

Colorado Simmental Assoc. – Fall 2015 update

www.coloradosimmental.com 24614 Road G, Sugar City, CO 81076



► Booth

Colorado Simmental will have a booth at the Range Beef Cow Symposium XXIV. The biennial event will be in Colorado, which is a perfect educational opportunity for our membership, plus a great potential outreach for our breed. Events are Tues.-Thur., Nov. 17-19 at The Ranch, an events center on the Larimer County Fairgrounds in Loveland. There are pre-events, including Beef Quality Assurance certification, offered on Mon., Nov. 16th. The event rotates among four state universities, and typically attracts 500 to 700 beef cattle producers. If you want to attend, details may be found at: www.rangebeefcow.com.

If you will be willing to help man a time-slot for the Simmental booth, please contact CSA past president Curtis Russell at 719-469-2857 or reflected.r.ranch@gmail.com.

► Web site

CSA's web site – www.ColoradoSimmental.com – is continually updated. If you haven't checked the site lately, please note that the home page calendar already has fall auctions and spring bull sale dates listed and the NWSS page has show details. Please mark our web site on your "favorite" bar, so you can easily check it for news. And, please send potential submissions to your webmaster at wwfeed@centurytel.net.

► Facebook

Colorado Simmental Association is now on facebook. Please "like" us, so that we can boost our membership and breed social media presence.

For the past month, our weekly facebook updates have focused on National Western Stock Show deadlines and information. It also featured the announcement of CSA's Youth Grant winner. Our congratulations to CJSA Pres. Chad Russell for being selected as the \$500 scholarship winner.

► Co-op advertising

CSA puts together breed advertising, with members having the option of being listed in the large color ads. We know this is a popular membership benefit for a nominal cost of only \$25 per publication.

CSA has already secured a full-page ad in the Colorado Cattlemen's December/January issue of the *Cattle Guard* magazine. Due to its early content deadline, a simple membership list was placed into the bottom of the new "It's a Fact" Simmental ad slick that encourages crossbreeding. The December listing was at no charge to you. If you'd like to be in the March issue, however, it will be a co-op ad and cost is \$25. This quarterly magazine lists a readership of 6,000, primarily CCA members/commercial ranchers. Co-op ads allow you to pay for personalized content within our promotion campaign & stretch your marketing budget.

In addition to the *Cattle Guard* ad, your CSA board voted for 3 more co-op opportunities!

CSA will be placing an ad in the *Fence Post's Breeder Connection* magazine. The publication goes to its normal readership, plus it's handed out at trade shows all year. This also will be a co-op ad.

And, then CSA will be placing co-op ads from mid-February through mid-March in the *Fence Post* and *Ag Journal* newspapers. Both are ag-related trade papers serving Colorado. CSA will place likely 3-4 ads per publication, depending on member participation, but you still only pay \$25 per publication (not per ad).

For each of these four opportunities, we strive to keep co-op listings uniform. They may be 4 lines long (about 20 characters per line). Often they include sale dates or web sites. For example:

Altenburg Super Baldy
SimAngus Feeder Calf Sale
Oct. 29, 2015 • Ft Collins
altenburgsuperbaldy.com

Campbell Simmentals
Robert Campbell family
March 29 High-Altitude
sale partner • 970-000-0000

Dilka Cattle
James Dilka • 970-000-0000
SimAngus bulls for sale
private treaty @ Briggsdale

So, step 1: Pick any or all of these 4 ad opportunities. Step 2: Perfect your wording and email it to wwfeed@centurytel.net. (Make sure your email includes both step 1 & 2 info.) Step 3: Make your check payable to CSA & mail to 24614 Road G, Sugar City, CO 81076. (No problem, if you want to include membership dues in the same check. Just enclose a note & the below form so it will be posted correctly.)

Co-op deadline is Dec. 1. If questions, contact Sec/Treas. Susan Russell at 719-469-0020.

Over ►

► Membership

Colo. Simmental & Colo. Junior Simmental started its new fiscal year. Your 2016 dues are:

CSA ranch/adult dues are \$25.⁰⁰

Ranch name: _____

CJSA youth dues are \$10.⁰⁰

Please complete the below info for **both** associations & include with your payment:

Member(s): _____

Address: _____

Phone: Home (_____) _____ or Cell (_____) _____

Email: _____ or Fax (_____) _____

Web site: www. _____ .com

► NWSS

The nomination deadline is Nov. 15 for the *Wild, Wild West Sale* and *The One XXIII Sale*, both held during National Western Stock Show. The entry deadline for NWSS is Nov. 20.

The Simmental events are Jan. 17-20. The NWSS class breakdowns, schedule, etc. are already posted on CSA's web site. Our judges are Pen shows – Steve Reimer & associate Randy Daniel; Junior show – Cody Sankey; and Open class/hill shows – Mark McClintock & associate Jirl Buck.

Please note a few changes that will debut at the 2016 show:

- The junior show will be a Progress Through Performance (PTP) show just like the open class hill and pen shows, so EPDs and \$ Indexes will be provided to the judge to aid his visual appraisal.
- NWSS have agreed to a much-requested entry system change. To improve customer service, all entries may be done with a single check or credit card. Separate funds will not be sent to CSA, but NWSS will collect all entries (then the internal adjustment of funds will occur, so much less headache for Susan).
- *The One* sale will begin at 2 p.m. instead of 3 p.m.
- The People's Choice judging sessions have been restructured. There will be FOUR judging sessions. The divisions will be Purebred Power Bull (judging entries from purebred pen of 3 & 5 together); Percentage Power Bull (judging entries from percentage pen of 3 & 5 together); Purebred Power Female; and Percentage Power Female.

NWSS is our most labor-intense event, but it also is what keeps our association in the black. The first job is pen processing on Jan. 15 and duties run through the Jan. 20 female hill show. Please volunteer to help. A task list will be provided in your winter e-update.

ASA will again host a "meet and greet" during NWSS. A tent will be put up in one of the yards pens and ASA will provide chili. Plan to attend this mixer, plus attend ASA's annual meeting, also during NWSS.

Also, the CSA board needs to submit its recommendations for 2017 NWSS judges soon, so if you have a suggestion, please share it with a CSA board member.

The new CSA directory will be out by the 2016 NWSS. We will include the directory and breed handouts at the booth, plus we welcome your ranch business cards or new photos to add to the display. If interested, contact Roger Schager at cows_1@q.com.

► ASA update by trustee Susan S. Russell

In September, ASA held an educational seminar in conjunction with its open committee and board meetings in Gettysburg, Pennsylvania. Next fall's session will be in Bozeman, Montana along with an open house for our new headquarters. Construction is nearly complete.

My six-year term ends at NWSS. This year I have served as ASA Executive Committee, Activities & Events Chairman and Publication Board VP. Thanks for an opportunity to represent the western region!