



Colorado Simmental Assoc.

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24614 County Road G, Sugar City, CO 81076

2023 Annual ASA



**FOCUS ON YOU. FOCUS ON SUCCESS.
FOCUS ON PROFIT.**

Colorado Simmental Association (CSA) and Colorado Cattlemen's Association (CCA) are jointly hosting welcome activities for a national cattle education event - Simmental's **2023 Fall Focus** in Denver, Colorado - and we hope you'll be a part of it.

Fall Focus is an annual premier Simmental event, bringing together top leaders, progressive registered cattlemen and commercial ranchers for an opportunity to network, keep abreast of the latest developments and help shape the breed's future. This is an opportunity for you to interact with key industry influencers from across North America.

Last year, Fall Focus was held in Roanoke, Virginia, with an excellent attendance from across the U.S. With Colorado being centrally located and Denver being easily accessible, we expect a large crowd for 2023 Fall Focus.

Friday afternoon and evening, **Aug. 25**, will kick off Fall Focus with events at the National Western's new Stock Yards Events Center. Demonstrations, cattle displays, and tours are planned. We hope that you'll attend, as well as aid CSA and CCA in financing the rented facilities, bus, entertainment, and meal.

There are four levels of sponsorship to help us reach our goal:

- **Plains** - \$250 - \$499
What you get: recognition on Facebook, listed in the educational program, and company banner hung at National Western in for the event.
- **Foothills** - \$500 - \$999
What you get: recognition on Facebook, listed in the educational program, and banner and a booth at the Aug. 25 event.
- **Timberline** - \$1,000 - \$2,499
What you get: recognition on Facebook, listed in the educational program, a banner and a booth at the Friday, Aug. 25 event, and a booth on Saturday, Aug. 26 at the DoubleTree Hotel, where events will continue Aug. 26-29.
- **Summit** - \$2,500 or more
What you get: recognition on Facebook, listed in the educational program, a banner and a booth at the Friday, Aug. 25 event, a booth on Saturday, Aug. 26 at the DoubleTree Hotel, and remarks (3-5 minutes) on Friday night or Saturday.

American Simmental is coordinating the free Educational Symposium on Saturday, Aug. 26, and subsequent committee and board meetings, all at the DoubleTree Hotel.

The **Aug. 25th** plans include:

- Live PAP demo by CSU's Dr. Tim Holt, the leading world expert on PAP.
- Live foot & leg scoring demos – This gives ranchers a chance to practice structure scoring, so all may continue herd improvement.

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- Explore adjoining CSU Spur campus, which features family-friendly educational displays. The three brand-new buildings - Terra (land), Vida (life) and Hydro (water) - are on the NWSS campus and open for exploration.
- Colorado Cattlemen's "Ranch Gathering" producer program.
- Colorado Simmental members will display cattle from their operations.
- Buffet supper inside the Stock Yards Events Center.

On **Aug. 26**, a free educational symposium is an opportunity to hear leading-edge research, network in the halls, talk to sponsors, and dine with new potential clients. Topics are to include:

- Bovine Congestive Heart Failure panel of Dr. Brian Vander Ley, Dr. Justin Buchanan, Dr. Mark Enns, Dr. Scott Speidel and Dr. Tim Holt.
- Courtesy lunch if you register.
- Industry outlook from Billy Schmidt of Five Rivers.
- Beef Production Sustainability panel from cow/calf, feedyard, beef procurement & genetic selection experts.

On the evening of **Aug. 26**, and all day on **Aug. 27**, breed-specific events will be held including open committee meetings and Q&A with the American Simmental leadership.

Registration is at **FallFocus.org**. Just click the portion that you want to attend.

Sponsorship checks are payable and mailed to:

Colorado Simmental Association
24614 Co Rd. G
Sugar City, CO 81076
(An e-invoice and W9 will be provided upon request.)

We look forward to hearing back from you and discussing your sponsorship commitment. Your sponsorship will help make the 2023 Fall Focus possible.

Susan Russell
CSA sec./treas. -719-469-0020

Willie Altenburg
CSA pres. -970-481-2570

Chad Cook
ASA trustee -719-529-0564