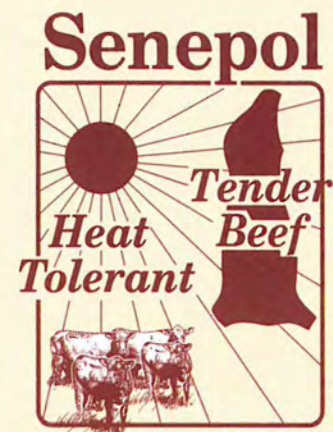


SENEPOL WORLD



SPRING 1998

'98 NATIONAL SENEPOL CONVENTION & SALE ISSUE

A large collage of images is featured in the center of the page. It includes a close-up of a brown cow's face, a tropical beach scene with palm trees and a red umbrella, a white boat on the water, a sunset with a silhouette of a person, a colorful fish, a parrot, and a large school of fish. In the bottom left corner, there is an illustration of a sailboat with the number '98' on its sail. In the bottom right corner, there is an illustration of a coral reef with a fish and a small Senepol logo.

Sail Into Senepol

1998 Senepol National Convention & Sale

Fort Walton Beach, Florida

Ramada Plaza Beach Resort

June 25-27, 1998



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SENEPOL CATTLE BREEDERS ASSOCIATION

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SENEPOL WORLD

OFFICIAL PUBLICATION OF THE SENEPOL CATTLE BREEDERS ASSOCIATION



SPRING 1998

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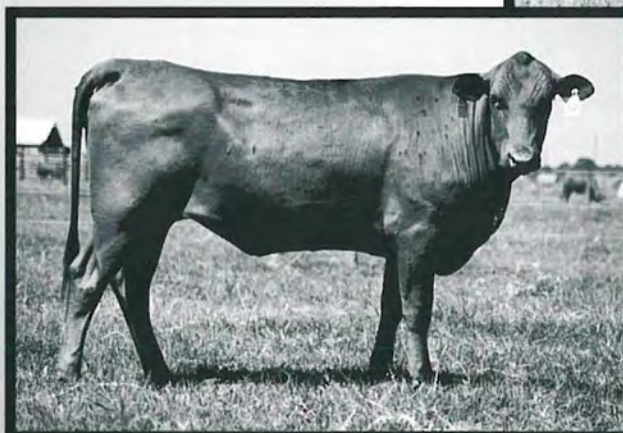
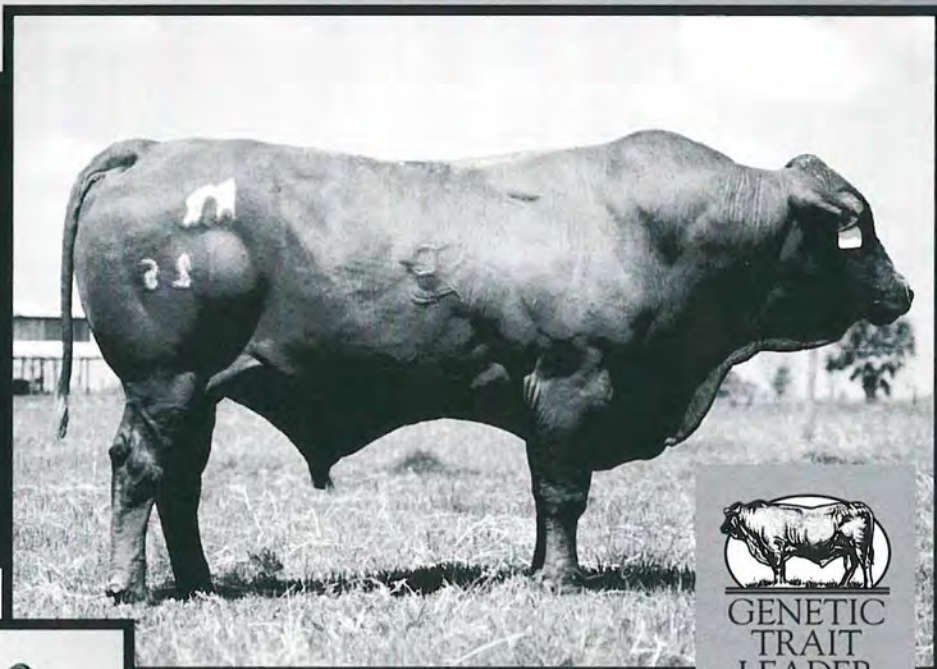
COVER — *Sail Into Senepol...*

The beautiful beaches of Ft. Walton Beach, Fla., prepare to host the '98 National Senepol Convention & Sale.



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- Food For Thought -

By: Greg Comstock, Editor, Senepol World

It's Convention Time Again ! - Heading Back to the Ramada Beach Resort in Fort Walton Beach, Florida can only bring back memories of the very successful and fun Senepol National Convention we held there just two years ago. This year's convention program will be centered around marketing. Over a two day period you will hear from a variety of industry leaders about ways to more effectively market your program and our Senepol breed.

These speakers will leave you enriched, enlightened and entertained. After three straight years of programs centered around genetic improvement tools and practices this program represents a change. I believe these genetic tools that have been established have been put to good use. That they have resulted in superior Senepol seedstock, and a higher degree of selection pressure among Senepol breeders. All I need to see to be convinced of that is to look back four years to the '94 National Senepol Sale in Huntsville, Alabama. The cattle that dominated that sale, and the minimal amounts of objective data that went with them would not even qualify for entry into this year's event. We've done our homework from the genetic and production ends - Let's make sure we're not leaving too much on the table from ineffective and inefficient marketing.

In Fort Walton Beach, I promise you'll notice more change than just the Convention program. You have probably read the letter from SCBA President, Mitchell Gay, that was mailed early this month. It described changes in my relationship with SCBA. This represents a change back to my original job description of managing some of SCBA's marketing programs, publications and overseeing some of the breed's research & development. It also will ease financial pressure on SCBA.

Another change related to you in that same letter was SCBA's decision to change servicing agents from the Hereford Association to EPD International. I feel this will be a very positive step for the breed. EPD's system will offer great flexibility in our registration process - especially as it relates to composite breeds and percentage cattle. Other benefits will include a reduction in paperwork as the registration process can be performed via the internet. Interactive Breeder websites will promise greater promotional and marketing opportunity to ranchers around the globe. I believe EPD's affiliation with the University of Georgia makes them a natural for Senepol - especially since UGA calculates our Senepol National Breed Evaluation.

In my excitement over all these changes, it's most important not to forget those who have helped us along the way. Much of the Senepol breed's growth as well as the awareness the Beef industry has for our Senepol breed is due to the wisdom, patience, and hard work of some mighty good folks at the American Hereford Association. Dr. John Hough worked with SCBA to help develop the "Super Cow" and "Genetic Trait Leader" programs, as well as countless hours of consultation on the sire test program, carcass data collection, and composite registry. Ken Harwell has guided SCBA financially. I'll always appreciate Ken's calm, and patience as the young SCBA advanced from one growing pain to the next. Last, but not least is Mary McFarland, whose tireless efforts, attention to detail, and dedication to serving SCBA members has made SCBA a comfortable place for Senepol breeders to do business. I personally appreciate the many times Mary has come to my rescue in clearing up any and all paperwork problems. I've always defined a successful business relationship as one that is completed with all parties still friends. SCBA's relationship with the folks at Hereford has been just that, and it's with a very genuine "thank you" that we on.

Yes, there are many changes you'll want to be aware of, and many more you'll have the opportunity to participate in. Your investment in Senepol is substantial - it's important to take part in your breed's convention, help make decisions that guide it's future, and promote it's success. Remember, our leadership is no stronger than your membership.

See You at the Beach !



Jim Whitt

The following article appeared in the column, "Whitt... & Wisdom" in the April issue of CALF Cattle Feeder News. This monthly column is sponsored written by Jim Whitt, and sponsored by Fort Dodge Animal Health. This article appears in the Senepol World by permission of CALF Cattle Feeder News, and Fort Dodge Animal Health.

Could Wayne Huizenga revolutionize the cattle industry? Who is Wayne Huizenga anyway? He's the guy who took the corner video rental store and turned it into a multi-billion dollar business known as Blockbuster Video. Before that, he transformed the garbage business into a multi-billion dollar business known as Waste Management. Now he's working on transforming the automobile industry. Could he do the same to the cattle industry? Don't panic - there's no word that he's putting on his hat and boots and wading into the bovine business. But if he did, he would probably turn the industry on its head. And maybe that's what needs to happen.

Consider what James Herring, outgoing Texas Cattle Feeders Association president, had to say when he addressed the TCFA annual convention.

Could Wayne Huizenga Revolutionize the Cattle Industry?

"As most of us realize, our industry has been slow to produce effective change. I believe the answer is a simple one, but one that will require effective leadership and communicative skills.

What I'm referring to is, of course, the cattle industry's Achilles heel.... our inability to create functional partnerships in the production process. Each of our production segments.... cow/calf, stocker, feeder, packer, and processor/retailer have been in an adversarial relationship for many years with no interest whatsoever in taking part in or understanding the other segment's business. This has created an inefficient, duplicative and mis-directed production system that leads to a high cost production system that leads to a high cost product that may not conform to the eventual customer's requirements."

Industries are revolutionized by people who "conform to the customer's requirements." Sam Walton did it in the retailing business with Wal-Mart. Herb Kelleher did it in the transportation business with Southwest Airlines. Wayne Huizenga did it in the garbage business, the video business, and he's fixing to do it in the car business.

How is Huizenga revolutionizing the car business? First, he started a used-car-superstore chain called AutoNation USA. Then he acquired nearly 200 new car dealerships. His goal is to consolidate this highly fragmented, inefficient group of mostly family-owned businesses. He thinks that he can trim the price of a new vehicle by about \$500. How? By streamlining a very traditional and inefficient industry.

Since the car business started nearly 100 years ago, the way we've bought cars hasn't changed. The sales channels - from manufacturer, to dealer, to customer - is the same as it was then. Trading cars has traditionally been no different than trading horses or cattle. You go to the dealer and play the car game. You haggle over the price. The salesman goes to the sales manager supposedly to ask permission to drop the price. Then you dicker some more and insult each other. Sounds a whole lot like selling fat cattle, doesn't it? The problem is that the customer is tired of playing the car game. Huizenga wants to change the car buying experience to, in the words of James Herring, "conform to the customer's requirements." Let's compare the car game with the cattle game. In his speech, Herring cited some research that reveals just how much money is being left on the table in the cattle game.

According to the National Beef Quality Audit, over \$279 is lost through inefficiencies and nonconformance. Other research suggests that genetically superior cattle handled in a vertically integrated production process can make \$400 per head more than cattle in the old system of segmented production and average genetics. If Wayne Huizenga hears about this, watch out - he may be buying a pair of cowboy boots.

There are more similarities in the car and cattle games. Profitability for instance. New car profits are about \$77 per car, according to the National Automobile Dealers Association. When you consider a new car sells for about \$15,000 on average, \$77 isn't anything to write home about. So how is Huizenga going to eliminate the inefficiencies of the car business to recoup \$500?

Here's the plan. His goal is to have new car dealerships in the top 50 markets, along with his AutoNation used car superstores and Alamo Rent-A-Car and National Car Rental agencies he now owns. Add his low-end used-car store called Valu Stop to that list and you've completed the automobile food chain. The plan is to lease new vehicles for 12-18 months. When those same vehicles are turned back in, they'll be put into the Alamo and National rental fleets. The next step is to take the same vehicles and lease them or sell them again through AutoNation or Valu Stop after their tour of duty as rentals. In other words, Wayne Huizenga is going to vertically integrate the car business.

Of course some of what Huizenga is doing is taking place in the cattle industry. There are some companies that are vertically integrated to some degree. But most cattle feeding operations are in the same boat as the independent car dealer. An independently owned automobile dealership is much like an independently owned feedyard. They're caught in the squeeze. And believe me, independent car dealers are wondering how they are going to play in the Wayne game.

How will independent dealers survive? I've had the opportunity to work on an interesting project in Tulsa that, in my opinion, is the answer to that question. It's known as the Tulsa Ford Retail Network. Here's how it works. All of the Ford dealers (which includes Lincoln-Mercury, Jaguar and Mazda) in the Tulsa metro market have formed a limited liability company with the Ford Investment Enterprise Company (a subsidiary of Ford Motor Company).

These once independently owned dealerships are no longer competing with each other. They own 51 percent of the LLC and Ford owns the other 49 percent. There are some obvious benefits. One is economy of a scale. For example, their combined annual advertising budget as independent dealers was about \$6 million annually. Now that will be trimmed to around \$4 million. They will be able to consolidate functions that will provide additional savings such as accounting, parts and information systems.

They are going to adopt a negotiation-free (one price, no games) selling philosophy, which has already proved to be successful for many dealers. They will be connected by an intra-net computer system that will provide an online policy and procedure operations system to make sure every location is using the same sales, service and business processes. This will assure a consistent customer experience. And they are going to integrate used car sales, rentals and leasing functions that will successfully compete with Huizenga's approach.

This was not an easy decision for these dealers. They are just as independent as their counterparts in the cattle business. But they realized they will not survive as independents in a fragmented, inefficient system. So they went to Ford and asked to be the pilot market for this radical new approach to the car business. And what was the alternative? To go broke while Wayne takes over the industry? These dealers, who were once fierce competitors, chose instead to become partners. And Ford, who was at best a paternalistic supplier who force fed the dealers, is now their minority stockholder. What a dramatic turn of events! Instead of fighting each other they have united against their real competitor - General Motors, Dodge, Toyota and all the others.

Granted the Tulsa Ford Retail Network may be similar to what the Farmland Supreme Beef Alliance and some others have done in the cattle industry. But to meet the challenge that James Herring issued at the TCFA convention, cattlemen will have to set aside their independent mind set as the Tulsa Ford dealers did and take bold action. Ventures of this sort, in some form or fashion, would eliminate the participating entities from competing with each other and focus on the real competitors - the poultry and swine industries who have mastered vertical integration.

Why does it take someone like Wayne Huizenga, who knows nothing about the car business, to revolutionize the car business? I think J. Paul Getty had it right when he stated, "In times of rapid change, experience may be your own worst enemy."

Huizenga doesn't have any experience in the car game so he doesn't know what can't be done. While veterans of the automobile industry are saying it can't be done, he's out there doing it. And independent dealers should be grateful to him. Because without this brash outsider to provoke them, there probably would have never been a Tulsa Ford network. And if they hadn't been forced to do something different they would continue down the same path until they were broke.

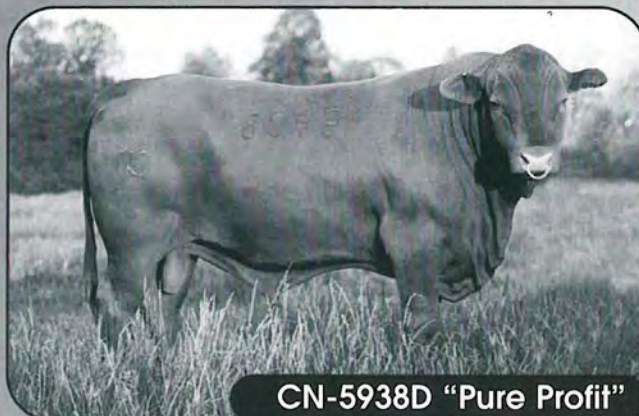
The car game and the cattle game have a lot in common. There's a lot of money being left on the table because both are so independent and entrenched in inefficient and traditional ways of doing business. The car game is changing - thanks to a billionaire who revolutionized the garbage and video industries and a handful of independent dealers who banded together for a common purpose instead of competing with each other. The cattle game will change too. It's just a matter of when it will change, and who is going to lead the change. Will it be those inside the industry - or someone like Wayne Huizenga.

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FRIDAY, JUNE 26, 1998

7:00 a.m. Registration Opens

Ramada Plaza Beach Resort Lobby

7-9:00 a.m. Trade Show Breakfast Buffet

Empire Room

9:00 a.m. SCBA Annual Membership Meeting

Forum

Call to Order - Mitchell Gay, President SCBA

Feeder/Stocker/Retained Ownership Committee Report - featured speaker,

Chuck Frise - Strategic Alliances Manager, Aztec Cattle Company

Based in Marion, North Carolina, Chuck Frise works with commercial cow/calf operators in the Southeastern US to develop data management systems to 1) quantify the value of the beef they produce today, and 2) work with them to improve the consistency and profitability of the beef produced in the future. Aztec Cattle Company is one of the nation's largest privately owned cattle feeders with a one time capacity of over 200,000 head. Aztec is headquartered in Hereford, Texas and is owned and managed by the Jossesand family.

10:45 a.m. Dolphin Cruise & Lunch Excursion

for Kids & Adults - meet at registration desk in lobby

2 hour excursion that takes you into surrounding emerald green waters to eat lunch and look for dolphins. A must for the sea lover. (See registration form for price). We will return around 3:00 p.m.

Noon Luncheon with Speaker Dr. Ronnie Green, Colorado State University - Ambassador

Dr. Ronnie Green is an associate Professor of Animal Science at Colorado State University and teaches courses in animal breeding, DNA technology, population genetics as well as supervising research. Ronnie's research emphasis have included development of new DNA fingerprinting methods, and here's on a number of NCBA and breed association task forces. He currently serves on the Board of Directors of the Beef Improvement Federation (BIF), chairing the emerging technologies committee.

1:30 p.m. General Membership Meeting Continues

Forum

1998-2001 Director Elections

Speaker - Brian Kitchen - Final Five/International Committee Report

Brian Kitchen has over 25 years experience in the successful operation of nonprofit organizations and for profit enterprises involved in agriculture commerce. Currently in the export - import business, Brian is also serving as the coordinator for the International Agribusiness Center at the National Western Stock Show, Rodeo and Horse Show in Denver, Colorado. Brian served as General Manager for the Canadian Simmental Assn. and then Executive Vice President of the American Simmental Association. As a participant in several trade missions, Brian has worked in the Pacific Rim, Central and South America and Eastern Europe.

4:00 p.m. 1998 National Senepol Sale Cattle Viewing

Ramada Plaza Beach Resort East Lot

5-6:30 p.m. Trade Show Social

Empire Room

7:00 p.m. Senepol Banquet - featuring: Motivational Speaker Jim Whitt

Ambassador Room

Jim Whitt is a nationally acclaimed author, consultant and professional speaker. Jim was raised in Oklahoma and worked in cow-calf, stocker and cattle feeding operations as a young man. He is a graduate of Oklahoma State University where he majored in animal science and was a member of the meats judging team. Jim spent 10 years with Ralston Purina Co. working with commercial feeding operations in Kansas, Texas and Oklahoma. He then became the national cattle product marketing manager for Central Soya Co. in Indiana. Jim's column, "Whitt & Wisdom: Business Management & Leadership" for Cattle Feeders, is a regular feature in the CALF Cattle Feeder News.

9:00 p.m. Awards, Fun Auction & Dance follow.

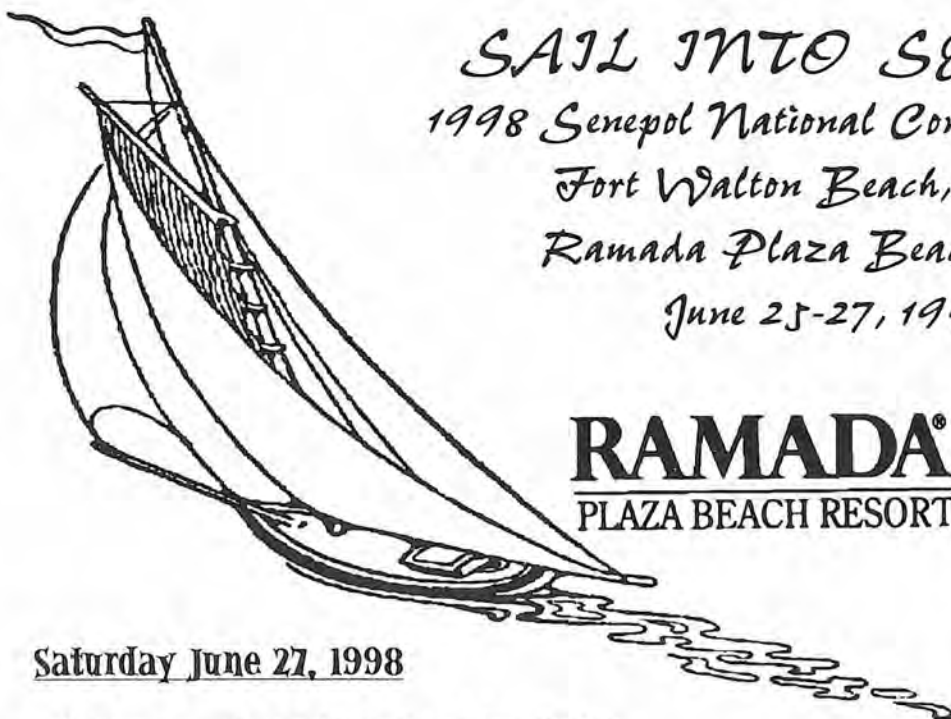


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Jim Whitt



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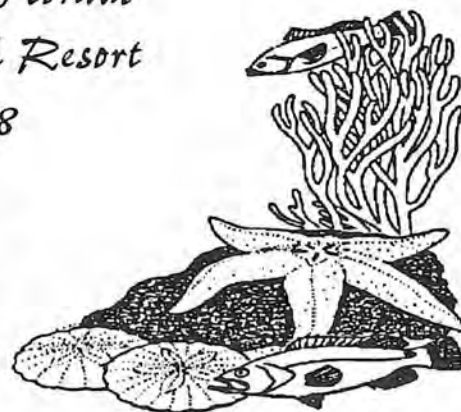
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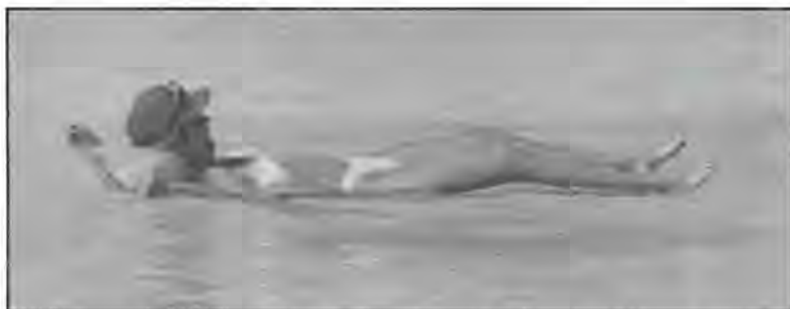
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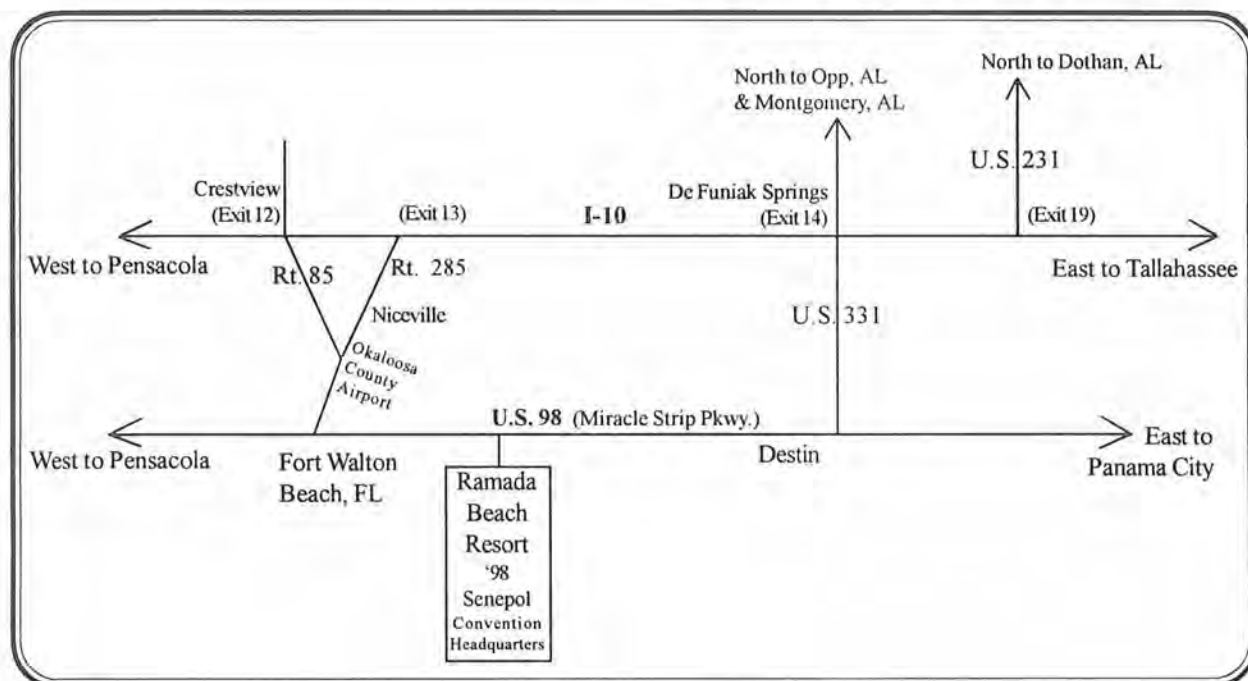
Saturday June 27, 1998

- 7-9:30 a.m. Trade Show Breakfast Buffet -**
Empire Room
- 10:00 a.m. Trade Show Closes**
- Noon '98 National Senepol Sale -**
Ramada Plaza Beach Resort East Lot
- 5:00 p.m. Beach Party**
Ramada Courtyard

Relax poolside in the palms, while you enjoy shrimp, catfish and all the trimmings.



It's Over - Now Relax & Have Fun !



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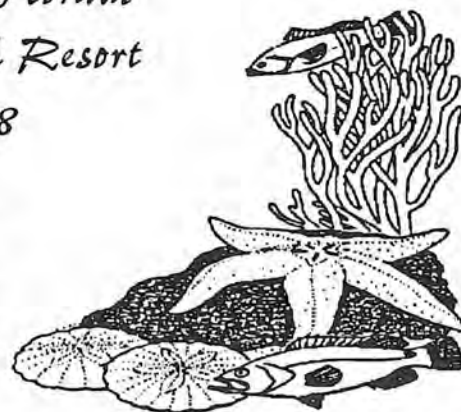
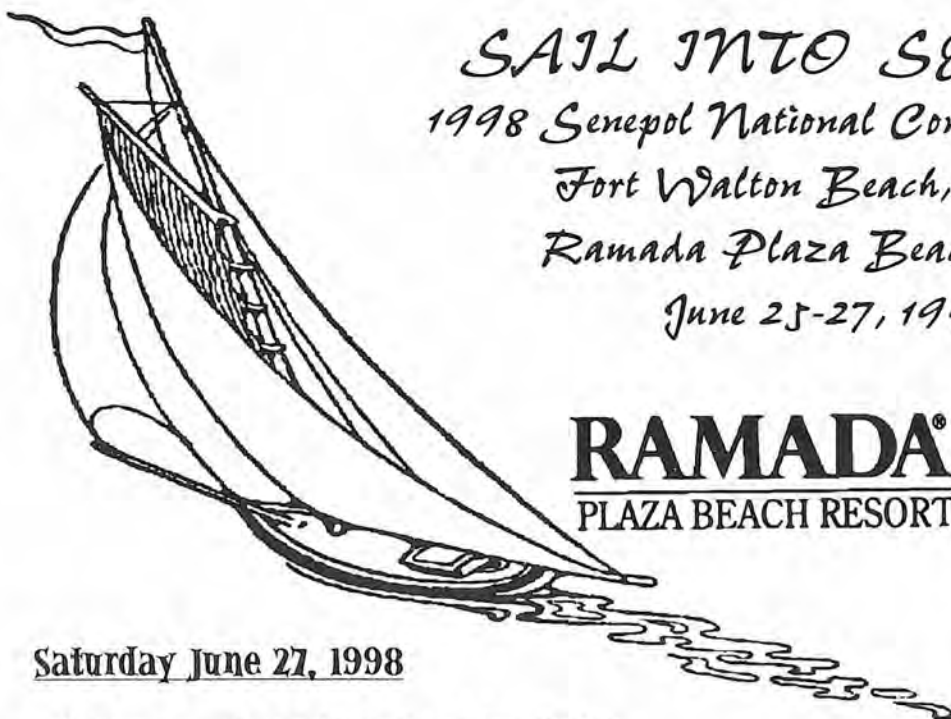


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Jim Whitt



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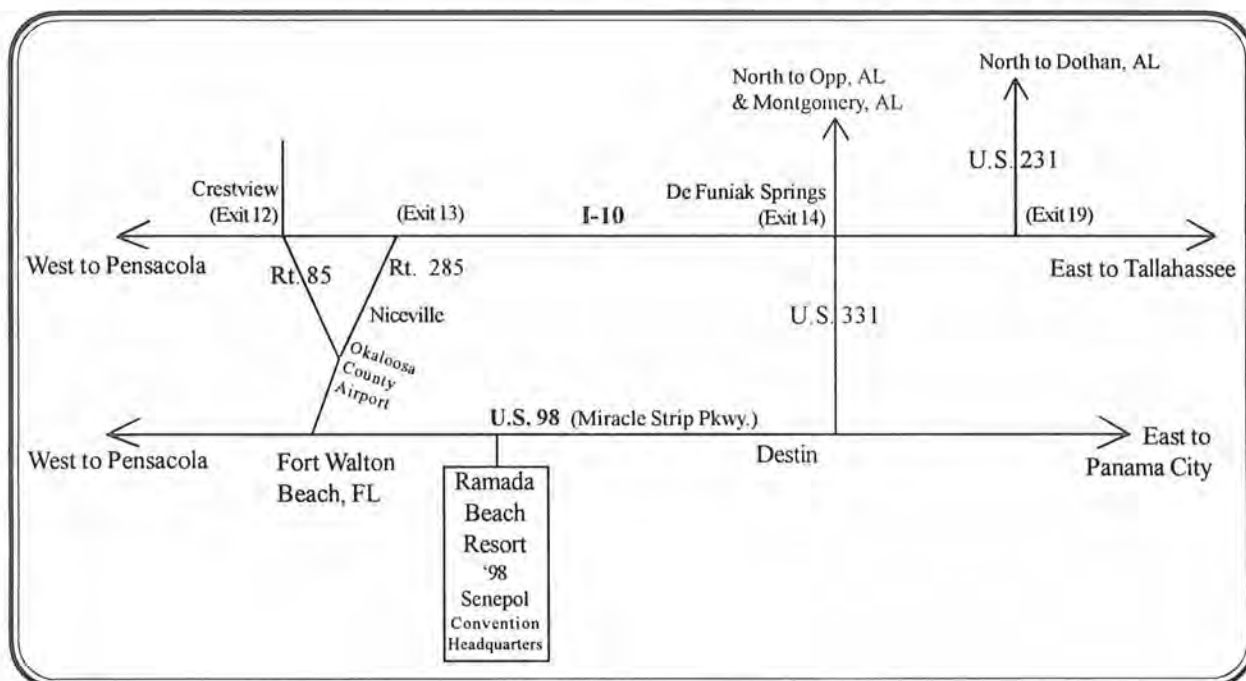
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1998 Senepol National Convention & Sale

Fort Walton Beach, Florida

June 25-27, 1998

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IMPORTANT CHANGE IN PROCEDURE

You must register and send payment **BY JUNE 17, 1998**, if you wish to have a guaranteed reservation for this years convention. **Only a small number of meals and excursions will be sold on-site.**

(We will be unable to bill to SCBA accounts or make deductions from sales settlements, sorry for any inconvenience)

Please mail this form and payment to: SCBA CONVENTION, P.O. BOX 88, LOUISA, VA 23093

(Do Not Send to Kansas City Address, Thank you in advance)

Pre-Convention Discount Prices

(Only Higher A La Carte price will apply at the convention site, no packages will be sold)

Individual Adult Package: Each Adult @ \$165 X () # Adults = \$

(Includes: Convention Registration, Thursday Lunch, Cruzan Cookout & the Texas Club, Friday Breakfast, Friday Lunch & Banquet, Saturday Breakfast and all meetings. Note: Package price does not include Dolphin Cruise or Sat. Beach Party)

Ranch Special: Save \$\$\$ with the Ranch Special if you have more than one adult attending

First Adult @ \$165 X (1) # Adults = \$

+ all additional Adults @ \$135 X () # Adults = \$

(Includes: Convention Registration, Thursday Lunch, Cruzan Cookout & the Texas Club, Friday Breakfast, Friday Lunch & Banquet, Saturday Breakfast and all meetings. Note: Package price does not include Dolphin Cruise or Sat. Beach Party)

Junior Package: Each Junior @ \$115 X () # Junior = \$

(Includes: Thursday Lunch, Cruzan Cookout, Friday Breakfast, Jr. Stockmans Contest, Dolphin Cruise & Lunch, Friday Banquet, Saturday Breakfast) (Note: does not include Beach Party)

OR A La Carte Prices with Pre Convention Discount:*

Registration @ \$ 50 X () # Adult = \$

*Registration Fee must be paid if ordering any of the following items

Thursday Lunch @ \$ 15 X () # Adult = \$

Thursday Cruzan Cookout & The Texas Club @ \$ 40 X () # Adult = \$

(Includes transportation to and from The Texas Club for Senepol Nite. Must be 18 years of age to go to Texas)

Friday Breakfast @ \$ 10 X () # Adult = \$

Friday Lunch @ \$ 15 X () # Adult = \$

Dolphin Cruise & Lunch @ \$ 25 X () # Adult = \$

Banquet & Dance @ \$ 45 X () # Adult = \$

Saturday Breakfast @ \$ 10 X () # Adult = \$

Beach Party (not included in package) @ \$ 30 X () # Adult = \$

TOTAL AMOUNT DUE \$ _____

Please give Full Names of those in Attendance for Name Tags: _____

Please mail this form and payment to:

SCBA CONVENTION

P O Box 88, Louisa, VA 23093

Questions? Call Leslie Comstock

540-967-3825

Use reverse side for additional names, see you in Ft. Walton

BEACH BABE...



...ASL BABE 75U E.T.

That's Right, Jackson Senepol is offering the Right to Flush, "The Babe", herself to the bull of the buyer's choice. This powerful "King" daughter has established herself as one of the Senepol breed's premier donors. A prolific egg producer, she was the dam of the \$4,800 2nd high selling bull, JS 26E E.T. going to Gulf Coast Senepol in Grand Bay, Alabama.

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HE SELLS - AT FORT WALTON BEACH...



...WC 701A

EPDs	BW	WW	YW	MM	M&G
	-0.4	11	12	-5	0
Rank	top	top	top		
	25%	15%	20%		

Sire: WC 525S - Growth Trait Leader
Paternal Grand sire: WC 0804 - Growth Trait Leader
Maternal Grand sire: WC 416P - Growth Trait Leader

WC 701A is the sire of several of the top performing and most impressive calves in our '96 & '97 calf crops. He adds thickness, growth, fleshing ability and fertility. 701A has the largest testicles we've ever seen on a Senepol bull!



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FAX - (940) 849-3173

NOW THAT'S IMPRESSIVE !

Below is the data from 2 groups of Senepol Cross Steers that were fed at Sugarland Feed Yards, Inc. in Hereford, Texas from March 18, 1997 through September 12, 1997. This is yet one more example in a growing number of cases where Senepol sired calves performed very well in the feedlot, and proved to be profitable to feed.

Pen 1 38 Head

In Wt.	754#
Out Wt.	1228#
Days on Feed	148
Average Daily Gain	3.20
Feed Conversion (Dry)	5.91 lbs Feed/lb of Gain
Cost of Gain	\$55.56/cwt

Pen 2 25 Head

In Wt.	657#
Out Wt.	1362#
Days on Feed	178
Average Daily Gain	3.96
Feed Conversion (Dry)	5.24 lbs Feed/lb of Gain
Cost of Gain	\$49.64/cwt

SENEPOL SALE REPORTS

SENEPOL COMMAND PERFORMANCE I

February 21, 1998
Houston Livestock Show & Rodeo
Houston, Texas

Sale Manager: SCBA Sales
Auctioneer: Greg Clifton, Bowie, Texas

Buyers from North & South America were on hand for the Senepol Breed's first Show & Sale held in conjunction with the Houston Livestock Show & Rodeo. Held the day following the judging, buyers utilized much of the same performance data, EPD's and ultrasound data in making their decisions below are the averages, and high selling individuals:

29 Total Lots @ \$45,100 to average:	\$1,555
9 bulls @ \$14,900 to average:	\$1,655
20 open & bred heifers @ \$30,200 to average:	\$1,510

Lot 30 - HBC Hotstuff 104F, an October 9, 1996 son of HBC Hot Stuff 25A consigned by Honey Bee Creek, Hampton, Georgia to Ganadera Sesenta Y Tres S.A., Acuncion, Paraguay @ \$5,000
Lot 36 - AMI 673F, a January 31, 1996 son of BTF 1645 consigned by Prime Rate Ranch, Okeechobee, Florida, to Ganadera Sesenta Y Tres S.A., Acuncion, Paraguay @ \$2,500

LAST CALL

FOR THE INAUGURAL SENEPOL SIRE TEST

The SCBA Board of Directors approved plans for a Senepol Sire Test Program in June of 1997. Details for this program were explained in the Summer '97 issue of *Senepol World*. Since then SCBA has been negotiating with several large herds to serve as Senepol test herds. As this issue of *Senepol World* goes to press, plans are being finalized for a test herd. There are some minor differences in this program vs. the one that was presented previously to the membership. As these changes may influence your decision to nominate a test sire, the SCBA Board of Directors is making this final announcement, so that no one will be left out of this program who wishes to participate.

New Sire Test Program Changes:

- 1) The Price to test a sire has been reduced from \$2,000 to \$1,250. This price reduction reflects changes in the program which will make testing a sire more efficient, and less costly. It is SCBA's intention to pass these cost savings on to the bull owners.
- 2) The amount of semen required for the initial test sires will still be 500 units, however, this semen will need to be eligible for export.
- 3) The test herd is a large herd in Paraguay. In Paraguay the program will be overseen by the head of the newly approved, Paraguayan Senepol Cattle Breeders Association who will stay in close communication with SCBA special program director, and SCBA performance committee chairman.
- 4) Carcass Data will be collected by certified ultrasound equipment. This data will be collected at approximately 15 months of age on all test herd progeny.
- 5) Post weaning performance and carcass measurements will be taken off of a total forage ration.

Are you still interested ? More Interested ? Like the lower price ?

Act now - The Deadline is passing this month !

If you are interested in testing a Senepol Sire as one of the original reference sires of the Senepol Breed, please contact:

SCBA Performance Committee Chairman,

Jerry White

P.O. Box 215

Bladenboro, NC 28320

(910) 863-3170 night, (910) 648-6171 - day

OR

SCBA Special Programs Director,

Greg Cornstock

P.O. Box 88

Louisa, VA 23093

(540) 967-3825 (540) 967-1763 - FAX

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CH 8364

WC 166

CN 4716 "Longford"

AC 761

CH 965

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HBC Hot Stuff 25A

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Some Sires available in very
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Senepol Command Performance I

Captures Global Attention !

Senepol held Center Stage for about three hours on Friday, February 20, 1998 at the '98 Edition of the Houston Livestock Show & Rodeo in Houston, Texas. This event is billed as the World's largest livestock exposition, and is attended by hundreds of thousands of cattlemen from around the Globe. The Senepol Command Performance Show gathered a large, and interested crowd as cattlemen from around the world watched the 31 head of Senepol cattle compete.

The Command Performance I Show was judged by Red Angus Association of America CEO, Dr. R.L. "Bob" Hough. In addition to his visual appraisal of the cattle, Dr. Hough used a variety of objective measurements, including: current EPD's, ultrasound data for Ribeye area, BackFat, and Intramuscular Fat, frame score, pregnancy status, and scrotal circumference.

Grand Champion bull was HBC HotStuff 104F, an October 11, 1996 son of HBC Hot Stuff 25A. Bred & Owned by Honey Bee Creek Senepol, of Hampton, Georgia, 104F won the Winter Bull Calf class before being slapped Champion Bull Calf, and ultimately Grand Champion bull. 104F was also the high selling bull in the Senepol's "Command Performance I Sale", held Saturday, February 21, 1988 bringing \$5,000 for 1/2 interest and going to Jose Pereira in Paraguay.

Another Hot Stuff 25A son exhibited by Honey Bee Creek, HBC Hot Stuff 101F won Reserve Champion bull honors, following his half brother, 104F out of class #18, Winter Bull Calves, and on to Reserve Bull Calf Champion before being slapped Reserve Grand Champion.

The youngest heifer in the show HBC Fancy 57G, another Honey Bee Creek Senepol entry, and daughter of HBC Hot Stuff 8E ET won Heifer Calf Champion, and Grand Champion Female honors. This April 11, 1997 heifer calf was sired by a half brother to the two bull champions. Her rib eye area was the largest per weight on any heifer in the female show.

A daughter of HBC Hot Stuff 25A, AMI 712F E.T. won class 4 - Senior Heifer Calves. This 8-10-96 heifer was bred and exhibited by Prime Rate Ranch of Okeechobee, Florida. After winning her class, she went on to claim Reserve Heifer Calf Champion and Reserve Grand Champion Female honors.

Honey Bee Creek won the "Best Six Head" class, which included their two Bull Champions and the Grand Champion female. Other Exhibitors who brought home Blue Ribbons included:

Class 2 - Junior Heifer Calves: CP Miss Parker 731G, a February 19, 1997 daughter of Hercules Jr. bred and exhibited by Parker Senepol, Rogersville, Alabama.



- Grand Champion Bull - HBC Hot Stuff 104F

bred & exhibited by Honey Bee Creek Senepol, Hampton, Georgia
EPD's: BW 1.4, WW 9, YW 15, MM -1, M&G 3
Show Data: WT: 1323#, BF .16 in, REA 17.08 in², SC 37.5 cm
This October 9, 1996 son of HBC Hot Stuff 25A was also the high selling bull, going to Jose Pereira in Paraguay.



Reserve Grand Champion Bull - HBC Hot Stuff 101F

bred & exhibited by Honey Bee Creek Senepol, Hampton, Georgia
Circle H Senepol of Ardmore, Tennessee purchased this October 2, 1996 son of HBC Hot Stuff 25A.
EPD's: BW 2.0, WW 7, YW 10, MM -2, M&G 2
Show Data: WT: 1409#, BF .12 in, REA 15.75 in², SC 37.5 cm

Class 3 - Winter Heifer Calves: PRR 732F E.T., an October 31, 1996 daughter of CN 4635 "Blondie" bred and exhibited by Prime Rate Ranch, Okeechobee, Florida.

Class 9 - Mature Females: HE 50, a March 22, 1995 daughter of Prosperity AV 287 bred by Hart Enterprises, Madison, Florida, and exhibited by TNT Senepol, Pollock, Louisiana.

Class 16 - Spring Bull Calves: Bar 51 Mr Hot Rod 72G, a March 25, 1997 son of Bar 51 Hot Rod 19 E.T. bred and exhibited by Bar 51 Ranches, Fairland, OK.

Class 17 - Junior Bull Calves: GCS 003G Gulf Pharaoh, a January 18, 1997 son of HBC Osceola 17A ET bred and exhibited by Gulf Coast Senepol, Grand Bay, Alabama.

Class 19 - Senior Bull Calves: 5T 57F, a September 6, 1996 son of 5T 115 E.T. bred and exhibited by 5-T Ranch, Gainesville, Florida.

-We're Proud -

**to have bred and exhibited the Winner in
Class 2 - Junior Heifer Calves**

Our thanks to the good Folks at Honey Bee Creek Senepol for purchasing this Class Winner in the Senepol Command Performance I Sale. Look for more Parker Senepol Consignments at the '98 National Senepol Sale in Fort Walton Beach, Florida



Parker Senepol Farm

Carl & Sharon Parker
305 Co. Rd. 591 • Rogersville, AL. 35652
(256)247-0521 • (256) 247-0968 - FAX



Reserve Grand Champion Female

AMI 712F E.T. (Pictured in pasture after the show)

bred & exhibited by Prime Rate Ranch, Okeechobee, Florida

August 10, 1996 daughter of HBC Hot Stuff 25A

EPD's: BW 0.5, WW 13, YW 13, MM 1, M&G 8

Show Data: WT: 945#, BF .13 in, REA 10.13 in²

The sale was held on Saturday, February 21st, and saw a truly "Global" crowd on hand to evaluate the 30 lots of Senepol heifer calves and yearling bulls. The sale offering was dispersed at an average price of \$1,545 to a total of 17 Buyers from eight states, Paraguay, and Venezuela. The high selling Lot was HBC Hotstuff 104F, who had won Grand Champion bull honors the day before. 104F sold for \$5,000 for 2/3 interest, going to Senepol breeders in Paraguay.

SCBA Executive Vice President, Greg Comstock, commented, "We are especially pleased with the response to Senepol at Command Performance I. We had a big crowd during our show, and lots of traffic back in the stalls both before and after the event. Comstock concluded stating, "At this times our plans are be back next year with Command Performance II, and benefit from the momentum the Senepol breed gained during this first event."

- Junior Focus -

**Brian Kopp, Jr. takes Senepol
honors in Louisiana**



**HE 74 - with Junior owner/exhibitor,
Brian "B.J." Kopp, Jr.**

This Spring heifer calf won 1st place in the A.O.B. "Non-Brahman" Influence show in District competition in Alexandria, Louisiana. Brian, age 9, also won 3rd place in showmanship at the same event. A member of the Junior SCBA, Brian is able to maintain "Honor Roll" status at the Pollock Elementary School in addition to his award winning livestock ventures.

(Photo & story courtesy of Tim & Terri Hart, TNT Senepol, Pollock, Louisiana.)

- SCBA Thanks -

Gerald Frye of
Bovine Engineering & Consulting
for providing all ultrasound data at the
**'98 Senepol Command
Performance Show & Sale,**
including: BackFat, Rib eye area, and intra-
muscular Fat (marbling)



**- contact: Gerald Frye (501) 556-5080
Bovine Engineering & Consulting
for your ultrasound needs -**

SOURCES OF SENEPOL SEEDSTOCK

H.J. White Farm Boyce & Jerry White P.O. Box 215 • Bladenboro, NC 28320 (910) 648-6171 — Day (910) 863-3170 — Night	 Old Dominion SENEPOL Joe & Connie May 5331 Louisa Rd., Keswick, VA 22947 (804) 293-9860	 TELFAIR FARMS REGISTERED SENEPOL CATTLE P.O. Box 2006 Bushnell, FL 33513 • (904) 793-9340	Prestwood Beef Cattle Kim, Jennifer & Kyle Prestwood 285 Pleasant Hill Road Lenoir, NC 28645 (704) 728-8920
BONNY DOON FARM Senepol, Maine-Anjou & composite cattle Bonnie & Stanley Moles Reddick, FL 32686 (352) 591-1910 <i>Sunshine State Seedstock</i>	Southwind Senepol Ranch <i>The Perfect Circle Brand</i> Otto & Susan McCarty P.O. Box 68 • Aiken, SC 29802 (803) 648-4843	 SENEPOL MXL ANGUS Red Black Lanny McCullers (813) 949-4191 P.O. Box 17725 • Tampa, FL 33682 Layne McCullers (813) 963-6365	SPRINGSIDE FARM Johnny & Lucy Smith 4590 Clifton Pike Versailles, KY 40383 (606) 873-0674
 DIXIELAND FARM David & Dixie Selzer 1468 Co. Rd. 31 • Killen, AL 35645 (205) 757-9226	Copeley Farms Jimmie Massie — Owner Thomas Bowles — Manager 810 Castle Rock Rd. Goochland, VA 23063 (804) 784-5034	King Farms Earl King — Owner P.O. Box 125, Jackson, AL 36545 (205) 246-4869	Swanee's Senepol Farm Swanee & Eddie Mae Carver 1412 Highpoint Rd. Albertville, AL 35950 (205) 878-6698
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Calendar of Events 1998 June '98 Senepol Sire Summary published June 6 St. Croix "Hand-Picked" Sale, Statesville, N.C. June 25-27 National Senepol Convention & Sale, Ramada Beach Resort, Fort Walton Beach, Fla. Sept. 5 Honey Bee Creek's Dynamic Senepol Genetics II, Hampton, Ga. * Any member or State Association wishing to have events listed in the calendar, please fax or mail information to Greg Connstock, (P.O. Box 88, Louisa, VA 23093) fax (540) 967-1763 by the 1st of the month to get in that month's Senepol Report		4-D Enterprises Jay & Patty, Nathan & Nancy Day - Owners Rt. 1, Box 710, New Castle, VA 24127 (540) 864 - 6915 • (540) 864-6929 Fax <i>the Virginia home of WC-850</i> Springhill Ranch 1652 Laughter Rd. S., Hernando, MS 38632 Jason Williams (601) 429-8926 Paul Williams (601) 429-8260 Fax (601) 429-6330 <i>A select group of linebred CN females for sale</i>	
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WE'RE SENDING A "SUPER COW"!



...CN-5631 - '97 Senepol Super Cow

CN 5631

01063574 — Calved: June 29, 1992 — Tattoo: RE 5631B; LE LR

CN 4716 CN 1090 CN 258
01005916 CN 1343 CG 4231
CN 473
CG 4351

CN 2822 CN 1775 CN 748
01005070 CN 1331 CN 652
UNREGISTERED SIRE
UNREGISTERED DAM



BW	WW	YW	MM	M&G
1.2 (.32)	7 (.35)	13 (.23)	5 (.28)	8

Average Progeny Weaning Wt. Ratio 104,

Average Progeny Yearling Wt. ratio 109,

Average Calving Interval 357 days.

CN-5631 sells with a heifer calf born Nov. 5, 1997, #6493, sired by CN-5388 "Viking."

This "Front Pasture" donor prospect serves as a representative of Castle Nugent Senepol Seedstock, which are for sale 365 days per year — one at a time or by the plane load!



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Enrico Gasperi, Manager, Fax and Telephone (809) 773-2386



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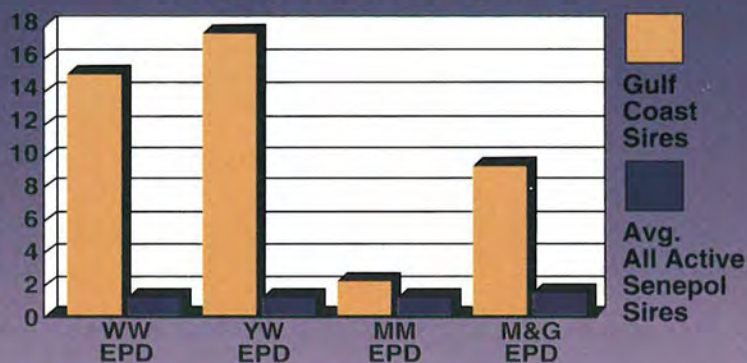
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Joe Leonard
farm manager

...for Muscle, Growth & Maternal!

The Average Gulf Coast Herd Sire vs.
Average of all active Senepol Sires



HBC CHIEF RENEGADE1C E.T. • 1063123 1-2-93

BW 3.9 (.60); WW 18 (.43); YW 24 (.35); MM 0 (.15); M&G 9.

Renegade is joined by our AC-761 son, "John Henry", and our CN-2731 son, "Admiral", both out of the great "King" daughter, "Babe."

Let Gulf Coast Senepol's Sire Battery put your program "Ahead of the Pack."

Semen available on all sires; call or write for details.

HONEY BEE CREEK CHAMPIONS!



Reserve Grand Champion Bull HBC HOT STUFF 101F

Thanks to Circle H Senepol in Ardmore, Tenn., for its purchase of this Oct. 2, 1996, son of HBC Hot Stuff 25A. BW 2.1; WW 7; YW 10; MM -2; M&G 2. Wt. 1,409 lbs.; BF .12 in.; REA 15.75 in.; SC 37.5 cm.

More important than the banners we won — HBC cattle were selected utilizing complete objective data, including: EPDs, ultrasound carcass data and scrotal circumference.

All Honey Bee Creek Champions were sired by fullblood Senepol bulls bred right here at Honey Bee Creek!

*Plan to attend our
Dynamic Senepol Genetic Sale II
Sept. 5, 1998, at the ranch
Hampton, Ga.*

Circle G Ranches
4361 Jonesboro Rd.
Hampton, GA 30228
Jim & Gail Gresham
(770) 471-9345



Tom Dalbey — General Manager • (770) 471-9345

Honey Bee Creek bred and exhibited the Grand Champion Bull, Reserve Grand Champion Bull, Grand Champion Female and Best Six Head at the recent Senepol Command Performance Show & Sale at the Houston Livestock Show & Rodeo in Houston, Texas.



Grand Champion Bull HBC HOT STUFF 104F

This Oct. 9, 1996, son of HBC Hot Stuff 25A was also the high selling bull, going to Jose Pereira in Paraguay. BW 1.4; WW 9; YW 15; MM -1; M&G 3. Wt. 1,323 lbs.; BF .16 in.; REA 17.08 in.; SC 37.5 cm.

**We are selling the
dam of 104F, the
Houston Grand Champion, in the
'98 National Senepol Sale in
Fort Walton Beach, Fla.**

**Senepol Division
Honey Bee Creek**
416 Perkins Rd., Milner, GA 30257
Tony & Jennifer Gresham
(770) 471-3536