



Colorado SimFacts

Colorado Simmental Association ♦ www.ColoradoSimmental.com ♦ Fall 2019

Breed advertising campaign signup under way

One of Colorado Simmental's most popular member benefits is its pick-n-choose co-op breed advertising campaigns. For a nominal rate, members can join the large advertising opportunities in numerous regional ag publications. With a submission deadline nearing, now is the time to sign up for all or part of the CSA ad campaigns.

Ads are priced per publication, with multiple ads to run in each of 6 publications: the *Ag Journal*, *Fence Post*, CCA's quarterly *Cattle Guard* magazine, *Wyoming Livestock Roundup*, *New Mexico Stockman*, and *Fence Post's* annual *Breeder's Connection* magazine. If you want in just a single magazine or paper, then it's \$25. If you want in the entire ad blitz, it is \$150. Based on ASA ad slicks, most of our ads run 4-color in ¾ to full pages. Ranchers placing classified & display ads on their own know our \$150 deal is indeed sweet.

Verify participation by Oct. 10 with check & note, or by an email stating which specific publication(s) and what your 4 lines should say. (Typically, participants list ranch name, contact name & phone number, sale date or private treaty offering, and/or a web site or email address. If questions, just email CSA Sec. Susan at: colosimmental@gmail.com)

Ads will start already with the December *Cattle Guard*, with others making their initial run in late January or early February and continuing through March bull sale season.

Sale dates will automatically go onto the coloradosimmental.com calendar, plus facebook reminders.

Scam alert – check your bull buyer calls carefully

“Want to buy the Golden Gate Bridge?” OK, we recognize that line but now the scammers are saying “I want to buy a bull.” While you can't ignore those inquiries, we've had several CSA members report getting texts. You might see pink flags when the scam “buyer” fails to ask the right industry questions or won't give a name, but we hope they turn into red flags when the “certified” check comes, it's for the wrong amount on a bank branch that doesn't exist, and they're willing to have you return the excess money by wire, check, etc.

They have pulled names and phone numbers off classified ads, web pages and membership lists, so just a caution to this latest scam that is hitting the beef industry.

Coloradoans at Fall Focus

CSA members from Altenburg Super Baldy Ranch, Bridle Bit Simmentals and Russell's Reflected R Ranch participated in the 2019 ASA's Fall Focus. This year's educational session, and open board meetings were at Manhattan, KS. They were interesting sessions, plus great networking opportunities.

Thanks hosts KSA & ASA. The 2020 Fall Focus will be in Virginia.

OK to pay dues & ads in same check

CSA's fiscal year starts each Oct. 1, so participants wanting to put 2020 dues in the same check are more than welcome. Dues are \$25 for an adult/ranch membership and \$10 per junior. Just add it in and send all to: CSA, 24614 Road G, Sugar City, CO 81076.

Upcoming events

- **Sept. 27** –AJSA Steer Profitability Competition entry deadline.
- **Oct. 1** –Youth Grant applications due.
- **Oct. 10** – CSA co-op advertising deadline.
- **Jan. 1** – 2020 membership dues for CSA & CJSA.
- **Jan. 17-22** –CSA hosts National Western Stock Show breed activities. Please help with: Fri. 17th –Pen check-in; Sun. 19th –Bull pen show & Power Simmental; Mon. 20th –Female pen show & The One sale; Tues. 21st –Jr & Bull hill shows; & Wed. 22nd –Female hill show. **Over>>**

Ready or Not – here comes National Western

The 2020 National Western Stock Show is still a few swipes away on your calendar, but CSA preparation work began several months ago.

During the Fall Focus, the ASA board reversed to its previous percentage parameters for the major shows. CSA board quickly conferred. Based on your member feedback at the CSA annual meeting and to be in line with the ASA change, your board immediately put into effect that starting with the 2020 NWSS Simmental shows at Denver, percentage cattle divisions will remain ½ to ¾ - blood, with purebred still ⅞-blood and higher.

In the yards, Simmental will be in temporary pens. For pen exhibitors, note there will be wash-houses. Arrival routines will be unchanged but the partially renovated landscape sure looks different. In the female pen show, CSA has added in a 2-year-old BRED heifer pen class.

On the hill, the facilities, arrival locations, stalling, etc. all remain as usual. However, a new hill check-in system is being implemented by ASA, which CSA will use in 2020. No cattle will come to our check-in crew, rather we will have back numbers and a computer ring-side at the bull pen show in the yards on Sunday afternoon, and hill exhibitors will just come check in.

Volunteers are always welcome. Even if it is just for a couple hours, please say yes! The full schedule is on our NWSS page of coloradosimmental.com. We need help on each & every show day, plus volunteers to sell and calculate on People's Choice Power Simmental, and for the pre-sale BBQ and at *The One* sale. As you may have heard, the Wild, Wild West sale will not be held on Tuesday night. Look for the semen tank fundraiser being move to our Monday night auction.

Youth news

Colorado State Fair sweep

Our Simmental breed dominated the 2019 Colorado State Fair, with a SimAngus female being named multi-breed Supreme Grand Champion Junior Heifer and a Simmental female being named multi-breed Supreme Reserve Grand Champion Junior Heifer. Congrats to new CJSA member Jacob Pfannebecker and to Cash Pratt, respectively.

Details of State Fair winners (youth show plus open-class) are found on the [EVENT HIGHLIGHTS](#) page of coloradosimmental.com.

CJSA gives a travel defrayment to youth who are current-paid members of CJSA at the time of their CSF breeding beef entry, as we're pleased to have so many ambassadors.

AJSA contests include Colorado youth

CSA is proud of the Colorado youth who participated in several AJSA contests. There were Colorado kids who made it to the top 20 in Steer Profitability Competition, AJSA South Central Regional, AJSA Western Regional and the AJSA National Classic. For a full breakdown of how Colorado youth did in the various contests, go to the [JUNIOR](#) page of coloradosimmental.com.

For those youth who were CJSA members at the respective entry deadline for regionals and nationals, CSA offers defrayment stipends. The 2020 Steer Profitability deadline is Sept. 27th, so hurry to sign up!

Youth Grant application deadline nears

CSA accepts applications annually for its Youth Grant. Form info is found on coloradosimmental.com with the application and reference letters to be received Oct. 1 by mail or email.

County Fair winners recognized

CSA offers prizes to Colorado youth who have an overall Grand Champion with a SimGenetics animal at their county fair. Go to [JUNIOR](#) page of coloradosimmental.com for the details.



Left photo, Jacob Pfannebecker with Supreme Grand, and right, Cash Pratt with Supreme Reserve Champion. BE photos above are results-only & may not be duplicated.