

RED POLL JOURNAL

Beef

SUMMER 2016

VOLUME 72 / NUMBER 1



Featuring...

2016 Junior Preview Show Schedule
2016 National Meeting and Sale Schedule
2015 National Show and National Sale Results

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WIESE FARMS



NWOC SS LEGACY shown here at four years of age and weighing 1800 lbs. We have been using Legacy successfully for 3 years. He has given us moderate size calves with good muscle expression. We will have sons and daughters from him for sale this summer.



Pictured above is PARKSTYLE GIBALTAR at six years of age. Wayne Fish and Wiese Farms purchased joint interest in this fine bull to add Gibraltar's genetics to our herds.

Wiese Farms purchased their first Red Polls in 1927 and they have been a part of our lives and our farming and ranching success ever since. Red Polls have many fine qualities to contribute to the beef business

Wiese Farms encourages all breeders to register their females and bulls kept for breeding, and transfer all they sell. We support Complete Herd Reporting to advance the quality of our herd and the breed, and encourage everyone to send in all carcass information that you are able to obtain.

We invite you to come to the ranch to view our herd of 60 registered Red Poll cows and their calves. Give us a call or E-mail so we can put on the coffee pot. We would love to show you the cattle.

We wish to thank our customers from this past year!

- Gary Stoecker - Spearville, KS
- Jim Stever - Sedalia, MO
- Dan Womelsdorf - Welda, KS
- George Burch - Rogers, AK
- Galen Brecheisen - Hugoton, KS
- Phil and John Glades - Joplin MO
- Frank Greiner - Washington, IA
- Jason Hulse - Fredonia, KS
- Randy Colburn - Walsh, CO
- Richard Soule - Kimball, NE
- Faron Daniel - Collinwood, TN

Without the continued support of breeders like these who recognize the great qualities of Red Polls, we at Wiese Farms could not remain in the registered business for over 80 years.

Wm. Wiese & Family

Bill and Angie Wiese & Brian and Jill Hiebert

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The goal of our breeding and selection program is to produce cattle that utilize strictly grass and grass hay. Additionally, we strive to produce cows who annually wean a calf that is half of momma's weight at 205 days of age without creep feed. Osage April, pictured above, is a visual example of the type of idealized cow we strive for. Medium frame (body weight ~ 1100 lbs), body condition 5 to 6 year around, near-perfect udder, calm disposition, and production longevity are what April embodies. This cow is 15 years old and has produced 13 calves to date. The average birth weight of five bull progeny is 84 lbs, and their average 205 day weaning weight is 607 lbs. The average birth weight of April's eight female progeny is 75 lbs, and their average 205 day weaning weight is 510 lbs. Calf number 14 is due this coming April. If grass genetics and reliable production longevity are part of your program goals, please give our genetics your consideration.

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95142 / GR25 / CR124995B / S10CR133458
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D: 139484 Pinpur Bona Ruby
GR21 / CR113235 / CRD142731 / CRD142658



New Herdsire Shuter's Amazon (Reg #213111)

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1340 lb YW

Bull 03/2015
(Pikeville X Alex)

Bull 03/2015
(Sonny X Doll)
Full Brother to
JF Big Bucks



CHR Participant

Raising Red Poll's
for 4 Generations

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JF Sonny Boy
Doll's "C" Pikeville

← JF BJ
(Big Bucks X Alex)

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RED POLL BEEF JOURNAL

The Red Poll Beef Journal is the official publication of the American Red Poll Association

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Red Poll cover photo by Sarah Shuter

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ARPA Fees

Normal Registrations

Under 12 months of age	\$25
12-24 months of age	\$30
Over 24 months of age	\$40

Complete Herd Report

Annual Cow Enrollment	\$10
Registration of CHR Calf	\$10
(Complete herd must be enrolled at the beginning of the year)	

Transfers - all registration types

Within one month of date of sale	\$15
One to three month from date of sale	\$18
Over three months from date of sale	\$25

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National Meeting and Sale: Jeff Wilkins, Brian Fairchild and James L Morrison

Join the 
Conversation
on Facebook as a group member!

From the President

Each year brings new challenges as well as old challenges not yet resolved. ARPA is no different. But with each challenge comes an opportunity. The mission of ARPA, as stated in our bylaws, "...is the promoting of the breeding, importing, and improving of Red Poll cattle...". Every committee has this as their ultimate goal. I have challenged each committee member to develop and then implement definite plans. While I realize that not everyone has the time to become a committee member I encourage all members of ARPA to give us your ideas on how to improve your organization and make it more viable and responsive. To the Red Poll cattle people that do not belong to ARPA or do not register your cattle tell us why and what we might do to get you more involved. No ideas are too extreme for us to consider.

Thanks to Bonnie Linhardt and all her helpers in taking on the task of the Junior Preview Show. Also thanks to all the parents of these youngsters so they can learn while having some fun. My son is getting married that day so I cannot be there but my best to everyone.

In this issue you will find a lot of Reservation/registration forms. To be cost efficient and provide the maximum benefit to our members please fill out these forms and send them by the DUE DATE.

In 2017 the World Red Poll Congress and Tour will be hosted by the USA (see last issue of the Journal for the route). Part of the theme is the DIVERSITY of our country (land type, climate, management styles, and objectives) and how Red Polls can adapt to fit all. This diversity is our strong point in uniting all our breeders. This was never made clearer than at our last National Sale. The number of cattle that moved from West to East and East to West to start, expand, or improve a herd is a testament that this diversity is good. So in going forward let us all unite to seize the opportunities to improve our breed and our organization.

We are open to any and all ideas so give us a helping hand so we can help you.

Dan Schmiesing, *President*
American Red Poll Association

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**CALL
DAN!**

Dan Schmiesing has been contracted to handle inquiries and promotional projects. **Dan will answer incoming calls on 765-425-4515.** For Registration, Transfer, Financial & Magazine questions, call **Brian Shuter at 765-425-8542.**

American Red Poll Association

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Calendar of Events



JUNE

June 10-12 AJRPA Summer Preview Show, Eldon, MO
See Full Schedule on Page 14

JULY

July 15 Magazine Ad Deadline for Fall 2016 Issue
Sale Entry Deadline for the 2016 National Sale
See Full Schedule on Page 16

AUGUST

August 9-10 Indiana State Fair Open Show, Indianapolis, IN

August 27-28 Kentucky State Fair Open Show, Louisville, KY

SEPTEMBER

Sept 15 Deadline for National Banquet Reservations and Hotel Reservations, Form on Page 17

Sept 30 - Oct 2 National Membership Meeting and Sale, Murray State University, Murray, KY

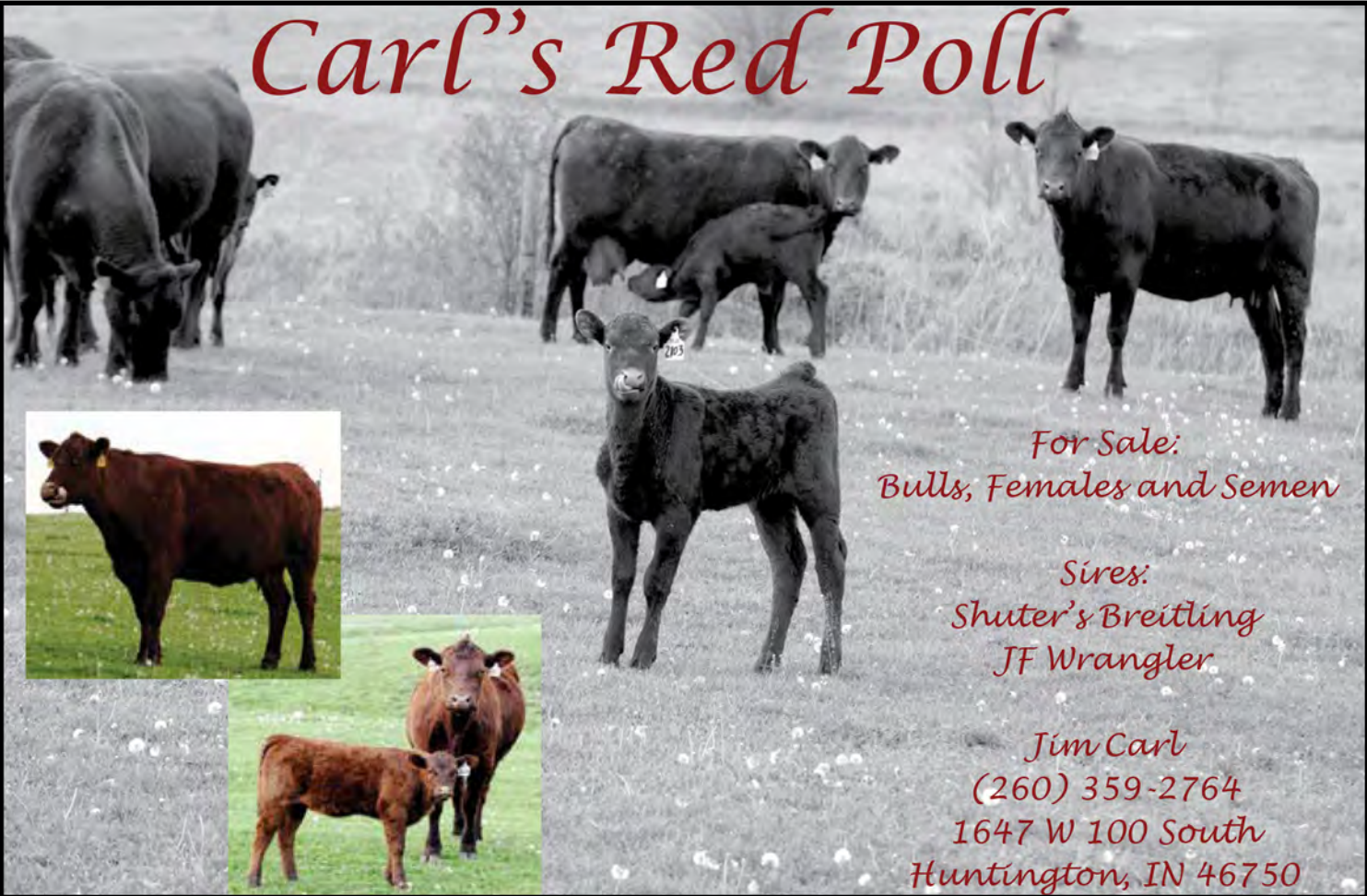
NOVEMBER

Nov 14-21 NAILE, National Red Poll Show, Louisville, KY

Broken Brick Farm
 Please plan to attend the American Red Poll National Sale, in Springfield, Missouri, October 17, 2015. We hope to see you there!
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 (260) 839-5652 home (260) 578-5055 cell
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Understanding EBV/EPD Accuracy

By Jeff D. Wilkins, DVM

An important step when making selection decisions using BREEDPLAN Estimated Breeding Values/Expected Progeny Differences (EBV/EPD) is the consideration of EBV/EPD accuracy. The following information provides a guide to understanding and utilizing EBV/EPD accuracy in selection decisions.

What is EBV/EPD Accuracy?

By definition, an EBV/EPD is an estimate of an animal's true breeding value. The "accuracy" figure produced with each EBV/EPD provides an indication of the amount of information that has been used in the calculation of that EBV/EPD. The higher the accuracy, the more likely the EBV/EPD is to predict the animal's true breeding value and the lower the likelihood of change in the animal's EBV/EPD as more information is analyzed for that animal, its progeny or its relatives.

How is Accuracy Reported?

Accuracy figures are reported as a percentage (%) between 0 – 99. In most cases where an EBV/EPD is presented, the accuracy of the EBV/EPD will be reported in either the column immediately following the EBV/EPD or the row beneath the EBV/EPD.

Interpreting EBV/EPD Accuracy?

The following guide is recommended when interpreting accuracy:

□ less than 50% accuracy - the EBV/EPDs are preliminary. In this accuracy range the EBV/EPDs could change substantially as more direct performance information becomes available on the animal.

□ 50-74% accuracy - the EBV/EPDs are of medium accuracy. EBV/EPDs in this range will usually have been calculated based on the animal's own performance and some pedigree information.

□ 75-90% accuracy - the EBV/EPDs are of medium-high accuracy. EBV/EPDs in this range will usually have been calculated based on the animal's own performance coupled with the performance for a small number of the animal's progeny.

□ more than 90% accuracy - the EBV/EPDs are a high accu-

racy estimate of the animal's true breeding value. It is unlikely that EBV/EPDs with this accuracy will change considerably with addition of more progeny data.

What Influences the Accuracy of an EBV/EPD?

A range of factors influence the accuracy of an EBV/EPD including:

□ The heritability of a trait: Heritability is defined as the proportion of observable differences in a trait between individuals within a population that is due to genetics. The higher the heritability of a trait the higher the EBV/EPD accuracy, all other variables being equal. For example, this is one of the reasons why we generally see higher accuracies for the Weight EBV/EPDs (e.g. 400 Day Weight) compared to the Days to Calving EBV/EPD.

□ The accuracy of the parents: An animal that has sire and/or dam with high EBV/EPD accuracy will generally have higher accuracy EBV/EPDs compared to an animal with parents of lower accuracy as more information is known about the relatives of the animal.

□ The amount of performance information available: EBV/EPD accuracies will increase as more performance information is analyzed for a specific trait. This includes performance information on the animal itself, as well as progeny records. EBV/EPD accuracies of 90% and

greater are generally only observed on animals that have had progeny with performance recorded for the specific trait.

□ Effectiveness of performance information: Animals that are in large contemporary groups will generally have higher EBV/EPD accuracy compared to those in small or single animal contemporary groups.

□ Genetic correlation with other measured traits: As BREEDPLAN uses a multi-trait model, genetic correlations between traits are utilized to calculate EBV/EPDs and associated accuracies. For example, recording 200 day weight will also add information to the generation of the 400 Day Weight EBV/EPD. Therefore herds that are recording a range of traits (e.g. calving ease, weight, fertility, carcass) will have



Photo credit: Robert Carson

higher EBV/EPD accuracies than a herd that is undertaking limited recording (e.g. 200 day weights only).

Consider Accuracy in Selection

Although the accuracy of an EBV/EPD should be considered, animals should generally be compared on EBV/EPDs regardless of accuracy as they are still the best estimate of an animal's breeding value. In the case where animals have similar EBV/EPDs, the animal with the higher accuracy would be preferable because the results can be predicted with more confidence (i.e. less risk).

If seedstock producers prefer to minimise risk through the use of animals with higher accuracy EBV/EPDs, consideration could be given to:

- Undertaking a higher level of performance recording across a range of traits and managing their seedstock herd to maximise contemporary group size.
- Sourcing bulls, females and genetics (e.g. semen, embryos) from herds with a history of performance recording.
- Using high accuracy proven sires (e.g. AI sires) or dams.



Photo credit: Robert Carson

2015 National Sales Report

Gross - \$102,250 on 52 lots.

Cow/Calf Pairs

Top Pair - Lot 53, Doll's "C" Bella consigned by AK Cattle Company, purchased by Luke Jones for \$5700.

Two cow/calf pairs sold for an average of \$4800.

Bred Cows

Top Bred Cow - Lot 52, Doll's "C" Allison consigned by AK Cattle Company, purchased by Gary Dyke for \$3500.

5 bred cows sold for an average of \$2960.

Bulls

Top Bull - Lot 9, JF BJ consigned by Jackson Farms, purchased by Esquire Land and Cattle for \$4000.

8 bulls sold for an average of \$2250.

Open Heifers

Co-Top Open Heifers - Lot 11, JF Vanillope consigned by Jackson Farms, purchased by Adam Miller for \$3000.

Lot 20, Mardan's K 4151 consigned by Mardan Acres, purchased by Faron Daniel for \$3000.

29 Open Heifers sold for an average of \$1750.

Embryo Packages

Co-Top Selling Embryo packages:

Lot 7, Hoosier C21 Martha x Pinpur Broadcaster, package of 3 IVF, Sexed Heifer, Embryos sold to Charles Eanes for \$300 per embryo or \$900 for the package.

Lot 8, WFB Daisy PP 326 x Pinpur Broadcaster, package of 3 IVF, Sexed Heifer Embryos sold to Jim Jackson for \$300 per embryo or \$900 for the package.

Lot 8, WFB Daisy PP 326 x JF Big Bucks, package of 3 IVF, Sexed Heifer Embryos sold to G&S Red Polls, George & Sally Shaffer for \$300 per embryo or \$900 for the package.

3 packages of embryos sold for an average of \$300 per embryo or \$900 per package.

Committee Reports

Performance Committee

Benefits to CHR

As a participant in Red Poll Breed's "Complete Herd Reporting" (CHR), I would like to take a moment to advocate breeders to enroll your herd in our breed's performance improvement program. Expected Progeny Difference (EPD) has been a tool that Red Poll breeders have used to their advantage in helping them select the kind of cattle that will work for them. Because of our modest numbers, we have not broadened our use of EPD's beyond the most important traits of birth, weaning and yearling weights along with maternal milk and gain. To be successful in having meaningful markers for these important measurements, a large percentage of the breed's cattle should be weighed to make the accuracy high enough to be meaningful. But just thinking of yourself as a serious breeder, a certain level of management that is required for CHR is extremely advantageous to you. It gives you information to assist in culling inefficient cows and to keep the prodigy of your best cows. It provides records that potential buyers can look at in making purchase decisions. Having accurate records makes your cattle worth more and that after all is the bottom line. I would be glad to visit with anyone interested in knowing the details of the CHR program.

Bill Wiese

Promotions Committee

As the Chairperson of the Promotions Committee, I am pleased to introduce Stacey W. Bevill to the American Red Poll Association membership. Stacey will be developing our new ARPA website and will be publishing the Red Poll Journal. I believe that the membership will be pleased with the results that will be forthcoming. Stacey is thoughtful and enthusiastic in helping her clients reach their goals. In the IT world constant educational updates are a must and Stacey is well ahead of competitors in this regard.

See additional accolades and services available at her website www.askandreceive.net

Robert J. Carson

Membership Committee

Red Polls are by far one of the superior breeds of cattle in the market today. We all know the strengths and contributing factors that they possess. ARPA works to maintain an outstanding association that foremost enables its breeders to keep bloodlines pure regardless of market trends. But in addition to this it is the desire of the association to enable and support the breed and breeders from technology to real sweat and blisters. But no matter what the goals the effort of support are limited by the resources given.

Financial resources are attributed by private donations but mostly through annual registration and memberships. When these are low there is subsequently lower money to allocate to advertising and events. Human resources are limited by the amount of people that support and attend events. Such as the Junior Preview Show, the National Show, the National Meeting and Sale, the Kentucky Beef Expo, the local State and County fairs, and the regional meetings. As well as other events that are in the planning stages.

There are many areas that we all would like to improve and market. So when people register their cattle, maintain memberships, support and attend events resources and impact are greater for the Red Poll breed. If you see a need-volunteer, if you breed-register and maintain your memberships. Come to events, even if your not showing, selling, or planning to buy. Promote and market in your area. Marketing strength is in numbers and the social benefits that come with connecting and attending are priceless.

I don't want to just own a great breed of heritage cattle. I want to get them out of the threatened status and in sustainable numbers of quality cattle. And I want to create friendships, help other breeders and accept help from them. I want everyone to be an active contributor of American Red Poll Association and grow this breed of superior cattle.

Brian Fairchild

2015 CHR Enrolled Herds

Bestefar's
Brandywine Creek Farm
Broken Brick Farm
Carson Farms
Emily Heavrin
Jackson Farms
Mardan Acres
New Beachland Farm
Nine West Oak Canyon
Seaton's Red Poll Farm
Shaffer Cattle Co
Shuter Sunset Farms
Stiebers Red Polls
Wiese Farms
Wilkshire

Don't miss the extended enrollment deadline to enroll in the CHR Program for 2016. Send Brian an email for more information on how to enroll. The Board has also waived the re-enrollment fee for herds that have previously been in the CHR Program but have dropped out for whatever reason. Currently there is no penalty for those herds to re-enroll for 2016.

Show Committee

We are looking forward to a successful 2016 show season with some exceptional quality animals and hopefully more exhibitors. Summer 2016 will bring another Jr. Show. It will be held in Eldon, MO on June 10-12. Many thanks to the Linhardtts and the Western States Red Poll Association for organizing this show. AJRPA gives young cattlemen and women a chance to be part of an event where they do not "get lost in the crowd" as with many larger organizations. "kid 1" is the rule of the day. The committee is always open to suggestions, ideas and comments on how the Jr event can be made better. This last year we saw a number of young exhibitors coming to the fairs and this will help to increase our numbers hopefully.

In August, we will have the IN and KY state fairs with an Open Red Poll show at each. Being an Open show means that anyone can exhibit, regardless of age or state of residence - all are welcome. Deadline for entry at IN is July 1 and at KY is July 10. The Open Red Poll show at IN is at 8 am on Wednesday, Aug 10. The schedule for KY hasn't been released yet. If they stick to the normal schedule, we will show on Sunday morning, Aug 28. Please consider exhibiting at these to help our numbers and quality and to ensure we get to continue having these shows which also enable us to show off our great breed to others.

Then, of course, comes the North American International Livestock Exhibition (NAILE) in November. The exact schedule will be determined sometime this summer but it is likely that we will be showing sometime between Nov 14-18. This will be the National show for the Red Polls. Last year, we included some awards for the top placing Juniors that were entered in the Open show and we plan to continue to do this. Deadline for entry in this Open show is Oct 1.

Red Poll breeders from across the nation have gathered annually to choose the best the breed has to offer. It's been a tradition for over a century, and the North American in Louisville allows us to present Red Poll cattle on the largest purebred cattle stage in America.

Re-organization at the event means a shorter stay for exhibitors. Breeders that have a "really good one" at home, and wish to have the animal exhibited only need to contact the show committee, as there are several custom fitters that provide full circle service for exhibiting.

It's a great way to promote your brand in front of a large audience. There is nothing like the thrill of leading a first class calf into world famous Freedom Hall-especially for a young person.

Your cattle are needed to help ensure we get to continue to exhibit at this large cattle show and let others know that Red Polls are out there. Hope to see all of you at the shows this coming season.

Jim Jackson

Archives Committee Report

The scanning of the old Journals is complete and will now be distributed to anyone for a donation to the Endowment Fund (\$20.00 for a thumb drive and \$10.00 for a DVD, check made out to Endowment Fund and mailed to Dan Schmiesing).

The order form is included in this Journal and will be repeated in a future issue. The history of US Red Polls is being worked on by JoEllen Greene. When this is completed we will have a very complete history all gathered together in one place. Please help her with any info you have that might be of interest.

From Inquiry Coordinator

We are going to change our protocol. In the past upon receiving an inquiry I would send them a list of all the members in their own state as well as surrounding states. Hence they would have names of a lot of people that did not have cattle for sale, quite possibly leading to frustration on their part. I propose if you have cattle for sale you notify me.

I will keep a file as well as have Brian put it in the Classified Ads section on ARPA's web page. I would ask you to update this every 3 months. I do not need to know the exact animal you have for sale, just the class: open heifer, bred heifer, cows, or bulls. Similarly if you have semen for sale notify me. People on the list will get special mention in the inquiries. I feel these changes can help our potential customers.

Dan Schmiesing

WORLD RED POLL TOUR 2017

Tentative Itinerary

We are pleased to present the tentative itinerary for the 2017 World Red Poll Tour and would like to encourage Red Poll breeders to participate in some manner. Participation can be done in many ways; taking the entire or part of the tour itself, helping to host at the various "stops" (please contact the host directly), attend the Congress at Purdue University (contact Dan Schmiesing). The tour has been designed to allow time to visit and interact with all the participants. Details will be coming in the future.

Tentative schedule:

Thursday	1-Jun-2017	Arrival, Dayton, Ohio: Welcome 5:00pm
Friday	2-June	Jackson Farms, Spegal's Red Polls, Hoosier Park
Saturday	3-June	Shuter Sunset Farms
Sunday	4-June	Carl's Red Poll, Shipshewana
Monday	5-June	Shipshewana, Dinner/Theater
Tuesday	6-June	Shipshewana/West Lafayette, Indiana
Wednesday	7-June	Conference Purdue University
Thursday	8-June	McMarshall Farms/Peoria Illinois
Friday	9-June	Caterpillar Tour
Saturday	10-June	Hannibal, Missouri/ Kansas City
Sunday	11-June	Womelsdorf Red Poll Cattle
Monday	12-June	Wiese Farms, Independence, Missouri
Tuesday	13-June	St. Louis
Wednesday	14-June	Budweiser/Clydesdale, Purina Research Farm
Thursday	15-June	Young's Red Poll
Friday	16-June	Nashville
Saturday	17-June	Belyew's Red Poll/Nashville
Sunday	18-June	Ashville, North Carolina
Monday	19-June	Biltmore Estate/WinMock-Winston Salem, North Carolina
Tuesday	20-June	Carson Red Polls
Wednesday	21-June	Wilkshire
Thursday	22-June	Tamarac, West Virginia Gallipolis, Ohio
Friday	23-June	Dorrance Red Polls/Formal Closing/Versailles, Ohio
Saturday	24-June	Mardan Acres/Stonebrook Farm-Cookout
Sunday	25-June	Jr. Preview Show/Miami County Fair Grounds, Dayton Airport and home



Cattle Show
in Australia



**WORLD RED POLL CONGRESS
AND TOUR in the USA in 2017**

Please refer to the tentative itinerary located on page 12. The hotels and meals are being arranged now. The tour will include most meals. ARPA is sponsoring the Congress at Purdue on June 7.

We are hopeful there will be a good attendance by ARPA members. The program will be in conjunction with the Purdue University faculty. Details to be announced at a later date. It is hoped that US Red Poll breeders will be a part of the tour by attending (and helping) the hosts of “stops” in their area, or by taking all or part of the tour.

Red Polls Available in Virginia

Champion Blood Lines



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Boones Mill, Virginia 24065
(540) 334-7052

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Address: _____

Phone: _____

Email: _____

Date of Birth: _____

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We accept VISA/MasterCard

You will be charged a 3% fee for using a credit card

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Yes, I want cancellation protection for \$200

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2016 AJRPA Summer Preview Weekend Schedule

Miller County Fairgrounds, Eldon, MO

FRIDAY, JUNE 10, 2016;

8:00 am Fairgrounds open for cattle to begin arriving
Breakfast and Lunch on your own
Afternoon Western States Association Meeting
6 p.m. Supper provided
Swim at hotel

Headquarters Hotel

America's Best Value Inn & Suite

HWY 54 and 52

10 Midway Road

Eldon, MO 65026

573-392-2100

SATURDAY, JUNE 11, 2016

9:30 am Weigh steers and check heifer papers
10:00 am ARPA Board of Directors Meeting
11:00 am AJRPA Meeting
Lunch on your own
1:30 pm Junior Activities
6:00 pm Banquet
Swim at hotel

A block of rooms has been reserved. Room reservations need to be made by May 31 to ensure the reserved rate of \$78 a night plus tax.

SUNDAY, JUNE 12, 2016

9:00 am Showtime
Steers
Bulls: youngest to oldest
Cow/Calf
Heifers: youngest to oldest
Group classes: pair of females; get-of-sire
Showmanship : Sr/Jr/Beginner/PeeWee

National Queen Address

Hello all,

I hope all is going well for each and every one of you and your families, four legged and two! With Spring being just around the bend I for one am very excited to start seeing some warmer weather come in. Just a small update on myself, I am still surviving Purdue University majoring in Animal Sciences: Animal Production dabbling in some possible minor ideas in horticulture. This June I will be hosting a livestock showmanship workshop at my county fairgrounds in efforts to expand the knowledge that the youth has in relation to their showmanship skills. Coming back as a 10-year member wanting to do something that would help the youth received a lot of praise but was an idea I came up with for the sole reward to witness the kids' passions increase and their love for agriculture flourish.

Moving away from me, The Spegal's will be welcoming two new showmen to the ring this summer. For those who know Todd Spegal, Gail and Shirley's youngest son, his two children will have a calf to show at our county fair for their first year. As we work with them we are also cleaning up and preparing the property for the World Tour in 2017. Personally I would like to thank the individuals who are hosting stops on the tour and want to remind everyone who isn't that you are more than welcome to attend and at any moment. As the summer approaches I look forward to seeing old members, juniors, and the new members to come. Continuing these wonderful relationships while welcoming new families allows us to continue to grow as a family connected by these wonderful red animals.

Lots of Love,
Megan Spegal



Promoting Your Herd of Red Polls

By Robert Carson

Where and when should a breeder start to promote their program and Red Polls? The simple answer is everywhere and right now. Let's look at the steps to developing a successful marketing program. I suggest that your ideas are written down so you can evaluate your progress.

1) What do you want to sell (your market of choice).

Ex. Seedstock to purebred operations, bulls to commercial cattle ranches, freezer beef, or possibly grass fed only? (Red Poll diversity leaves open many options)

2) **What sets my cattle apart?** Ex. Performance tested, DNA, EPD, Show Accolades, rare genetics, semen, embryos, management

3) Know your local markets.

Most cattle are sold within a few hours driving time. Attend other local breed sales and bull sales to see what the going prices are for the type of cattle you will be offering for sale. The local sale barn is NOT where breeders buy replacements and that is not where you should use as a price on your breeding cattle. Be fair to yourself and your customers on pricing. They should expect to

pay more for a performance tested, DNA, registered Red Poll because it is value added and not just a red pretty cow.

4) **Advertise!** No one knows you exist if you don't advertise. Buying advertising is expensive and many times shows low results. I have personally had best results with my website and utilizing a couple of the larger online cattle listing websites due to their large exposure of the world wide stage. Advertising is much more than buying ad space!!! Utilize the ARPA brochure and attach a business card to hand out when you are at meetings and events. Every Red Poll breeder should have a few brochures because they are very effective in promoting Red Polls in general. Using Facebook and other media outlets are a great source of exposure and make sure that lots of pictures are displayed. Great pictures sell cattle!

5) **Farm Sign.** A nice farm sign helps to get people's attention and let them find you as they are driving on the back roads and see your nice herd. People remember the farm with the nice looking cattle and nice farm sign. Having a neat and orderly farm gives that new prospect a good vibe as they enter into your world. Remember that there is only one opportunity of a good first impression.

6) **Be involved with the local cattle association.** Attend the meetings and talk to someone new at every meeting about your Red Polls and give them a brochure! You will know you are making headway when they begin to mention that you have Red Polls. A field day goes a long way in promoting your farm and cattle. Be helpful with the county extension service personnel and get to know the vocational ag teachers because they have access to the younger generation and they are usually open to Red Poll attributes.

7) Help prospective buyers find the right cattle for their needs.

This will result in future sales because of word of mouth. We don't always have what the customer is looking for but, I am sure we all know someone who may have that animal or animals.

8) **Any breeding cattle that is sold is registered!** Whether it is appendix, purebred or fullblood if it is sold for breeding it should be registered. Even when a commercial operator says they are not interested in papers, they

will look at and keep the papers when they arrive. Registering all breeding cattle sold also helps to bring that animal back into the registered herd in the future if the opportunity should arise. Having a paper trail adds credibility to the breeding lineage of the animal and it helps the association to remain viable.

9) **Only sell what you would add to your herd.** If you would not put an animal in your herd. DO NOT sell it for breeding stock to others. Do follow ups on the cattle that you sell. It shows that you care about the customer who has put faith in your breeding program.

10) **Share!** Share ideas that work for you with other breeders and especially new breeders



William Cherry Expo Center, Murray State University. Site of the 2016 National Red Poll Sale. Photo credit: Dan Schmiesing

72nd NATIONAL RED POLL MEETING AND SALE

The American Red Poll Association will hold the 72nd National Red Poll Meeting and Sale September 30th through October 2nd, 2016 at the William Cherry Expo Center at Murry State University in Murry Kentucky. The Hutson School of Agriculture is co-sponsoring the event.

In response to a questionnaire sent to ARPA members, the Committee decided to have the event centrally located so it would be less than one day drive for most attendees. Everyone (members or interested parties) is encouraged to attend. There should be something for everyone. The questionnaire told us "people liked different aspects of the event" so we are trying to have something for everyone. In addition to the National meeting we will have a banquet, educational programs, breeders, booths, and possibly vendors' booths. There will be time to socialize with other breeders, consignors, and new people to the breed along with adequate time to inspect the sale cattle.

The Murry State University - Hutson School of Agriculture is very excited to cosponsor this event with ARPA at the William Cherry Expo Center. It is a fantastic facility that can be set up with the sale ring and pens that will handle unaltered cattle as well as haltered cattle. They are providing meeting rooms and a P.A. system as well as campus security.

A block of rooms have been reserved at the Best Western University Inn, just a few blocks from the University. The block of rooms will be held until September 15th. Make your reservation directly with the hotel at 270-753-5353 and state you are with ARPA for the special rate.

As a special note the deadline for sale entries and payment of \$50.00 per lot is required by July 15th to Brian Shuter. This enables ARPA to have the Journal/Catalog published and allows ample time for prospective buyers to study the entries. A veterinarian will be on hand at sale time to write health papers for the buyers. A valuable quote from an old timer in our organization years ago said "to bring your quality cattle to the National Sale because it sets the price for the coming year." Those words are still true today. All meal reservations should be made with J. L. Morrison by the September 15th deadline for planning purposes. His email is design3@consultant.com

The National Meeting and Sale Committee encourages all ARPA members and interested folks to attend the weekend event. Let's make this a special and worthwhile event celebrating our Red Poll Breed.

SCHEDULE OF EVENTS

FRIDAY SEPT. 30TH:

Noon to 6 PM: Arrival of cattle. Registration and Health papers will be checked upon arrival by Dr. Jeff Wilkins. Health papers will meet the requirements of the state of Kentucky. Bulls over one year of age are encouraged to be Fertility and Trichinosis tested.

6 PM: Consigners' meeting.

7 PM: National Board of Directors meeting.

SATURDAY OCTOBER 1ST:

9:30 AM: 72nd National Red Poll Membership Meeting.

12 PM: Lunch - FREE with a Reservation. \$12.00 at the door. Sponsored by Dave Bitzer and Mardan Acres.

1 PM: Dr. Jim Davis will discuss what he has learned about "Grass Feeding using Red Poll Cross cattle.

2 PM: Cattle Judging or seminar involving the schools or area 4-H and FFA members.

4 PM: Viewing of Sale cattle.

7-10 PM: Banquet at the Curris Center (Student Union). \$20.00 per person. Reservations made by September 14th.

SUNDAY OCTOBER 2ND

9:30 AM: National Sale.

The Sale Committee

Jeff Wilkins, Brian Fairchild, James Morrison

NATIONAL MEETING and SALE RESERVATION FORM
SEPTEMBER 30 - OCTOBER 2, 2016

Saturday Lunch, October 1, Noon

Number attending _____ free with a reservation,
\$12.00 without a reservation sponsored by Dave Bitzer and Mardan Acres

Saturday Evening Banquet October 1, 7:00 pm

Number attending _____ \$20.00/person

Send reservations to:

J. L. Morrison, 3230 Woolwine Highway, Stuart, Virginia 24171
or
e-mail: design3@consultant.com

DEADLINE FOR RESERVATIONS: SEPTEMBER 15, 2016

SIGNATURE: _____

**WANTED FARM AND RANCH
BOOTHS!!!!!!!!!!!!!!!!!!!!**

The National Meeting and Sale Committee is asking for ARPA members to set up a farm or ranch booth in the arena area at Murry State University.

Let's show other members and interested folks what we do at home with our cattle program. There will be plenty of room to display your booth. The more participates the better! Whether you are consigning to the sale or not bring a booth to promote your herd. It's time to show off our Red Polls!!!!!!

Reserve your spot by contacting Jeff Wilkins at
jdw.wilkshire@gmail.com



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North American International Livestock Exhibition

November 20, 2015 Louisville, KY



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Jackson Farms**



**Reserve Grand Champion Bull: Carl's Jim
Dandy, Stephen Stone**



**Grand Champion Female: Shuter's Rosie Red
Jacob and Carly Shuter**



**Reserve Grand Champion Female: DRM
Shamrock Suzy Q, McCall Show Cattle**



Bulls



**Division I Champion: JF Boomerang
Jackson Farms**



**Division II Champion: Esquire's Rocket
Esquire Land and Cattle Company**



**Division III Champion: JF BJ
Jackson Farms**



**Division IV Champion: Carl's Jim Dandy
Stephen Stone**

Thank you, Sponsors!

Females



**Division I Champion: JF Jessi's Girl
Jackson Farms**



**Division II Champion: AK's Atta Girl
AK Cattle Company**



**Division III Champion: Shuter's Rosie Red
Jacob and Carly Shuter**



**Division IV Champion: JF Crimson
Jackson Farms**



**Division V Champion: MFF Candy Drop
Adam Miller**

More Results

Bulls

**Division III Reserve Champion: SBF Buckeye
Stonebrook Farms**

National Junior Show



Grand Champion Junior: Jacob Shuter



Reserve Grand Champion Junior: Kaden Parks

Red Poll Awards



**Junior Premier Exhibitor:
Kaden Parks**



**Premier Breeder:
Jackson Farms**



**National Junior Showman:
Dane Miller**

**Premier Exhibitor:
Jackson Farms**

More Results

Females

Division I Reserve Champion: DFM Susie, McCall Show Cattle

Division II Reserve Champion: Parkstyle Frosty, Kaden Parks

Division III Reserve Champion: Esquires SC, Skittles, Kaden Parks

Division IV Reserve Champion: DFM Violet, McCall Show Cattle

Cow/Calf Champion: DRM Shamrock Suzy Q, McCall Show Cattle

Cow/Calf Reserve Champion: AK Cattle Company and Luke Jones

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339 Totten Lane, Florence, KY 41042

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6076 Millerstown Rd., Clarkson, KY 42726

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8880 Camp Ernst Road, Union, KY 41091
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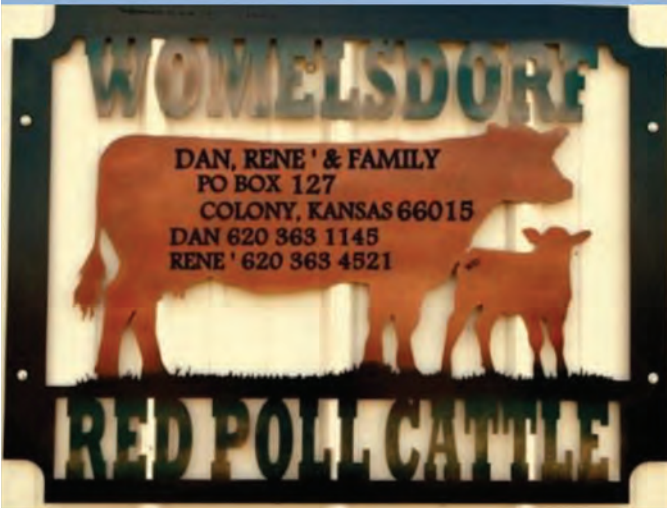
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ARPA Board of Directors Election Meeting Minutes October 17, 2015, Springfield, MO

Attendance: John Rager, Mike Mammele, Linda Hampton, Robert Carson, Jim Jackson, Kim Scott, Bill Wiese, Dan Schmiesing, Jeff Wilkins, Brian Fairchild and Brian Shuter.

President Mike Mammele called the meeting to order and opened the floor to nominations for President of the Board of Directors of the American Red Poll Association. Robert Carson and Dan Schmiesing were nominated from the floor.

Bill Wiese moved and Jim Jackson seconded to close nominations. Motion passed.

Mammele collected and counted the ballots. Dan Schmiesing was elected to serve as President of ARPA for the 2015-2016 Membership Year. Mammele turned the chair of the meeting over to Schmiesing.

Schmiesing opened the floor for nominations for Vice President. Robert Carson was nominated from the floor.

Jim Jackson moved and Linda Rager seconded to close nominations and elect Robert Carson as Vice President by acclamation. Motion passed.

President Schmiesing shared with the Board that he believed in committee work and that he would appoint the Committee Chairs and it would be up to them to fill the rest of their committee seats.

Kim Scott passed out a draft mission and vision statement that had been drafted by the previous president and a committee that had begun to work on those two guiding principles.

Schmiesing reported that he planned to host conference calls, possibly as often as every two months.

John Rager recommended that Board Members bring their ideas to the Board Meetings and to be prepared to make those ideas in the form of a motion and then it can be opened for discussion and then voted on and acted on accordingly.

Schmiesing shared that he was looking forward to working with everyone to advance the American Red Poll Association.

Robert Carson moved and John Rager seconded to "Adjourn the meeting." Motion passed.

National Board Meeting Minutes

ARPA Board of Directors Meeting Minutes October 17, 2015, Springfield, MO

Attendance: John Rager, Mike Mammale, Jeff Doll, Linda Hampton, Robert Carson, Jim Jackson, James Campbell, Kim Scott, Bill Wiese and Brian Shuter. Guests included Jeff Wilkins, Jack Hampton, George Shaffer and Teresa Jackson.

President Mike Mammale called the meeting to order and asked the board to review the minutes of the June 13, 2015 Board Meeting.

Kim Scott moved and Jim Jackson seconded to “Approve the minutes as presented.” Motion passed.

Mammale opened the floor to discussion on the financials. The question was raised as to why an account would show a new balance in the 1-30 or 30-60 day column if there was also something in the >90 day column. Shuter explained that most of that was due to magazine ads.

Mike Mammale shared that the Frontiersman Seed donation that had been carried on the books would be for the amount of \$1500 instead of the listed \$2500 and that he would be presenting a check for the amount.

Discussion ensued about whether to set up a schedule to charge finance charges on past due accounts.

James Campbell moved “to charge 18% Interest on past due accounts.” Motion died due to lack of a second.

Kim Scott shared that she felt it was critical to send out statements on a regular basis and that no collection agency would get involved if you hadn't been sending out regular statements. It was also important to send out a letter announcing that there would be finance charges that will begin to incur on past due accounts.

Robert Carson moved and Kim Scott seconded, “To send out monthly statements on the 1st of each month, and that a 1.5% monthly finance charge be incurred on any balance over 31 days at the first of the month.” Motion passed.

It was recommended to clear the names of members that were delinquent on their account over 90 days from the online membership listing. Shuter added that it would take quite a bit of work to handle since the membership database is hosted on the ABRI System and activating and deactivating memberships is somewhat tedious.

Kim Scott moved and Jim Jackson seconded to “Accept the Financial Report.” Motion passed.

James Campbell presented the National Sale Committee report. He noted that the committee ran ads promoting the National Sale in the Progressive Cattleman, The Joplin Stockyards, The Big Nickel and the Ozark Farm and Neighbor. He had received good feedback from the ad that had been prepared. Lessons learned included the need for a PDF Flyer announcing the sale that could be emailed to members for them to print and post in their local areas and that we needed to make sure and get hard copies of the catalog printed and available sooner.

Jeff Wilkins was asked to present a Grass Finished Initiative Committee Report and shared that we needed to continue to promote Grass Finished beef and that portion of the website.

James Campbell started a discussion about the potential of redesigning the ARPA Logo. He felt we needed to freshen up the logo but also felt that some continuity would be good as well. Jeff Doll asked if there was anyone that sold ARPA branded clothing. As part of the logo redesign discussion, Robert Carson asked if we could use the ARPA Facebook page to ask for logo redesign submissions if we get to that point. Teresa Jackson asked if we should prepare some apparel to sell as part of the promotions with the 2017 World Tour coming to the US. Wilkins asked if the board needs to develop a committee to look into getting shirts designed.

Bill Wiese expressed his concern that new committees be appointed each year so that they get re-energized as the members of the Board of Directors change.

Mike Mammele asked Teresa Jackson to chair a committee to look into apparel for the World Tour.

Robert Carson presented the Website Committee Report. Shuter presented a letter from Correspond in a Click, the current web hosting and magazine design firm, announcing that they would no longer be servicing the ARPA website as of Jan 1, 2016. Carson discussed the proposal developed by Stacey Bevill and wanted to promote the idea of developing a duplicate advertising program to present ads that run in the magazine on the website in some fashion.

Bill Wiese moved and Kim Scott seconded “to accept the proposal from Ask and Receive Marketing to handle the website redesign and to begin handling the layout and design for the Red Poll Beef Journal.” The motion passed.

Mike Mammele asked for the Board to enter Executive Session and asked all non board members to exit the meeting.

After the Executive Session, Mammele resumed the regular meeting.

Linda Hampton presented the Nominating Committee report, with the list of nominations for the open seats on the ARPA Board to include Brian Fairchild, Dan Schmiesing and Jeff Wilkins. She noted that in the past, a resolution had been passed by the board, requiring that nominees discuss their qualifications for serving on the board and their ideas for improving ARPA. She shared that she would be asking the nominees to follow that resolution in the Membership Meeting.

Jeff Doll moved and Kim Scott seconded to “Approve the slate of nominations as presented.” Motion passed.

Mammele shared his desire for the new board to take time to do some planning and to prepare a Mission Statement and a Vision Statement to help move ARPA forward in a concerted effort.

Brian Shuter presented a request to have Shuter’s Marshall approved for AI use, along with copies of the 5 Generation Pedigree and DNA Fingerprint Report as required by the Bylaws.

Bill Wiese moved and Kim Scott seconded to “Approve Shuter’s Marshall for AI use.” Motion passed.

Robert Carson moved and Kim Scott seconded to “Adjourn the meeting.” Motion passed.

ARPA National Membership Meeting Minutes

October 17, 2015
Springfield, MO

President Mike Mammele called the meeting to order and asked Brian Shuter to do roll call.

Executive Secretary Brian Shuter read the roll call and noted that there were 31 members that had signed into the meeting with 9 guests having also signed in.

Chaplain Mike Parks led an invocation to open the meeting.

Mammele introduced the Members of the Board of Directors to the membership.

Rager asked the attendees to review the minutes of the 2014 National Membership Meeting held in Sedalia, MO.

Joe Jackson moved and George Shaffer seconded to “Approve the minutes as presented.” Motion passed.

Shuter presented the list of new applicants for membership in the American Red Poll Association for the 2014-2015 fiscal year. That list included 7 new paid Annual Memberships, 6 new paid Junior Memberships, and 41 Complimentary one year memberships for new purchasers of Registered Red Polls.

Jeff Doll moved and Kim Scott seconded to “Approve the list of membership applications for membership into the American Red Poll Association.” Motion passed.

Mammele asked James Campbell to present a report on the 2015 National Sale. Campbell reported that we had good numbers for the sale and that there had been a lot of interest in the local area and that he was excited about the sale. He felt like the facility was good, the food was good and the staff had been very accommodating. The committee had placed some advertising prior to the sale, running an ad in 4 regional publications and 1 national publication and they had generated significant interest.

Phil Wyrick spoke up and congratulated Campbell on a great ad promoting the Red Poll breed. Campbell said that he needed to thank the group on the Promotions team for the work on the ad and he needed to thank Kim Scott and Mike Mammele for their help in planning and implementing the 2015 National Sale.

Mammele called on Linda Hampton to present the Nominating Committee Report. Hampton shared that she was looking for potential candidates to have vision, passion and commitment for the future of the American Red Poll Association. Hampton presented the slate of nominations for the open seats on the Board of Directors that included Brian Fairchild, Dan Schmiesing and Jeff Wilkins.

Mammele then opened the floor for additional nominations for the vacancies on the Board of Directors. Ron Lake was nominated. George Shaffer was nominated but he declined the nomination.

Jim Jackson moved and James Campbell seconded to “close Nominations” Motion passed.

Hampton then asked each of the nominees to introduce themselves and share some of their goals and vision for ARPA. Each of the nominees took a few minutes to share a little bit about themselves with the membership so that they could determine who they wanted to vote for.

Mammele then asked for votes to be tallied via a paper ballot which was collected and counted.

While the vote was being counted, Mammele asked Shuter to present the Financial Report. The 2014-2015 Profit and Loss Statement showed a net income of \$5614, an improvement of nearly \$7500 over the previous year. A significant portion of the increase in revenue was due to a very successful 2014 National Sale. An additional significant part of the difference was noted to be timing issues in which Service Fees were collected at the end of the previous fiscal year. Shuter then reported on the Balance Sheet dated August 31, 2015 that showed a Current Asset position of \$98,757, an Endowment Fund Balance of \$267,595 and a Total Equity position of \$368,865. Shuter also reported that there were 167 CHR Registrations, 379 regular Registrations and 368 Transfers added to the pedigree records of the American Red Poll Association during the 2014-2015 year.

Dan Schmiesing moved and George Shaffer seconded to “accept the Financial Report as presented.”

Motion passed.

Mammele asked Committee Chairs to give their reports.

Dan Schmiesing discussed the project that he and Mary Jo had been working on to scan and digitally archive as many past issues of the Red Poll News and Red Poll Beef Journal publications as they could gain access to. The plan was to make those digital files available for any members of ARPA to purchase for their own review.

Mary Jo Schmiesing presented a report on the work being done to prepare for the 2017 World Red Poll Tour that would be coming to the United States. She shared a few of the ideas that they were working on and that a significant portion of the meetings involved with the tour would take place around Purdue University and would also include some educational sessions while there at Purdue. She highly encouraged everyone to take part in the tour in some way, either by hosting or attending as many of the stops as they could.

Dan Schmiesing reported the work that he had been asked to do on behalf of the board to help coordinate the spread of information to new people who were interested in the breed and to help them locate animals that would fulfill their needs. He implored the membership to let him know when they had animals and or semen for sale so that he could be more efficient in directing those inquiries to find genetics that would fulfill their needs.

Schmiesing also gave a recommendation for people to participate in the Complete Herd Reporting (CHR) program to help improve the accuracy of EPDs for the breed and to support the Endowment Fund to help ensure the future of ARPA.

When Schmiesing was finished with his committee reports, Linda Hampton shared the results of the Board of Director elections. Elected to serve 3 year terms on the Board of Directors, beginning in 2015 were; Brian Fairchild, Dan Schmiesing and Jeff Wilkins.

Mike Mammele thanked Jeff Doll and James Campbell for their service on the board. Both of these men, along with himself, were retiring from their service.

Mammele then opened the floor for Communications from the Membership.

Norma Calhoun expressed her displeasure with the fact that the National Banquet would not be taking place in 2015. She shared how much they enjoyed and looked forward to the fellowship that took place at the banquet and was concerned that the 2015 schedule and format would not allow for as much of that fellowship.

James Campbell shared that a few anonymous donors had come forward to cover the cost of the meal that was to take place after the meeting and before the sale.

Wayne Fish wanted to commend the Board and Sale Committee for the successful advertisements for the sale and encouraged them to look into additional opportunities to develop an even more expansive advertising program.

Teresa Jackson expressed her thanks to the donors who had brought items to be auctioned off with the proceeds to be invested in the Endowment Fund and encouraged everyone to spend freely during the silent auction.

Mike Mammele introduced Daniel Haney, a potential new breeder from New York that had driven 24 hours straight to participate in the events of the day and to learn more about the Red Poll Breed. He encouraged breeders to visit with Mr. Haney during the day.

Wes Bayless expressed his thanks and asked the membership to thank the Burch Family for donating hay and straw to be used by consignors at the sale to feed their animals.

Jack Hampton asked for clarification on the difference between the designation of Fullblood and Purebred on pedigrees. It was explained that a Fullblood is 100% Pure Red Poll breeding and that a Purebred was anything less than 100% but greater than 15/16 Red Poll blood.

Mammele shared that there would be a guest speaker to present after the meal.

Mike Parks again thanked the retiring Board Members, Jeff Doll, James Campbell and Mike Mammele and the membership expressed their thanks via a standing ovation.

Bill Wiese moved and James Campbell seconded to “Adjourn the Meeting.” Motion passed and the meeting was adjourned.

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