



Rishel Angus



Jim Koch

NEXT GENERATION HERD SIRE SALE

Mon., MARCH 28, 2011

***12:30 p.m. (CT) at the Ranch
North Platte, Nebraska***



Rishel Angus

29TH ANNUAL

Bull Sale
Monday, March 28, 2011
12:30 p.m. (CT) - At the Ranch

SELLING

15 - Fall & Coming Two Year Old Bulls

40 - Yearling Angus

15 - Yearling Herefords

1 - 2006 Ranch Horse - extremely well broke

Auctioneer - Tracy Harl - 402/461-3575

Sale Day Phones: 308/530-7999 cell
308/534-5305 308/530-7961 cell
308/532-6889 308/534-4364

Sale Location: Rishel Angus is located 8 miles south of North Platte on Hwy. 83. Go to mile marker 73 and turn east on Watts Rd. Go 1-1/2 miles.

Delivery: Free delivery in Nebraska. Delivery outside of Nebraska is guaranteed to cost no more than \$200 per bull. Haul your own bulls sale day and we'll deduct \$50 per bull in state and \$100 per bull out of state.

Volume Discounts: 5 or more bulls - 5%
10 or more bulls - 10%
(any combination of Angus and Hereford bulls)

Sight Unseen Purchase: Call Rishel Angus for details. Satisfaction Guaranteed.

Special note to customers from states with new Trich regulations. Bulls over 12 months of age need Trich tested to move into Colorado. Bulls over 19 months of age need Trich tested to move into Kansas.

Fertility: All bulls selling have been fertility tested, scrotal and pelvic measured by Dr. Kevan Albertson, Stockmans Vet Clinic, North Platte.

Ultrasound Data: collected by Craig Hays (Critical Insights) and processed through the Centralized Ultrasound Processing system with EPD's officially calculated by the American Angus Association.

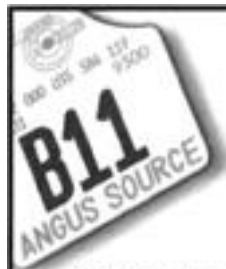
Accommodations: Holiday Inn Express - 308/532-9500
Super 8 - 308/532-4224
Comfort Inn - 308/532-6144

Lunch: Beef-n-noodles will be served starting at 11 a.m. sale day.

Livestock Press Representatives:

Matt Prinz, Angus Journal.....308/856-0070
Jim Geis, Western Livestock Journal970/454-3836
Randy Rasby, Livestock Plus308/386-4857

Guarantee: All bulls are guaranteed against breeding injury for the first breeding season. Breeding season is defined as the 90-day period following the first turnout of the bulls. Notify Rishel Angus as soon as possible should injury occur and prior to the injured bull being sold for salvage. Credit for the amount of purchase less the salvage value will be given in next year's sale. This guarantee does not include death loss.



**Don't let 'em
leave home
without one!**

If you have calves to market, don't let them leave home without an AngusSource® tag. AngusSource adds value to your Angus-sired feeder cattle and replacement heifers by:

- Guaranteeing Angus genetics
- Verifying source and age
- Opportunity to qualify for Certified Angus Beef® regardless of hide color.



Visit www.angussource.com
or call 816-383-5100 for more information.

9/07

RETAINED INTEREST IN BULLS

Rishel Angus and Hoffman Ranch are retaining a 1/2 revenue sharing, semen interest in all bulls selling. The buyer has full possession and 100% of the salvage value in the bull.

The reason for retaining this semen interest is simple. Many of these bulls have the individual performance, pedigree, EPD's and carcass merit to develop into outstanding sires, but the truly superior sires that we need to advance our program and provide a better product for our customers are not being identified until later in life after progeny records increase their predictability. If and when we would like semen on any of these bulls, we would collect the semen in the off-breeding season at your convenience and our expense. If you decide to collect semen for your own account, the semen is 100% yours. The number of bulls on which a high volume of semen is sold is relatively small, but in the event semen sales develop on any of these bulls, Rishel Angus, Hoffman Ranch and the owner will share in those revenues and expenses equally. If the buyer sells or leases any or all of his or her ownership in a bull, Rishel Angus and Hoffman Ranch retains its revenue sharing semen interest in the bull(s).



RISHEL ANGUS

Bill and Barb Rishel
3230 E Watts Rd
PO Box 1555
North Platte, NE 69103

Telephone 308/534-5305 or 308/534-5772
Fax 308/532-6889
email: rishelangus@gmail.com

Welcome to our 29th Annual Bull Sale!

It gives us great pleasure to invite you to our annual bull sale. We have some exciting additions to the sale this year.

First and foremost, we are pleased to have the Hoffman Ranch of Thedford, NE offering 15 outstanding yearling Hereford bulls. Secondly, in addition to our normal offering of yearling Angus bulls, we have been developing a fall program and will have a superior set of 18 month old Angus bulls.

Our sires continue to rank as breed leaders in the National Cattle Evaluation and several are playing a dominate role in the major bull studs. Needless to say, that has been very gratifying, but the greatest sense of achievement we get is when you, our customers, tell us about your high selling calves or the outstanding results from retained ownership and the premiums you've experienced selling on the grid.

We appreciate your past support very much and will continue to earn your business by developing cattle that are as balanced as we can make them in their traits of convenience and economic importance.

The "beef and noodles" will be waiting for you on March 28th. See you then!



*The Rishel "Grands"
Lathan, Jacob, Derrick, Garrett
and Tatum*



Lot #1 - B/R Ambush 9211



Lot #4 - B/R Future Demand 9946

1 B/R Ambush 9211

Bull 16454218
Calved: 8-28-09 Tattoo: 9211

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R New Dimension 7127
B/R Blackbird 3193
(B/R Blackbird 5123

- Denver display bull
- Maternal brother to \$8500 bull to 7L Ranch in 2008

(Paramont Ambush 2172
MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(B/R New Design 036
(B/R Ruby of Tiffany 4117
(AAR New Trend
(RR A48 Blackbird 4170

ULTRASOUND	
MB	3.22
REA	14.1
Rib Fat	.31
EPDs	
% MB	+.79
REA	+.67
FAT	+.003

CED	+6	BW	+3.2	WW	+50	MILK	+19	YW	+92
Hfns	✓ Cows	ACT BW	88	205	678	GAIN	4.06	365	1328
\$W	+22.92	\$F	+31.15	\$G	+40.16	\$B	+70.51		

2 B/R Ambush W16

Bull 168504595
Calved: 4-22-09 Tattoo: W16

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R New Dimension 7127
B/R Blackbird N5 AOF
(B/R Blackbird 5123

- Full brother in blood to Lot 1
- Sired by #4 \$ Beef Bull of the Breed

(Paramont Ambush 2172
MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(B/R New Design 036
(B/R Ruby of Tiffany 4117
(AAR New Trend
(RR A48 Blackbird 4170

ULTRASOUND	
MB	NA
REA	NA
Rib Fat	NA
EPDs	
% MB	NA
REA	NA
FAT	NA

CED	+5	BW	+3.4	WW	+48	MILK	+18	YW	+86
Hfns	✓ Cows	ACT BW	82	205	666	GAIN		365	
\$W	+22.92	\$F	+25.98	\$G	(S) +43.70 (D) +34.35	\$B	(S) +79.54 (D) +48.87		

3 B/R Ambush 9208

Bull 16454217
Calved: 8-21-09 Tattoo: 9208

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R Magnum 399
B/R Ruby 7183
(B/R Ruby 354

- His dam is a maternal sister to Lot 18
- Bulls over \$60 Beef are in the Top 10% of the Breed

(Paramont Ambush 2172
MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(Basin Max 602C
(B/R Blackcap Empress 8183
(B/R New Dimension 7127
(B/R Ruby 9221

ULTRASOUND	
MB	2.86
REA	12.5
Rib Fat	.16
EPDs	
% MB	+.94
REA	+.37
FAT	+.004

CED	+8	BW	+1.6	WW	+51	MILK	+16	YW	+96
Hfns	✓ Cows	ACT BW	74	205	591	GAIN	3.77	365	1194
\$W	+25.09	\$F	+34.80	\$G	+38.57	\$B	+70.21		

4 B/R Future Demand 9946

Bull +16667055
Calved: 9-3-09 Tattoo: 9946

(CA Future Direction 5321
B/R Future Direction 4268
(B/R Ruby 9114

(GAR Grid Maker
A Plus Rita 3106
(GAR Ext 4406

- Sired by #3 \$ Beef Bull of the Breed
- Big time herd sire prospect and Denver display bull
- Could be the best son of "4268" to date

(GAR Precision 1680
CA Miss Power Fix 308
(B/R Destination 727
(B/R Ruby 521
(GDAR Traveler 044
(GAR Precision 2536
(N Bar Emulation Ext
(GAR 6807 Traveler 673

ULTRASOUND	
MB	2.65
REA	12.0
Rib Fat	.13
EPDs	
% MB	+.53
REA	+.82
FAT	+.021

CED	+7	BW	+3.5	WW	+56	MILK	+23	YW	+103
Hfns	✓ Cows	ACT BW	84	205	741	GAIN	5.39	365	1237
\$W	+29.10	\$F	+40.02	\$G	+33.52	\$B	+67.83		

5 B/R Future Demand 9944

Bull +16768338
Calved: 9-1-09 Tattoo: 9944

(CA Future Direction 5321
B/R Future Direction 4268
(B/R Ruby 9114

(GAR Grid Maker
A Plus Rita 3106
(GAR Ext 4406

- Flush brother to Lot 9

(GAR Precision 1680
CA Miss Power Fix 308
(B/R Destination 727
(B/R Ruby 521
(GDAR Traveler 044
(GAR PRecision 2536
(N Bar Emulation Ext
(GAR 6807 Traveler 673

ULTRASOUND	
MB	2.36
REA	9.8
Rib Fat	.05
EPDs	
% MB	+.54
REA	+.72
FAT	+.012

CED	+7	BW	+3.5	WW	+56	MILK	+23	YW	+103
Hfns	✓ Cows	ACT BW	82	205	633	GAIN	5.29	365	1105
\$W	+29.15	\$F	+40.02	\$G	+33.50	\$B	+67.78		

All bulls are tested free of known genetic defects or are pedigree free of known genetic defects.



B/R Kildonan
Erica 9805

\$15,000 Top Selling bred heifer 2011 Foundation Female Sale.
Full sister to Lots 6, 7 and 8.



B/R Destination
928-9207
Lot 9

Lot #9 - B/R Destination 928-9207

6 B/R Future Demand 9941

Bull +16768339
Calved: 8-27-09 Tattoo: 9941

(CA Future Direction 5321
B/R Future Direction 4268
(B/R Ruby 9114

(B/R Destination 727-928
B/R Kildonan Erica 5613
(B/R Kildonan Erica 833

(GAR Precision 1680
(CA Miss Power Fix 308
(B/R Destination 727
(B/R Ruby 521
(B/R Destination 727
(B/R Blackcap Empress 558
(B/R New Design 036
(B/R Kildonan Erica 196

ULTRASOUND	
MB	2.75
REA	9.7
Rib Fat	.05
EPDs	
% MB	+.73
REA	+.64
FAT	+.008

CED	+4	BW	+3.4	WW	+52	MILK	+25	YW	+96
Hfhrs	✓ Cows	ACT BW	75	205	670	GAIN	4.47	365	1086
\$W	+27.66	\$F	+34.41	\$G	+35.92	\$B	+72.01		

9 B/R Destination 928-9207

Bull +16454216
Calved: 8-20-09 Tattoo: 9207

(B/R Destination 727
B/R Destination 727-928
(B/R Blackcap Empress 558

(B/R 65R Genesis
B/R Blossom 798
(Spring Cove Blossom 921

(GAR Traveler 1489
(B/R Ruby of Tiffany 5113
(Bon View Bando 598
(B/R Blackcap Empress 76
(CA Future Direction 5321
(B/R Blackcap Empress 127
(Spring Cove Endurance 360
(Spring Cove Blossom 611

ULTRASOUND	
MB	3.07
REA	12.1
Rib Fat	.14
EPDs	
% MB	+.87
REA	+.45
FAT	+.016

- Denver display bull. Great combination of 928/Genesis
- From the great Blossom cow family at Spring Cove Ranch in Idaho

CED	NA	BW	+4.0	WW	+48	MILK	+26	YW	+90
Hfhrs	✓ Cows	ACT BW	88	205	611	GAIN	4.29	365	1297
\$W	+22.15	\$F	+29.93	\$G	+35.91	\$B	+69.46		

7 B/R Future Demand 9942

Bull +16768340
Calved: 8-28-09 Tattoo: 9942

(CA Future Direction 5321
B/R Future Direction 4268
(B/R Ruby 9114

(B/R Destination 727-928
B/R Kildonan Erica 5613
(B/R Kildonan Erica 833

(GAR Precision 1680
(CA Miss Power Fix 308
(B/R Destination 727
(B/R Ruby 521
(B/R Destination 727
(B/R Blackcap Empress 558
(B/R New Design 036
(B/R Kildonan Erica 196

ULTRASOUND	
MB	2.82
REA	11.2
Rib Fat	.06
EPDs	
% MB	+.74
REA	+.77
FAT	+.009

CED	+4	BW	+3.4	WW	+52	MILK	+25	YW	+96
Hfhrs	✓ Cows	ACT BW	70	205	626	GAIN	4.80	365	1071
\$W	+27.66	\$F	+34.41	\$G	+37.67	\$B	+73.76		

10 B/R Efficient 9509

Bull 16454209
Calved: 9-6-09 Tattoo: 9509

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(BCC Bushwacker 41-93
HFG B/R Ruby of Tiffany 4509
(B/R Ruby of Tiffany 5113

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Paramont Ambush 2172
(RC Anita T Bando 918903
(B/R New Design 036
(B/R Ruby of Tiffany 155

ULTRASOUND	
MB	2.81
REA	10.6
Rib Fat	.13
EPDs	
% MB	+.31
REA	+.11
FAT	+.010

- Sired by the featured ABS sire CAR Efficient
- His mother has one of the best calves in the 2010 fall calves

CED	+5	BW	+1.2	WW	+51	MILK	+31	YW	+91
✓ Hfhrs	✓ Cows	ACT BW	78	205	589	GAIN	3.34	365	1123
\$W	+30.16	\$F	+29.77	\$G	+20.90	\$B	+45.61		

8 B/R Future Demand 9947

Bull +16768341
Calved: 9-4-09 Tattoo: 9947

(CA Future Direction 5321
B/R Future Direction 4268
(B/R Ruby 9114

(B/R Destination 727-928
B/R Kildonan Erica 5613
(B/R Kildonan Erica 833

(GAR Precision 1680
(CA Miss Power Fix 308
(B/R Destination 727
(B/R Ruby 521
(B/R Destination 727
(B/R Blackcap Empress 558
(B/R New Design 036
(B/R Kildonan Erica 196

ULTRASOUND	
MB	2.76
REA	9.3
Rib Fat	.07
EPDs	
% MB	+.73
REA	+.64
FAT	+.013

CED	+4	BW	+3.4	WW	+52	MILK	+25	YW	+96
Hfhrs	✓ Cows	ACT BW	83	205	592	GAIN	4.44	365	1002
\$W	+27.66	\$F	+34.41	\$G	+35.94	\$B	+70.86		

11 B/R Efficient 9523

Bull 16454210
Calved: 9-13-09 Tattoo: 9523

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(KCF Bennett Coalition SCC
HFG B/R Ruby of Tiffany 5543
(B/R Ruby of Tiffany 5113

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Sitz Alliance 6595
(Pleasant Pill of Conanga
(B/R New Design 036
(B/R Ruby of Tiffany 155

ULTRASOUND	
MB	3.45
REA	12.0
Rib Fat	.20
EPDs	
% MB	+.49
REA	+.0
FAT	+.040

- Excellent combination of calving ease and growth
- Grandam is full sister to B/R New Design 323

CED	+6	BW	+8	WW	+52	MILK	+33	YW	+97
✓ Hfhrs	✓ Cows	ACT BW	78	205	647	GAIN	3.70	365	1239
\$W	+29.51	\$F	+35.43	\$G	+21.02	\$B	+46.97		



B/R Ambush 28



B/R BAAR
Fast Forward

B/R BAAR Fast Forward

12 B/R Ambush W36

Bull 16850494
Calved: 11-7-09 Tattoo: W36

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R Recovery 980
B/R AOF Beauty 789-980
(B/R Beauty 789

- Grandam sold for \$14,000 to Sand Dune Cattle Co. in our 2004 Mature Cow Sale.

(Paramont Ambush 2172
MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(GAR Traveler 1489
(B/R Lady Ida 662
(B/R New Design 036
(B/R Beauty 520

ULTRASOUND	
MB	NA
REA	NA
Rib Fat	NA
EPDs	
% MB	NA
REA	NA
FAT	NA

CED	+8	BW	+2.4	WW	+49	MILK	+19	YW	+91
✓ Hfcs	✓ Cows	ACT BW	83	205	638	GAIN	NA	365	NA
\$W	+24.49	\$F	+30.54	\$G	(S) +43.70 (D) +34.00	\$B	(S) +79.54 (D) +49.18		



B/R 65R Genesis

B/R 65R Genesis

13 B/R Genesis W41

Bull 16848903
Calved: 11-9-09 Tattoo: W41

(CA Future Direction 5321
B/R 65R Genesis
(B/R Blackcap Empress 127

(SAV 8180 Traveler 004
AOF Ruby of Tiffany T11
(B/R Ruby of Tiffany N11

- Sired by "Genesis" the #2 marbling sire in the breed
- A cow herd builder and feedlot performer pedigree

(GAR Precision 1680
CA Miss Power Fix 308
(B/R Destination 727
(B/R Blackcap Empress 8183
(Sitz Traveler 8180
(Boyd Forever Lady 8003
(GDAR SVF Traveler 234D
(B/R Ruby of Tiffany

ULTRASOUND	
MB	NA
REA	NA
Rib Fat	NA
EPDs	
% MB	NA
REA	NA
FAT	NA

✓ Hfcs	✓ Cows	ACT BW	77	205	666				
SIRE: CED	+7	BW	+1.8	WW	+49	Milk	+24	YW	+92
\$W	+28.52	\$F	+31.54	\$G	+38.67	\$B	+71.04		
DAM: CED	+6	BW	+3.1	WW	+47	Milk	+24	YW	+85
\$W	+24.59	\$F	+25.38						

14 B/R Ambush W39

Bull 16850498
Calved: 11-14-09 Tattoo: W39

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R New Design 036
B/R Queen 067
(B/R Queen 870

(Paramont Ambush 2172
MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(VDAR New Trend 315
(B/R Blackcap Empress 76
(N Bar Emulation EXT
(BBA New Queen 3535

ULTRASOUND	
MB	NA
REA	NA
Rib Fat	NA
EPDs	
% MB	+0.81
REA	+0.41
FAT	-0.08

- His dam sold for \$10,000 in our 2006 cow sale to Autumn Oaks in PA

CED	+4	BW	+3.5	WW	+49	MILK	+16	YW	+93
Hfcs	✓ Cows	ACT BW	85	205	603	GAIN	NA	365	NA
\$W	+20.46	\$F	+32.55	\$G	+38.61	\$B	+69.34		

15 B/R Fast Forward 9817

Bull 16737499
Calved: 12-4-09 Tattoo: 9817

(B/R New Design 323
B/R BAAR Fast Forward 1193
(HR Wendy 618

(B/R Destination 727-928
B/R Kildonan Erica 5613
(B/R Kildonan Erica 833

(B/R New Design 036
(B/R Ruby of Tiffany 155
(Bon View Bando 598
(HR Wendy 402
(B/R Destination 727
(B/R Blackcap Empress 558
(B/R New Design 036
(B/R Kildonan Erica 196

ULTRASOUND	
MB	2.83
REA	11.5
Rib Fat	.12
EPDs	
% MB	+0.48
REA	+0.50
FAT	-0.10

- Maternal brother to Lots 6, 7, 8 and the \$15,000 top selling female in the 2011 Foundation Female sale in Denver

CED	+1	BW	+4.2	WW	+55	MILK	+17	YW	+93
Hfcs	✓ Cows	ACT BW	81	205	725	GAIN		365	
\$W	+24.89	\$F	+30.21	\$G	+31.39	\$B	+63.39		



Qualified Seedstock Supplier



SCR Right Cross 70024
Maternal brother to Lots 16 and 17



B/R New Day 454

16 B/R Ambush 9203

Bull +16454215
Calved: 8-12-09 Tattoo: 9203

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(Triple E Special Addition
SCR Miss Alpine 50508
(SCR Miss Alpine 3583

(Paramont Ambush 2172
(MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(JR Something Special
(Jaynbee Lucy 731B
(Sitz Focus 9950
(JAA Miss Northern Alpine 307

ULTRASOUND	
MB	2.59
REA	14.5
Rib Fat	.21
EPDs	
% MB	+.78
REA	+.26
FAT	-.002

- Maternal brother to our junior herd sire SCR Right Cross

CED	+5	BW	+2.3	WW	+58	MILK	+16	YW	+106
Hfirs	✓ Cows	ACT BW	82	205	634	GAIN	3.90	365	1258
\$W	+25.10	\$F	+42.34	\$G	+36.00	\$B	+67.34		

18 B/R New Day 454-109

Bull 16707364
Calved: 1-18-10 Tattoo: 109

(Boyd New Day 8005
B/R New Day 454
(B/R Ruby 1224

(B/R New Dimension 7127
B/R Ruby 354
(B/R Ruby 9221

(AAR New Trend
(SVF Forever Lady 57D
(B/R New Design 323
(HF Ruby 036-951
(B/R New Design 036
(B/R Ruby of Tiffany 4117
(B/R Sleep Easy 533-7153
(B/R Ruby 717

ULTRASOUND	
MB	4.69
REA	12.9
Rib Fat	.21
EPDs	
% MB	+.65
REA	+.52
FAT	+.012

- Unique!
- His sire is a leading semen sales bull at Select Sires
- "454" is being used heavily in our program

CED	+11	BW	-.4	WW	+46	MILK	+25	YW	+88
✓ Hfirs	✓ Cows	ACT BW	76	205	658	GAIN	3.32	365	1189
\$W	+28.52	\$F	+28.71	\$G	+36.82	\$B	+58.59		

17 B/R Ambush 28-101

Bull +16704157
Calved: 1-11-10 Tattoo: 101

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(Triple E Special Addition
SCR Miss Alpine 50508
(SCR Miss Alpine 3583

(Paramont Ambush 2172
(MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(JR Something Special
(Jaynbee Lucy 731B
(Sitz Focus 9950
(JAA Miss Northern Alpine 307

ULTRASOUND	
MB	5.65
REA	13.4
Rib Fat	.32
EPDs	
% MB	+.92
REA	+.26
FAT	+.008

- Full brother to Lot 16
- His dam is in our ET program

CED	+5	BW	+2.3	WW	+58	MILK	+16	YW	+106
Hfirs	✓ Cows	ACT BW	94	205	741	GAIN	3.54	365	1309
\$W	+25.10	\$F	+42.34	\$G	+36.03	\$B	+70.36		

19 B/R New Day 1002

Bull 16551837
Calved: 1-12-10 Tattoo: 1002

(Boyd New Day 8005
B/R New Day 454
(B/R Ruby 1224

(B/R Logic 626
44 Miss Blackbird 8071
(B/R Blackbird 4220

(AAR New Trend
(SVF Forever Lady 57D
(B/R New Design 323
(HF Ruby 036-951
(CA Future Direction 5321
(GMA Shanes Ella 901
(B/R Destination 727-928
(B/R Blackbird 979

ULTRASOUND	
MB	4.22
REA	9.5
Rib Fat	.19
EPDs	
% MB	+.69
REA	+.39
FAT	+.018

- Great combo of low birth/high yearling
- Super cow family
- This bull is in the top 10% of the Breed for YW & \$B

CED	+6	BW	+1.1	WW	+53	MILK	+25	YW	+103
✓ Hfirs	✓ Cows	ACT BW	84	205	676	GAIN	NA	365	1174
\$W	+27.16	\$F	+41.23	\$G	+34.04	\$B	+64.67		

20 B/R New Day 454-1046

Bull 16854286
Calved: 3-8-10 Tattoo: 1046

(Boyd New Day 8005
B/R New Day 454
(B/R Ruby 1224

(B/R Ambush 28-6149
BDAR Lantz Blackcap 807U
(B/R Lantz Blackcap 9106

(AAR New Trend
(SVF Forever Lady 57D
(B/R New Design 323
(HF Ruby 036-951
(B/R Ambush 28
(B/R Enchantress T Erica 4119
(B/R Bando 598-649
(B/R Lantz Blackcap 765

ULTRASOUND	
MB	3.43
REA	11.9
Rib Fat	.20
EPDs	
% MB	+.55
REA	+.39
FAT	-.007

- From a first calf heifer that hails from a superb calving ease cow family
- Superb for yearling heifers

CED	+8	BW	+3	WW	+48	MILK	+21	YW	+88
✓ Hfirs	✓ Cows	ACT BW	70	205	679	GAIN	3.10	365	1119
\$W	+28.28	\$F	+27.94	\$G	+34.57	\$B	+56.77		

Our program has not been geared to what is perceived as "Right for the Times", but rather to a selection criteria that we believe is right for the cattle business "Regardless of the Times".



B/R Magnum 399

B/R Magnum 399 - Sire of B/R Magnum 399-738

24 B/R Magnum 738-1013

Bull 16704160

Calved: 1-22-10 Tattoo: 1013

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
CA Future Direction 5321
B/R Blackbird 1212
Connealy Freightliner
B/R Blackcap Empress 76

ULTRASOUND	
MB	3.67
REA	13.3
Rib Fat	.24
EPDs	
% MB	+.63
REA	+.30
FAT	+.011

(B/R Future Direction 3100
B/R Blackcap Empress 8475
(B/R Blackcap Empress 416

- From a first calf heifer
- Traces to the dam of "036"
- Calving ease and still top 10% \$B

CED	+7	BW	+1.7	WW	+47	MILK	+17	YW	+95
✓ Hfirs	✓ Cows	ACT BW	74	205	595	GAIN	3.36	365	1099
\$W	+22.69	\$F	+35.36	\$G	+31.86	\$B	+62.30		

21 B/R Magnum 738-1020

Bull 16704163

Calved: 1-28-10 Tattoo: 1020

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
CA Future Direction 5321
B/R Blackcap Empress 127
B/R New Dimension 7127
B/R Ruby 9221

ULTRASOUND	
MB	3.17
REA	12.8
Rib Fat	.19
EPDs	
% MB	+.73
REA	+.26
FAT	+.006

(B/R 65R Genesis
B/R Ruby R838
(B/R Ruby 354

- Same cow family as Lots 3 and 18
- Great combination of calving ease and yearling growth

CED	+10	BW	+5	WW	+48	MILK	+22	YW	+93
✓ Hfirs	✓ Cows	ACT BW	72	205	700	GAIN	3.18	365	1226
\$W	+26.77	\$F	+32.94	\$G	+33.81	\$B	+64.32		

25 B/R Magnum 738-1024

Bull 16763171

Calved: 1-29-10 Tattoo: 1024

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
B/R New Design 036
White Fence Pride H1
SAV 8180 Traveler 004
B/R Ruby of Tiffany 2237

ULTRASOUND	
MB	3.00
REA	12.6
Rib Fat	.21
EPDs	
% MB	+.64
REA	+.24
FAT	+0

(B/R New Frontier 095
B/R Ruby of Tiffany 8422
(B/R Ruby of Tiffany 43

- From a first calf heifer
- Outcross on Ambush, 928 and Future Direction females

CED	+1	BW	+4.2	WW	+48	MILK	+18	YW	+97
✓ Hfirs	✓ Cows	ACT BW	92	205	644	GAIN	3.28	365	1190
\$W	+17.75	\$F	+37.02	\$G	+31.37	\$B	+64.79		

22 B/R Magnum 738-1022

Bull 16704164

Calved: 1-28-10 Tattoo: 1022

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
CA Future Direction 5321
Lemmon Pride G804
Ironwood New Level
B/R Blackcap Empress 1104

ULTRASOUND	
MB	2.98
REA	13.2
Rib Fat	.14
EPDs	
% MB	+.56
REA	+.36
FAT	-.005

(Lemmon Newsmaker N156
B/R Blackcap Empress 770
(B/R Blackcap Empress 952

- A stout one
- Traces to the highest dollar herd bull producing cow in the history of our program B/R Blackcap Empress 1104.
- Top 10% of Breed for YW and \$B

CED	+5	BW	+2.1	WW	+57	MILK	+25	YW	+103
✓ Hfirs	✓ Cows	ACT BW	86	205	714	GAIN	3.36	365	1264
\$W	+28.26	\$F	+39.61	\$G	+31.08	\$B	+66.09		

26 B/R Magnum 738-1029

Bull 16704166

Calved: 2-9-10 Tattoo: 1029

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
CA Future Direction 5321
B/R Blackcap Empress 127
B/R New Frontier 095
B/R Ruby of Tiffany 4117

ULTRASOUND	
MB	3.91
REA	12.9
Rib Fat	.24
EPDs	
% MB	+.90
REA	+.34
FAT	+.008

(B/R 65R Genesis
B/R Ruby of Tiffany 8496
(B/R Ruby of Tiffany 3156

- From a first calf heifer
- Grandam is a maternal sister to B/R New Dimension 7127
- Top 1% of Breed for \$B

CED	+4	BW	+3.0	WW	+53	MILK	+23	YW	+98
✓ Hfirs	✓ Cows	ACT BW	84	205	719	GAIN	2.81	365	1201
\$W	+24.80	\$F	+36.05	\$G	+37.14	\$B	+69.39		

23 B/R Magnum 738-1017

Bull 16704161

Calved: 1-26-10 Tattoo: 1017

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
Rockn D Ambush 1531
B/R Ruby of Tiffany 8250
B/R Future Direction 330
B/R Blackbird 4215

ULTRASOUND	
MB	4.23
REA	12.2
Rib Fat	.22
EPDs	
% MB	+.80
REA	+.32
FAT	+.002

(B/R Ambush 28
B/R Blackbird 8476
(B/R Blackbird 622

- From a first calf heifer - loaded with great cows
- Top 10% of Breed for MB, YW and \$B

CED	+4	BW	+3.2	WW	+47	MILK	+16	YW	+99
✓ Hfirs	✓ Cows	ACT BW	82	205	566	GAIN	3.76	365	1144
\$W	+18.00	\$F	+39.48	\$G	+35.69	\$B	+69.16		

27 B/R Magnum 738-1031

Bull 16704167

Calved: 2-16-10 Tattoo: 1031

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
B/R Blackcap Empress 8183
B/R New Dimension 3166
Masterfare Blackclass 3129
GAR Traveler 1489
B/R Lady Ida 662
LF Travelers Pride 413
B/R Lantz Blackcap 765

ULTRASOUND	
MB	4.05
REA	11.6
Rib Fat	.27
EPDs	
% MB	+.60
REA	-.01
FAT	-.004

(B/R Recovery 980
B/R Lantz Blackcap 7264
(B/R Lantz Blackcap 3109

- Superb calving ease cow family and pedigree

CED	+8	BW	+4	WW	+45	MILK	+19	YW	+87
✓ Hfirs	✓ Cows	ACT BW	78	205	651	GAIN	3.25	365	1160
\$W	+25.84	\$F	+28.10	\$G	+29.53	\$B	+55.14		

28 B/R Magnum 738-1032

Bull 16704168

Calved: 2-17-10 Tattoo: 1032

(B/R Magnum 399
B/R Magnum 399-738
(B/R Blackclass 567

(Basin Max 602C
(B/R Blackcap Empress 8183
(B/R New Dimension 3166
(Masterfare Blackclass 3129
(AAR New Trend
(SVF Forever Lady 57D
(B/R New Design 036
(B/R Lantz Blackcap 792

ULTRASOUND	
MB	3.66
REA	12.9
Rib Fat	.22
EPDs	
% MB	+.51
REA	+.23
FAT	+.001

(Boyd New Day 8005
Arrow One Blackcap 767
(Arrow One Blackcap 533B

- His mother is a very good cow
- Top 10% of Breed for YW and \$B

CED	+6	BW	+2.1	WW	+50	MILK	+22	YW	+101
Hfrs	✓ Cows	ACT BW	84	205	688	GAIN	3.39	365	1253
\$W	+23.43	\$F	+40.35	\$G	+28.43	\$B	+60.97		

29 B/R Magnum 1005

Bull 16557845

Calved: 2-15-10 Tattoo: 1005

(B/R Magnum 399
DD Magnum 701
(B/R Easter T Duchess 5277

(Basin Max 602C
(B/R Blackcap Empress 8183
(B/R Baar 6148-2106
(B/R Easter T Duchess 11
(AAR New Trend
(SVF Forever Lady 57D
(Sitz Traveler 9929
(VDAR Beauty 610

ULTRASOUND	
MB	2.28
REA	11.9
Rib Fat	.15
EPDs	
% MB	+.17
REA	+.37
FAT	-.012

(Boyd New Day 8005
MGSA Beauty 7105
(Big Rok Beauty 742

- Three quarter brother to Lot 28

CED	+4	BW	+2.9	WW	+49	MILK	+20	YW	+94
Hfrs	✓ Cows	ACT BW	92	205	707	GAIN	NA	365	1174
\$W	+22.77	\$F	+33.56	\$G	+17.71	\$B	+52.35		

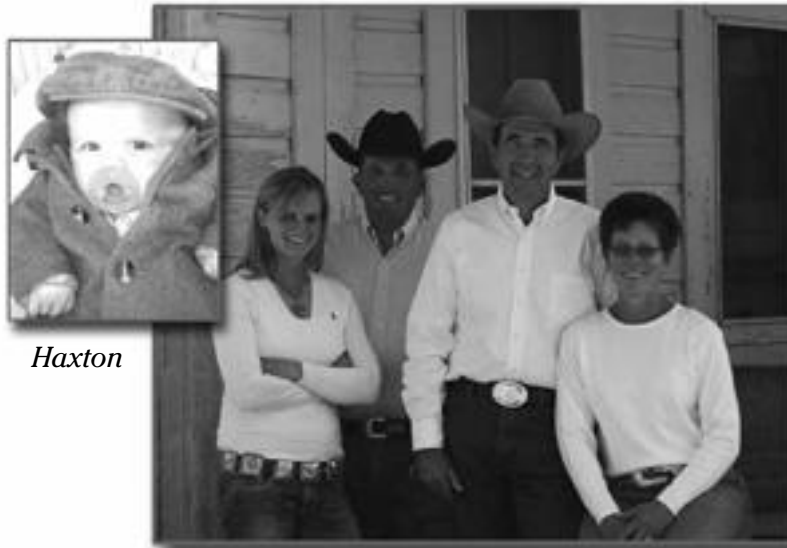
Dear Fellow Cattleman:

It is with great enthusiasm that our family operation has the opportunity to market our Hereford bulls with Rishel Angus. My personal opinion is that there are no two breeds that compliment each other more than Hereford and Angus. Many of you realize the value of the baldy female. This is what is driving the rebirth of the Hereford bull. Furthermore, there are great advantages to feeding baldy cattle, such as a lower mortality rate and greater feed efficiency which adds more dollars to yours and the feeder's pocket. Another and perhaps the biggest advantage is the added weaning weight you receive with this F1 cross.

We are cattle people just like you and every dollar generated to keep our ranch going is off of a cow. The best decision we have ever made was to relocate our ranching operation to the Sandhills of Nebraska. We admire Bill Rishel and his family and look forward to meeting and working with many of you.

Our Best,

Jason Hoffman
Hoffman Ranch



Haxton

Kaycee, Jason, Denny and Dixie



TH 75J 243R Bailout 144U - Sire of Lots 30, 31, 32, 33, 34 and 35

32 H JT Bailout 0320 ET

Bull 43112277 (Polled)
Calved: 3-18-10 Tattoo: 0320

(TH SHR 605 57G Bismarck 243R ET)
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G)
(YY 125Y Primrose 605F)
(Square-D Fullback 615C)
(Kilmorle 359S Nicky 713D)
(K&B Starfire 8415)
(BR L1 Dominette 9133)
(C 590 Domino 0044)
(H Lady Bandit 103A)

ULTRASOUND	
MB	2.92
REA	12.26
Rib Fat	.19
EPDs	
% MB	-.01
REA	+.31
FAT	-.01

- Full pigment
- Moderate framed, deep sided
- Extra efficient and well balanced

CED	+1.4	BW	+3.6	WW	+49	MILK	+16	YW	+77
Hfrs	✓ Cows	ACT BW	82	205	632	MILK & GROWTH	+41	365	
\$BMI	+17	\$CEZ	+16	\$BII	+15	\$CHB	+21		

30 H Bailout 0309 ET

Bull 43112015 (Polled)
Calved: 3-14-10 Tattoo: 0309

(TH SHR 605 57G Bismarck 243R ET)
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G)
(YY 125Y Primrose 605F)
(Square-D Fullback 615C)
(Kilmorle 359S Nicky 713D)
(CL 1 Domino 8146H 1ET)
(CL 1 Dominette 758G)
(HH Advance 671F 1ET)
(Montana Miss 477)

ULTRASOUND	
MB	1.92
REA	12.60
Rib Fat	.17
EPDs	
% MB	-.11
REA	+.40
FAT	-.02

- (DBH L1 Domino 361K)
DBH L1 Dominette 355N
(DBH L1 Dominette 306)
- High performing, massive, long bodied and deep sided
 - Full pigment
 - Dam is a moderate, fault free, easy fleshing cow with a great udder
 - He comes from one of Hoffman Ranch's lead donor cows

CED	+2.1	BW	+3.4	WW	+48	MILK	+15	YW	+79
Hfrs	✓ Cows	ACT BW	88	205	811	MILK & GROWTH	+39	365	
\$BMI	+18	\$CEZ	+17	\$BII	+16	\$CHB	+21		



Lot #31 - H Bailout 0317

33 H JT Bailout 0322 ET

Bull 43112278 (Polled)
Calved: 3-18-10 Tattoo: 0322

(TH SHR 605 57G Bismarck 243R ET)
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G)
(YY 125Y Primrose 605F)
(Square-D Fullback 615C)
(Kilmorle 359S Nicky 713D)
(K&B Starfire 8415)
(BR L1 Dominette 9133)
(C 590 Domino 0044)
(H Lady Bandit 103A)

ULTRASOUND	
MB	1.71
REA	12.86
Rib Fat	.18
EPDs	
% MB	-.11
REA	+.37
FAT	-.01

- Deep bodied, massive made and very thick
- Big bone and foot

CED	+1.4	BW	+3.6	WW	+49	MILK	+16	YW	+77
Hfrs	✓ Cows	ACT BW	96	205	672	MILK & GROWTH	+41	365	
\$BMI	+17	\$CEZ	+16	\$BII	+15	\$CHB	+21		



Lot #34 - H W4 Bailout 0327

31 H Bailout 0317 ET

Bull 43111903 (Polled)
Calved: 3-16-10 Tattoo: 0317

(TH SHR 605 57G Bismarck 243R ET)
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G)
(YY 125Y Primrose 605F)
(Square-D Fullback 615C)
(Kilmorle 359S Nicky 713D)
(CL 1 Domino 9126J 1ET)
(CL 1 Dominette 825H)
(CL 1 Domino 824H)
(HH Ms Advance 8005H)

ULTRASOUND	
MB	2.23
REA	12.23
Rib Fat	.28
EPDs	
% MB	-.09
REA	+.27
FAT	+.02

- (CL 1 Domino 206M)
HH Miss Advance 4190P
(HH Miss Advance 1074L)
- Moderate framed, deep sided, easy fleshing
 - Smooth made
 - Very fault free
 - Full brother was the 2011 Denver Reserve Grand Champion

CED	+2.3	BW	+2.9	WW	+45	MILK	+20	YW	+77
Hfrs	✓ Cows	ACT BW	85	205	713	MILK & GROWTH	+42	365	
\$BMI	+17	\$CEZ	+17	\$BII	+15	\$CHB	+18		

34 H W4 Bailout 0327 ET

Bull 43095691 (Polled)
Calved: 3-19-10 Tattoo: 0327

(TH SHR 605 57G Bismarck 243R ET)
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G)
(YY 125Y Primrose 605F)
(Square-D Fullback 615C)
(Kilmorle 359S Nicky 713D)
(HR Robin Hood 52F)
(Churchill Lady 711)
(CL 1 Domino 5131E)
(Church Lady 207 2ET)

ULTRASOUND	
MB	2.19
REA	11.87
Rib Fat	.18
EPDs	
% MB	-.13
REA	+.28
FAT	+.00

- (Churchill Robin Hood 222)
Churchill Lady 5167R
(Churchill Lady 994 1ET)
- Long and level
 - Deep sided and sound structured
 - Big bone and foot

CED	+3	BW	+4.6	WW	+51	MILK	+22	YW	+85
Hfrs	✓ Cows	ACT BW	100	205	692	MILK & GROWTH	+48	365	
\$BMI	+16	\$CEZ	+14	\$BII	+14	\$CHB	+20		

35

H JT Bailout 0328 ET

Bull 43110130 (Polled)
Calved: 3-20-10 Tattoo: 0328

(TH SHR 605 57G Bismarck 243R ET
TH 75J 243R Bailout 144U ET
(KB 615C Nicky 75J)

(RU 20X Boulder 57G
YY 125Y Primrose 605F
(Square-D Fullback 615C
(Kilmorle 359S Nicky 713D
(K&B Starfire 8415
(BR L1 Dominette 9133
(C 590 Domino 0044
(H Lady Bandit 103A

ULTRASOUND	
MB	2.34
REA	11.29
Rib Fat	.24
EPDs	
% MB	-.05
REA	+.33
FAT	-.01

- Long and extended
- Full pigment
- Square hipped
- Accurate on feet and legs

CED	+1.4	BW	+3.6	WW	+49	MILK MILK & GROWTH	+16	YW	+77
Hfrs	✓ Cows	ACT BW	98	205	667		+41	365	
\$BMI	+17	\$CEZ	+16	\$BII	+15	\$CHB	+21		



GO Excel L18 - Sire of Lots 36, 37 and 38



Lot #36 - H W4 Excel 0032

36

H W4 Excel 0032 ET

Bull 43102680 (Horned)
Calved: 3-5-10 Tattoo: 0032

(DD Excel Design 40
GO Excel L18
(GO MS 124 Advance 7005)

(C-S Pure Gold 98170
H She's Unruly 5057 ET
(H Dominette 770

(Dunrobin Excel 3Z ET
(Miss LL Brigader 211
(GO 9012Y Advance 124
(GO Ms 804 Dom 4005
(C Gold Rush 1ET
(C MS Dom 93218 1ET
(C 590 Domino 0044
(NH Challengee 599

ULTRASOUND	
MB	2.01
REA	13.46
Rib Fat	.22
EPDs	
% MB	-.12
REA	+.57
FAT	-.04

- Super thick top and hip
- Nice shape
- Big testicled
- Athletic
- Full sister brought \$37K in our fall female sale

CED	-2.5	BW	+5.1	WW	+58	MILK MILK & GROWTH	+30	YW	+87
Hfrs	✓ Cows	ACT BW	95	205	757		+59	365	
\$BMI	+15	\$CEZ	+11	\$BII	+13	\$CHB	+26		



Lot #37 - H W4 Excel 0058

37

H W4 Excel 0058 ET

Bull 43102683 (Horned)
Calved: 3-11-10 Tattoo: 0058

(DD Excel Design 40
GO Excel L18
(GO MS 124 Advance 7005)

(C-S Pure Gold 98170
H She's Unruly 5057 ET
(H Dominette 770

(Dunrobin Excel 3Z ET
(Miss LL Brigader 211
(GO 9012Y Advance 124
(GO Ms 804 Dom 4005
(C Gold Rush 1ET
(C Ms Dom 93218 1ET
(C 590 Domino 0044
(NH Challengee 599

ULTRASOUND	
MB	1.96
REA	12.35
Rib Fat	.21
EPDs	
% MB	-.12
REA	+.48
FAT	-.06

- Big top and hip, long sided
- Very sound on feet and legs
- Full sister sold for \$37K in our fall sale

CED	-2.5	BW	+5.1	WW	+58	MILK MILK & GROWTH	+30	YW	+87
Hfrs	✓ Cows	ACT BW	98	205	769		+59	365	
\$BMI	+15	\$CEZ	+11	\$BII	+13	\$CHB	+26		

38

H GH Excel 0117 ET

Bull 43110609 (Horned)
Calved: 4-4-10 Tattoo: 0117

(DD Excel Design 40
GO Excel L18
(GO MS 124 Advance 7005)

(BR DM Channing ET
H Paula 625 ET
(C Ms Pure Gold 2003

(Dunrobin Excel 3Z ET
(Miss LL Brigader 211
(GO 9012Y Advance 124
(GO Ms 804 Dom 4005
(Remital Online 122L
(DM L1 Dominette 820
(C-S Pure Gold 98170
(C 8403 Ms ACHV 96047

ULTRASOUND	
MB	2.45
REA	12.52
Rib Fat	.23
EPDs	
% MB	+.00
REA	+.56
FAT	-.03

- High performance
- Long and thick
- Big boned
- 7 full sisters have averaged over \$15,000

CED	-.2	BW	+4.0	WW	+55	MILK MILK & GROWTH	+27	YW	+91
Hfrs	✓ Cows	ACT BW	98	205	776		+54	365	
\$BMI	+16	\$CEZ	+14	\$BII	+13	\$CHB	+27		

39

H W4 Advance 0046 ET

Bull 43091156 (Horned)
Calved: 3-8-10 Tattoo: 0046

(HH Advance 5161R
HH Advance 8203U ET
(HH Miss Advance 752G)

(CL 1 Domino 285M
Churchill Lady 450
(Churchill Lady 0113

(HH Advance 396N
(HH Miss Advance 2118M
(KB L1 Domino 519
(HH Miss Advance 454D
(CL 1 Domino 9126J 1ET
(CL 1 Dominette 8184H
(Churchill Montana 1ET
(Churchill Lady 6101

ULTRASOUND	
MB	3.86
REA	10.80
Rib Fat	.24
EPDs	
% MB	+.37
REA	+.27
FAT	+.00

- Long and massive
- High performing with lots of shape
- Accurate on his feet and legs

CED	-3.1	BW	+5.2	WW	+54	MILK MILK & GROWTH	+20	YW	+92
Hfrs	✓ Cows	ACT BW	83	205	698		+47	365	
\$BMI	+18	\$CEZ	+11	\$BII	+16	\$CHB	+30		



HW4 Advance 0047
Lot 40

Lot #40 - HW4 Advance 0047

42 H W4 Maxium 0052 ET

Bull 43098636 (Horned)
Calved: 3-10-10 Tattoo: 0052

(Eagle-Ridge Blaster ET 4J
Golden-Oak 4J Maxium 28M
(TA-Bar Chantelle 15K

(Square-D Explosion 909E
(Kilmorie 75A Birdy 746D
(RU 20X Boulder 57G
(TA-Bar Chantelle ET 15F
(DD Excel Design 40
(GO MS 124 Advance 7005
(JH Mark 9622
(GO MS Mentor 5115

(GO Excel L18
GO MS L18 Excel P12
(GO MS Mark Domino 0042

- Dark red
- Long and extended
- Lots of muscle shape
- Full brother to 0063
- Dam is a heavy milking cow with a great udder

ULTRASOUND	
MB	1.82
REA	14.03
Rib Fat	.29
EPDs	
% MB	-.04
REA	+.61
FAT	+.00

CED	-1.9	BW	+3.6	WW	+50	MILK	+22	YW	+78
Hfcs	✓ Cows	ACT BW	90	205	780	MILK & GROWTH	+46	365	
\$BMI	+16	\$CEZ	+13	\$BII	+14	\$CHB	+22		

40 H W4 Advance 0047 ET

Bull 43091157 (Horned)
Calved: 3-9-10 Tattoo: 0047

(HH Advance 5161R
HH Advance 8203U ET
(HH Miss Advance 752G

(HH Advance 396N
(HH Miss Advance 2118M
(KB L1 Domino 519
(HH Miss Advance 454D
(CL 1 Domino 9126J 1ET
(CL 1 Dominette 8184H
(Churchill Montana 1ET
(Churchill Lady 6101

(CL 1 Domino 285M
Churchill Lady 450
(Churchill Lady 0113

- Super maternal
- Long, clean made and clean sheath
- Big top and hip
- Dam is very famous

ULTRASOUND	
MB	2.97
REA	13.02
Rib Fat	.27
EPDs	
% MB	+.28
REA	+.45
FAT	+.00

CED	-3.1	BW	+5.2	WW	+54	MILK	+20	YW	+92
Hfcs	✓ Cows	ACT BW	95	205	761	MILK & GROWTH	+47	365	
\$BMI	+18	\$CEZ	+11	\$BII	+16	\$CHB	+30		



HH Advance 8203

HH Advance 8203 - Sire of lots 39, 40 and 41

43 H W4 Maxium 0063 ET

Bull 43098632 (Horned)
Calved: 3-11-10 Tattoo: 0063

(Eagle-Ridge Blaster ET 4J
Golden-Oak 4J Maxium 28M
(TA-Bar Chantelle 15K

(Square-D Explosion 909E
(Kilmorie 75A Birdy 746D
(RU 20X Boulder 57G
(TA-Bar Chantelle ET 15F
(DD Excel Design 40
(GO MS 124 Advance 7005
(JH Mark 9622
(GO MS Mentor 5115

(GO Excel L18
GO MS L18 Excel P12
(GO MS Mark Domino 0042

- Long bodied
- Thick top and hip
- Athletic
- Full pigment
- Heavy muscled

ULTRASOUND	
MB	3.01
REA	12.35
Rib Fat	.36
EPDs	
% MB	+.07
REA	+.37
FAT	+.00

CED	-1.9	BW	+3.6	WW	+50	MILK	+22	YW	+78
Hfcs	✓ Cows	ACT BW	88	205	710	MILK & GROWTH	+46	365	
\$BMI	+16	\$CEZ	+13	\$BII	+14	\$CHB	+22		



Churchill Rancher 592R

Churchill Rancher 592R

41 H W4 Advance 0107 ET

Bull 43091170 (Horned)
Calved: 4-2-10 Tattoo: 0107

(HH Advance 5161R
HH Advance 8203U ET
(HH Miss Advance 752G

(HH Advance 396N
(HH Miss Advance 2118M
(KB L1 Domino 519
(HH Miss Advance 454D
(DD Excel Design 40
(GO MS 124 Advance 7005
(B 185 L1 Domino 59
(GO EJ Dominet 48

(GO Excel L18
GO MS L18 Excel P8
(GO MS 59 Domino 9080

- Super deep and massive
- High performing
- Easy doing and athletic
- Big testicled
- Wide top and hip
- * Dam has been a very potent donor in our herd

ULTRASOUND	
MB	2.97
REA	11.08
Rib Fat	.27
EPDs	
% MB	+.16
REA	+.25
FAT	+.00

CED	-3.6	BW	+5.2	WW	+57	MILK	+25	YW	+93
Hfcs	✓ Cows	ACT BW	98	205	781	MILK & GROWTH	+53	365	
\$BMI	+17	\$CEZ	+11	\$BII	+15	\$CHB	+28		

44 H Rancher 009 ET

Bull 43106722 (Horned)
Calved: 1-10-10 Tattoo: 009

(MH Dakota 0230
Churchill Rancher 592R
(Churchill Lady 202

(SR Lad 447
(JV Angel 684
(HH Advance 767G 1ET
(Churchill Lady 0113
(DD Excel Design 40
(GO MS 124 Advance 7005
(JH Mark 9622
(GO MS Mentor 5115

(GO Excel L18
GO MS L18 Excel P12
(GO MS Mark Domino 0042

- Long spined
- Added shape to his top and hip
- Good footed
- This bull has generations of great udders behind him

ULTRASOUND	
MB	3.16
REA	11.10
Rib Fat	.17
EPDs	
% MB	+.20
REA	+.32
FAT	+.01

CED	-.2	BW	+3.7	WW	+56	MILK	+24	YW	+89
Hfcs	✓ Cows	ACT BW	91	205	750	MILK & GROWTH	+52	365	
\$BMI	+20	\$CEZ	+14	\$BII	+18	\$CHB	+28		



SAV Final Answer 1038

SAV Final Answer 1038



Sitz Upward 307R

Sitz Upward 307R

45 B/R Final Answer 1038

Bull 16707414
Calved: 3-5-10 Tattoo: 1038

(Sitz Traveler 8180
SAV Final Answer 0035
(SAV Emulous 8145

(TC Franklin 619
Brusett 520 U027
(Brusett 520 J006

(GDAR Traveler 71
(Sitz Everelda Entense 1137
(Bon View Bando 598
(SAV Sky Emulous 2124
(TC Total 410
(TC Marcia 1069
(Sitz Traveler 8180
(Brusett 520 828

ULTRASOUND	
MB	2.77
REA	13.1
Rib Fat	.34
EPDs	
% MB	+.37
REA	+.20
FAT	+.029

- From a first calf heifer that we purchased in Denver in 2010 - destined to be a super cow
- A calving ease bull that is top 10% of Breed for YW

CED	+8	BW	+7	WW	+59	MILK	+26	YW	+102
✓ Hfhrs	✓ Cows	ACT BW	82	205	735	GAIN	3.14	365	1225
\$W	+32.17	\$F	+37.78	\$G	+22.08	\$B	+48.18		

48 B/R Upward X390

Bull 16754491
Calved: 3-1-10 Tattoo: X390

(Connealy Onward
Sitz Upward 307R
(Sitz Henrietta Pride 81M

(Bon View New Design 1407
River Hills Jilt R574
(River Hills Jilt 204M

(Connealy Lead On
(Altune of Conanga 6104
(Sitz Value 7097
(Sitz Henrietta Pride 1370
(B/R New Design 036
(Bon View Pride 664
(Connealy Freightliner
(Summitcrest Jilt 2H96

ULTRASOUND	
MB	4.06
REA	11.6
Rib Fat	.34
EPDs	
% MB	+.52
REA	+.28
FAT	+.026

- Explosive growth
- Top 10% of Breed for YW and \$B

CED	+4	BW	+2.9	WW	+54	MILK	+32	YW	+111
Hfhrs	✓ Cows	ACT BW	98	205	655	GAIN	NA	365	1247
\$W	+22.79	\$F	+49.32	\$G	+25.01	\$B	+61.99		

46 B/R In Focus 1033

Bull 16708516
Calved: 2-17-10 Tattoo: 1033

(SAF Focus of ER
Mytty in Focus
(Mytty Countess 906

(B/R New Frontier 095
44 Miss Ruby 8437
(B/R Ruby of Tiffany 4330

(SAF Fame
(GDAR Forever Lady 246
(Sitz Alliance 6595
(Baldridge Countess 357
(B/R New Design 036
(White Fence Pride H1
(CA Future Direction 5321
(B/R Ruby of Tiffany 9256

ULTRASOUND	
MB	5.16
REA	12.1
Rib Fat	.30
EPDs	
% MB	+.92
REA	+.09
FAT	+.016

- Calving ease dream from a first calf heifer
- Top 10% \$B

CED	+9	BW	+1.1	WW	+52	MILK	+26	YW	+94
✓ Hfhrs	✓ Cows	ACT BW	80	205	742	GAIN	3.21	365	1232
\$W	+29.44	\$F	+32.38	\$G	+33.55	\$B	+63.15		



SCR Right Cross 70024

SCR Right Cross 70024

47 B/R In Focus 0662

Bull 16602170
Calved: 1-14-10 Tattoo: 0662

(SAF Focus of ER
Mytty In Focus
(Mytty Countess 906

(Bon View New Design 878
Mission Ruth 555 H13
(Mission Ruth 4630

(SAF Fame
(GDAR Forever Lady 246
(Sitz Alliance 6595
(Baldridge Countess 357
(B/R New Design 036
(Bon View Gammer 85
(Finks 7121 of 445 6148
(Mission Ruth 4294

ULTRASOUND	
MB	5.55
REA	11.1
Rib Fat	.37
EPDs	
% MB	+.67
REA	-.09
FAT	+.029

- Outcross genetics and super calving ease

CED	+12	BW	-.4	WW	+46	MILK	+26	YW	+84
✓ Hfhrs	✓ Cows	ACT BW	NA	205	527	GAIN	NA	365	1026
\$W	+29.91	\$F	+24.78	\$G	+26.69	\$B	+48.35		

49 B/R Right Cross 1039

Bull 16704170
Calved: 3-10-10 Tattoo: 1039

(BT Crossover 758N
SCR Right Cross 70024
(SCR Miss Alpine 50508

(B/R New Design 323
B/R Lady Ida 014
(B/R Lady Ida 7135

(CA Future Direction 5321
(BT Royal Pride 237G
(Triple E Special Addition
(SCR Miss Alpine 3583
(B/R New Design 036
(B/R Ruby of Tiffany 155
(B/R Sleep Easy 533
(B/R Lady Ida 771

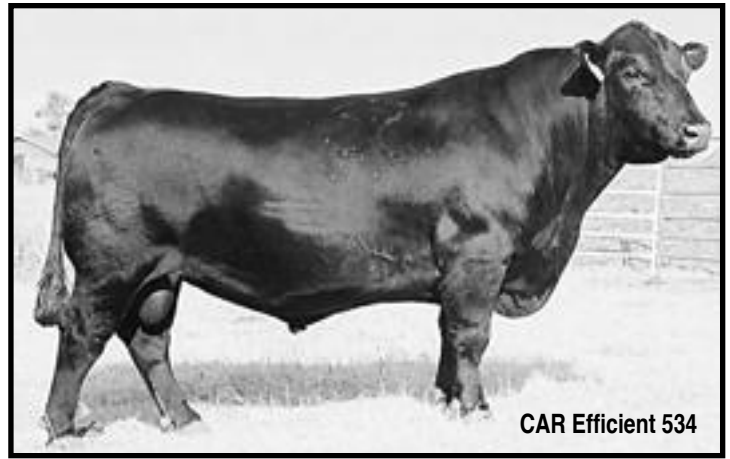
ULTRASOUND	
MB	3.55
REA	12.9
Rib Fat	.25
EPDs	
% MB	+.54
REA	+.41
FAT	-.012

- From the dam of our top selling bull in 2010
- He does it all

CED	+6	BW	+1.1	WW	+51	MILK	+18	YW	+96
✓ Hfhrs	✓ Cows	ACT BW	82	205	619	GAIN	3.65	365	1184
\$W	+26.25	\$F	+34.80	\$G	+33.43	\$B	+62.95		



Sydgen CC&7



CAR Efficient 534

50

B/R CC & 7 X235

Bull 16750251

Calved: 2-3-10 Tattoo: X235

(SAF Connection
SydGen CC & 7
(SydGen Forever Lady 4087

(BR Midland
River Hills Switch R335
(River Hills Switch 345N

(SVF GDAR 216 LTD
(SAF Royal Queen 5084
(SydGen 1407 Corona 2016
(SAF Forever Lady 8292
(Twin Valley Precision E161
(BR Royal Lass 7036-19
(Sitz Alliance 6595
(Summitcrest Switch 1H22

ULTRASOUND	
MB	4.81
REA	12.4
Rib Fat	.25
EPDs	
% MB	+.59
REA	+.43
FAT	-.008

- Sired by the #1 docility bull of the breed

CED	+6	BW	+2.1	WW	+47	MILK	+29	YW	+88
✓ Hrs	✓ Cows	ACT BW	94	205	658	GAIN	NA	365	1151
\$W	+26.61	\$F	+28.33	\$G	+37.06	\$B	+54.48		

53

B/R Efficient 1023

Bull 16708499

Calved: 1-29-10 Tattoo: 1023

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(Summitcrest High Prime 0H29
HF Ruby of Tiffany 342
(MACHF Ruby of Tiffany 8251

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Gardens Prime Time
(Summitcrest Missie 2F55
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113

ULTRASOUND	
MB	3.97
REA	12.2
Rib Fat	.22
EPDs	
% MB	+.49
REA	+.11
FAT	+.001

- Grandam is full sister to the dam of B/R Ambush 28

CED	+6	BW	+6	WW	+48	MILK	+29	YW	+88
✓ Hrs	✓ Cows	ACT BW	84	205	628	GAIN	3.18	365	1151
\$W	+29.47	\$F	+27.94	\$G	+28.50	\$B	+51.59		

51 B/R New Standard X260

Bull 16752245

Calved: 2-4-10 Tattoo: X260

(Bon View New Design 1407
LCC New Standard
(LCC Sunset K3118

(ALC Military A03M
River Hills Paper Tiger P150
(River Hills OJ Queen 952L

(B/R New Design 036
(Bon View Pride 664
(WAR Venture 8030 6008
(Leachman Sunset G3008
(Sitz Alliance 6595
(ALC Katinka H03J
(ALC Juice E16J
(Summitcrest Queen H021

ULTRASOUND	
MB	3.96
REA	12.9
Rib Fat	.20
EPDs	
% MB	+.39
REA	+.29
FAT	+.018

- Superb calving ease with plenty of growth

CED	+9	BW	+1	WW	+43	MILK	+26	YW	+87
✓ Hrs	✓ Cows	ACT BW	86	205	647	GAIN	NA	365	1137
\$W	+26.20	\$F	+28.87	\$G	+26.76	\$B	+45.30		

54

B/R Efficient 1027

Bull 16708486

Calved: 2-3-10 Tattoo: 1027

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(B/R New Frontier 095
HFG Lucy 5701
(HF Lucy 981

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(B/R New Design 036
(White Fence Pride H1
(N Bar Emulation Ext
(LF Lucy 505

ULTRASOUND	
MB	3.66
REA	13.3
Rib Fat	.44
EPDs	
% MB	+.36
REA	+.22
FAT	+.033

- Very low birth EPD and top 10% of Breed for YW

CED	+6	BW	+9	WW	+54	MILK	+30	YW	+101
✓ Hrs	✓ Cows	ACT BW	84	205	690	GAIN	3.61	365	1245
\$W	+29.34	\$F	+38.74	\$G	+19.99	\$B	+50.65		

52

B/R Efficient 105

Bull 16708457

Calved: 1-17-10 Tattoo: 105

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(Mytty In Focus
HFG Ruby of Tiffany 7123
(HFG B/R Ruby of Tiffany

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(SAF Focus of ER
(Mytty Countess 906
(Twin Valley Precision E161
(B/R Ruby of Tiffany 722

ULTRASOUND	
MB	3.18
REA	11.9
Rib Fat	.15
EPDs	
% MB	+.31
REA	+.04
FAT	+.003

- Calving ease top and bottom of his pedigree
- Excellent outcross genetics for long time customers

CED	+7	BW	+7	WW	+47	MILK	+28	YW	+92
✓ Hrs	✓ Cows	ACT BW	84	205	594	GAIN	3.07	365	1084
\$W	+27.22	\$F	+32.32	\$G	+21.57	\$B	+44.04		

55

B/R Efficient 1034

Bull 16708498

Calved: 2-17-10 Tattoo: 1034

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(KCF Bennett Coalition SCC
HFG B/R Ruby of Tiffany 649
(B/R Ruby of Tiffany 722

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Sitz Alliance 6595
(Pleasant Pill of Conanga
(B/R New Design 036
(B/R Ruby of Tiffany 155

ULTRASOUND	
MB	4.91
REA	10.4
Rib Fat	.23
EPDs	
% MB	+.68
REA	-.22
FAT	+.031

- More outstanding calving ease with outcross genetics

CED	+6	BW	+6	WW	+44	MILK	+30	YW	+80
✓ Hrs	✓ Cows	ACT BW	86	205	629	GAIN	2.70	365	1055
\$W	+29.07	\$F	+21.66	\$G	+26.12	\$B	+41.27		

56

B/R Efficient 1040

Bull 16708484
Calved: 3-15-10 Tattoo: 1040

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(Woodhill Foresight
HFG Ruby of Tiffany 6704
(HF B/R Ruby of Tiffany 1144

- Grandam is in our ET program
- Great grandam is a full sister to B/R New Design 323
- Superior calving ease

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Papa Forte 1921
(Bon View Gammer 85
(Basin Max 602C
(B/R Ruby of Tiffany 5113

ULTRASOUND	
MB	3.15
REA	11.1
Rib Fat	.20
EPDs	
% MB	+.34
REA	+.14
FAT	+.012

CED	+9	BW	-.5	WW	+51	MILK	+29	YW	+93
Hfhrs	✓ Cows	ACT BW	72	205	608	GAIN	3.10	365	1070
\$W	+30.98	\$F	+31.77	\$G	+21.75	\$B	+48.35		

57

B/R Efficient X476

Bull 16752512
Calved: 3-17-10 Tattoo: X476

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(Rito 616 of 4B20 6807
Mill Brae 616 Balnorma 4077
(Mill Brae FM Balnorma 9251

- More outcross genetics with lots of growth
- Top 10% of Breed for YW

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(DHD Traveler 6807
(Rita 4B20 of 0FB1 Bando
(Mill Brae Foreman 3616
(MB 2RT2 Balnorma 6019

ULTRASOUND	
MB	2.83
REA	12.9
Rib Fat	.25
EPDs	
% MB	+.14
REA	+.15
FAT	+.009

CED	+6	BW	+.6	WW	+55	MILK	+26	YW	+100
Hfhrs	✓ Cows	ACT BW	92	205	741	GAIN	NA	365	1279
\$W	+30.32	\$F	+37.31	\$G	+14.34	\$B	+42.15		

58

B/R Efficient X496

Bull 16752513
Calved: 3-18-10 Tattoo: X496

(KCF Bennett Efficient
CAR Efficient 534
(CAR Miss Susie 308

(Connealy Freightliner
Plattmerr Rosa 324
(Plattmerr Rosa 250

- Another outcross pedigree with tremendous performance and yearling growth

(Connealy Forefront
(KCF BL Miss 5522 E152
(CAR Duke 104
(CAR Miss Trendy 449
(Bon View Bando 598
(Joana Erica of Conanga
(N Bar Emulation EXT
(Plattmerr Rosa 209

ULTRASOUND	
MB	3.19
REA	12.5
Rib Fat	.34
EPDs	
% MB	+.21
REA	+.02
FAT	+.040

CED	+4	BW	+1.3	WW	+55	MILK	+27	YW	+99
Hfhrs	✓ Cows	ACT BW	94	205	732	GAIN	NA	365	1270
\$W	+30.10	\$F	+36.28	\$G	+9.67	\$B	+40.38		

59

B/R Ambush 1003

Bull 16638674
Calved: 2-7-10 Tattoo: 1003

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R Baar 6148-2106
B/R Easter T Duchess 5277
(B/R Easter T Duchess 11

- Top 3% of the Breed for MB and top 1% for \$B

(Paramont Ambush 2172
(MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(Finks 5522-6148
(HR Wendy 618
(B/R Bando 598-649
(B/R Easter T Duchess 9184

ULTRASOUND	
MB	5.38
REA	11.7
Rib Fat	.21
EPDs	
% MB	+.89
REA	+.38
FAT	+.011

CED	+6	BW	+2.4	WW	+49	MILK	+13	YW	+90
Hfhrs	✓ Cows	ACT BW	94	205	626	GAIN	NA	365	1106
\$W	+23.88	\$F	+29.54	\$G	+39.29	\$B	+70.90		

60

B/R Ambush 28-1036

Bull 16704169
Calved: 2-26-10 Tattoo: 1036

(Rockn D Ambush 1531
B/R Ambush 28
(B/R Ruby of Tiffany 8250

(B/R 65R Genesis
B/R Pride 7136
(Arrow One Pride 45

- Top 3% of the Breed for YW and top 1% for \$B

(Paramont Ambush 2172
(MS Blackcap Band of RD 1301
(N Bar Emulation Ext
(B/R Ruby of Tiffany 5113
(CA Future Direction 5321
(B/R Blackcap Empress 127
(Boyd New Day 8005
(Wical Pride 207

ULTRASOUND	
MB	3.51
REA	14.3
Rib Fat	.29
EPDs	
% MB	+.77
REA	+.62
FAT	+.017

CED	+0	BW	+5.0	WW	+60	MILK	+20	YW	+109
Hfhrs	✓ Cows	ACT BW	94	205	702	GAIN	3.58	365	1262
\$W	+21.02	\$F	+44.69	\$G	+36.16	\$B	+72.97		



GAR Predestined

GAR Predestined

61

B/R Predestined 1051

Bull +16766567
Calved: 1-21-10 Tattoo: 1051

(B/R New Design 036
GAR Predestined
(GAR Ext 4206

(N Bar Emulation Ext
B/R Blackcap Empress 2212
(B/R Blackcap Empress 76

- ET Calf whose grandam is the mother of B/R New Design 036

(VDAR New Trend 315
(B/R Blackcap Empress 76
(N Bar Emulation Ext
(GAR 6807 Traveler 1432
(Emulation N Bar 5522
(N Bar Primrose 2424
(K&K Top Gun
(QLC A70 Blkcp Empress E43T

ULTRASOUND	
MB	3.08
REA	12.1
Rib Fat	.22
EPDs	
% MB	+.71
REA	+.28
FAT	+.025

CED	+4	BW	+2.7	WW	+48	MILK	+23	YW	+86
Hfhrs	✓ Cows	ACT BW	94	205	519	GAIN	2.85	365	977
\$W	+27.17	\$F	+25.98	\$G	+32.95	\$B	+57.51		

62

B/R Bando 1961 0675

Bull 16602173
Calved: 1-21-10 Tattoo: 0675

(SAF 598 Bando 5175
HSAF Bando 1961
(JKS Miss Cheyenne 196

(B/R New Design 036
Mission Ruth 463 C64
(Mission Ruth 4294

- From the same cow family of Lot 47
- Both cows were added to our program from the Mission Hills dispersion in Kansas

(Bon View Bando 598
(SAF Royal Lass 1002
(N Bar Emulation Ext
(Magic Meadow Miss Cheyenne
(VDAR New Trend 315
(B/R Blackcap Empress 76
(DHD Traveler 6807
(Missions Sassy Ruth 2321

ULTRASOUND	
MB	3.18
REA	12.5
Rib Fat	.23
EPDs	
% MB	+.37
REA	+.30
FAT	-.001

CED	+3	BW	+2.8	WW	+47	MILK	+23	YW	+88
Hfhrs	✓ Cows	ACT BW	NA	205	549	GAIN	3.61	365	1109
\$W	+24.11	\$F	+28.33	\$G	+24.85	\$B	+55.17		

63 B/R New Frontier 1026

Bull 16704165
Calved: 2-2-10 Tattoo: 1026

(B/R New Frontier 095
B/R New Frontier 7118
B/R Blackcap Empress 1129

(B/R New Design 036
White Fence Pride H1
Basin Max 602C
B/R Blackcap Empress 76
Sitz Alliance 6595
WAR Bando 6006 598 4053
AAR New Trend
B/R Ruby of Tiffany 155

ULTRASOUND	
MB	3.30
REA	12.5
Rib Fat	.15
EPDs	
% MB	+.50
REA	+.25
FAT	-.009

(WAR Alliance 9126 6006
B/R Ruby of Tiffany R81
B/R Ruby of Tiffany 436

- From a first calf heifer
- Same cow family as B/R New Design 323
- One of the top calving ease bulls of the offering

CED	+10	BW	+0	WW	+45	MILK	+18	YW	+86
✓ Hfrs	✓ Cows	ACT BW	70	205	633	GAIN	3.32	365	1132
\$W	+26.25	\$F	+27.12	\$G	+29.36	\$B	+59.36		

64 B/R Prime Star 107

Bull 16767021
Calved: 1-18-10 Tattoo: 107

(N Bar Prime Time D806
Gardens Prime Star
Green Garden Jilt C242 S1

(Gardens Prime Time
N Bar Miss Emulous A404
SS Traveler 6807 T510
Green Garden Jilt 9242 S1
Papa Forte 1921
Bon View Gammer 85
Summitcrest High Prime 0H29
B/R Ruby of Tiffany 5113

ULTRASOUND	
MB	5.29
REA	12.0
Rib Fat	.38
EPDs	
% MB	+1.08
REA	+.34
FAT	+.050

(Woodhill Foresight
B/R Ruby of Tiffany 7516
HFG B/R Ruby of Tiffany 4503

- Sired by one of the highest marbling bulls of the breed
- His +1.08 ranks in the top 1% of the breed

CED	+6	BW	+3.3	WW	+42	MILK	+20	YW	+80
Hfrs	✓ Cows	ACT BW	84	205	603	GAIN	3.18	365	1093
\$W	+21.22	\$F	+22.41	\$G	+37.27	\$B	+56.06		

65 B/R New Frontier 1042

Purebred Unregistered
Calved: 3-24-10 Tattoo: 1042

B/R New Frontier 7502

B/R Lantz Blackcap R827

- Purebred unregistered
- From a first calf heifer and was too young to ratio
- From a superior calving ease cow family

Sire - B/R New Frontier 7502 (out of full sister to 323)

CED	+6	BW	+2.5	WW	+37	MILK	+19	YW	+73
Hfrs	Cows	ACT BW		205		GAIN		365	
\$W	+20.96	\$F	+17.59	\$G	+39.78	\$B	+64.82		

Dam - B/R Lantz Blackcap R827

CED	+8	BW	-.3	WW	+35	MILK	+21	YW	+66
Hfrs	Cows	ACT BW		205		GAIN		365	
\$W	+25.91	\$F	+11.82	\$G	+27.42	\$B	+39.70		

Lot 65 - Too Young

CED		BW		WW		MILK		YW	
✓ Hfrs	✓ Cows	ACT BW	80	205	671	GAIN	3.01	365	1154
\$W		\$F		\$G		\$B			



Rishel Angus - Combining Carcass Merit with Feedlot Performance for Total Value

*Rishel-Maassen steer excels in 2009-2010 Nebraska Cattlemen's Research and Education Retail Value Steer Challenge**

With the largest number of steers in the history of the "challenge" a son of B/R Destination 727-928 finished 2nd out of 124 entries.

This spring born calf weighed on test 11/24/09 at 590 lbs. and weighed off test 5/20/10 at 1525 lbs. with a 5.395 ADG for 177 days. This outstanding gain through some of the worst winter and spring feeding conditions, in recent memory, resulted in a carcass weight of 957 lbs. that scored an MD 30 for marbling with a final grade of choice and CAB. His total carcass value was a whopping \$1535.70.

A purebred Angus steer from Rishel Angus sweeps first place in the 2004-2005 Nebraska Cattlemen's Research and Education Foundation's Retail Value Steer Challenge.

A son of "Future Direction" out of a daughter of B/R New Perspective 079, the \$12,000 second high-selling bull in 2001, dominated the field of predominantly crossbred entries.

With a birth date of February 27, this 14½-month-old calf had a final 4% shrink weight of 1419 pounds and a carcass weight of 967 pounds.

Gaining 4.47 lbs./day at 113 days on feed he continued to perform at a high level with a 3.97 ADG for the 176-day feeding period. With .52 fat cover and a 13.7 square inch ribeye he had a calculated yield grade of 3.5. His marbling score of 7.6 made him the only PRIME carcass in the event.

His final carcass retail value was an astounding \$1565.21 or \$186.58 more than his nearest competition. His outstanding carcass merit equated to a gain in retail value of \$4.20 for each of the 176 days on feed or gain in retail value of \$738.41. His nearest competition was \$3.18 gain in retail value per day on feed with a total gain in retail value of \$559.13.

The search to identify carcass merit started many years ago at RishelAngus and because of that effort many of our customers are realizing benefits similar to this retail value champion.

Maassen Bros. wins 2005-2006 Nebraska Cattlemen's Research and Education Foundation's Retail Value Steer Challenge

A son of B/R Destination 727-928 gained 4.75 lbs/day for 158 days on feed beating a field of 70 steers. His final 4% shrink weight of 1258 pounds and hot carcass weight of 821 pounds yielded a phenomenal dressing percent of 65.3%. His .44 fat cover combined with a 14.1 sq. in. rib eye gave him a final yield grade of 2.51. He graded average choice and achieved a final carcass retail value of \$1,338.16. He had a gain in retail value of \$3.61 for every day on feed for a total gain in value of \$570.96 and the first place ranking of the contest.

Another son of B/R Destination 727-928 from Rishel Angus placed 6th out of the 70 steers in this year's competition. With a final 4% shrink weight of 1363 pounds and hot carcass weight of 881 pounds he had a dressing percent of 64.6%. One of only four steers to grade Choice + in the competition he had a gain of \$3.20 for every day on feed and a total gain in retail value of \$506.03.

Two Year Old Virgin Bulls Ready for Heavy Service

 **66**

LVR Platoon 927

Bull 16432538
Calved: 1-30-09 Tattoo: 927

(OCC Headliner 661H)
OCC Platoon 839P
(OCC Dixie Erica 602J)

(Summitcrest Ext 0D38)
LVR 387
(LVR 928)

- Very easy fleshing - moderate milk

(OCC Emblazon 854E)
(OCC Juanada 858F)
(OCC Forefront 963F)
(OCC Dixie Erica 907C)
(N Bar Emulation EXT)
(Summitcrest Barbara 0B74)
(OCC Foremost 723F)
(LVR 713)

ULTRASOUND	
MB	3.35
REA	12.2
Rib Fat	.32
EPDs	
% MB	+.20
REA	+.18
FAT	+.026

CED	+1	BW	+2.8	WW	+37	MILK	+17	YW	+70
Hfrs	✓ Cows	ACT BW	88	205	645	GAIN	3.42	365	1082
\$W	+20.83	\$F	+14.79	\$G	+16.20	\$B	+35.80		

 **69**

LVR Polaris 973

Bull 16432555
Calved: 2-2-09 Tattoo: 973

(OCC Legend 616L)
OCC Polaris 804P
(OCC Revolution Rose 748E)

(OCC Foremost 723F)
LVR 2102
(LVR Performer 1375)

- Superb calving ease
- Top 10% of Breed for birth weight EPD

(OCC Emblazon 854E)
(OCC Blackbird 632J)
(GDAR Traveler 7111)
(Revolution Rose of RR 9239)
(OCC Bonanza 880B)
(OCC Blackbird 796D)
(RR Performer)
(GCAF Cracker Jack 3750)

ULTRASOUND	
MB	3.72
REA	10.6
Rib Fat	.18
EPDs	
% MB	+.16
REA	+.14
FAT	-.003

CED	+7	BW	+1	WW	+35	MILK	+24	YW	+61
✓ Hfrs	✓ Cows	ACT BW	78	205	674	GAIN	2.39	365	1007
\$W	+25.56	\$F	+17.59	\$G	+11.63	\$B	+28.57		

 **67**

LVR Platoon 935

Bull 16432541
Calved: 2-4-09 Tattoo: 935

(OCC Headliner 661H)
OCC Platoon 839P
(OCC Dixie Erica 602J)

(Summitcrest Ext 0D38)
LVR 273
(LVR 582)

- Excellent weaning EPD +40
- Bigger frame - high dollar energy

(OCC Emblazon 854E)
(OCC Juanada 858F)
(OCC Forefront 963F)
(OCC Dixie Erica 907C)
(N Bar Emulation EXT)
(Summitcrest Barbara 0B74)
(B/R Heritage 1105)
(LVR Performer A088)

ULTRASOUND	
MB	2.97
REA	11.9
Rib Fat	.17
EPDs	
% MB	+.14
REA	+.08
FAT	+.009

CED	+0	BW	+2.2	WW	+40	MILK	+12	YW	+75
Hfrs	✓ Cows	ACT BW	86	205	654	GAIN	3.59	365	1115
\$W	+21.05	\$F	+18.38	\$G	+14.40	\$B	+34.79		

 **70**

LVR Polaris 982

Bull 16432560
Calved: 2-4-09 Tattoo: 982

(OCC Legend 616L)
OCC Polaris 804P
(OCC Revolution Rose 748E)

(OCC Foremost 723F)
LVR Foremost 490
(LVR Heritage 378)

- Superb calving ease

(OCC Emblazon 854E)
(OCC Blackbird 632J)
(GDAR Traveler 7111)
(Revolution Rose of RR 9239)
(OCC Bonanza 880B)
(OCC Blackbird 796D)
(B/R Heritage 1105)
(GCAF Cracker Jack 3086)

ULTRASOUND	
MB	3.56
REA	11.7
Rib Fat	.20
EPDs	
% MB	+.15
REA	+.21
FAT	+0

CED	+6	BW	+8	WW	+34	MILK	+10	YW	+65
✓ Hfrs	✓ Cows	ACT BW	84	205	669	GAIN	2.93	365	1059
\$W	+21.00	\$F	+11.26	\$G	+18.22	\$B	+34.01		

 **68**

LVR Polaris 976

Bull 16432556
Calved: 2-1-09 Tattoo: 976

(OCC Legend 616L)
OCC Polaris 804P
(OCC Revolution Rose 748E)

(DBCS Marriott D209)
LVR 971
(LVR 552)

- 205 day weight of 711#
- Very easy fleshing - moderate milk

(OCC Emblazon 854E)
(OCC Blackbird 632J)
(GDAR Traveler 7111)
(Revolution Rose of RR 9239)
(Marriott of WR Bar 8055)
(DBCS Burgess Pride P509)
(CAP Performer 751)
(LVR Piere 1974)

ULTRASOUND	
MB	3.19
REA	13.2
Rib Fat	.16
EPDs	
% MB	-.01
REA	+.29
FAT	-.005

CED	+4	BW	+2.0	WW	+35	MILK	+13	YW	+64
Hfrs	✓ Cows	ACT BW	91	205	711	GAIN	3.21	365	1076
\$W	+21.46	\$F	+10.00	\$G	+12.69	\$B	+27.46		



Power Banks Easter

Registration: 4876533 - Black Mare

Foaled: April 16, 2006

(Diamond Five Chex
Power Bank
(Tic Tac's Cat

(Texas Wade
Kastens Cowgirl
(Skipper Blue BarFly

Snicklefritz Chex
Chesterfield Piney
Shirley Bank
Tic Tac's Remy
Tex Wade
Ima Traveling Queen
Tee Bar Fly
Miss Sure Black

Owned by Drew Gaffney

- Easter is jet black and stays black year round. She stands 15 hands and weighs 1050 pounds.
- Easter is one of those horses that you can ride all day and she won't play out. She has been used for everything on the ranch. We have doctored calves & yearlings on her, drug calves to the branding fire, paired out, moved cattle to grass, halter broke young colts, gathered the brood mares. You name it, she has done it. Easter is full of cow sense, quick and catty. She is quiet and gentle. She runs with mares or geldings and is well mannered. Easter has a light mouth, you can ride with anything from a ring snaffle to a hackamore.
- Easter is sound, up to date on all vaccinations, worming, coggins, health papers, teeth floated and shoeing. The hard work is done as Easter is broke to death, she is ready for someone to take her home and use her.
- Videos of Easter being ridden are posted on You Tube, under her name. Pictures and videos also posted on Drew's Facebook. Call Drew at 308-872-1105 for more information.



Breed Leading Reference Sires



B/R Destination 727-928 (ABS Global)

BW +2.9 WW +58 YW +107 Milk +22 MB +.85 RE +.56
\$W +38.03 \$F +43.40 \$G +31.58 \$B +70.66

Breed leader for tenderness and heifer pregnancy. Excellent docility. One of the most complete sires we've bred. Sired the dam of the \$15,000 top selling heifer in the 2011 NWSS Foundatoin Female Sale.



B/R Ambush 28 (Select Sires)

BW +3.3 WW +59 YW +108 Milk +11 MB +1.13 RE +.53
\$W +24.38 \$F +44.04 \$G +43.70 \$B +79.54

#4 \$Beef Sire in the Breed. Sire of #6 \$Beef bull in the breed.



B/R Future Direction 4268 (Accelerated Genetics)

BW +4.0 WW +55 YW +101 Milk +28 MB +.99 RE +.99
\$W +26.37 \$F +38.34 \$G +41.63 \$B +79.69

#3 \$Beef Sire in the Breed. The only sire in the main summary over +.90 for both marbling and rib eye. Sire of the \$15,000 top selling heifer in the 2011 NWSS Foundation Female Sale.



B/R New Day 454 (Select Sires)

BW +2.0 WW +58 YW +114 Milk +23 MB +.63 RE +.74
\$W +31.26 \$F +51.73 \$G +37.88 \$B +68.19

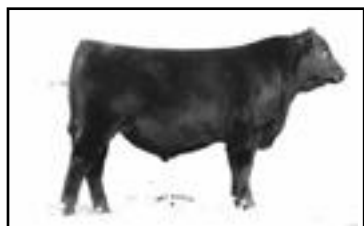
Young sensation of the Select Sires Stud. Excellent disposition in his progeny.



SCR Right Cross 70024 (Accelerated Genetics)

BW +2.0 WW +66 YW +122 Milk +21 MB +.58 RE +.57
\$W +27.74 \$F +56.27 \$G +36.70 \$B +74.71

Promising young sire with tremendous EPD profile. Maternal brothers sell as Lots 16 and 17.



B/R Magnum 399-738

BW +2.2 WW +51 YW +103 Milk +17 MB +.70 RE +.17
\$W +21.98 \$F +42.04 \$G +31.70 \$B +66.11

Developed as outcross genetics from Basin Max 602C. Sold in our 2008 bull sale for \$14,000 to LaVista Angus, Santa Anna, TX.



CAR Efficient 534

BW -1.0 WW +57 YW +107 Milk +35 MB +.15 RE +.08
\$W +37.19 \$F +43.81 \$G +11.91 \$B +40.01

Low birth - high growth - moderate frame - very sound - good feeding cattle. His dam is in the ET program at Knoll Crest Farm in Virginia.

Donor Dams of the Hoffman Ranch offering



Excel P12



Churchill Lady 450



She's Unruly

Standing the Test of Time



B/R Destination 727-928



B/R New Frontier 095

Rishel Angus

*Bill and Barb Rishel
P.O. Box 1555
North Platte, NE 69103*

ADDRESS SERVICE REQUESTED

**29th Annual
Next Generation Herd Sire Sale
Monday, March 28, 2011
12:30 p.m. (CT) - at the ranch
North Platte, Nebraska**

First Class
U.S. Postage
PAID
North Platte, NE
Permit No. 208