



Sales Management

153 Bourbon Hills Paris KY, 40361 (859) 987-5758 • (859) 421-6100

December 30, 2016

Dear Simmental Breeders:

It is time again to get your consignment ready for the Virginia Simmental Spring Sensation Sale, to be held at the Rockingham County Fairgrounds, Harrisonburg, VA, during the Virginia Beef Expo. We are excited about the 2017 year and the upcoming VA State Association Sale, Thursday, April 13, 2017 at 3:00 p.m. The date change is to accommodate buyers and sellers on Easter weekend. We look forward to working with past consignors and new consignors to this sale. Barbour Marketing Service has given us a time schedule for all our catalogs this year and so we need to have the entries in by the scheduled time to get the catalogs out. We also need the nomination forms filled out with all information. You can also go on-line and fill out a nomination form. Please have nomination forms in first and pictures can follow.

It certainly is an exciting time in the Simmental business and we as breeders have a lot to offer our customers. We have seen steady prices in our fall sales, with all indications that the coming spring will be even stronger.

The Simmental Sale in Virginia has always been one of the top sales, so consign your best. With this in mind we need to start looking ahead to the VA State Association Sale, and plan to make this event bigger and better. We can do this by you as consignors offering your best open heifers, bred, pairs, or bulls to this sale. Also, we welcome breeders with SimAngus pairs, bred, or opens. With your commitment and combined effort of Simmental breeders like you, we can make this a successful and positive event. We need to encourage all the Officers and the Virginia membership to be involved in this sale. Please note the following information for the upcoming sale:

- **Please log on ASA website and check your animal's genetic traittrac (free of all genetic defects).**
- We welcome all Virginia breeders, plus breeders from other States.
- If you consign a bull you must consign a female lot.
- Cattle are not required to be halter broke.
- Early pictures for SimTalk/Register Ads (now) until February 3, 2017.
- Advertisement for April ads by March 1, 2017.
- All pictures for the catalogs deadline by March 1, 2017.
- Nomination forms (attached) & footnotes to DP Sales by March 1, 2017.
- Date of Sale April 13, 2017 at 2:30 p.m.

We always can improve on sale photos; if you need assistance on pictures you can call Chad Joines (540) 557-7263 and/or Martin McQueen (540) 839-9494. If emailing pictures for the sale, please put the tattoo number and name of animal. This will help in identifying the animals much easier.

If you require additional information, please call this year's Sale Chairman & President Chad Joines (540) 557-7263.

If you have any questions about this upcoming sale, please give myself a call (859) 421-6100, or Drew Hatmaker. Let's make this sale the best event ever!

Best Regards,

Doug Parke

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