

At the 2025 National Western Stock Show, plan to participate in...

2025 PEOPLE'S CHOICE



# How to Win a Bull or Heifer

**2**

Sat. 1/18/25 & Sun. 1/19/25  
Rank the nominated bulls  
and females.  
*Close inspection of animals will  
happen after the show in the  
ring.*

**4**

**1**

Buy your People's Choice  
judging ballot cards.  
*Cash, Check & CC accepted*

**3**

Sunday - 1/19/2025  
2 winners will be selected  
during **The One & Only  
Sale @ 2 pm** in the NWSS  
yards auction arena.

Winners are selected at random!

1st person selected will name the **POWER SIMMENTAL** animal of their choice - and they will get to take that animal home- **FULL POSSESSION**

The **POWER SIMMENTAL** breeder, receives \$10,000!

2nd person chosen will receive a brand new semen tank sponsored by IC Biomedical

## Thank you to our sponsors!



Scan for  
more details!



FEED GREATNESS®



Would you rather READ the details? Here you go:

# 2025 People's Choice Power Simmental

Interested persons may participate in the 2025 People's Choice event on two levels, which are:

## Gold Level member (those nominating animals & judging)

Gold Level membership is \$250.<sup>00</sup> payable to Colo. Simmental Assoc. by 2 p.m. Friday, Jan. 17, 2025. This Gold level is for the owners/breeders of participating bulls &/or females, which must also be entered and shown in the 2025 NWSS Simmental pen shows. Once entered in Power Simmental, the animal must participate in all facets of People's Choice Power Simmental event. See the separate form.

In addition to entry of an animal, the Gold Level membership includes one set of ballots to participate in the "People's Choice" judging and be eligible for "Power Simmental" selection and prizes.

## Silver Level member (those judging)

Silver Level membership is \$100.<sup>00</sup> payable to Colo. Simmental Assoc. This membership allows one person to judge in the "People's Choice" selection and be eligible for "Power Simmental" selection and prizes.

## Procedures

Participation ballots may be purchased in advance by contacting CSA's Susan Russell (719-469-0020) or judging ballots may be purchased ringside during the 2025 Simmental pen shows.

At purchase, one section of your judging ballot stub will be placed in the participation box.

1) Round 1 – Participating purebred and percentage bulls (those entered from a Pen of 5, Pen of 3 or P&G Pen of 3) will be brought back into the ring following the championship drives on Saturday, Jan. 18. Paid participants will be allowed into the judging area to rank their choices.

2) Round 2 - Participating purebred and percentage females will be brought back into the ring following the championship drives on Sunday, Jan. 19. Paid participants will be allowed into the judging area to rank their choices.

It is not mandatory to judge in either Round 1 or Round 2, but we encourage you to help narrow the field by "People's Choice" judging.

3) The most popular bulls and females in each purebred and percentage division, as determined by judging ballots, will be announced as "finalists."

4) The 4 bull and 4 heifer finalists will be brought into the auction ring during *The One & Only Sale* at 2 p.m. on Sunday, Jan. 19 in the Wagner Equipment Auction Arena, in the new Stockyards Events Center on the National Western Stock Show grounds in Denver. A judging card will be chosen from the participant box and the winner's name will be announced. The lucky participant must immediately select his/her choice from the finalist animals. He/she does not have to be present to win but must designate a representative to select if they are unable to do so in-person.

He/she receives 100% possession of the chosen animal. The winning animal may not be re-sold during *the 2025 One & Only Sale*. ASA sales terms and conditions guarantees apply.

The owner/breeder of the newly named People's Choice Power Simmental receives \$10,000. If a bull is selected, the owner/breeder retains 1/3 semen interest and if a female is selected, the owner/breeder retains 1 flush at the breeder's expense.

To celebrate the 20<sup>th</sup> anniversary of the event, which debuted in 2005, an additional prize will be awarded from a 2<sup>nd</sup> name chosen from the participation box.

2025 PEOPLE'S CHOICE

