



Georgia
SIMMENTAL
SIMBRAH
ASSOCIATION

2015-16
MEMBERSHIP
D I R E C T O R Y



Upper Class



UPPER CLASS PROGENY

Sandeen Upper Class 2386

3/4 Simmental 1/4 Angus
Homozygous Black & HOMOzygous Polled

ASA# 2642004

Sire: Mr NLC Upgrade U8676

Dam: Sandeen Donna 7386

CE	BW	WW	YW	MILK	MWW	API	TI
3.6	3.0	69.9	106.7	23.5	58.4	106.8	72.9

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2015-16 MEMBERSHIP DIRECTORY

WELCOME

Welcome to the Georgia Simmental & Simbrah Association

Georgia Simmental & Simbrah Association was formed in 1970 to promote Simmental and Simmental - crossed cattle. Membership services also include discounts on advertising campaigns, updates on bull tests, marketing thru booths and other programs.

GSSA is an affiliate of the Georgia Cattlemen's Association as well as the American Simmental Association. Georgia Junior Simmental Association serves youth cattlemen, ages 8-21. Contact us for more information about how your youth can get involved in the program that offers public speaking and leadership skills, education about cattle, scholarships and field days.

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CCR WIDE RANGE 9005A

75M80 | 2725666 | Graduate x In Dew Time | 3/4 SM 1/4 AN
As one of the deepest-sided, biggest-bodied, boldest-ribbed
high percentage SimAngus to surface in decades, Wide Range is
gaining a following as a 3/4-blood bull who can truly 'change' cattle.
CE: 9.0 BW: 0.1 WW: 71.7 YW: 109.7 MILK: 24.4 API: 129.1 TI: 72.8



HOOK'S BROADWAY 11B

75M82 | 2854437 | Top Grade x Taurus | PB
The most sought-after bull of the spring sale season, Broadway
is a soft-made, balanced-trait stud who combines eye appeal,
strong performance and worlds of potential.
CE: 12.4 BW: -1.5 WW: 61.5 YW: 95.9 MILK: 26.0 API: 149.7 TI: 76.2



HPF OPTIMIZER A512

75M79 | 2728015 | Optimizer x HR | 3/4 SM 1/4 AN
This blaze-faced 3/4-blood bull is thick and stout and possesses a
tremendous rib design. A top gainer among his contemporaries
on test, Optimizer defines the term 'fault-free'.
CE: 10.4 BW: 1.1 WW: 70.0 YW: 108.0 MILK: 20.2 API: 134.3 TI: 76.4



WLE/LWSC REVOLUTION A409

75M81 | 2754651 | Upgrade x Goldmine | PB
A maternal brother to Uno Mas sired by Upgrade, Revolution is
super-sound and flexible with a dominating rib and hip design.
CE: 9.8 BW: 1.5 WW: 70.5 YW: 101.7 MILK: 21.1 API: 132.0 TI: 79.1

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GSSA Officer and Directors 2015 (L to R): Jacob Holmes; Randy Daniel; Todd Alford, Vice President; Cole Elrod, President; Donna Priest, Secretary-Treasurer; Kevin Kent; Matthew Grogan. **Not Pictured:** Kevin Summerville; Rodney Hilley; Kurt Childers.



GSSA Retiring Officers: Billy Moss, Past Secretary-Treasurer. **Not Pictured:** Derek Williams, Retired Director; Chrissy Driggers, Retired Director. Billy Moss, Past Secretary-Treasurer, recognized for his dedication to GSSA by Cole Elrod, current PrAsident.

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Upgrade



MR-NLC-UPGRADE-U8676

ASA# 2474338 PB SM

Elligson Legacy M229 x MS NLC Mojo S6199 B

CE	BW	WW	YW	Milk	MWW	API	TI
7.6	2.3	82.5	125.1	21.5	62.8	149.8	90.2

Upper Class



SANDEEN-UPPER-CLASS-2686

ASA# 2642004 3/4 SM 1/4 AN

MR NLC Upgrade U8676 x Sandeen Donna 7386

CE	BW	WW	YW	Milk	MWW	API	TI
3.6	3.0	69.9	106.7	23.5	58.4	106.8	72.9

Ignition



FBF1/SF-IGNITION

ASA# 2749323 PB SM

FBF1 Combustible x FBF1 Gorgeous Lady

CE	BW	WW	YW	Milk	MWW	API	TI
7.3	3.2	60.8	89	15.3	45.6	112.4	61.2

Brazos



HOC-BRAZOS-B117

ASA# 2879792 PB SM

FBFS Wheel Man 649W x CCR MS Misty May 8014U

CE	BW	WW	YW	Milk	MWW	API	TI
7.1	4.0	68.2	95.5	11.5	45.6	123.4	64.3

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partisoverranch.com

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Johnnie Johnson 402.720.8797

Partisover Female Sale **SUNDAY APRIL 10, 2016**



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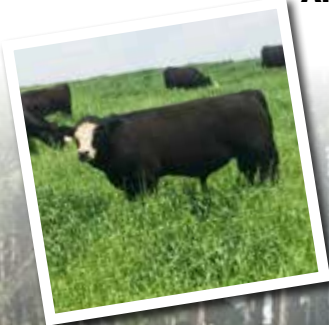
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and the fruit of the womb is his
reward. As arrows are in the hand of a
mighty man; so are children of the youth.
Psalm 127:3-4



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Miss CCF Jestress B48

HOC Broker x JAS JESTRESS 9015
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B C Lookout 7024 X Gambles Jestress 9035

CE	BW	WW	YW	CEM	Milk	API
13	.3	54	96	10	25	163.79

C&C Farms Donor



A72

Miss CCF Jestress A72

ASA# 2763034

ZKCC Chopper x JAS Jestress 9015

CE	BW	WW	YW	Milk	MWW	API	TI
7.2	1.5	60.6	84.6	11.5	41.8	115	66.1

High Seller in the 2015 Cattleman's Choice Sale for \$15,000



C5

Miss CCF Chop Stix C5

ASA# 2985192

WS Pilgrim H182U x Miss CCF Jestress

CE	BW	WW	YW	Milk	MWW	API	TI
8.9	2.0	67.7	92.7	14.9	19.3	136	77

Sold on the side of Jestress A72 in the Cattleman's Choice Sale

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E/T Alexis 368A
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2014 GSSA *Award Winners*

Breeder of the Year



John Callaway
Callaway Cattle Company

This year this award goes to Callaway Cattle Company better known as John and Marcia Callaway and Wes and Cal Pope. The Callaway's are outstanding breeders of SimAngus cattle. Mr. John keeps detailed records on his 125 head cow herd. All of his cows are enrolled in the ASA Total Herd Enrollment Program. He is a true performance breeder keeping birth dates, weighing every calf at birth and at weaning along with taking yearling weights on both bulls and heifers. In addition he ultrasounds all bulls and replacement heifers on their farm. Mr. John was an original participant in the Bull Power sale and helped get it organized. He is a former president of Georgia Cattleman's Association and has been a long time member of NCBA.

Commercial Breeder of the Year

This year we would like to recognize Terry and Deborah Chandler from Danielsville, GA. Terry is a work horse for Georgia Agriculture. He is an active member of both the Madison County Cattleman's Association and the Young Farmer's Association holding leadership positions in both organizations. He helped organize the Bull Power Group and actually fed the bulls on his own farm for several years. He has assisted the Madison County Farm Bureau by hosting local teachers on his farm as part of the Ag in the Classroom program. He organized the Madison County Cattle Marketing Group by teaching cattle producers how to precondition calves and selling them in truck load lots at the Northeast Georgia Auction Barn. Terry has also been a heavy user of Simgenetics for not only his bull battery but the lineage of his cow herd. He is truly a well-respected cattle producer in the Northeast Georgia area.



Terry & Deborah Chandler
Stillwater Farms

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Members of the beef industry have a lot to say about Simmental and SimAngus™. This feedback is invaluable and tells us that Simmental is headed in the right direction. ASA's focus on profitability through science means that we will continue to put our customers' best interests at the forefront of everything we do.

Bull Power Sale

Friday, November 6, Colbert, GA
Contact: Adam Verner – 706-474-0091

Pigeon Mountain "Beef Builders" Fall Bull Sale

November 7, Select Cattle Enterprises, Rome, GA
Contact: Bruce VanMeter – 770-547-1433.

Gibbs Farms Simmental & SimAngus™ Production Sale

November 14, Ranburne, AL
Contact: Gordon Hodges – 336-469-0489.

GSSA Promoting SimGenetics Wiregrass Cattlemen's

November 19, Valdosta, GA, time and place TBA
Contact: Kurt Childers – 229-561-3466

Timberland Cattle's 5th Annual Black Angus & SimAngus™ Bull Sale

November 21, Vernon, AL
Call: 205-695-6314 or view catalog @ www.timberlandcattle.com

Southern Excellence Bull Sale

November 21, Wadley, AL
Contact: Rick Whelan – 404-473-6797

Callaway & McCravy Angus & SimAngus™

Bull & Commercial Female Sale
November 21, Carrollton, GA
Contact: John Callaway – 770-355-2165

Calhoun Performance Tested Bull Sale

December 4, Calhoun, GA
Contact: Jason Duggin – 706-624-1403

Driggers' Bull Sale

Saturday December 12, Glennville, GA
Contact: Jessie Driggers – 912-237-0608

GSSA Promoting SimGenetics Red Carpet Cattlemen's

January 14, Calhoun, GA, RSVP Required
Darlene Tierce – 706-625-9897.

3J Farms Sale

Saturday February 27, Calhoun, GA
Contact: Burt Jeffords – 706-676-8323.

Pigeon Mountain Spring Bull Sale,

February 27, Rome, GA
Contact: Bruce VanMeter – 770-547-1433



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Craig Uden, Cattle Procurement/ Customer Relations Dept. Freedom, Inc., Cozart, NC

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2015 GSSA Golden Book Award Winners

The Georgia Simmental-Simbrah Golden Book Award recognizes individuals that have made significant contributions to the development of the Simmental/Simbrah breeds in the state of Georgia. The GSSA Board, nominates and approves Golden Book Awards, authorizes up to three awards annually. The coveted award is the GSSA equivalent of nomination to Hall-of-Fame status.

We were proud to recognize these individuals as our 2015 recipients.



Callie Moss
McCormick, SC



Gary Farmer
Carnesville, GA

2015 GSSA The Swiss Bell



Wendell & Nan Gibbs

Accept the Award of The Swiss Bell on behalf of Gibbs Farms for hosting the 2015 Field Day.

2015 AJSA Gold Merit Award



Gibson Priest

AJSA Herdsmen of the Year 2015 Recipient
GSSA Member

The Easy and the

Not so Easy



By: By Marty Ropp,
Allied Genetic Resources

All of us in the beef business know that progress and profitability often, unfortunately, are affected more by the not so easy. Selecting cattle with great fertility and longevity that calve easily, grow fast and efficiently and create distinct end product value is certainly not always an easy task. There are, however, decisions and options we can choose that generate added value and do it with ease.

Choosing, then using crossbreeding and heterosis to enhance profitability is easy. The value of hybrid vigor for the livestock industry is absolutely undeniable! Sure we can and have made poor decisions that hindered the successful use of crossbreeding for some in the past, but well planned use of heterosis and breed complementarity nearly always produce significantly more profit. In fact, if the effects are so significant one could argue that if a commercial herd doesn't utilize heterosis it is not really interested in profitability?

Early on, crossbreeding was marketed to producers largely based on the direct and easily measured effects on weaning weight. Once bulls were purchased, the proof of hybrid vigor's value was less than 18 months away. Because of huge differences in breed averages that existed for growth genetics 40 years, ago the results were even more staggering than crossbreeding advantages

alone could have ever accounted for. It was an easy, easy sell. It worked so well, in fact, that we often left common sense and science behind, made incredibly poor breed combination choices and then over a period of years made crossbred cows purebred cows again.

To make matters worse, instead of admitting we made silly decisions, we blamed the lost productivity on the cattle! What we failed to value and promote sufficiently was the value of crossbreeding on the maternal side of the profit equation because we were so caught up in the big weaning weight improvements that were so easy to see and measure. Understandably, I guess it is not very easy to promote something that is measurable 10 or 15 years in the future, but maternal heterosis is where the huge value resides and in the beef business that is not very long.

Quality research, however, proves every single time that maternal heterosis is the most valuable tool available to improve cow performance and herd profitability and it's easy to get. With the low heritability of maternal traits like fertility and longevity, a breeder or breed can spend a lifetime trying to make the same progress for those crucial traits that can be realized in one easy cross. Most studies show an equivalent of 1 to 1.5 extra calves over the lifetime of a female in favor of a crossbred cow



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because of her combination of greater longevity and extra calf weaning weight. If we could purchase a pharmaceutical that added that much performance and profit, there is little doubt that producers would stand in line all day to get some.

Today's revolutions in crossbreeding will be successful because we have the tools and technology to profit from it and we understand the real value of crossbreeding isn't the increase in weaning weight of the first cross, it is the fertility, longevity and lifetime profits produced over the long haul by crossbred cows. As an industry we are realizing that we need to crossbreed our straightbred cows as we see more opens at pregnancy check, less older females in the cow herd and weaning weights and percentages dropping even though we are using the "best" genetics we have ever purchased. It just takes a long time to see the drop off in production associated with straightbred cows. In fact, the only reason that straightbreeding worked for a while is that it took 15 to 20 years to breed valuable maternal heterosis out of much of the US cow herd. The good news is you can begin to get the value back starting in 2015 if you chose to crossbreed commercial cows this year and it's easy. For those of you who have always benefited from the decision to use heterosis, you already know that today's multi-breed databases, profit based EPDs and genomic technologies make selection of superior individuals within and among breeds and composite populations both possible and easy.

More good news! Breeding systems that make harvesting the value of heterosis an easy task are the fastest growing part of the beef genetic

business. Designed composite seedstock are today's logical answer to making crossbreeding easy. I don't just mean crossbred bulls made with a new breed you saw on display at the county fair, I am talking about proven combinations of the most valuable and complementary genetics available with the world's largest beef trait databases and a plan to promote profit instead of dogma. From cow herds to feeders and packers, most of us in this industry would like to combine the calving ease, marbling and moderate cow size offered by great Angus and Red Angus genetics with the fertility, maternal calving ease, efficient muscle growth and carcass cutability of the very best Continental genetics available.

We just needed an easy and effective way to do it. Designed composites like high value SimAngus™ (or SimAngus™HT for southern climates) offer solutions with long term heterosis retention, immense cow and beef value along with the genetic improvement technology to evaluate and improve these composites to generate more profit every new generation. These genetics, made with the most valuable Angus and Simmental genetics available offer the total package and the bonus is they are easy to use.

Today's Simmental and SimAngus genetics have truly taken on an important new role in the beef industry. After spending years committed to research and improvement, these genetics now offer more value to the farm, ranch and beef industry than ever in history. Substantial improvement for calving ease and reduced mature size without sacrificing efficient growth

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Volume I

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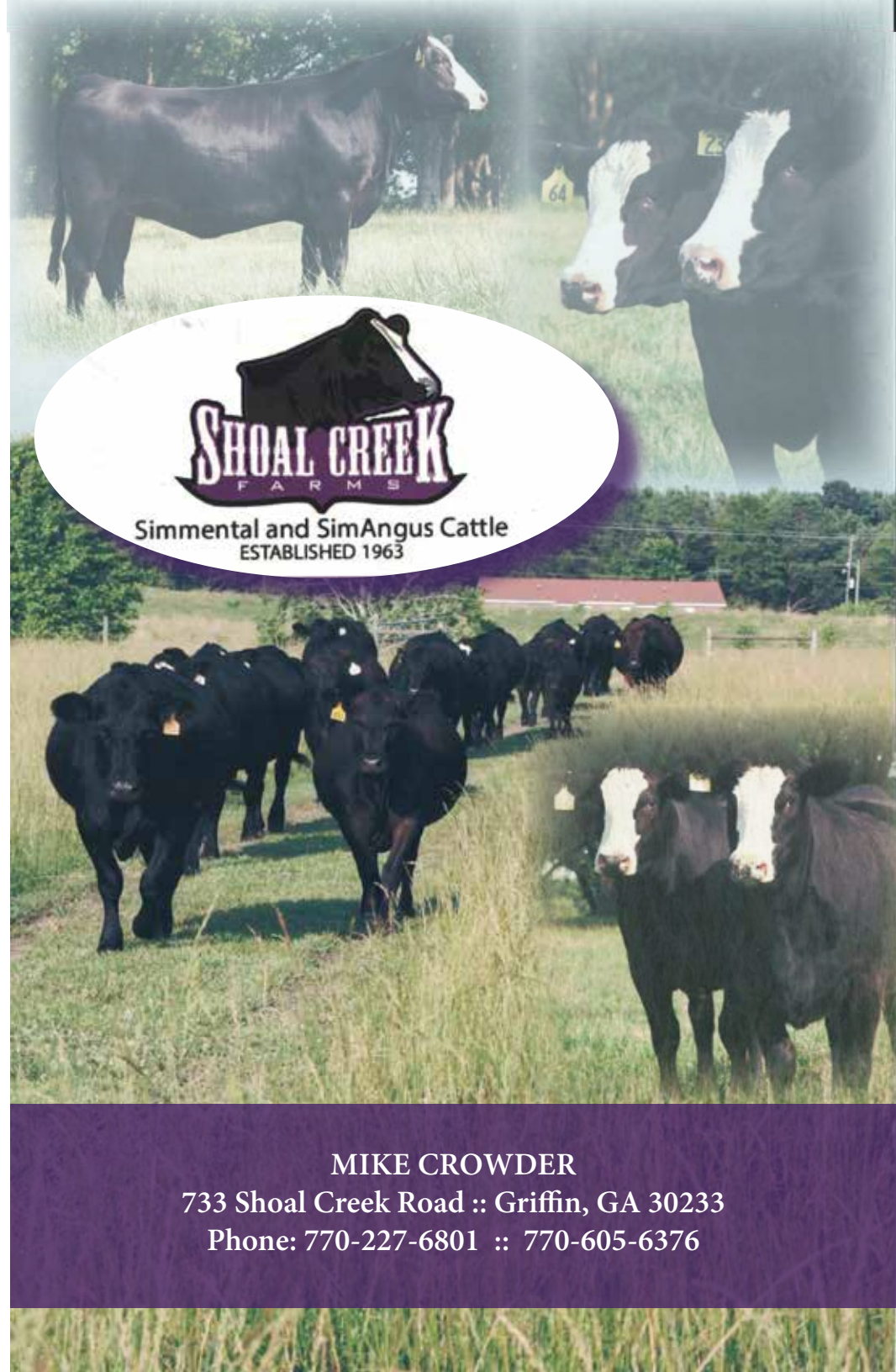
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FBF1/SF
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