



2018  
DENVER COLORADO  
NATIONAL  
LIMOUSIN  
SALE

JANUARY 7, 2018

5 PM • NWSS NATIONAL WESTERN CLUB  
DENVER, COLORADO



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**NATIONAL  
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**LIMOUSIN SCHEDULE OF EVENTS**

**SATURDAY, JANUARY 6**

- 9:00 a.m. Hill Cattle Check-In, NWSS Hill
- 2:00 p.m. Yard Cattle Check-In, NWSS Yards

**SUNDAY, JANUARY 7**

- 7:00 a.m. NALF Board of Directors Meeting, Hotel
- 4:00 p.m. Social Hour for National Limousin Sale, NWSS National Western Club
- 5:00 p.m. National Limousin Sale, NWSS National Western Club

**MONDAY, JANUARY 8**

- 7:30 a.m. Annual Meeting, NWSS National Western Club
- 6:00 p.m. Membership Banquet & Genetics on Ice Auction, Hotel

**TUESDAY, JANUARY 9**

- 9:00 a.m. National Junior Limousin & Lim-Flex® Shows, NWSS Stadium Arena
- 1:00 p.m. National Limousin MOE Show, NWSS Stadium Arena
- 3:00 p.m. Begin Hill Release

**WEDNESDAY, JANUARY 10**

- 9:00 a.m. Limousin & Lim-Flex Pen & Carload, NWSS Yards LCAA
- 12:00 p.m. Hamburger Fry, NWSS Yards LCAA
- 5:00 p.m. Begin Yard Release

**SELLING 26 LOTS  
LIMOUSIN & LIM-FLEX**

Bull • Bred & Open Heifers  
Genetic Opportunities

**AUCTIONEER:**  
C.K. "Sonny" Booth, (918) 533-5587

**SALE MANAGER:**  
 **LIMOUSIN**  
(303) 220-1693 • limousin@nalf.org

**MARKETING TEAM:**



KEN HOLLOWAY (580) 581-7652  
www.americancattleservices.com



KILEY MCKINNA (402) 350-3447  
www.mcmarketingmanagement.com



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All Credit Cards Accepted

Delivery on live lots guaranteed to cost no more than \$300 to central points  
anywhere in the continental United States through Lathrop Trucking Inc.,  
Randy Lathrop (847) 426-5009.

All cattle sell under the standard  
North American Limousin  
Foundation guarantee.  
All announcements made at sale time  
take precedence over printed material.  
EPDs dated Fall 2017.





*Focus  
Kendall Harsh*

LOT 1



## LFL DIVIDEND 608 4D ET

**BULL**  
 LIM-FLEX 67%  
 9/4/2016  
 HOMO PLD(T)  
 HOMO BLK(P2)  
 LFM2119189  
 BLAW 6084D

MAGS WINSTON  
 MAGS AVIATOR  
 MAGS XTRA REST  
 DHVO DEUCE 132R  
 DJ XECUTIVE PRIVILEGE  
 DJ UPTOWN GIRL

BT CROSSOVER 758N  
 MAGS STRAWBERRY  
 DHVO DEUCE 132R  
 MAGS UNREST  
 GPFF BLAQUE RULON  
 AMY JO DHAN 20L  
 LH RODEMASTER 338R  
 MAGS SISTER ACT

BW: 77 • Adj. WW: 747 • Adj. YW: 1,491 • Adj. SC: 36.3 • Adj. REA: 14.34 • Adj. IMF: 2.63

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
10	1.6	81	116	29	5	0.9	25	.12	37	.54	.14	58

*Offered By: LAWRENCE FAMILY LIMOUSIN*

**GE-EPDs.** Selling 5% semen shares which will include 20 units of semen per year, \$2,500.00 per share which entitles share owners to 5% of LFL Dividend's net revenue from future semen sales. We will not release semen on the open market until spring of 2019. Dividend is a maternal sib to the 2015 and 2016 high-selling females in the National Sale and a maternal sib to the NWSS Reserve Grand Champion Pen of Lim-Flex Bulls in 2017. His sire MAGS Aviator is currently one of the most popular sires in the breed! His dam is the most consistent cow at Lawrence Family Limousin. Dividend ranks in the top 35% in 11 of the 16 traits, including the top 4% for TM, 5% for WW and 10% for YW. Dividend backs these numbers with his adjusted performance of 77 BW, 747 WW and 1,491 YW.



BIEBER HARD DRIVE Y120



BIEBER ROLLIN DEEP Y118



SILVEIRAS MISSION NEXUS 1378

## 2 PICK OF 14 RED, LIM-FLEX OPEN HEIFERS

Offered By: WULF CATTLE

Folks, here's your chance to be the judge! Study this rare opportunity to pick from 14 of the finest Red Lim-Flex females ever created at Wulf Cattle! All of the females on offer are from the heart of the Wulf Cattle embryo transfer program and have been mated with genetic predictability, growth, performance, maternal efficiency and numerical strength in mind. The donors represented in this exclusive group of red Lim-Flex heifers are Wulfs Soloist 6284S, Wulfs Your Choice 1419Y and JYF 530X—all of which have a proven track record of production excellence. The Red Angus sires Bieber Hard Drive Y120, Bieber Rollin Deep Y118 and Silveiras Mission Nexus 1378 have been hand selected to use on these donor cows because of their growth, performance, docility, maternal predictors and carcass prowess. Bottom-line is, the matings featured in and amongst this elite group represent some of the best of both the Limousin and Red Angus breeds. January 7th don't miss your chance to invest in a corner stone female from a reputation program.

LOT	ANIMAL	CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
2A	WULFS ELDERBERRY 7118E ET LF(50) • HPI(P2)/Red • 2/25/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: WULFS YOUR CHOICE 1419Y • ACT BW: 78 • ADJ WW: 641	11	0.0	81	125	29	9	0.9	23	43	.70	-.17	.39	70
2B	WULFS ELAINA 7119E ET LF(50) • DP/Red • 2/25/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: JYF 530X • ACT BW: 82 • ADJ WW: 773	12	-0.2	89	109	22	8	0.9	23	32	.54	-.23	.28	68
2C	WULFS ELBA 7120E ET LF(50) • DP/Red • 2/25/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: JYF 530X • ACT BW: 96 • ADJ WW: 753	12	1.7	87	109	22	8	0.9	23	32	.54	-.23	.28	68
2D	WULFS ELEANOR 7123E ET LF(50) • DP/Red • 2/27/17 • SIRE: BIEBER ROLLIN DEEP Y118 • DAM: JYF 530X • ACT BW: 76 • ADJ WW: 613	12	-0.4	69	101	27	7	-	-	29	.38	-.10	.20	59
2E	WULFS ELEGAC 7124E ET LF(50) • HPI(P2)/Red • 2/28/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: WULFS YOUR CHOICE 1419Y • ACT BW: 78 • ADJ WW: 628	11	0.0	79	125	29	9	0.9	23	43	.70	-.17	.39	70
2F	WULFS ELEGANT 7125E ET LF(50) • DP/Red • 2/28/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: JYF 530X • ACT BW: 96 • ADJ WW: 683	12	1.7	81	109	22	8	0.9	23	32	.54	-.23	.28	66
2G	WULFS ELISHA 7137E ET LF(50) • HPI(P2)/Red • 3/2/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: WULFS YOUR CHOICE 1419Y • ACT BW: 92 • ADJ WW: 732	11	1.8	89	125	29	9	0.9	23	43	.70	-.17	.39	72
2H	WULFS ELLA ROSE 7142E ET LF(50) • DP/Red • 3/3/17 • SIRE: SILVEIRAS MISSION NEXUS 1378 • DAM: JYF 530X • ACT BW: 91 • ADJ WW: 685	11	0.7	76	101	23	4	1.2	-	27	.56	-.23	.17	61
2I	WULFS ELLEN 7143E ET LF(50) • DP/Red • 3/3/17 • SIRE: BIEBER ROLLIN DEEP Y118 • DAM: JYF 530X • ACT BW: 90 • ADJ WW: 635	12	1.4	71	101	27	7	-	-	29	.38	-.10	.20	60
2J	WULFS ELLA MAY 7144E ET LF(50) • HPI(P1)/Red • 3/3/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: WULFS SOLOIST 6284S • ACT BW: 74 • ADJ WW: 648	11	-0.9	77	118	32	7	0.7	23	41	.89	-.26	.40	70
2K	WULFS ELABORATE 7149E ET LF(50) • HPI(P1)/Red • 3/5/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: WULFS SOLOIST 6284S • ACT BW: 90 • ADJ WW: 677	11	1.3	80	118	32	7	0.7	23	41	.89	-.26	.40	71
2L	WULFS ELAINE 7150E ET LF(50) • DP/Red • 3/5/17 • SIRE: SILVEIRAS MISSION NEXUS 1378 • DAM: JYF 530X • ACT BW: 96 • ADJ WW: 664	11	1.4	74	101	23	4	1.2	-	27	.56	-.23	.17	60
2M	WULFS ELANNA 7159E ET LF(50) • DP/Red • 3/6/17 • SIRE: BIEBER HARD DRIVE Y120 • DAM: JYF 530X • ACT BW: 96 • ADJ WW: 643	12	1.7	77	109	22	8	0.9	23	32	.54	-.23	.28	65
2N	WULFS EMPORIA 7490E ET LF(50) • DP/Red • 3/9/17 • SIRE: BIEBER ROLLIN DEEP Y118 • DAM: JYF 530X • ACT BW: 97 • ADJ WW: 653	12	2.4	73	101	27	7	-	-	29	.38	-.10	.20	60



WULFS YOUR CHOICE 1419Y  
Dam of Lots 2A, 2E & 2G



WULFS SOLOIST 6284S  
Dam of Lots 2J & 2K



JYF 530X  
Dam of Lots 2B, 2C, 2D, 2F, 2H, 2I, 2L, 2M & 2N

# PICK OF 2016 FALL-BORN BRED HEIFERS

Offered By: LINHART LIMOUSIN

The pick of approximately 70 elite bred heifers is coming from the heart of our robust fall calving program which, is one of the largest in the business today. The list of breed impacting females that we've been fortunate to raise over the years continues to rapidly grow like, LLJB Absolute Style 3056A and CJSL 6096D, and we have full confidence that a matron worthy of that moniker exists in this very group. Found specifically in the 2016 fall-born bred heifer pen are females that are high quality, numerically impressive and genetically diverse. This combination all but secures your chance of finding numerous prospect donor females to sort through.



LLJB ABSOLUTE STYLE 3056A



CJSL 6096D



LOT 4



JCL DRIVER • Son of Lot 4

## JCL KEILMA LNLN 909A

COW  
LIM-FLEX 50%  
4/5/2013  
HOMO PLD(T)  
HET BLK(T)  
LFF2031568  
LNLN 909A

MAGS WINSTON  
MAGS EAGLE  
MAGS WEB OF DECEIT  
S A V NET WORTH 4200  
PBRS UNBELIEVABLE 8149U  
WLR RENDEZVOUS 050R

BT CROSSOVER 758N  
MAGS STRAWBERRY  
AUTO DOLLAR GENERAL 122R  
CABIN CREEK BEHAVE 6040  
S A V 8180 TRAVELER 004  
S A V MAY 2410  
GPFF BLAQUE RULON  
KEHG JULIET 10H

BW: 68 • Adj. WW: 718 • Adj. YW: 1,016

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
10	1.2	82	121	24	8	1.0	16	.04	40	.53	.48	72

Offered By: JCL LAND & CATTLE

**GE-EPDs.** This is an outstanding daughter of MAGS Eagle and PBRS Unbelievable 8148U, who produced JCL Katniss LNLN 207Z, the 2013 National Junior Show Grand Champion Lim-Flex and AALF Grand Champion Female. Keilma is the dam of JCL Driver who was Reserve Grand Champion bull at the 2017 Southwestern Exposition and Stock Show. She weaned her first two natural calves with average 205-day weight of 714 and will soon wean a spectacular 7/18/17 heifer by Bulletproof who Jaden will be showing. We are retaining embryos by HUBB Bulletproof and TASF Crown Royal 960C. Selling 50% interest and full possession. New partner gets the next 10 embryos produced. Sells open and ready to flush.



LOT 5



MAGS AVIATOR • Full sib to Lot 6



LOT 6

5

**RVF CLASSY 688C**

COW  
LIM-FLEX 50%  
1/16/2015  
HOMO PLD(P1)  
HOMO BLK(T)  
LFF2077246  
JKH 688C

EXG RS FIRST RATE S903 R3  
**DAMERON C-5 AMERICAN CLASSIC**  
DAMERON NORTHERN MISS 311  
JCL LODESTAR 27L  
LFL SHORTSTUFF 6019S  
RWSS NADINE 323N

EXAR LUTTON 1831  
RAFTER S BLACKCAP P909  
DAMERON P V F RAPTOR 702  
DAMERON MISS 550  
HUNTS HI-LITER 245G  
LOGAN'S CHEERLEADER 280G  
WULFS RAMBLER 8400X  
OTSS MISS 8112H

BW: 65 • Adj. WW: 754 • Adj. YW: 968

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
8	0.2	63	100	30	8	0.4	16	-.01	30	.14	.19	56

Offered By: WHITE VALLEY RANCH

Sells open and ready for transplant.

RVF Classy 688C is super soft-middled, easy-fleshing and sound-structured. This homozygous black, homozygous polled female is out of the popular show heifer Angus sire, Dameron C-5 American Classic, a full brother to the deceased and ever-popular, Dameron First Class. American Classic's progeny have been shown and sold all over the country. He sires cattle that are long necked, square hipped and excellent in their structure. Her dam, LFL Shortstuff 6019S, is out of the great JCL Lodestar 27L. RVF Classy 688C comes from a solid pedigree and number profile. She's sure to be a great maternal influence in any program as her milk EPD ranks in the top 15%.

6

**MAGS DELAURA ET**

COW  
LIM-FLEX 59%  
2/26/2016  
HOMO PLD(P1)  
HOMO BLK(T)  
LFF2098556  
MAGS 2419D

BT CROSSOVER 758N  
**MAGS WINSTON**  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
**MAGS XTRA REST**  
MAGS UNREST

C A FUTURE DIRECTION 5321  
BT ROYAL PRIDE 237G  
EXLR NEW GENERATION 071M  
MAGS FRUITFUL 487M  
GPFF BLAQUE RULON  
AMY JO DHAN 20L  
MAGS REMOTE  
HA LADY 1091

BW: 82 • Adj. WW: 648 • Adj. YW: 1,049 • Adj. REA: 11.06 • Adj. IMF: 4.60

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
12	1.8	68	109	25	10	0.5	24	-.13	34	.29	.25	61

Offered By: MAGNESS LAND & CATTLE

A.I'd 5/3/17 to PBRS Bunk House 48B

PE'd 5/5/17 to 7/20/17 to MAGS Driftwood. Safe. Approx. Due 3/25/17.

It's not everyday you have the opportunity to purchase a full sibling to the breed's most widely used Lim-Flex A.I. sire, MAGS Aviator. Quite simply, this exceptionally well-designed, double homozygous, great numbered Lim-Flex female is a truly unique buying opportunity. The word striking best describes this big-footed, free-moving, sleek-fronted, deep, square-hipped female to a tee. On paper notice she ranks in the top 25% or better in these 7 economically relevant traits-calving ease direct, yearling weight, calving ease maternal, docility, carcass weight, marbling and mainstream terminal index. Delaura is a sure-fire donor female in the making and one that would be an asset to your genetic arsenal for years to come.



SELLING  
CHOICE

**7A**

COW  
LIM-FLEX 55%  
1/10/2017  
HOMO PLD(P1)  
HOMO BLK(T)  
LFF2115758  
MAGS 1514E

**MAGS ELISHA ET**

S A V PIONEER 7301  
TMCK HYDRAULIC 17Y  
HSF WALL OF FAME  
  
DHVO DEUCE 132R  
AUTO LUCKIE 815X  
AUTO NOELLE 247U

SAV FINAL ANSWER 0035  
S A V BLACKBIRD 5297  
RPY PAYNES SIGNAL 6S  
HSF PENTHOUSE PIN-UP  
GPFF BLAQUE RULON  
AMY JO DHAN 20L  
G A R PREDESTINED  
MAGS NIGHT AMBUSH

BW: 84 • Adj. WW: 745

**7B**

COW  
LIM-FLEX 55%  
1/13/2017  
HOMO PLD(P1)  
HOMO BLK(T)  
LFF2115766  
MAGS 1516E

**MAGS EMMA ET**

S A V PIONEER 7301  
TMCK HYDRAULIC 17Y  
HSF WALL OF FAME  
  
DHVO DEUCE 132R  
MAGS ZEES  
MAGS SAUNTER

SAV FINAL ANSWER 0035  
S A V BLACKBIRD 5297  
RPY PAYNES SIGNAL 6S  
HSF PENTHOUSE PIN-UP  
GPFF BLAQUE RULON  
AMY JO DHAN 20L  
BR MIDLAND  
MAGS LADY ACE

BW: 84 • Adj. WW: 733

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
5	3.6	88	130	22	4	1.0	17	.02	52	.67	.18	63

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
6	3.2	87	130	18	5	1.1	14	.02	51	.72	.12	61

Offered By: MAGNESS LAND & CATTLE

Offered By: MAGNESS LAND & CATTLE

Selling is choice on these two three-quarter sisters. MAGS Elisha and MAGS Emma are high quality January heifers who are stout in their design and full of natural performance with huge numbers. This pair of open heifers are the type and kind you've come to expect from the progressive Magness Land & Cattle program! The two donor females that are genetically responsible for both of these standout heifers are can't-miss cows that have influenced leading firms such as Linhart Limousin, Pinegar Limousin, Diamond Hill Cattle Co. and Magness Land & Cattle. With the syndicated and popular A.I. sire, TMCK Hydraulic on the top side finding each of these respective females in the donor pen is inevitable. Invest in your choice of the two females.



8

ELCX EMERY 066E

COW  
LIM-FLEX 68%  
1/15/2017  
DBL PLD  
DBL BLK  
LFF2130604  
ELCX 66E

EF XCESSIVE FORCE  
RLBH AIR FORCE ONE  
EF YAFFA 821Y  
MAGS SASQUATCH  
CFLX COOKIE CUTTER 066U  
AUTO COOKIE CUTTER 295R

D A TRAVELER 004 703  
CFLX MOLLYS IMAGE  
EXLR NEW GENERATION 071M  
MAGS ROSE PETAL  
EXLR NEW GENERATION 071M  
MAGS FRUITFUL 487M  
BR MIDLAND  
AUTO MINDA 824M

BW: 60 • Adj. WW: 728

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
9	0.0	55	82	23	6	0.7	10	.04	19	.07	.28	56

Offered By: EDWARDS LAND & CATTLE CO.

It is 1,836 miles from Beulaville, NC, to Denver, CO; with that in mind, Edwards Land & Cattle is only bringing their very best for the 2018 National Limousin Sale. These two dynamic masterpieces (Lots 8 and 10) will not only turn heads, they will radically impact breeding programs. 066E is a direct daughter of RLBH Air Force One, clearly the dominant show sire of 2017, and the daughter of CFLX Cookie Cutter 066U, a maternal sister to past All-American Futurity Champion for our friends at Wies Limousin Ranch, MAGS Woodstock. Her lineage and her lines are both indicative of a promising future on the tan chips and green grass.

9

LFL ESTER 7015E

COW  
LIM-FLEX 54%  
2/14/2017  
DBL PLD  
HOMO BLK(P1)  
LFF2127367  
BLAW 7015E

MAGS WINSTON  
MAGS AVIATOR  
MAGS XTRA REST  
EXAR DENVER 2002B  
LFL CHARITY 5014C ET  
PCC XOTIC 016X

BT CROSSOVER 758N  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
MAGS UNREST  
EXAR UPSHOT 0562B  
EXR ROYAL LASS 1067  
DHVO TREY 133R  
LFL LORETTA 1039L

BW: 69 • Adj. WW: 675

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	0.7	60	94	27	6	0.8	24	.07	24	.38	.52	67

Offered By: LAWRENCE FAMILY LIMOUSIN / BREHM FARMS

HOMO PLD test pending. Ester is just as good as her picture indicates. She is the first natural calf by LFL Charity who Brehm Farms purchased one-half interest in two years ago in the Cowtown Classic Sale. Charity is a daughter of PCC Xotic, past Grand Champion Fort Worth Stock Show Female and Reserve Grand National Champion Cow-Calf pair. If you are looking for cow power after a successful show career, this is one to tie to!



# 10

COW  
LIM-FLEX 50%  
4/2/2017  
DBL PLD  
DBL BLK  
LFF2133048  
ELCX 327E

## ELCX ENERGY 327E

D A TRAVELER 004 703  
EF XCESSIVE FORCE  
CFLX MOLLYS IMAGE  
O C C EMBLAZON 854E  
NHCA XCELLENT 327X  
TUBB JASMINE 944

S A V 8180 TRAVELER 004  
ROSEWOOD ERICA 5010  
DHVO DEUCE 132R  
JCL PEPPERMINT  
D H D TRAVELER 6807  
DIXIE ERICA OF C H 1019  
L 7N SEVEN  
TUBB DEAN 573E

BW: 78 • Adj. WW: 796

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
9	0.9	59	90	18	8	1.1	16	.01	22	.12	.28	58

Offered By: EDWARDS LAND & CATTLE CO. / FREEBIRD FARMS

ELCX Energy 327E is already earmarked by the several folks who saw her when they were out for our fall production sale. She has all the parts and pieces to hang banners and make memories. Her dam, NHCA Xcellent 327X, is a 50% Lim-Flex daughter out of the proven Ratliff cow by the moderation specialist OCC Emblazon 854E. Sired by EF Xcessive Force, who was bred in the coveted Etherton Farms program, Xcessive Force is not only a past national champion for Etherton and Thomas & Son Farms, he is now the sire of many banner winners across the country.



Lot 10

# 11

COW  
LIM-FLEX 56%  
4/27/2017  
HOMO PLD(T)  
HOMO BLK(P2)  
LFF2132241  
BLAW 7033E

## LFL EMBER 7033E ET

LH WAR HERO 195W  
MAGS ANCHOR  
MGS XIPHOPAGOUS  
COLE WINDFALL 144W  
LFL PEACHES 1032Y  
MAGS SILHOUETTE

JCL LODESTAR 27L  
VERMILION ERICA LADY 1229  
DHVO DEUCE 132R  
MAGS SALINA  
COLEMAN PRODUCTION 608  
COLE MISS FIRSTDOWN 6162S  
BR MIDLAND  
MAGS LADY ACE

BW: 70 • Adj. WW: 710

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
10	1.4	84	115	22	6	1.3	4	.06	36	.46	.26	64

Offered By: LAWRENCE FAMILY LIMOUSIN

GE-EPDs. Ember is a daughter of LFL Peaches, the high-selling female in the 2012 National Sale purchased by Tubmill Creek Farms who went on to be a top donor in their program and sold in the 2017 Tubmill Creek fall sale to Callahan Brothers in Missouri. Ember has tremendous eye appeal with an EPD profile that ranks her in the top 3% WW, 10% YW and 10% for \$MTI. Ember has everything she needs to make a huge impact not only in your program, but also on the Limousin breed. Selling one-half interest with the option to double up and take her all.



Lot 11

# 12

COW  
PERCENTAGE 79%  
5/2/2017  
HOMO PLD(T)  
HOMO BLK(P1)  
NXF2132222  
BLAW 7036E

## LFL EXTRAVAGANT 7036E ET

MAGS WINSTON  
MAGS AVIATOR  
MAGS XTRA REST  
GPFF BLAQUE RULON  
ALMA JO DHVO 723R  
AMY JO DHAN 20L

BT CROSSOVER 758N  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
MAGS UNREST  
BLACK DIAMOND  
QUAIL RUN RAMONA BP  
BLACK CAT DHAN 152G  
GPFF AMBER JO

BW: 69 • Adj. WW: 618

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
8	1.3	64	85	24	-1	0.6	24	-.07	17	.58	-.04	48

Offered By: LAWRENCE FAMILY LIMOUSIN

GE-EPDs. Extravagant is certainly a female who is properly named. With the length of extension through her neck and depth of body she carries then to mention the consistency of the mating of her full sibs one being LFL Daisy who was the high-selling heifer in last years' National Sale who went on to be Grand Champion at the West Texas Fair and Rodeo as well as Supreme Grand Champion Female at the Heart of Texas Fair at Waco. Another flushmate sister was the high-selling female in our Fall Production Sale and was Reserve Supreme Grand Champion at the Texas Junior Livestock Association Fall Classic Heifer Show. Both of these heifers were purchased by Colton Barton. If you are looking for a consistent mating that is loaded with quality that will show with the Purebred Limousin at Junior Nationals, Extravagant is a strong candidate!



Lot 12



LOT 13



LOT 14

13

JCL CINNAMON LNLM 522C

COW  
LIM-FLEX 75%  
10/9/2015  
HET PLD(T)  
HOMO BLK(T)  
LFF2092683  
LNLM 522C

MAGS THE GENERAL  
MAGS YIP  
AUTO CARMINDA 656S  
CALO BRICKYARD 902W  
JCL KATNISS LNLM 207Z  
PBRS UNBELIEVABLE 8149U

AUTO DOLLAR GENERAL 122R  
EXLR LUVLY 821M  
JCL LODESTAR 27L  
AUTO CARMINDA 872P  
SCHILLING'S TALLADEGA  
EXG E839 1407 M175 LS  
S A V NET WORTH 4200  
WLR RENDEZVOUS 050R

BW: 71 • Adj. WW: 758 • Adj. YW: 1,150

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	0.3	67	98	26	7	0.7	5	.00	24	.20	.06	52

Offered By: JCL LAND & CATTLE

GE-EPDs. Selling the right to flush JCL Cinnamon LNLM 522C, the Supreme Champion female at the 2017 All-American Limousin Futurity. Cinnamon is the outstanding natural-born calf out of Linden's 2013 Grand Champion Lim-Flex female at the National Junior Show and Grand Champion of the All-American Limousin Futurity, JCL Katniss LNLM 207Z. This sound, deep-ribbed, beautifully designed, high-quality female is destined to write her share of breed history. She has been "the one to beat" at most events the past two show seasons, and needless to say, it was seldom done. Cinnamon has enjoyed a successful show career being Reserve Grand Champion Lim-Flex and Grand Champion Bred & Owned Lim-Flex at the 2017 Junior Nationals and most recently Grand Champion Limousin and Bred & Owned female at 2017 Tulsa State Fair. Selling flush rights with a minimum of five transferable embryos guaranteed. Cinnamon has an early December heifer calf and should be ready to flush in late February or early March.

14

LVLS 9066U

COW  
PUREBRED  
2/16/2008  
HOMO PLD(T)  
HOMO BLK(T)  
NPF1902019  
LVLS 9066U

LVLS FARMER JACK 5842M  
LVLS FARMER JOHN 7428P  
LVLS7428L  
COLE WULF HUNT  
LVLS9066R  
LVLS9066N

LVLS FARMER 4G  
LVLS 5842J  
LVLS COWBOY 015F  
LVLS MS STABILIZER 2408E  
COLE FIRST DOWN 46D  
COLE CATALINA 3309C  
LVLS POLLED BLACK JACK  
LVLS 3066G

BW: 75 • Adj. WW: 559

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
7	1.3	68	100	35	8	1.1	18	.04	31	-.07	.27	60

Offered By: HAGER CATTLE CO.

Selling the right to flush to bull of buyer's choice. Guaranteed six embryos max of 10. From the heart of the Hager Cattle Co. program is the lone opportunity to invest in genetics by the elite donor female, LVLS 9066U. This donor has generated hundreds of thousands thus far in production and has been predominately responsible for the creation of elite breeder bulls and donor females alike. Folks, this is a can't-miss type of female who is big-footed, relaxed in her pasterns, deep-sided, level designed and boasts a perfectly constructed udder. Opportunities to invest in high-percentage donors of this caliber rarely come about. No question, the resulting offspring of this flush to sire of your choice promises to produce phenotypically exceptional calves that rank among the breed's very finest. Bid with confidence.

# 15

COW  
 PERCENTAGE 84%  
 11/22/2015  
 HOMO PLD(T)  
 HET BLK(T)  
 NXF2095273  
 ETGC 286C

## ETGC CANDY APPLE

EF XCESSIVE FORCE  
 TASF ARISTOTLE 752A  
 EXLR BLACK CAP 7117R  
 MNWS FRONTIER 507R  
 RDIO XO XO 29X  
 EXLR GLENDA 168M

D A TRAVELER 004 703  
 CFLX MOLLYS IMAGE  
 LESF ASPHALT 9N  
 EXLR BLACKCAP 437K  
 GPFF BLAQUE RULON  
 WELZ MACY 203M  
 AUTO BLACK DAKOTA 129J  
 EXLR GLENDA 083J

BW: 71 • Adj. WW: 671 • Adj. YW: 977

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
6	0.7	52	73	25	6	0.8	13	-11	15	.07	-.08	44

Offered By: TTT FARMS

Offering a conventional flush at the buyer's expense to the bull of your choice. Will guarantee five embryos and split any over 10. Here's your opportunity to invest in proven champion genetics. Candy Apple has been one of the most talked-about purebred heifers in her dominate show career being named Supreme Champion at the Tennessee State Fair, Eastern Regionals and Tennessee Beef Agribition, while being named the reserve overall Limousin heifer at the 2016 Junior and Open show at NAILE and 2017 Junior Nationals. Bid with confidence.



LOT 15

# 16

LIM-FLEX 69%  
 HOMO PLD  
 DBL BLK

## FOUR EMBRYOS

WULFS ZANE X238Z  
 TMCK CASH FLOW 247C  
 TMCK JADE 935Y  
 G A R PREDESTINED  
 ENGD UNIQUE 1501Y  
 JONK POLL UNIQUE 70U

WULFS XCLUSIVE 2458X  
 WULFS MYRENE 2332M  
 AHCC WESTWIND W544  
 EXLR JADE 309R  
 B/R NEW DESIGN 036  
 G A R EXT 4206  
 AUTO DOLLAR GENERAL 122R  
 JONK BLACK SILK

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
7	1.9	77	120	32	7	0.8	19	-.08	42	.54	.51	73

Offered By: GLENDENNING J BAR J

What better way to push the genetic envelope than to combine the tried-and-true genetics from the Poll Unique cow family with the exciting young AI sire Cash Flow. When Cash Flow made the trip to Denver with the prestigious Tubmill Creek program, cattlemen took notice of his impeccable design combined with his ground pounding performance. On the maternal side, few can claim the longevity and production prowess of the Poll Unique cow family. These embryos promise to provide the optimal levels of both raw performance and maternal power progressive seedstock producers strive to replicate.



TMCK CASH FLOW 247C  
 Sire of Lot 16



ENGD UNIQUE 1501Y  
 Dam of Lot 16

# 17

LIM-FLEX 52%  
 HOMO PLD  
 HOMO BLK

## FOUR EMBRYOS

MAGS AVIATOR  
 CJSJ CREED 5042C  
 CJSJ 2090Z  
 EXAR UPSHOT 0562B  
 LH BELLE 015B  
 PBR TOUCH ME GENTLY 798T

MAGS WINSTON  
 MAGS XTRA REST  
 MAGS XUKALANI  
 MAGS XULEMA  
 SITZ UPWARD 307R  
 EXAR BARBARA T020  
 DHVO DEUCE 132R  
 CARROUSELS PINA COLADA

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	0.8	75	111	30	7	1.0	15	.05	35	.70	.28	63

Offered By: COLT CUNNINGHAM

A unique opportunity to share in some high-quality, predictable genetics from some of the breeds finest. LH Belle 015B took the breed by storm in the fall of 2015 into the spring of 2016—being selected grand champion in the junior and open shows at the NAILE, grand champion junior Lim-Flex and open show at the 2016 NWSS, grand champion at the FWSS, and finally supreme champion heifer at the OYE in Oklahoma City. Mated to CJSJ Creed 5042C, the Aviator son who topped the 2016 Linhart sale going to Tubmill Creek Farms is a can't-miss combination. Guaranteed at least one pregnancy if implanted by a certified technician.



CJSJ CREED 5042C  
 Sire of Lot 17



LH BELLE 015B  
 Dam of Lot 17



MAGS AVIATOR  
Sire of Lot 18



LH BELLE 015B  
Dam of Lot 18



RIVERSTONE CROWN ROYAL  
Sire of Lot 19



AUTO CASPER C  
Dam of Lot 19



CJSI CREED 5042C  
Sire of Lot 20



DHIL LUVLY 5023C  
Dam of Lot 20

# 18

LIM-FLEX 55%  
HOMO PLD  
HOMO BLK

## FOUR EMBRYOS

MAGS WINSTON  
MAGS AVIATOR  
MAGS XTRA REST  
EXAR UPSHOT 0562B  
LH BELLE 015B  
PBRS TOUCH ME GENTLY 798T

BT CROSSOVER 758N  
MAGS STRAWBERRY  
DHVO DEUCE 132R  
MAGS UNREST  
SITZ UPWARD 307R  
EXAR BARBARA T020  
DHVO DEUCE 132R  
CARROUSELS PINA COLADA

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	0.6	70	104	28	7	0.9	23	.06	32	.63	.29	61

Offered By: COLT CUNNINGHAM

Rarely do you have the opportunity to share in such high-quality and predictable genetics from some of the breed's elite this early in their productive lives. LH Belle 015B won the NAILE in 2015, Denver in 2016, Fort Worth in 2016 and the Supreme Champion title at the 1,300-plus heifer show at OYE in Oklahoma City. She is mated to the proven MAGS Aviator bull who consistently sires cattle in his likeness. A can't-miss opportunity. Guaranteed at least one pregnancy if implanted by a certified technician.

# 19

LIM-FLEX 66%  
DBL PLD  
DBL BLK

## SIX HEIFER EMBRYOS

TMCK DURHAM WHEAT 6030X  
RIVERSTONE CROWN ROYAL  
HSF YOUR FANTASY  
EXAR CLASSEN 1422B  
AUTO CASPER C ET  
AUTO REBECA 292S

DHVO DEUCE 132R  
MAGS STRAWBERRY PIE  
MAGS WAR ADMIRAL  
HSF TINKERBELL  
DAMERON FIRST CLASS  
EXAR PRINCESS 2006  
LESF ASPHALT 9N  
EXLR REBECA 1019P

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
7	1.5	70	102	28	5	0.9	-	-.04	29	.42	.02	53

Offered By: WHITE VALLEY RANCH

Offering six guaranteed heifer embryos to the AUTO Casper 241C x Riverstone Crown Royal mating. AUTO Casper C is a homozygous black, homozygous polled daughter of EXAR Classen 1422B, the \$150,000 half-interest top-selling bull at Express Ranches. He is a direct son of the deceased, Dameron First Class. Casper's dam, AUTO Rebeca 292S, is out of LESF Asphalt, a Blaque Rulon son. Riverstone Crown Royal was the top-selling bull in the spring Riverstone bull sale. This son of TMCK Durham Wheat has created a tremendous amount of interest in our breed. His sire is a son of the National Champion Limousin bull DHVO Deuce 132R. His full sister is the popular show female, Riverstone Charmed 50C. A maternal sister to PBRS Your The One is out of the highly used sire of champions, MAGS Savage. Don't miss your chance to own some of the top genetics in the breed.

# 20

LIM-FLEX 58%  
DBL PLD  
HOMO BLK

## THREE HEIFER EMBRYOS

MAGS AVIATOR  
CJSI CREED 5042C  
CJSI 2090Z  
LH XPRESS FREIGHT 136X  
DHIL LUVLY 5023C  
EXLR LUVLY 024X

MAGS WINSTON  
MAGS XTRA REST  
MAGS XUKALANI  
MAGS XULEMA  
LH RODEMASTER 338R  
KRVN NACHES 151N  
EXAR TITELIST T011  
EXLR LUVLY 7127N

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	1.2	78	108	25	5	0.7	8	.09	31	.36	.23	61

Offered By: DIAMOND HILL CATTLE CO.

This package of sexed heifer embryos combine winning genetics on the tan bark with breed-leading EPDs and predictability. A combination seldom sold at public auction. Embryos from DHIL Luvly 5023C, the grand champion Lim-Flex pair at the 2017 National Junior Limousin Show, and sired by CJSI Creed, the top-selling bull in the 2016 Linhart sale going to Tubmill Creek Farms. Guaranteed at least one pregnancy if implanted by a certified technician.

# 21

## FOUR HEIFER EMBRYOS

LIM-FLEX 55%  
DBL PLD  
HOMO BLK

PVF INSIGHT 0129  
DHIL COLT 5793C  
PBRS TOUCH ME GENTLY 7989T  
LH XPRESS FREIGHT 136X  
DHIL LUVLY 5023C  
EXLR LUVLY 024X

S A V BRILLIANCE 8077  
PVF MISSIE 790  
DHVO DEUCE 132R  
CARROUSELS PINA COLADA  
LH RODEMASTER 338R  
KRVN NACHES 151N  
EXAR TITLELIST T011  
EXLR LUVLY 7127N



DHIL COLT 5793C  
Sire of Lot 21

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
10	2.1	83	120	27	4	0.8	11	-0.9	39	.59	.15	61

Offered By: DIAMOND HILL CATTLE CO.

A heifer sexed package of embryos that combine quality genetics from proven lineage. DHIL Luvly 5023C was the grand champion Lim-Flex cow-calf pair at the 2017 National Junior Limousin Show, and her maternal sister was the grand champion in the junior show at the 2014 NAILE. The embryos are sired by Colt, a maternal brother to LH Belle 015B who took the breed by storm in the fall of 2015 and spring of 2016—winning Louisville and Denver both junior and open shows, Fort Worth and supreme over all breeds at the OYE in Oklahoma City. Progeny from this mating, when compared to active Lim-Flex dams, would rank in the top 2% WW, 5% YW, 15% CW and 20% REA. Guaranteed at least one pregnancy if implanted by a certified technician.



DHIL LUVLY 5023C  
Dam of Lot 21

# 22

## THREE HEIFER EMBRYOS

LIM-FLEX 44%  
HOMO PLD  
DBL BLK

DHVO DEUCE 132R  
TASF BELIEVE 854B  
CHERRY KNOLL ELSA 8014  
S A V BRAND NAME 9115  
AUTO CHAPERALL 406C ET  
AUTO REBECA 2925

GPFF BLAQUE RULON  
MHY HO DHAN 20L  
H S A F BANDO 1961  
ELSA OF CONANGA 868 1112  
S A V BISMARCK 5682  
S A V BLACKCAP MAY 5530  
LESF ASPHALT 9N  
EXLR REBECA 1019P



TASF BELIEVE 854B  
Sire of Lot 22

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
5	1.2	78	125	20	3	1.4	12	-1.2	43	.60	.24	63

Offered By: ATAK LIMOUSIN

Showtime! Sexed heifer embryos of this caliber and quality are rarely offered to the buying public, but the 2018 National Sale is your opportunity to invest in some of our breed's very finest. Study the unique combination of the widely popular TASF Believe A.I. sire and the visually stunning donor, AUTO Chaparral, which was a highlight and standout at the 2017 annual Pinegar Limousin sale. Simply stated, the rare combination of phenotypic quality, number package, predictability and unique pedigree twist make this genetic lot one to invest in sale day. Guaranteed one pregnancy if implanted by a certified technician.



AUTO CHAPERALL 406C  
Dam of Lot 22

# 23

## THREE EMBRYOS

LIM-FLEX 50%  
HOMO PLD  
RED

WULFS XTRACTOR X233X  
WULFS DEFEND K909D ET  
WULFS WORTH IT ALL 9108W  
RED RMJ REDMAN 1T  
RED LAZY MC PRIDE 43X  
LAZY MC PRIDE 97S

WULFS TITUS 2149T  
WULFS MYRENE 2332M  
WZRK PRIMESTAR 861P  
WULFS MISSIVE 2258M  
5L NORSEMAN KING 2291  
CROWFOOT KURUBA 4033P  
CRCC BOOM 118N  
BIEVER'S PRIDE 1G



WULFS DEFEND K909D  
Sire of Lot 23

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
-	-0.9	66	96	22	-	-	-	-	-	-	-	-

Offered By: BULLIS CREEK RANCH

Pride 43X is a stunning daughter of Red RMJ Redman 1T and an exemplary donor female at Bullis Creek. She was purchased from the AI Land & Cattle Dispersal as one of the high sellers at \$12,500, and her six daughters that sold averaged nearly \$7,000. 43X is a wide-topped, easy-keeping female with a perfect udder attachment. She has earned a 106.5 MPPA over her lifetime. Her genetics have been offered in many of the leading Red Angus sales across the U.S. and now with this unique mating to one of the Limousin breed's up-and-coming young sires. Wulfs Defend K909D, the high-selling lot at last year's Wulf Cattle Opportunity sale. He is sired by Xtractor and his dam is a full sister to Wulfs Xclusive 2458X who is sired by Primestar. High performance with calving-ease, a +10 CED and -0.2 BW EPD. Defend has 12 out of 14 traits in the top 30% or higher. He is an eye-appealing, homozygous polled, red herd sire with a super gentle disposition. Offering 3 grade #1 embryos with the guarantee of one pregnancy if implanted by a certified technician.



RED LAZY MC PRIDE 43X  
Dam of Lot 23



CJSJL DATA BANK 6124D  
Sire of Lot 24



MAGS AMERICAN BEAUTY  
Dam of Lot 24



WULFS CONVERSION 3970C  
Sire of Lot 25



DHIL TMG 5795C  
Dam of Lot 25



SSCL TARA 04T  
Dam of Lot 26



LSLX CARLA 68C  
Full Sib to Lot 26

# 24

LIM-FLEX 53%  
HOMO PLD  
HOMO BLK

## FOUR EMBRYOS

MAGS ANCHOR  
CJSJL DATA BANK 6124D ET  
AUTO CARMINDA 656S  
  
MAGS WINSTON  
MAGS AMERICAN BEAUTY  
MAGS YAMMERS

LH WAR HERO 195W  
MGS XIPHOOPAGOUS  
JCL LODESTAR 27L  
AUTO CARMINDA 872P  
BT CROSSOVER 758N  
MAGS STRAWBERRY  
LH RODEMASTER 338R  
MAGS PARADISE CANYON

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	1.4	79	119	21	9	0.5	15	.01	40	.46	.48	71

Offered By: **ATAK LIMOUSIN**

What a unique opportunity to get in on the ground floor of some truly elite genetics. The imagination runs wild when you project the boundless possibilities of the future offspring of these two breed standouts. MAGS American Beauty, daughter of the deceased MAGS Winston A.I. sire possess a combination of structural integrity, body depth and fleshing ability even the most discriminating cattlemen would appreciate. The paternal side of this mating marks the first opportunity to invest in the syndicated high-selling bull from the 2017 Linhart Limousin Annual Bull Sale, CJSJL Data Bank 6124D ET. This double homozygous mating simply paces the field—study the projected EPDs and appraise the unmatched genetic value on offer. Guaranteed two pregnancies if implanted by a certified technician.

# 25

PERCENTAGE 85%  
HOMO PLD  
HOMO BLK

## FOUR EMBRYOS

RUNL STETSON 850S  
WULFS CONVERSION 3970C  
TMCK LANTERN 070A  
  
MAGS AVIATOR  
DHIL TMG 5795C ET  
PBRS TOUCH ME GENTLY 798T

JCL LODESTAR 27L  
RUNL 72L  
MAGS YIP  
TMCK LANTERN 46Y  
MAGS WINSTON  
MAGS XTRA REST  
DHVO DEUCE 132R  
CARROUSELS PINA COLADA

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
11	1.0	80	117	27	7	0.7	24	.10	37	.45	.14	59

Offered By: **BVC FARMS**

This genetic consignment epitomizes the crossroads of where phenotypic quality, huge numbers and genetic diversity meet. This designer mating offer you the opportunity to invest in one of the breed's freshest A.I. sires Wulfs Conversion 3970C and high-quality, young donor female from the heart of the esteemed Diamond Hill Cattle Co. program. Folks, this unique mating promises to be an asset to your genetic arsenal. Bid with confidence. Guaranteed one pregnancy if implanted by a certified technician.

# 26

PERCENTAGE 81%  
DBL PLD  
HOMO BLK

## THREE EMBRYOS

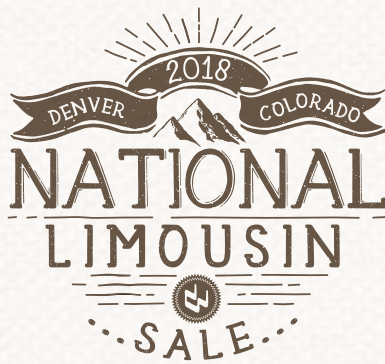
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RLBH AIR FORCE ONE  
EF YAFFA 821Y  
  
GPFF BLAQUE RULON  
SSCL TARA 04T  
TJTF LADY MADISON 001P

D A TRAVELER 004 703  
CFLX MOLLYS IMAGE  
EXLR NEW GENERATION 071M  
MAGS ROSE PETAL  
BLACK DIAMOND  
QUAIL RUN RAMONA BP  
EF KRACKLE 934K  
EF MADISON 152M

CED	BW	WW	YW	MK	CM	SC	DC	YG	CW	REA	MB	\$MI
7	1.7	62	87	19	6	0.7	10	-.06	22	.29	-.05	47

Offered By: **SCHULER FAMILY LIMOUSIN**

The sire and dam to these embryos need no introduction as both have storied show records. The embryos will produce flushmates to LSLX CARLA 68C, currently being shown by Madison Council, a class winner at the 2017 Houston Livestock Show, and more recently crowned 2017 Grand Champion Heifer at the East Texas State Fair, 2017 Continental Champion Heifer at the Brazos Valley Fair & Rodeo, and 2017 Supreme Champion at the Southern Classic all-breed show in Bryan, TX. Buyer pays transportation from TransOva's Centerville, TX, facility.



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In memory of and as a tribute to, Dale F. Runnion, who passed away in June 2016 at the age of 98, the sale management team for the National Limousin Sale has created a special award.

The Dale F. Runnion Memorial People's Choice Award will be presented to the champion female (bred or open) consigned to the 2018 National Limousin Sale.

Ballots will be made available in Denver. Voters may place their ballot in the box located at the NALF booth on the Hill or hand it to any member of the sale management team. Voting will close at 5 p.m. January 6.

The consignor of the People's Choice Champion will receive a three piece trophy buckle sponsored by Teners Western Outfitters in Oklahoma City, Oklahoma.

Dale F. Runnion was one of the most influential people in the breed's development in the United States. Before that, he was also one of the most influential people in the Angus breed. All along the way, he was an icon of livestock publishing, and a lion-hearted champion of the purebred industry.

Dale's livestock publishing career began in 1949 as a fieldman for *Chicago Drivers Journal*. In 1952, he went to work as a fieldman covering the north central states for the *Aberdeen Angus Journal*. Before he was done there, Runnion was the advertising manager and then the managing editor. In 1968, Runnion was named marketing manager for Ankony Hyland Angus, at Highmore, South Dakota

In 1971, Dale and Jim Baldrige founded National Livestock Brokers, Inc. at North Platte, Nebraska. They founded the *International Limousin Journal* that same year. Dale and June sold the *ILJ* in 1979.

In 1981, the American Angus Association called on Dale to bring its official publication—now named the *Angus Journal*—in house.

In 1983, Dale and June Runnion partnered with Dan and Nancy Wedman to found *Limousin World*. Dale and June sold their interest in the magazine to the Wedmans in 1986.

Dale served as NALF's second executive vice president and was the second inductee into the Limousin Hall of Fame

He was a founding member of the Livestock Publications Council and served as its president. In 1987, he was named LPC Headliner—for all practical purposes, it's the organization's hall of fame for livestock publication publishers, editors, journalists and creators and salesmen.

In 1988, Dale's portrait was hung in the Saddle and Sirloin Gallery. In 2006, Dale was inducted into the prestigious Angus Heritage Foundation.

Dale F. Runnion put his heart and soul into agriculture, especially the purebred cattle business, making it only fitting a prestigious award such as this be named in his honor.

For more information, contact any member of the sale management team.





## NORTH AMERICAN LIMOUSIN FOUNDATION

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- KATIE CAMPBELL ..... Director of Activities
- ALISON JONES ..... Director of DNA Processing & Accounting Operations
- STEPHANIE KRAMER-BEDDO ..... Registry & Member Services Specialist
- ANDY REST ..... Regional Manager
- MALLORY BLUNIER ..... Director of Public Relations & Media
- AMY CLARKSON..... Art Director

