



Colorado SimFacts

Colo. Simmental Assoc. ♦ www.ColoradoSimmental.com ♦ Summer 2025

Includes:
• NWSS changes
• Youth highlights
• Trustee comments

CSA's Erroll & Gayle Cook to be honored

Erroll Cook and his late wife, Gayle, will receive the World Simmental-Fleckvieh Federation's **Golden Book Award** during ASA's upcoming Fall Focus.

Erroll and Gayle were one of the early breeders of Simmental cattle in Colorado with ASA number 4086, issued in 1974. Erroll was manager of Achilles Cattle Company, an artificial insemination company based at Colorado State University's bull stud. He collected some of the very early Simmental bulls such as Parisien, Galant, and LaCombe Achilles.

He and Gayle were instrumental in CSA's formative years, with Gayle serving as the association's secretary/treasurer for nine years. Erroll was on the CSA board and served several terms as president. They were instrumental in getting the Simmental breed into the National Western Stock Show as a breed show and sale, no small task in the early 1970s. In thanks for their dedication, they were offered an exclusive *CSA Honorary Lifetime Membership*.

Erroll and Gayle raised three sons, Brent, Chad, and Brad. In 1986, the Cooks moved from Fort Collins back to Walsh, Erroll's hometown. Both the family and their cowherd moved south so Erroll could take over the family fuel business, Cook Oil.

In addition to that enterprise, they established a herd of registered Simmentals marked with a single bit-shaped brand, hence the ranch name. Their cattle were shown nationally, including their sons exhibiting in AJSA shows, and they won Colorado State Fair's Premier Breeder and Exhibitor five times in the 1980s.

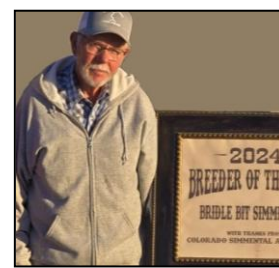
Bridle Bit Simmentals was among the core group of breeders offering females at the Wild, Wild West Sale, held for 20 years in concert with the National Western Stock Show breed events.

They also were among the breeders to display cattle and help CSA host the 2023 Fall Focus.

CSA has recognized Bridle Bit Simmentals four times, most recently in 2024, as *CSA Breeder of the Year*. Erroll & Gayle also were recognized as CSA's *Pioneer Award* recipients. Erroll accepted the



Above: Erroll, left, visiting at his ranch display at the 2023 Fall Focus. Below left: Erroll & Gayle at a 1980s event. Below right: Erroll with his ranch's latest CSA award in 2024.



award for he and his late wife, who died of cancer in March 2011. Erroll has since remarried.

Erroll himself was recognized in 2006 as Colorado Cattlemen's Association *Seedstock Producer of the Year*, with the ranch receiving the same honor in 2021.

Bridle Bit is an ASA *Performance Advocate* herd and focuses on complete data and records to help improve their herd and the Simmental breed. They use embryo transfer to preserve genetics from their top producing females and utilize the ASA's planned mating in their AI program.

Their sale bulls are being developed using a C-Lock intake system to gain additional feed efficiency data.

They have sold bulls through their annual All-Terrain Sale into AI studs and other seedstock producers, and to improve genetics in the herds of their commercial cattlemen customers. They added females to their auction offering in 2020 after constructing a new sale barn and covered working facility on the ranch just west of Walsh.

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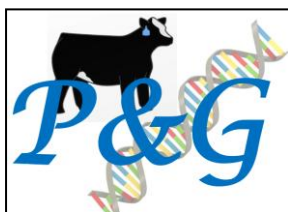
NWSS plans include new SM pen shows

CSA Pres. Paul Hill announced changes for the 2026 National Western Stock Show, including an **expanded** pen show division.

Hill reports that CSA is adding two new pen shows and he reminds exhibitors and attendees that the new Sue Anschutz-Rodgers Livestock Center will be completed and used for the “hill” shows beginning in 2026. And he shared that National Western has announced the addition of a new Junior Heifer Supreme Drive for youth scholarships.

Simmental’s inaugural **Phenotype & Genotype** (P&G) pen show debuted in 2025 with purebred bulls. Based on exhibitor feedback, CSA is **adding percentage** SM bulls to the P&G pen show for the 2026 expo. Both purebred and percentage P&G shows will be on Saturday, Jan 17.

The P&G events will complement the PTP bull and female pen shows already being offered.



P&G was designed to create another avenue for exhibitors while increasing the usage of EPDs and economic selection Indexes. The P&G platform uses separate judges who will evaluate first on data, and then later judge both the Purebred and Percentage SimGenetic bull classes live. P&G scores will be equally weighted at 50 percent, allowing for an educational opportunity to highlight and learn about the value of genotypes as a part of the seedstock selection process.

P&G requires genomic enhanced EPDs. CSA encourages breeders to get their animal’s GE testing done now, plus it reminds exhibitors that a pen animal may also be entered in the open class show.

Another new pen addition is **Rancher’s Best**. This new show, based on another exhibitor suggestion, will feature a **mixed-sex pen** from SimGenetic animals the breeder has already exhibited on Jan. 17th & 18th. “It allows exhibitors to further stretch their marketing dollars and display the three animals they consider best,” said CSA pen chairman Willie Altenburg.



Rancher’s Best will be a single class, mixed purebreds and percentages, of either 2 bulls & 1 heifer, or 2 heifers & 1 bull to make a three-animal SimGenetic pen. Rancher’s Best will be held following the heifer pen show on Sunday, Jan. 18, Altenburg said.

The SimGenetic 2026 Denver events include:

- **Sat. 1/17** – 9 a.m. Bull pen show, with both the PTP pen shows and the P&G pen shows; and People’s Choice judging, all in the yards.
- **Sun. 1/18** – 9 a.m. Female pen show with People’s Choice judging; new Rancher’s Best pen show; the sale preview and ASA Meet-n-Greet; and *The One & Only* sale with Power Simmental selection, all in the yards.
- **Mon. 1/19** – 9 a.m. Junior shows in the brand-new Livestock Center.
- **Tues. 1/20** – 9 a.m. Open class female and bull shows in the brand-new Livestock Center.
- **Sat. 1/24** – NWSS’ new multi-breed Supreme Junior Heifer Drive. See the Youth section of this newsletter.

NWSS entry, sale nomination reminders

CSA welcomes participants to the 2026 NWSS.

National Western Stock Show’s beef entries open Oct. 1st online, with an entry deadline of Nov. 20th. (Final late-entry deadline is Dec. 10 but rates are higher if you’re tardy.) Go to <https://nationalwestern.com/livestock-shows/livestock-exhibitors/premium-book/>

Simmental’s *One & Only Sale* during NWSS also will be taking sale nominations, with a final Nov. 20th deadline. Watch for the nomination form on www.ColoradoSimmental.com

NWSS
changes
also
include



- NWSS Junior Breeding Beef **Supreme** Heifer. See page 5 of this e-news.



NEWS AT A GLANCE

Russell at helm of Colorado Cattlemen's Assoc.

Curtis Russell, a former CSA president and ASA trustee from Sugar City, assumed the role of Colorado Cattlemen's Association President during its June 23-25 annual convention.

He announced that CCA's Mid-Winter Conference, traditionally in January, has been set for Nov. 10-11. He added that CCA plans to move into its "new" headquarters – the historic Livestock Exchange Building on the NWSS campus – before the 2026 NWSS. CCA previously had offices in the Exchange Building and is "heading home" to this revitalized ag hub.



ASA TRUSTEE REPORTS

CSA is proud to have 2 of its members on the American Simmental board. Here are their updates:

By Chad Cook, an ASA western trustee & CSA member

After a great spring including ample amounts of rain, mother nature has decided to get hot and windy in Walsh. If anyone has extra moisture, please send it our way.

As Fall Focus nears, I would like to encourage everyone to attend this year in Columbia. Topping last year in Amarillo will be hard but it looks like the staff is up for the challenge.

I just talked to Dr. Jackie Atkins and she informed me that UNL has made big strides with the Hydrops issue involving WS All Aboard. This is good news for those breeders with his progeny in their herd. Her explanation was above my head, but the next step is to develop a DNA test. Maybe there is light at the end of the tunnel.



As I have stated before, staying involved in ASA business is important. Trustee elections are coming soon, and the west has one seat open. Quin LaFollette has agreed to run for a second term. Quin's third year on the board has seen him inserted into leadership roles. As the chairman of the Breed Improvement Committee and member of the Executive Committee he has represented the western region really well. He is a true cow man, and we are lucky to have him. I am 100% behind reelecting Quin to the ASA board and would encourage all members to do the same.

Have a good rest of the summer!

Chad may be contacted at 719-529-0564 or bridlebitsimm@gmail.com.

By Quin LaFollette, an ASA western trustee & CSA member

I hope everyone had a Great 4th of July and start to the summer. It's been busy here in NW Wyoming. We just finished putting up 1st cutting hay and are moving cows to higher country. Hopefully the poison will be drying out soon and we can get up where it's green and cool in the next couple of weeks.

We've been busy at ASA also. Preparation for Fall Focus is ramping up and I sure hope many of you can attend. It's in Columbia, MO. on Aug. 22-25 this year and the staff has a loaded schedule ready for us.

The Breed Improvement Committee has continued to work on the structure of International Genetic Solutions (IGS) with meetings held through July. Pretty much everyone agrees we need to have it on its own but for a lot of different reasons. We're working through options, so everyone feels comfortable with the new structure. All the committees have been busy with their respective



issues and ideas and will have updates and actions at Fall Focus.

Things are sure exciting in the business right now. Superior had an incredible *Week in the Rockies* sale in Steamboat and calf prices for fall deliveries continue to rise everywhere. The outlook for a strong bull sale season is gaining steam. With that, don't forget to transfer your sale cattle. The first transfer is free and your buyers get the *Sim Talk* magazine sent to them at no charge. They also are counted in the numbers for your state's checkoff dollars. While most of our customers don't need the papers, they do appreciate it.

Hopefully good and timely rains have found each of you and calves are growing like weeds. If any of us board members can answer any questions, don't hesitate to shout. Hope to see in Columbia.

Quin may be contacted at 307-899-3553 or Quin@Blacksummitcattle.com

YOUTH

CJSA officers elected

CJSA held its annual meeting in conjunction with the 2025 Breed Bash, an annual multi-breed field day for young cattle ranchers from Colorado or adjoining states.

Jason Dias presided over the business meeting, including officer elections, at the Morgan County Fairgrounds in Brush.

The 2025/26 officers are Jayme Gittlein, president, Adley Blach, vice president, and Easton Hill, secretary. Congrats!



CJSA's 2025/26 officer team

CJSA part of Colo. Breed Bash

Youth from across the state gathered May 31 & June 1 for skill contests, cattle exhibition opportunities, and practice for Junior Nationals. Ten CJSA members participated in the events, which drew 75 participants with eight breeds of cattle. Matt Copeland of NM officiated.

Skill contests, ranging from sales talks to quiz bowl, and the all-breed showmanship pitted youth against each other regardless of the breed of animals that they exhibited. CJSA winners include:

- **Easton Hill** (junior div.) - All-breeds showmanship champion.
- **Jayme Gittlein** (senior div.) - Photography champion; Speech champion; All-breeds showmanship champion.

And in the breed show, winners were:

- **Simmental Heifers** – Sophie Groshans with R/C Meadow 53M, Grand Champion Simmental Heifer (and 5th overall in the Supreme Female drive).
- **SimGenetic Percentage Heifers** – Scarlett Carney with WLL Farrah 432M, Grand Champion Percentage Simmental Heifer; and Jayme Gittlein with BTYL Raise Your Glass, Reserve Grand Champion Percentage Simmental Heifer.
- **Bred & Owned Simmental Bull**– Jayme Gittlein with JRG Gunz N Roses, Grand Champion Simmental Bull.

Several CJSA members successfully showed registered animals – females, bulls and steers – in other breed divisions, with many in the Supreme winner's circle. We congratulate them on all their winnings.

Breed Bash is a collaborative effort by junior advisors from Colorado's Angus, Charolais, Hereford, Limousin, Mini Hereford, Shorthorn and Simmental associations. The 2026 event will be May 30 & 31.

Many of our CJSA members participated in the 2025 Breed Bash...



Sophie's 5th Overall Supreme with her Simmental heifer.



Jayme in the ring with her Bred & Owned Simmental bull.

CJSA pres. competes at National Classic

CJSA had a single participant, CJSA President Jayme Gittlein, in the AJSA National Classic on July 6-12 in Madison, Wisc.

Nearly 500 youth competed. Her top 20 results included:

• **Jayme Gittlein** (intermediate div.) - 7th in Cattlemen's Quiz, 12th in speech, 12th in livestock judging, and 17th overall by accumulated points during the week. Congrats!

NWSS offers Supreme Junior Heifer Drive

The inaugural National Western Stock Show Supreme Junior Heifer Drive will offer junior heifer showmen the opportunity to compete for \$54,500 in scholarships. The junior heifer breed champions are invited to compete in The Drive, which will be judged on Jan. 24, 2026, during the semi-final PRCA rodeo performance after a parade of all breed champions. A top five will be selected before the live crowd. Subsequent years will see the total payout grow to \$100,000.

At the NWSS, there are currently 15 breed associations that host junior heifer shows, some with multiple breed champions, making 26 possible breed champions eligible for the Supreme Junior Heifer Drive, including: Angus; Aberdeen Percentage/Purebred, Fullblood; Charolais, Purebred and percentage; Chianina, Chi-Maine, and Chi-Composite; **Simmental Purebred and Percentage**; Shorthorn, Shorthorn Plus; South Devon, Poundmakers; Gelbvieh, Gelbvieh Balancer; Maine, Maintainer, Maine-Angus; Limousin; Longhorn; Highland; Miniature Hereford; Hereford Horned, Hereford Polled; and Red Angus.

Each competitor in the Supreme Junior Heifer Drive will earn \$1,000 for their participation in the Supreme Junior Heifer Drive. In its inaugural year, the Supreme Champion Heifer will be awarded \$10,000 plus a banner; Reserve Supreme Champion Heifer will be awarded \$7,500 plus a banner; third overall will be awarded \$5,000 plus a banner; fourth overall will be awarded \$3,500 plus a banner; and fifth overall will be awarded \$2,500 plus a banner. Including the \$1,000 cash payout, the total 2026 payout will be \$54,500.

NWSS CEO Wes Allison said The Drive is an investment in the junior exhibitors who invest time and treasure into raising and exhibiting high quality cattle.

"At Denver, we believe in junior exhibitors and in creating meaningful opportunities for those who bring their best to the National Western each January," Allison said. "For decades, the National Western has been the destination for elite junior exhibitors and top-quality livestock. We want to honor that dedication and investment by building a path that leads to real rewards — the opportunity to offer \$100,000 in cash and scholarships to those who rise to the top."

In 2027, the total payout will grow to \$79,500 with the Supreme Champion Junior Heifer earning \$15,000 plus a banner. In 2028 and subsequent years, the total payout will grow to \$100,000 with the Supreme Champion Junior Heifer earning \$25,000 plus a banner.



Our SimGenetics Junior shows are on Mon., Jan. 19 at NWSS. The purebred Simmental Grand Champion Heifer and percentage Grand Champion Heifer will be eligible to compete in The Drive on Sat., Jan. 24, 2026.

CSA Youth scholarship applications due Oct. 1

Applications for the CSA Educational Grant and Herd Builder Grant are due **Oct. 1**. This is a reminder for young people to read through the criteria now. Details are on ColoradoSimmental.com/juniors

Cook *continued from page 1*

They use AI sires, as well as cooperator herds through embryo transfer to multiply those genetics. The second and third generations are the driving forces in their ranch operations, and they have ramped up their breeding program to focus on economically relative traits, but Erroll remains at the helm. He serves as host at the family's annual cattle sale, the tagger of new calves, and he is a fixture in their fuel business and at community events.

In addition to ranching, they also own and operate Cook Oil, which provides fuel products to producers in the very southeast corner of Colorado, as well as into neighboring Kansas. They have expanded Cook Oil to also become an award-winning PowerSport dealer.

CSA encourages Colorado breeders to come to Missouri to congratulate Erroll, his second wife, Peggy, and the entire Cook family as the honor is formally presented on Saturday night Aug. 23, 2025, at the ASA Fall Focus in Columbia, MO.

CSA also congratulates Darrell Stiles of OK., who also will receive the Golden Book Award.

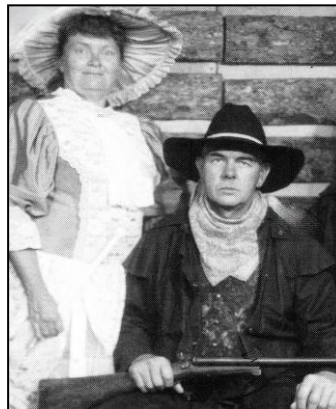
Register at [FallFocus.org](https://www.fallfocus.org) to attend the ASA's annual premier educational event.

Golden Book

Erroll & Gayle Cook are the 4th recipient from CSA. From 1982 to 2024, ASA bestowed the leadership award 95 times.

CSA's previous Golden Book Award winners are:

- Miles Davies (1992)
- Willie Altenburg (2013) and
- Reflected R Ranch / Curtis & Susan Russell (2018).



Left: Gayle & Erroll Cook in a fun vintage reenactment image for the 2000 Wild, Wild West Simmental Sale catalog. Above: Erroll on the mic at the family's 2025 All-Terrain Sale at Walsh.

2025 Annual ASA

**FALL
FOCUS**

August 22–26, 2025 | Columbia, Missouri

Focus on Cow Herd Profitability

August 22
Field Day Showcasing
Missouri's Beef Industry

August 23
Educational Symposium
Featuring Industry Experts

August 24–26
Committee Meetings
& ASA Board Meeting

SimGenetics
PROFIT THROUGH SCIENCE
American Simmental Association

Co-hosted by
Missouri's Simmental Breeders

Visit fallfocus.org
for more information.