Iowa Beef Expo is just around the corner!
Plan to Attend the Simmental Activities!

Expo Schedule of Events

Friday, February 8, 2013 ~
Cattle may arrive at the Iowa State Fairgrounds

Saturday, February 9, 2013 ~
Queen Contest ~ 9:30 A.M. Holiday Inn Northwest
Cattle check-in ~ 10:00 A.M. ~ Original registration papers required!
(Note to consignors: evaluation of cattle for sale order will take place at check-in area)
IJSA Annual Meeting ~ 2:00 P.M. ~ Gammon Barn
ISA Annual Meeting ~ 4:00 P.M. ~ Gammon Barn

Sunday, February 10, 2013 ~
Sale cattle viewing ~ all day
Parade of Sale Cattle ~ 1:00 P.M. ~ Penningroth Sale Arena
Social hour ~ 5:30 P.M. ~ Holiday Inn Northwest
Banquet, Awards, Auction ~ 6:30 - Holiday Inn Northwest

Monday, February 11, 2013 ~
Sale cattle viewing ~ until sale time
Iowa Simmental Sale ~ 11:30 A.M. ~ Penningroth Sale Arena

Iowa Simmental Expo Headquarters

The annual banquet and awards program will be held February 10, at the Holiday Inn Northwest. Time is running out to book your room for the Iowa Beef Expo Simmental weekend!

Rooms may be reserved at the Holiday Inn Northwest located just South of I-80 & I-35 at the Merle Hay Road exit. Rooms have been blocked for the nights of February 8, 9 & 10. The hotel phone number is (515) 278-4755. Cost of the room is $79 plus tax. Rooms may not be available after January 31st so make your reservations early!

Banquet tickets may be purchased at the door for $20 each. Events following the meal will include the crowning of the 2013 Iowa Simmental Queen and Princess; presentation of the Christensen Elite award; auctioning of the prime advertising spaces in the 2014 Simmental Directory; and the junior fundraising auction.

A huge thank you to Craig Kaisand of Bussey who has served 6 years on the Iowa Simmental Board of Directors. Thanks to you and Char for your dedication and service to the Association.
Queen Contest ~ IJSA Ladies ~

Are you looking for a leadership opportunity that will allow you to meet and work with talented individuals in the cattle industry? If so, the Iowa Simmental Association is looking for eligible young ladies to become contestants for the Iowa Simmental Queen and Princess. In addition to this honor, the 2013 Iowa Simmental Queen will be awarded $250 and the Iowa Simmental Princess will be awarded $150 after their reign. If you are between the ages of 14 and 21 years of age by January 1, 2013 unmarried, an IJSA member, and knowledgeable about the Simmental breed, please consider this your invitation to apply. It is also required that you be able to attend the Beef Expo Simmental Sale, the Iowa Simmental Association Field Day and the Iowa State Fair Simmental Show during 2013.

The contest will be held on Saturday, February 9 at 9:30 A.M. at the Holiday Inn Northwest on Merle Hay Road in Des Moines. This contest will coincide with the Iowa Beef Expo and the Iowa Simmental activities. The contest will conclude with the Queens luncheon at noon.

The 2013 Queen and Princess will be crowned during the awards banquet on Sunday evening February 10th.

To enter, send a resume stating your name, parents names, address, phone number, birthday, Simmental background, interests, activities, future plans, and a short essay on “Why I want to be the 2013 Iowa Simmental Queen or Princess.” Mail to Donna Ruth, 4299 480th St SE, Iowa City, IA 52240 by January 18, 2013. No late applicants will be accepted.

If you would like additional information contact Donna Ruth at 319-430-0540 or email her at patdonnaaruth@yahoo.com and she can fill you in on all the exciting details!

Prepare your resume today and join in the rewarding experience!

Iowa Board of Directors Meeting Notes

The Iowa Junior Simmental Board met Sat, Dec 1, 2012 at the Cattlemen’s building in Ames. Board President, Tyler Long called the meeting to order at 9:00 with the following board members present: Tyler & Cody Long, Tyler Espenscheid, Kyle & Katy Ruth and Meg Elder. Advisors present were Kellie Carolan, Morgan Wadsworth, David & Marketta Haines, Gina Long, and Pat & Donna Ruth.

Business discussed; Reviewed IJBBA rules to be submitted to Senior board and Mindy Campfield; Expenses and incomes of 2011-2012 budget; Board member duties/committees for field day & Expo – sign up at Expo for duties; 2016 Nationals – no date set; and, Joint field day with Red Angus – will wait until they approach.

Business acted on: Select a Top 10 instead of 5 Foundation Heifers at the junior field day - money was increased for these additional top 5; Have a fun day or meal at Junior Regionals and Nationals for Iowa junior members attending; Allow an AJSA board member that is from Iowa to put an auction item in the Expo auction to help raise funds for AJSA travel; Purchase an award for Supporter of the Year to be awarded at the Expo banquet and also to past Supporter of Year recipients; and, IJSA board will meet in March in conjunction with the senior board meeting.

Katy Ruth, Secretary

REMINDER ~ Juniors that had county fair winners will be presented their awards at the Iowa Simmental Junior Field Day on June 2, 2013 in Indianola, IA. Mark it on your calendars.

More junior news on page 5
2013 IOWA BEEF EXPO

43rd Mark of Excellence Simmental Sale
Sponsored by IA Simmental Assn.
Monday, February 11, 2013
IA State Fairgrounds - Des Moines, IA

SELLING 160 LOTS OF IOWA’S BEST

- Grand Champion Bull
  IA State Fair
- THO Gold Rush
- Big Mac
- Res. Grand Champion Bull
  IA State Fair
- RBS Z935
- SLG Shooting Star 984Y
- Cason’s Mr. Tate
- Long’s Rock Solid
- RBS You’re Right
  Res. Grand 4-H Show
- HL Roxie
  Bred Optimus Prime
- SS Val
  Bred Ebony’s Grandmaster
- TBSF Ebony’s Joy 9Y
  Bred Silveiras Style
- RLVF Miss Silvia 16Z
  Built Right Daughter
- Haines Cow 118Z
  OCC Homer 650H
- Scott Moxy
  LBS The Foreman
- Drake Command Lady Z28
  Drake In Command

Sale Staff
Greg Miller ................. 608-778-8785
Jim Suver .................. 402-690-7354
Marshall Ruble ............ 515-231-3198
Jeremie Ruble ............. 406-581-7940
Buddy Robertson ........... 580-747-7000
Chance Ujazdowski ...... 920-213-1969
Ed Creason, ASA .......... 573-823-5635
Phil Schooley ............... 641-777-0478

Selling 4 Genetic Embryo Feature Lots

www.larrymartinlivestock.com
Fall Futurity Sale Results

There’s still time ~
Yes, there’s still time to find your futurity animal. A heifer or steer purchased at one of the two sales remaining will be eligible to show at the Iowa Junior Simmental Field Day that is held each year in June. There is a separate division for these animals and prize money is divided among this division. The entry fee is just $10 and needs to be paid when you make settlement for your purchase at the sale.

Iowa Beef Expo Mark of Genetic Excellence Sale – Feb. 11, 2013
Southwest Simmental Group Sale – Feb. 24, 2013

Select Showcase Simmental Sale Results ~
September 15, 2012 No Report

Southwest Simmental Group Fall Show Cattle Auction ~ October 6, 2012 No Averages reported
High Selling Open Female was Lot 32 Long’s Z17 - $6,100.
She is a JF Foundation 8010U x Long’s Cowboy.
Consignor: Long’s Simmentals of Creston, IA
Buyer: Blake Bauer of Bingham, IL.

Hawkeye Simmental Sale Results ~
October 14, 2012
The 34th annual Hawkeye Sale was held at the Bloomfield Livestock Market in Bloomfield. The overflow crowd enjoyed a complimentary lunch and appraised the deepest offering of cattle to date by this group.

Group Average
50 Open Simmental & Sim Foundation Females $2,994
28 Bred Simmental & Sim Foundation Females $2,070
78 TOTAL Simmental & Sim Foundation Lots $2,662

High Selling Female Lot #1 Scott Lady 22Z - $17,250.
She is a SVF Steel Force x Sandeen Lady 22T.
Consignor: Scott Simmentals of Oskaloosa
Buyer: Shayla Schmitt of Hampton, IA.

Buckles & Banners Show Cattle Sale Results ~
October 26, 2012
Under the bright lights of the big tent decorated with pumpkins and fall decorations, the 1st ever Buckles & Banners sale was a great success. The atomosphere was filled with great hospitality and eager bidders. Cattle sold to 10 states.

Group Average
37 Open Simmental & Sim Foundation Females $3,864
26 Bred Simmental & Sim Foundation Females $3,098
5 Cow/Calf $3,300
65 TOTAL Simmental & Sim Foundation Lots $3,961

High Selling Female Lot #29B OBCC Bridle Bit 922Z - $10,500.
She is a Mr HOC Broker x Bridle Bit Miss R592.
Consignor: Owen Brothers of Missouri
Buyer: Chris Fenton of Stigler, OK

Heartland Simmental Performance with Class Sale ~ October 28, 2012
A perfect day weatherewise brought out a record crowd to appraise the cattle. Prior to the sale everyone enjoyed a beef brisket lunch after which some top females sold into some top herds.

Group Average
19 Open Females $2,655
35 Bred Females $3,061
6 Pairs $3,558
60 TOTAL LOTS $3,140

High Selling Open Female was Lot #34 JF Lady 261Z - $12,000.
She is a JF Milestone x ESM70.
Buyer: Hudson Pines of New York

North Central Simmental Fall Classic Sale ~
November 18, 2012
Mid-50 temperatures brought the largest crowd ever to Northwood for this 18th annual sale.

Group Average
38 Open Females $3,320
37 Bred Females $3,650
75 TOTAL LOTS $3,483

High Selling Female was Lot #41 OMF/KB Finneese Y4 - $13,000.
She is a BC Lookout 7024 x T60 and is bred to HTP/SVF In Dew Time
Consignor: Oak Meadow Farms of MN
Buyer: Grandview Cattle Co of Ackley, IA.

Ruby Cattle “Livin’ the Dream Production Sale” ~
November 23, 2012
Breeders geared up to present a top notch offering to the many Simmental enthusiasts that traveled to Iowa on “Black Friday.” The offering was the top genetics from the Ruby Cattle Co and guest consignors.

Group Average
37 Open Females $6,400
30 Bred Females $3,563
67 TOTAL LOTS $3,445

High Selling Open Female was Lot #5 Ruby NFF Rhythm Z214 ~ $17,000.
She is a R&R Chamberlain X744 x Rhythm 481P.
Buyer: Moore Land & Cattle Co. of Alton, IL

Janssen Farms “The Chosen Few” Sale
November 25, 2012
Thanksgiving weekend brought chilly weather but the sale arena was packed for the 11th annual sale in Gilmore City.JF genetics sold to 12 states and 4 Canadian Provinces.

Group Average
35 Open Females $4,720
35 Bred Females $3,381
2 Donors $17,500
3 Embryos $2,710
75 TOTAL LOTS $4,608

High Selling Open Female was Lot #34 JF Lady 261Z ~ $12,000.
She is a JF Milestone x ESM70.
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Know your ISA board member ~

My Name is Eric Gerdes and I live near West Point, IA along with my wife, Tara and our two year old son, Jaren.

We own and operate Gerdes Show Cattle, a herd of mainly Simmental and Sim-Angus cows. Additionally, we have a few purebred Angus cows that we utilize in our ET program. Along with our cattle operation, my wife and I own Lee County Veterinary Care, a mixed animal veterinary practice that specializes in large animal reproduction, including embryo transfer and invitro fertilization in cattle. So as you can imagine there is never a dull moment around here.

This past October we hosted our first annual production sale called The Buckles and Banners Sale. It was an amazing opportunity to work with DP Sales crew and our guest consignors in making this sale very successful. We are very appreciative of everyone who attended and purchased females, as well as all of the producers who have purchased cattle in the past.

The past two years I have had an excellent opportunity to serve on your ISA board and have truly enjoyed getting more involved with the association. I think that we are in the middle of a very exciting time in the cattle industry, and more specifically the Simmental breed. We are very fortunate to have an incredibly strong membership and association in Iowa and I think that with great leadership we can only make it better. I hope this letter finds everyone getting started on a successful calving season and finishing up a happy and healthy Holiday Season. If you have any ideas for me or any of the other board members, please feel free to call.

IJSA Pages con’t.

Welcome New ISA Members!! ~

The following individuals have recently joined the Iowa Simmental Association:


Welcome to our Iowa Simmental family!

New ASA Members from Iowa ~

Keith Byker of Sioux Center, Bruhn Farms of Mapleton, Denning Farms Simmentals of McGregor, BS Show Cattle of Cylinder, Longinaker Farms of Randolf, D&K Acres of P Atkinson, Beckman Simmentals of Mediapolis, J8 Family Farms of St Charles, E&B Arthur Ag. of Mason City, Brian Deling of St Dolliver, Jepsen Family Farms of Early, J&W Cattle of Hinton, Todd Show Cattle of Manchester, and Ryan Glosser of Bloomington. We would welcome you to join our state association!

2012 Iowa Simmental Princess

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Notes from the ISA President - Tammy Heaton

Happy New Year!! I hope you all had a great Holiday Season with your families and were able to take some well-deserved days away from the hustle and bustle. We have lots of great activities coming up in 2013 for the Iowa Simmental Association hopefully you all are ready for an exciting year. One of our first events, which happens to be my favorite, is the Winter Beef Expo activities. I really enjoy it when we all are together talking Simmental Cattle prior to and during the sale and then the time spent reminiscing during the night of the Banquet. All of these activities surely do demonstrate what a strong organization and wonderful people we have within the Simmental Breed. What a way to kick off a Simmental Year!!

I am going to keep this note short and sweet this time as there are just too many things coming up to list them all out and Joyce has done a fantastic job of capturing them throughout the newsletter. Can’t wait to see you all at the Beef Expo if not before. Be sure to book your room and be ready to kick the New Year off right with Great Simmental Cattle at the Sale.

Happy New Year

ISA December Board Meeting Notes

The ISA board of directors held their meeting December 1, 2012 at the Cattlemen’s Building in Ames. President Tammy Heaton called the meeting to order at 9:00 with all directors in attendance with the exception of Nate Horman. Dean Drummond was also present. Secretary and treasurer reports were read and approved.

Dean Drummond reported that judge’s names have been submitted to the State Fair and that the Foundation class will be broken like the purebreds are. It was also reported that there is interest in having a “red” show at the Jr. field day.

Business transacted during the meeting were: Christensen Elite nomination; all DNA samples taken in 2013 will be sent in for the 50K test; ISA/ASA booth will be set up at the Cow/Conference and Beef Expo; consultants for the Expo sale were discussed.

Craig Kaisand has served 2 terms on the ISA board and will not be eligible for re-election. Kirk Lynch and Andy VanAernam have served 1 term and have agreed to run for another term. If you are interested in running for the ISA board, contact one of your board members for details. Election of board members will be held during the annual meeting, Feb.9, 2013 in the Gammon barn on the Iowa State Fairgrounds. The meeting will begin promptly at 4:00.

ISA 2013 Board Election

The ISA membership will be selecting a new board member. Craig Kaisand has served two 3-year terms and is not eligible for re-election. Kirk Lynch and Andy VanAernam will be eligible for re-election after serving one 3-year term. If you are interested in running for the ISA board, contact one of your board members for details. Election of board members will be held during the annual meeting, Feb.9, 2013 in the Gammon barn on the Iowa State Fairgrounds. The meeting will begin promptly at 4:00.

ISA December 2012 Treasurer’s Report

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<th>Description</th>
<th>Amount</th>
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<tr>
<td>Total Assets August 2012</td>
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<tr>
<td>Total Assets December, 2012</td>
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Going to the National Western?

Plan to join the American Simmental Association in their activities at the DoubleTree Hotel in Denver! The annual meeting will be held Saturday, January 19th at 3:00. The Chairman’s Reception will be held Sunday the 20th at 7:00 with the Foundation auction to follow. There is no charge for this event. There will be many nice items to bid on. These funds help with the many junior-sponsored activities. Join us for this fun-filled evening!
2013  
15th Annual Production Sale  
Simmental • Sim Angus • Club Calf  
Selling 120 Plus Lots  

BULLS • BREDS • OPENS  

SUNDAY, FEB. 24th • 12:30 P.M.  
Dunlap Livestock Auction  
Dunlap, IA  

Iowa’s Leading Ladies  

White Gold X Meyer 734  
Meyer 734 Granddaughter  
Upgrade X Latisha  
Master Piece  

Bred Breathe Easy  
Bred I-80  
Bred Grandmaster  
Bred Grandmaster  

Fitz Pol Portia M208  
Mossy Oak  
3C Macho  
3C Macho  

Donor Cow Bred Fat Butt  
Bred Walkie Talkie  
Bred I-80  
Bred Angus  

BoJo X Meyers 734  
RB Grizzly  
Smooth Sailing  
Unforgiven X Meyer 734  

Bred I-80  
Bred All Solutions  
Bred I-80  
Bred Angus  

HOC Broker  

Sale Staff  

Jon Schaben .................. 712-263-0755  
Greg Miller .................. 608-778-8785  
Jim Suver .................. 402-690-7354  
Brad Smith .................. 712-209-1500  
Gary Ohrichs ............... 712-548-6481  
Kirt Roecker ............... 712-269-2162  

EDJECAST.COM LIVE VIDEO AUCTION  

Larry Martin Cattle Sales  
217-433-0242  
CATALOG ONLINE AT:  
www.larrymartinlivestock.com
2013 Upcoming Events and Deadlines

Jan 19 ~ ASA Annual Meeting - DoubleTree Hotel - Denver - 3:00 PM
Jan 19 ~ Sim Magic on Ice Sale - Denver - 6:30 PM
Jan 20 ~ National Western Simmental Pen Bull Show - Denver - 8:00 AM
Jan 20 ~ ASA Chairman’s Reception - DoubleTree Hotel - Denver - 7:00 PM
Jan 21 ~ National Western Simmental Pen Female Show - Denver - 8:00 AM
Jan 21 ~ National Western “The One” Sale - Denver - 4:00 PM
Jan 22 ~ National Western Simmental Jr Show/Open Bull Show - Denver - 8:00 AM
Jan 23 ~ National Western Simmental Open Female Show - Denver - 8:00 AM
Feb 10-17 ~ Iowa Beef Expo
Feb 8 ~ Simmental Cattle may arrive
Feb 9 ~ 9:00 A.M. - Iowa Simmental Queen Contest - Holiday Inn Northwest, Des Moines
10:00 - 12:00 - Simmental Sale Cattle Check In - Iowa State Fairgrounds
2:00 P.M. IJSA Annual Meeting - Gammon Barn
4:00 P.M. ISA Annual Meeting - Gammon Barn

(Upcoming Events Cont.)
Feb 10 ~ 1:00 P.M. - Parade of Simmental Sale Cattle - Penningroth Sale Arena - Iowa State Fairgrounds
Feb 10 ~ 5:30 ~ ISA Social Hour & Annual Banquet - Holiday Inn Northwest - Des Moines, IA
Feb 11 ~ 11:30 A.M. - Iowa Simmental Cattle Sale - Penningroth Sale Arena
Feb 24 ~ Southwest Simmental Group Sale - Dunlap, IA

Got News???
If you have information, pictures, or advertising you would like included in the next newsletter, please contact Joyce Williams. The newsletter is published 4 times a year – January, April, July, and September.

Advertising Costs - Camera ready JPEG or PDF format required.
- Full page color - 7.5” x 10” $200.00 - B&W - $150.00
- 1/2 page color – 7.5” x 5” $100.00 - B&W - $75.00
- 1/4 page B&W – 3.75” x 5” $50.00
- Yearly Card ad B&W – 3.75” x 2.5” $100.00

For more information in placing an ad or information in the newsletter contact Joyce at hjwilliams@wildblue.net or 641-344-4776. Deadline for next newsletter is Mar 15, 2013.

Iowa Simmental Association Board
President - Tammy Heaton - Monroe ~ ~ 641-259-3084 ~ ~ tammy.heaton@pioneer.com
Vice President - Al Johnson - Northwood ~ 515-689-0790 ~ ~ johnhq@q.com
Executive Secretary/Treasurer -
Harold Williams - Orient ~ ~ ~ ~ ~ ~ 641-344-4786 ~ ~ hjwilliams@wildblue.net

Kirk Lynch - New Hampton ~ ~ ~ ~ ~ 563-379-1190 ~ ~ kirklynch@iowatelecom.net
Craig Kaisand - Bussey ~ ~ ~ ~ ~ ~ 641-944-5302 ~ ~ cekaisand@iowatelecom.net
Jay Steenhok - Prairie City ~ ~ ~ ~ ~ ~ 515-238-5938 ~ ~ Ncg4bulls@hotmail.com
Nate Horman - Ames ~ ~ ~ ~ ~ ~ 515-291-7478 ~ ~ nate.horman@yahoo.com
Jason VerPloeg - Pella ~ ~ ~ ~ ~ ~ 641-628-2669 ~ ~ jverploeg@lisco.com
Andy vanAernam - Exira ~ ~ ~ ~ ~ ~ 712-304-4425 ~ ~ avanaernam@gmail.com
Eric Gerdes - West Point ~ ~ ~ ~ ~ 319-392-8154 ~ ~ gerdes_eric@yahoo.com

Check out the ISA website at www.breedingcattlepage.com/Simmental/iassimassoc
We’re looking for Simmental-related activities that you, as members, are involved in. Let us know if you have a sale date to list. Juniors, let me know of your accomplishments. Let’s make this your newsletter!

Newsletter printed by Times Citizen Communications of Clarion, IA