



Colorado SimFacts

Colorado Simmental Association ♦ www.ColoradoSimmental.com ♦ Winter 2022

National Western ‘awesome’

In the verbal and written feedback from the 2022 National Western Stock Show, exhibitors and attendees called the new yards “awesome” and “state of the art” with the 116th expo atmosphere “very welcoming” and “your hospitality was unmatched.”

Thank you to all our volunteers who helped! Part of this quarter’s newsletter highlights some of the Denver events, plus more may be found on www.ColoradoSimmental.com or on CSA’s social media page: [Facebook.com/ColoradoSimmental1](https://www.facebook.com/ColoradoSimmental1).

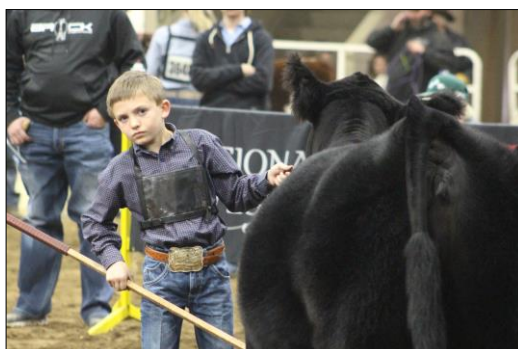


Showing on the Hill

In the historic stadium arena, open-class judges Scott & Shilo Schaake selected CSA member Baty Livestock’s heifer as Grand Champion Percentage Female (ASA# 3776874).

Colorado had several adult and junior members in the ring.

The junior show was judged by Matt Copeland & Ty Krebs.



Showing in the Yards

In the brand-new yards, there was no continual hum of generators, as the new pens had ample electricity and attractive cattle displays. The new yards complex also features a well-designed double-ring pen show area, and a large sale facility.

Steve Reimer and Jeremy Lehrman officiated the pen shows on Jan. 15 & 16. Colorado had a pen exhibitor, plus numerous CSA volunteers who helped with check-in, on the mic, penning cattle, and selling Power Simmental tickets.



People's Choice Power Simmental

During the inaugural year in the new National Western Stock Show yards, CSA held its 17th People's Choice Power Simmental event at the conclusion of the Simmental pen shows.

Judging cards narrowed the field, with the people's choice finalist animals from Lee's Cattle Company of Colorado, RS&T Simmentals from Missouri, and two bulls from KLER Cattle of Minnesota.

Pen show judge Steve Reimer was belatedly honored for his World Simmental Federation's *Golden Book* honor while tabulations were made. Willie Altenburg read the *Golden Book* citation, and then was stunned into silence when Altenburg's own name was drawn from the Power Simmental ticket box.

Altenburg selected LEES Dixie Erica 1110, the percentage female from Lee's Cattle, as the Power Simmental. He announced he would AI the half-blood heifer and bring her back as a bred female lot for the 2023 Simmental sale at the National Western Stock Show, with proceeds to Colorado Simmental Association and the American Simmental Simbrah Foundation.

Altenburg gets full possession of the female (ASA # 3965376), with the breeder receiving \$10,000.

CSA thanks People's Choice Power Simmental sponsors: Eberspacher Enterprises, Purina, and Lakeside Livestock Equipment.



The One sale

The One sale, traditionally held in the yards, was merged with the *SimMagic on Ice* sale for 2022.

CSA Pres. Willie Altenburg gave the welcome. The live lots for *The One* were featured, as well as a special lot: a new MVE Millennium 200 XC tank, donated by Chart and filled with semen donated by ABS Global, Genex Cooperative, Danny Beckman, Select Sires, and Allied Genetic Resources. The tank, with all funds to support CSA's NWSS efforts, was purchased by Curt & Susan Russell of Reflected R Ranch.

As a special treat, CJSA member Chelsea Brisendine, was on hand for the tank fundraiser lot. Chelsea is Colorado's *Miss U.S. Agriculture* and she passed out ribbons and trophies at all of Simmental's Hill and Yards shows.

CSA is making plans to return *The One* sale to the National Western yards in 2023.



Bridle Bit wins CCA honor

CSA member Bridle Bit Simmentals was honored at the Colorado Cattlemen's Association mid-winter conference in Denver. Bridle Bit was named CCA's 2021 *Outstanding Seedstock Producer of the Year*.

Bridle Bit Simmentals has been in the Simmental seedstock business since 1969 and the ranch is a CSA Honorary Life member. Bridle Bit is owned and operated

by Erroll Cook and his three sons Chad, Brent, and Brad, all of Walsh. Herd manager Chad Cook (shown above left), accepted the honor on behalf of his family at an awards luncheon on Jan. 18.

CSA proudly nominated Bridle Bit Simmentals, as they were a past *CSA Breeder of the Year* recipient.



Russell coordinating Carcass Merit Program

CSA member Susan Russell has been tapped to serve as coordinator for American Simmental's Carcass Merit Program. The CMP program allows breeders to nominate young herd sires into the program, which is open to all ASA members and IGS partner breeders. Selected bull semen is then used in cooperator herds across the country, with carcass data gained at harvest. Susan also is seeking qualified, motivated commercial cowherds to participate in CMP. For details, contact her at cmp@simmgene.com or 719-469-0020.

National Western's next project: The Hill

With the completion and debut of the new yards in 2022, the National Western Stock Show will break ground on the new "Hill" facilities this summer. It will include:

- 220,000-sq. ft. of livestock barns in the new Sue Anchutz-Rodgers Livestock Center.
- Brand-new 5,000 seat arena.
- Quad-level Legacy Building that will include the National Western Club, a museum, rotating art exhibit, etc.

CSA advertising campaign running

Have you seen the "Genetics that Pay" Simmental ad? CSA is running this new Simmental ad in cooperation with 15 participating members. The large color ads are a popular membership benefit, as there are multiple runs in six different publications: Colorado Cattlemen's *CattleGuard* magazine, *Ag Journal*, *Fence Post*, *Breeder's Connection*, *Wyoming Livestock Roundup* and the New Mexico Stockman magazine. Watch for it!

SimSTYLE leadership training

American Simmental is excited to announce SimGenetics Training for Young Leaders and Entrepreneurs, a leadership program for beef industry enthusiasts ages 25 to 40. The in-

person training will be June 17-19 in Oklahoma City. STYLE intends to develop leaders who better appreciate and understand the complex environments of the beef industry, who can more effectively serve ASA stakeholders in the future. The early entry deadline (participants eligible for a lodging drawing) is March 18, with the final signup by April 1. Details are on www.Simmental.org.





It's time to re-join & re-engage

It is time to re-join CSA and/or CJSA for 2022. We need you!

If you have not yet renewed your CSA or CJSA membership, the membership form is attached to your email. Our dues are the same rate as they were when CSA was founded in 1970 – only \$25 per ranch/adult, and \$10 per junior member.

YOUTH CORNER

Breed Bash 2022

Colorado Junior Simmental, along with numerous other state junior breed associations, will host the 2nd annual *Breed Bash* on June 4 & 5 at the Morgan County Fairgrounds in Brush.

Educational contests will include a Quiz Bowl, Photography, Public Speaking and Salesmanship. A multi-breed showmanship contest, individual breed shows, and a multi-breed Supreme finale will be offered. In addition to the cattle entry fee, participating youth must be a member of their respective junior breed association. (CJSA offers a show defrayment for this field day.)



CJSA will again hold its annual meeting during the Breed Bash weekend.



CSA's Youth Herd Builder winner provides highlights

CSA's '20-'21 *Herd Builder Grant* recipient, Colbie Bruna of Cheraw, provided the following wrap-up:

Thanks to the CSA's *Youth Herd Builder Grant* Colbie purchased BTYL Secret Whispers 304H from Baty Livestock. Colbie showed Secret Whispers at a few jackpots, the Arkansas Valley Fair where he won Intermediate Junior Showmanship with Secret and Reserve Intermediate Champion in the Round Robin, and the Colorado State Fair winning second in her class.



Colbie was able to AI Secret Whispers in April 2021 to Conley GCC Shocker. This was the elementary student's first time to ever AI. Colbie's AI job stuck, and she delivered a natural born heifer calf.

Colbie would like to express his heartfelt thanks to the Colorado Simmental Association for helping him start and build his own Simmental herd.



The link to CSA's *Youth Herd Builder* application, as well as CSA's annual *Education Grant* application, is found on ColoradoSimmental.com/juniors. Both applications are due each Oct. 1st.

CSA also offers county fair champion prizes, as well as show defrayments to qualifying CJSA members.

AJSA's 2022 National Classic is in Wisc.

This summer's AJSA National Classic was moved from the traditional July schedule to June. The event will be June 24-30 in Madison, Wisc. Watch for the practice tests & registration details on www.juniorsimmental.org.

There is no AJSA western regional being offered in 2022.

