obtained this unique, life-size fiberglass bull, Harlin shares, "About 45 years ago Sue and I and a couple friends were showing our Charolais cattle in Winnipeg, Manitoba. We found this bull in the lobby of the hotel we were staying at. I sought out the owner and found that he had a mold for this and was selling them. In fact, this bull has a #13 tattooed in his ear as he was the 13th one made. The owner said he would leave him in the lobby until the next morning when I was leaving.

I got up the next morning and went to the lobby. The bull was gone. I went to the front desk and was told some of my Canadian friends had been up late the night before and the bull had joined them on 6th floor. We went to 6th floor, and there he was. We tried to put him in the elevator...he didn't fit. We tried the freight elevator...he didn't fit there either. The only option left was the four of us who carried him down 6 flights of stairs. On the way down, we noticed that there were broken chandeliers all the way up the stairs."

## Donated by:

DOUBLE-H CHAROLAIS  
Pynesville, Minnesota

Contact:  
Harlin Hecht 320-760-0359  
or Kaitlyn Chism, AIJCF  
515-205-9704

# Lot B

## HENRY GOLDEN BOY .22 LR

### 2025 AIJCA Junior National Donation

Join us in celebrating 50 years of the AIJCA Show during the 2025 Junior National. "The Greatest Show" will be showcased in Springfield, Missouri, June 16-21. The Missouri Junior Charolais Association and AIJCA are offering the first of only three limited edition engraved commemorative Henry Golden Boy .22 Long Rifles. Thank you to Bill King Ranch, Stanley, N.M. for purchasing the 2024 Party Like a RockChar Rifle in the 45th National Sale.



## Donated by:

2025 AIJCA JUNIOR NATIONAL PLANNING COMMITTEE

Contact: Jamie Dehan, Missouri Planning Committee 913-544-6128 or Kaitlyn Chism, AICA 515-205-9704

**SATURDAY MARCH 1, 2025**

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South Alabama Stockyards, Brundidge, Alabama

**60 Two-Year-Old Bulls**  
Charolais | Angus | Sim-Angus

*Including a special offering of Charolais, Angus, Sim-Angus and  
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FACEBOOK PAGE: [www.facebook.com/KentuckyCharolaisAssociation](http://www.facebook.com/KentuckyCharolaisAssociation)

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[ihughes@charolaisusa.com](mailto:ihughes@charolaisusa.com)

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March 8



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bill@riverdalecorp.com

**Upcoming Events**

- January 17-18 MCA Convention, Osage Beach
- March 1 Mead Bull Sale, Versailles
- March 8 Wright Bull Sale, Kearney
- March 15 Wild Indian Acres Bull Sale, Carthage
- March 22 8 Story Bull Sale, Gallatin
- March 22 Bradley Bull Sale, Osceola
- April 5 Peterson Bull Sale, Mtn. Grove
- April 12 Renaissance Sale, Strafford
- May 10 Mead Bull Sale & Female Sale
- June 16-21 AIJCA Junior National, Springfield

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3% CE, BW, TSI  
2% CW, REA  
9% Milk  
5% TM

March 15  
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# CHAROLAIS SALE RESULTS

## CAVENDER RANCHES 20TH ANNUAL FALL SALE

Jacksonville, Texas - November 16, 2024

**Auctioneer:** Doak Lambert, Decatur, Texas

**Averages:**

32 Charolais Bulls.....\$7,125

**Not included Above Averages:**

186 Brangus Bulls.....\$10,417

108 Brangus Females.....\$12,514

481 Commercial Females.....\$3,717

**Total Sale Gross:** \$5,304,750

By Cody Beck

## MEADOWS CREEK 19TH ANNUAL IT'S ALL BLACK & WHITE BULL SALE

Letohatchee, Ala. - December 6, 2024

**Auctioneer:** Chad "Cracker" Johnson, Chiefland, Fla.

**Averages:**

40 Bulls.....\$5,553

**Not Reported in Above Averages:**

15 Sim X Angus Bulls.....\$6,073

34 Angus Bulls.....\$6,285

2 Char X Red Angus.....\$5,000

1 SimAngus X Red Angus.....\$5,200

**Total Sale Gross:** \$542,100

By Isaac Hughes

**High-Selling Lots:**

**\$8,600 – Two-Year-Old Bull.** MC JRA Reba's Legend AK21, 10-15-22, by MC Rushmore Legend 714. To Wellborn Farms, Craigford, Ala.

**\$8,200 – Two-Year-Old Bull.** MC SCF Ready Steady 2433, 10-1-22, by Lowery 501. To Wellborn Farms.

**\$8,100 – Long Yearling Bull.** MC Apache 247, 1-10-23, by ACE-ORR Apache 705 P. To Triple A Farms, Shipley, Fla.

## SCHURRTOP RANCH CHAROLAIS & ANGUS BULL SALE

December 6, 2024 McCook, Neb.

**Auctioneer:** Cody Lowderman, Macomb, Ill.

**Averages:**

48 Bulls.....\$7,724

**Not Included in Above Averages:**

42 Angus Bulls.....\$6,021

**Total Sale Gross:** \$623,650

By Hadley Schotte

**High Selling Lot:**

**\$17,000 – Spring Yearling Bull.** Schurrtop M Big Step 0656 P, 4-7-23, by Schurrtop Big Step 0050 P. To Nipp Charolais, Wilson, Okla.

## 33RD ANNUAL RANCHER'S CHOICE BULL SALE

Nixon, Texas December 7, 2024

**Auctioneer:** Greg Clifton N. Richland Hills, Texas

**Sale Manager:** Outfront Cattle Service College Station, Texas

**Averages:**

65 Coming Two-Year-Old Bulls.....\$6,244

4 Yearling Bulls.....\$6,063

69 Lots.....\$6,233

**Total Sale Gross:** \$430,100

By Cody Beck

**High-selling lots:**

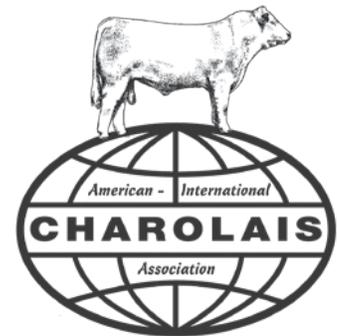
**\$17,000-Coming Two-Year-Old.** Mr Stretcher L184 ET, 4-13-23, by DC/CRJ Rooster H3118 P. From JFS Ranch, Mt. Vernon, Texas. To Daigle Charolais, Sulphur, La.

**\$9,000-Coming Two-Year-Old.** RE Jubilee 329 ET, 2-20-23, by JMAR Jubal 5P01. From Evans Charolais, Brownwood, Texas. To Struthoff Ranch, New Braunfels, Texas.

**\$9,000-Coming Two-Year-Old.** Endsley's Scanner 315, 2-5-23, by DC/CRJ Tank E108 P. From Endsley's Charolais Farms, Hastings, Mich. To Struthoff Ranch.

**\$8,750-Coming Two-Year-Old.** Endsley's Beyond 319, 2-6-23, by Endsley's Brent 7161. From Endsley's Charolais Farms. To Leonard Steffens, Fannin, Texas.

**\$8,750-Yearling.** LCC 3250 of 8872 Tank, 8-23-23, by DC/CRJ Tank E108 P. From Evans Charolais, Brownwood, Texas. To Charlie Morgan Jr., Bellville, Texas.



# SALE CALENDAR

## JANUARY 31, 2025

C.A.T. Cowtown  
Cattle Drive Sale  
Fort Worth Stock Show &  
Rodeo, Fort Worth, Texas

## FEBRUARY 9, 2025

61st Annual Iowa Beef  
Expo Charolais Sale  
Des Moines, Iowa  
Entries Due: December 10

## MARCH 15, 2025

Full Circle Cattle Co.  
Fifth Annual Bull Sale  
Dodge City, Kansas

## MARCH 22, 2025

Wakefield Farms  
Performance Tested Bull Sale  
Dunlap, Iowa

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EPDs:  
11.1 -0.1 50 94  
10 7.1

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Top 25% YW • 5% M • 9% TM

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Cool Rep x 0383  
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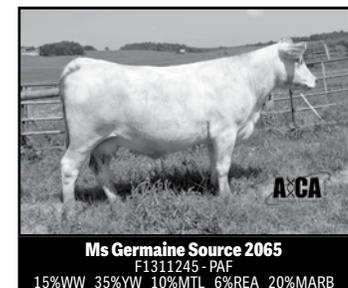
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15%WW 35%YW 10%MTL 6%REA 20%MARB

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# 2025 Junior National

# HOTEL BLOCKS

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Group Rate: \$129/night + tax

Current Available Room Types: Double Queens, Two Queen Suite or King

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Reservation contact and details to come spring 2025.

## SPRING ONLINE SALE EARLY MARCH 2025



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**Pam Hankins**  
Planning Committee Chairman  
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[pamhankins917@gmail.com](mailto:pamhankins917@gmail.com)

**Jamie Dehan**  
Fundraising Chairman  
913-544-6128  
[jamiedehan@gmail.com](mailto:jamiedehan@gmail.com)

**Kaitlyn Chism**  
AICA Director of Youth Activities  
816-464-2474 ext 201  
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CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	MB	TSI
11.3	-0.1	70	139	25	11.1	60	1.3	36	0.86	0.23	394.66

**SM Titus K205 P** - Owned with Chad Bradford, Shawn McCracken

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	MB	TSI
9.8	-0.5	74	155	33	7.7	70	0.9	42	0.84	0.09	298.04

**DC/CJC Sage K1175** - Owned with Chad Bradford, Joe Campbell

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	MB	TSI
7.9	1.4	83	146	22	7.9	63	1.4	24	0.83	-0.02	259.07

**Heart J Royal Range 1743** - Owned with Heart-J Charolais, Chad Bradford

CE	BW	WW	YW	MILK	MCE	MTL	SC	CW	REA	MB	TSI
11.9	-2.0	72	135	26	7.5	62	0.7	38	1.00	0.02	279.05

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**FEBRUARY 8** Charolais For Profit Bull Sale, Bryan, Texas  
**APRIL 26** Appalachian Classic Bull Sale, Knoxville, Tenn.  
**MAY 3** 26th Annual The Sale of Excellence, College Station

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## AICA EVENTS

### JANUARY 5

Cattleman's Congress  
Class A ROE Pen Show  
Oklahoma City, Okla.

### JANUARY 6

Cattleman's Congress  
Class A ROE Show  
Oklahoma City, Okla.

### JANUARY 18

National Western Stock Show  
National ROE Pen Show  
Denver, Colo.

### JANUARY 18

46th National Charolais Sale  
National Western Stock Show  
Denver, Colo.

### JANUARY 20

National Western Stock Show  
National ROE Show  
Denver, Colo.

### FEBRUARY 1

56th National Charolais Show  
Fort Worth Stock Show & Rodeo  
Fort Worth, Texas

### FEBRUARY 1

Deadline for submitting performance  
information for March 2024 Analysis

## AFFILIATE EVENTS

Contact David Hobbs  
(816) 464-2474, ext 200,  
dhobbs@charolaisusa.com  
with affiliate event dates.

MORE ON THE WEB:  
[www.charolaisusa.com/calendar.html](http://www.charolaisusa.com/calendar.html)

## JANUARY 2025

**January 1** – Deadline for submitting performance information to AICA for February 2025 Genetic Analysis.

**January 5** – Cattleman's Congress Class A ROE Charolais Heifer & Bull Pen Show, 11 a.m., Oklahoma City, Okla.

**January 6** – Cattleman's Congress Junior Charolais and Percentage Heifer Show, 8 a.m., Oklahoma City, Okla.

**January 6** – Cattleman's Congress Class A ROE Show & Open Percentage Heifer Show. Oklahoma City, Okla.

**January 18** – National Western Stock Show National ROE Charolais Heifer & Bull Pen Show. Denver, Colo.

**January 18** – 46th National Charolais Sale, 1:30 p.m., National Western Stock Show H. W. Hutchison Family Stockyards Event Center, Denver, Colo. Sale Sponsor: American-International Charolais Association. Sale Manager: CK Sales and Marketing.

**January 19** – National Western Stock Show Junior Charolais and Percentage Heifer Show, 8 a.m. Denver, Colo.

**January 20** – National Western Stock Show National ROE Show, 8 a.m. Denver, Colo.

**January 24** – Soreide Charolais 42nd Annual Sale, 1:30 p.m., at the ranch, Bowman, N.D. Contact: Jay Soreide.

**January 25** – Dennis Charolais Farms Beef Gene Bull Sale, 1:00 p.m., Sulphur Springs Livestock Commission, Sulphur Springs, Texas. Auctioneer: Justin B. Stout. Contact: Eric Dennis.

**January 25** – 84th Annual Red Bluff Bull Sale, 9:30 a.m., Tehama District Fairgrounds, Don Smith Pavilion, Red Bluff, Calif.

**January 31** – Aces Wild Ranch Southern Boys Bull Sale, SC Online Sales. Sale Manager: Innovation AgMarketing, LLC.

**January 31** – Charolais Association of Texas Cowtown Cattle Drive Sale. Fort Worth Stock Show & Rodeo, West Arena, Fort Worth, Texas. Auctioneer: Justin B. Stout. Sale Manager: JWC Marketing LLC.

## FEBRUARY 2025

**February 1** – Deadline for submitting performance information to AICA for March 2025 Genetic Analysis.

**February 1** – 56th National Charolais Show. Fort Worth Stock Show & Rodeo, Fort Worth, Texas.

**February 4** – Black Hills Stock Show & Rodeo Charolais Show & Sale. Show: 9:00 a.m. Sale: 1:00 p.m., Rushmore Plaza Civic Center, Rapid City, S.D.

**February 4-6** – National Cattleman's Beef Association CattleCon 2025. San Antonio, Texas.

**February 8** – Bradley 3 Ranch Wide Body Bull Sale, at the ranch, Estelline, Texas. Auctioneers: Justin B. Stout and Doak Lambert. Contact: James Henderson or Mary Lou Bradley-Henderson.

**February 8** – Charolais For Profit Bull Sale, Brazos Valley Livestock Commission, Bryan, Texas. Auctioneer: Greg Clifton. Sale Manager: Outfront Cattle Service.

**February 8** – Stewart Charolais & Red Angus 18th Annual Bull Sale, at the ranch, Lake Preston, S.D. Auctioneer: Seth Weishaar. Contact: Jeff Stewart.

**February 9** – 61st Annual Iowa Beef Expo Charolais Sale, Iowa State Fairgrounds, Des Moines, Iowa. Auctioneer: Justin B. Stout. Sale Manager: JWC Marketing.

**February 12** – Broberg Charolais 8th Annual Bull Sale, at the farm, Tilden, Neb. Auctioneer: Seth Weishaar. CK Sales & Marketing.

**February 13** – Watertown Winter Farm Show South Dakota Showplace Charolais Show & Sale, Codington County Extension Complex, Watertown, S.D.

**February 14** – 33rd Annual San Antonio Livestock Show Bull Sale & Commercial Female Sale, 10:00 a.m., San Antonio Livestock Show Auction Facility, San Antonio, Texas. Contact: Michael Sturgess or Jim Banner.

**February 17** – Rennert Ranch/Heart-J Char-Lay 9th Annual Performance on the Platte Charolais Bull Sale, 1 p.m. Darr Feedyard Bull Development Center, Cozad, Neb. Auctioneer: Matt Printz. Contact: Kristian Rennert.

**February 18** – Bina Charolais 30th Annual Powerhouse Bull Sale, Jamestown Livestock, Jamestown, N.D. Contact: Lane Bina or Denea Stern.

**February 19-20** – NCC The Classic Charolais Show & Sale, Show: February 19; Sale: February 20. Buffalo County Fairgrounds, Kearney, Neb. Contact: Ronette Bush-Heinrich.

**February 20** – Small Livestock Performance Tested Bull Sale, Winnemucca Convention Center, Winnemucca, Nev. Sale Manager: Parnell Dickinson.

**February 21** – R Lazy B Ranch Annual Production Sale, 1 p.m. Hub City Livestock, Aberdeen, S. D. Contact: Robert Birklid.

**February 22** – Cannon Charolais Ranch 12th Annual Bull Sale, 1 p. m., at the ranch, Newton, Iowa. Auctioneer: Cody Lowderman. Sale Manager: Hubert Cattle Sales.

**February 22** – Cody Cattle Company Annual Bull Sale, 1 p.m., at the ranch, Scandia, Kan. Contact: Cody or Lindsay Runft.

**February 22** – Rogers Bar HR Spring Turn Out Bull Sale, 12:30 p.m., at the ranch, Collins, Miss. Contact: Doug Rogers.

**February 27** – Houston Livestock Show & Rodeo Class A ROE Show. Houston, Texas.

## MARCH 2025

**March 1** – Deadline for submitting performance information to AICA for April 2025 Genetic Analysis.

**March 1** – Gulf Coast Cattle 8th Annual Show Calf and Bred for Purple Cow Sale, at the farm, Florahome, Fla. Contact: Jerry Mullins.

**March 1** – Mead Farms Spring Performance Tested Bull Sale, Noon. Mead Farms Sale Headquarters, Versailles, Mo. Auctioneers: Jerry Lehmann; Wes Tiemann. Contact: Alan Mead or Scott Wall.

**March 1** – Meadows Creek Farm 10th Annual Black and White Spring Forward Bull & Female Sale, Noon, South Alabama Stockyard, Brundidge, Ala. Contact: Richard or Glenn Meadows.

**March 1** – Shepherd-Shamburg Charolais & Angus Private Treaty Bull Sale, at the farm, Stuart, Iowa. Contact: Sara Shepherd or Dan Shamburg.

**March 1** – T&S Strnad and Guests Annual Charolais Production Sale, 1 p.m., at the ranch, Formoso, Kan. Contact: Terril or Sarah Strnad.

**March 4** – Doll Ranch 45th Annual Production Sale, 1:30 p.m., Kist Livestock, Mandan, N.D. Contact: Charles, Harlan, or David Doll.

**March 6** – Larson Ranch 21st Annual Production Sale, 1:00 p.m., at the ranch, Leoti, Kan. Contact: Kyla Larson or Brady Larson.

**March 7** – Sandmeier Charolais 44th Annual Bull Sale, at the ranch, Bowdle, S.D. Auctioneer: Seth Weishaar. Contact: Calvin or Matthew Sandmeier.

**March 8** – Nipp Charolais Spring Bull Sale, 1:00 p.m., at the ranch, Wilson, Okla. Auctioneer: Lakin Oakley. Contact: Curtiss Nipp

**March 8** – Wright Charolais 18th Annual Bull Sale, 3 p.m., Wright Charolais Sale Facility, Kearney, Mo. Auctioneer: Greg Goggins. Sale Manager: Hubert Cattle Sales.

**March 8-9** – Beavers Charolais Private Treaty Bull Sale, at the farm, Collins, Iowa.

**March 10** – Double C Ranch Annual Bull Sale, Clay Center Livestock, Clay Center, Kan. Contact: Spencer Crowther.

**March 11** – Romans Ranches Charolais Production Sale, Westfall, Ore. Contact: Jeff or Julie Romens.

**March 13** – Effertz Key Ranch 47th Annual Bull Sale, 1:00 p.m. Rugby Livestock, Rugby, N.D. Contact: Roger or Kevin Effertz.

**March 14** – Bar S Ranch Annual Production Sale, at the ranch, Paradise, Kan. Auctioneer: Jared Shipman. Contact: David or Stephanie Dickerson.

**March 15** – Wild Indian Acres Annual Spring Bull Sale, 1 p.m. Joplin Regional Stockyards, Joplin, Mo. Sale Manager: Hubert Cattle Sales.

# ADVERTISING RATES

## EFFECTIVE WITH THE JAN. 2022 ISSUE

The following terms and conditions govern all advertising in the *Charolais Journal*, which is used without separate or additional contract terms.

### BREEDER ADVERTISING SPACE

Black & White	1x	11x
1 page	\$750	\$650
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1/2 page (h)	450	375
1/2 page (v)	500	400
1/3 page	300	250
1/4 page	250	200
1/6 page	200	150
1 inch	50	35
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Inside Covers		1,200
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- (availability basis)	
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Special color	475
Metallic color	600

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### CLOSING DATES

All advertising copy (including photos) must be in the Charolais Journal office by the 25<sup>th</sup> of the second month preceding publication, i.e. Jan. 25 for the March issue or the first working day thereafter. A \$100 late fee will be applied to all late advertisements. Proof deadline: 20<sup>th</sup> of the second month preceding publication, i.e. Jan. 20 for March issue.

### ADVERTISING CONTENT

The Charolais Journal reserves the right to refuse any advertising or copy at its sole discretion. The Charolais Journal assumes no responsibility for the accuracy and truthfulness of submitted advertising containing pedigrees or statements regarding performance. The Charolais Journal accepts no responsibility for the accuracy of any photographs supplied by other than its own staff. Advertisers shall indemnify and hold harmless the Charolais Journal for any claims concerning advertising content as submitted.

Notice to advertisers: Advertising for sales scheduled prior to the 20th of the month of publication accepted at the advertiser's risk. The Charolais Journal assumes no responsibility for distribution.

### REPRINTS, CATALOGS AND BROCHURES

Advertising and editorial reprints available. Sale catalogs and brochures are produced at special rates. Contact office for prices.

**March 15** – Full Circle Cattle Company 5th Annual Bull Sale, 1 p.m., Winter Livestock, Dodge City, Kan. Auctioneer: Cody Lowderman. Sale Manager: JWC Marketing LLC.

**March 17** – Brent Charolais 8th Annual Online Bull Sale. CKOnlineSales.com. Contact: Matthew Brent.

**March 17** – Weber Charolais and Red Angus Annual Production Sale, 1 p.m., Weber Sale Facility, Lake Andes, S.D. Contact: Dean, Tim, or Jason Weber.

**March 18** – Schrader Ranch 23rd Annual Bull Sale, at the ranch, Wells, Kan. Contact: Spencer or Laci Schrader.

**March 21** – Thomas Charolais Inc. Female Sale, at the ranch, Raymondville, Texas. Contact: Mitch Thomas or Tonnyre Thomas-Joe.

**March 22** – 8 Story Farms 7th Annual Production Sale, 1 p.m. Daviess County Livestock Market, Gallatin, Mo. Contact: Austin or Courtney Story.

**March 22** – Bradley Cattle Spring Bull Sale, 4:00 p.m., Wheeler Livestock Market, Osceola, Mo. Contact: Bruce Bradley.

**March 22** – Geyer Cattle Company Annual Production Sale, 1 p.m., Magness Livestock, Huron, S.D. Contact: Sam or Connie Geyer.

**March 22** – Thomas Charolais Inc. Spring Bull Sale, 1 p.m., at the ranch, Raymondville, Texas. Contact: Mitch Thomas or Tonnyre Thomas Joe.

**March 22** – Wakefield Farms Performance Tested Bull Sale, 1 p.m., Dunlap Livestock Auction, Dunlap, Iowa. Auctioneer: Jon Schaben. Sale Manager: JWC Marketing LLC.

**March 22** – Zehnder Waage Partnership Annual Bull Sale. Waage Farms, Greenbush, Minn. Sale Manager: CK Sales and Marketing.

**March 25** – C-B Charolais 39th Annual Production Sale, C-B Sale Facility, Montpelier, N.D. Contact: Curtis or Troy Brown.

**March 26** – Schmidt Cattle Company Annual Bull Sale, 1 p.m., Sheridan Livestock Auction, Rushville, Neb. Contact: Randy Schmidt.

**March 28** – The Great Northern 6th Annual Bull & Female Sale, 1 p.m., Northern Genetics Facility, Clear Lake, Minn. Auctioneer: Justin B. Stout. Contact: Scott Moeller or Dustin Fischer.

## APRIL 2025

**April 1** – AICA Herd Enrollment Deadline.

**April 1** – Hubert Charolais Ranch 46th Annual Bull Sale, 1:00 p.m., at the ranch, Monument, Kan. Auctioneer: Justin B. Stout. Contact: David Hubert.

**April 4** – Roster Charolais Bull Sale, Spencer, S. D. Contact: Mike Roster.

**April 5** – DeBruycker Charolais 41st Annual Bull Sale, 11 a.m., Western Livestock Auction, Great Falls, Mont. Contact: Brett or Mark DeBruycker or Joe Campbell

**April 5** – Christenson Charolais Ranch Bull Sale, Kimball Livestock, Kimball, S.D. Auctioneer: Justin Tupper. Contact: Wade Christenson.

**April 5** – Peterson Farms Charolais 32nd Annual Top Pick Bull Sale, 1 p.m. Peterson Farms Sale Facility, Mtn. Grove, Mo. Sale Manager: Mitchell Management.

**April 5** – Wagner Charolais 14th Annual Bull Sale, at the ranch, Nunn, Colo. Contact Bob Wagner.

**April 8** – Thomas Ranch 53rd Annual Bull Sale & Replacement Heifer Sale, at the ranch, Harrold, S.D. Contact: Troy Thomas or Cally Kindred.

**April 12** – Dybdal Charolais 14th Annual Bull Sale, 5 p.m., Laurel Livestock Sales Company, Laurel, Neb. Contact: Larry or Ty Dybdal.

**April 12** – Fink Beef Genetics Spring Production Sale, Fink Beef Genetics Sale Facility, Randolph, Kan. Contact: Galen or Lori Fink or Megan or Chad Larson.

**April 12** – Hebbert Charolais 43rd Annual Bull Sale, Hebbert Sale Facility, Hyannis, Neb. Contact: Matt or Lacy Hebbert.

**April 12** – Prairie Valley Farm Annual Bull Sale, Platte Livestock Auction, Platte, S. D. Auctioneer: Dustin Carter. Sale Manager: CK Sales & Marketing.

**April 12** – The Renaissance 33rd Anniversary Edition Sale, 1:00 p.m., Chappell's Sale Arena, Strafford, Mo. Sale Manager: Mitchell Management.

**April 14-15** – AICA Annual Membership Meeting, Committee Meetings and Spring Board of Directors Meeting, KCI Expo Center, Kansas City, Mo. Contact: AICA.

**April 17-18** – NextGen Cattle Company, 4th Annual Flint Hills Spring Classic Bull Sale, at the ranch, Paxico, Kan. Auctioneer: Doak Lambert Contact: Joe Epperly, Doug Husfeld or Andrew Bird.

**April 19** – Cobb Charolais Ranch 56th Annual Bull Sale, Western Livestock, Great Falls, Mont. Contact: John or Cheryl Cobb.

**April 19** – Lindskov's LT Ranch World Renowned Genetics 44th Annual Bull Sale, noon, at the ranch, Isabel, S.D. Contact: Bryce or Todd Lindskov.

**April 20-29** – Charolais Charbray International Technical Conference, Mexico. Contact: Charolais Charbray Herd Book of Mexico.

**April 24** – JMAR Genetics & Guests New Beginnings Bull, Female & Semen Online Sale. DVAuction. Contact: Jim Johnson.

**April 26** – Appalachian Classic Sale, 1:00 p.m., Knoxville Livestock Center, Knoxville, Tenn. Sale Sponsor: Mountain Empire Charolais Association. Auctioneer: Greg Clifton. Sale Manager: Outfront Cattle Service

**April 26** – Wienk Charolais Ranch 56th Annual Bull Sale, at the ranch, Lake Preston, S.D. Contact: Jeff, Sterling, Stetson or Ty Eschenbaum.

**April 30** – AIJCF Scholarship Application deadline.

## MAY 2025

**May 1** – AIJCA Junior National Early Entry & Ownership Deadline.

**May 3** – 26th Annual The Sale Of Excellence, 1 p.m., O. D. Butler Beef Research Center, College Station, Texas. Auctioneer: Greg Clifton. Sale Manager: Outfront Cattle Service.

**May 10** – AIJCA Junior National Late/Final Entry & Ownership Deadline.

**May 10** – Mead Farms Female & Bull Sale, NOON. Mead Farms Sale Headquarters, Versailles, Mo. Auctioneers: Jerry Lehmann; Wes Tiemann. Contact: Alan Mead or Scott Wall.

**May 15** – Kentucky Charolais Influenced Feeder Calf Sale. Bluegrass South, Stanford, Ky. Contact: Jeff Harrod or David Sandusky.

**May 17** – Alabama Elite Charolais Sale. 1:00 p.m. Mid-State Stockyards, Letohatchee, Ala. Auctioneer: Billy Younkin. Sale Manager: Outfront Cattle Service.

## JUNE 2025

**June 10-13** – Beef Improvement Federation 2025 Research Symposium and Convention, Amarillo, Texas.

**June 16-21** – AIJCA Junior National Shows & Leadership Conference. Ozark Empire Fairgrounds, Springfield, Mo. Contact: Kaitlyn Chism, AICA.

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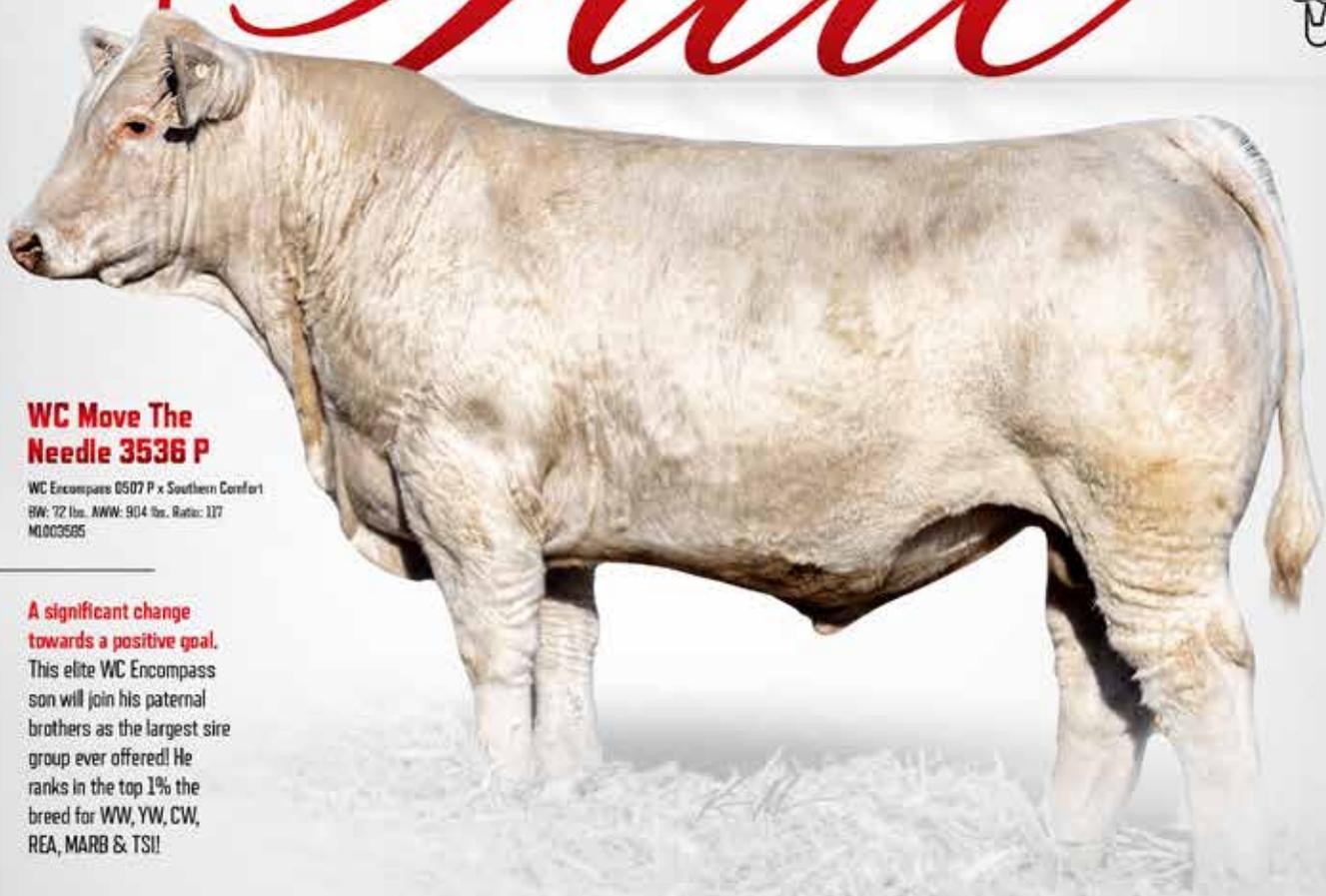
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