



# Star Lake Hereford News

Spring Sale Edition

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Skiatook, Oklahoma

May 2010

Marilyn Brink, Editor

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## Demand The Brand Seedstock Source XVIII Sale Noon, Saturday, May 15, 2010



Star Lake Herefords are branded, designed and tested to be the best we can make them! Our upcoming sale on May 15th has more great proven power cows and proven cow families offered than in any previous Star Lake sale. So be here at the ranch at Skiatook, Okla., the weekend of May 14-15 and Demand the Brand, the brand you can carry into your herd.

Look through this newsletter to see pictures of many of the lots plus more bits of information on the sale and the other activities including the Junior Futurity, Youth Show Clinic, Pre-Sale Party and Embryo Auction.

Here's what we're selling:

- 171 Lots and 230 Herefords, all identified with the Brand.
- 80 two year olds with spring calves at side.
- 25 proven donor cows.
- 6 bulls including 2 mature herd bulls and 4 fall prospects.
- 20 spring and fall show heifer prospects.
- 100 frozen embryos plus semen on breed icons CS Boomer 29F and Online 122L sell at the pre-sale party Friday evening.
- We'll be posting developing details, supplement sheets, updated breeding information and sale order a couple days prior to the sale on our web site: [starlakeherefords.com](http://starlakeherefords.com).



### Tune to the American Rancher, featuring Star Lake Cattle Ranch, on RFD-TV



Monday, May 3 at 8 p.m.  
Tuesday, May 4 at 10 a.m.  
Sunday, May 9 at 11 a.m.

All show times are central time zone

### Need Room Reservations for Sale Weekend?

Call the Star Lake Office  
(918) 396-4322

### Sale Videos Online

Video clips of the individual sale cattle for the May 15th sale are now posted online. To see them, go to the Star Lake home page at [starlakeherefords.com](http://starlakeherefords.com) and follow on the Videos link under News and Information.



**SEEDSTOCK SOURCE XVIII SALE AND JUNIOR HEIFER FUTURITY SHOW, MAY 14-15, 2010**  
**RANCH READY BULL SALE & FALL CELEBRATION FEMALE SALE, OCT. 17, 2010**



## STAR LAKE CATTLE RANCH

P. O. Box 40 • Skiatook, OK 74070  
Phone (918) 396-4322 • Fax (918) 396-4350  
E-mail: [info@starlakeherefords.com](mailto:info@starlakeherefords.com)  
Web site: [starlakeherefords.com](http://starlakeherefords.com)

## THE SEEDSTOCK SOURCE

WHERE QUALITY AND TECHNOLOGY BECOME ONE  
Ten-Time Junior National Premier Breeder

Montie Soules • Todd Herman • Max Stotz  
Brad Prather • Josh Taylor • Dustin Dillman • Robbie Duis  
Jim & Judy Blin • Randy, Debbie, Jon & Jaci Blin

## The Star Lake Seedstock Source XVIII Sale will be Broadcast Live on RFD-TV & on the internet at LiveAuctions.tv

If you are unable to attend our May Sale, you can tune in to **RFD TV** to follow the progress of the auction. The sale will be broadcast on DishNetwork 231 and DirecTV 345. If you cannot view DishNetwork 231, go to [dishnetwork.com/rfdtv](http://dishnetwork.com/rfdtv) for subscriber update information.

To bid, call Superior Productions at **(800) 431-4452** prior to sale day to register for your buyer's number. At that time they will give you your bid number and the bid line phone number you will use on sale day to place bids over the phone. In addition, the sale can be viewed live on the internet on the Superior Livestock Auction site at [www.superiorlivestock.com](http://www.superiorlivestock.com). The bid process is the same: follow the auction on the Internet or RFD and call the bid line number to place your bids. You will be live on the phone with a Superior representative.



Real-time live bidding is also available via the internet through **LiveAuctions.tv**

Live audio and live video will allow buyers to bid on animals over the internet, just as if they were present at the sale. Buyers must create an account and request a buyer number prior to the sale at

**www.LiveAuctions.tv**. Instructions are available there to walk you through the account setup process. On sale day there will be a location on the internet site where you can type in questions of the LiveAuctions staff prior to, or during the sale.



### Semen Discount for Sale Attendees

As a bonus for breeders who make the extra effort to attend the Star Lake Spring sale in person, we will offer a **15% discount on semen and certificates, only to those attendees, for semen paid for that weekend with cash or credit card. Bring your tank to the sale and also eliminate the shipping charges.**

**Please call the ranch no later than May 12th to pre-order semen you want to pick up.** That way we can be sure to have the semen on hand at the ranch. Bring your tank, pick up the semen and pay for the semen and certificates sale weekend to receive the discount. If you fly to the sale, we can make arrangements to have the semen shipped to you.

### Junior Futurity Show Set for Star Lake Sale Weekend

The 17th Annual Star Lake Junior Heifer Futurity Show will be the day prior to our Spring Sale, on Friday afternoon, May 14th at 2 p.m. Youth who purchased heifers from Star Lake in 2009 are eligible to bring them back to compete for nearly \$20,000 in cash, Star Lake credits and prizes. See complete rules on page 4 of the sale catalog posted at [starlakeherefords.com](http://starlakeherefords.com). Futurity exhibitors need to contact Max Stotz in the Star Lake office (918) 396-4322 by May 9th to pre-register your heifers. We look forward to seeing you here.

If you're a youth and want to compete next year, you'll need to buy a heifer from Star Lake this year and then you can bring her back for the 2011 show. Check out our offering to find that special one! 5

### Bull Power Selling in the Seedstock Source Sale

The 4 fancy fall ET Bulls lead off the sale catalog are exceptional. There are also 2 full brother 3 year olds to sell.



#### Selling May 15th

◀ Lot 1 – An Online 122L prospect out of Rosy Lane 623S. His dam sells as Lot 11.



#### Selling May 15th

◀ Lot 4 – Platinum 508T out of Carla. He's a maternal brother to Palliadin.

Lot 3 – Online herd sire prospect out of Kairee 14M ▶



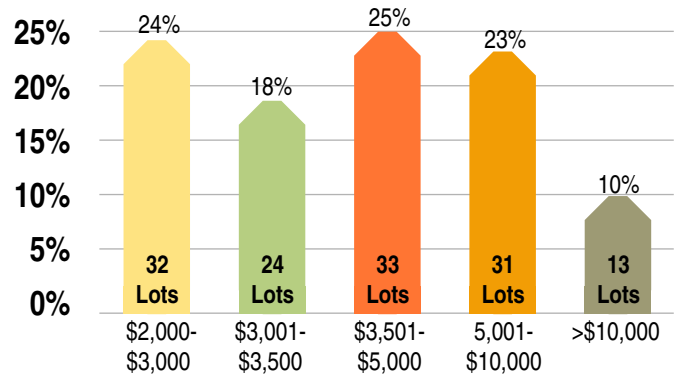
Lot 5 – Herd bull ▶ Hemi sells. Independence out of Ricki.



## Super Genetics From The Brand... Price Ranges for Your Budget

The headlines mention the top prices paid in our sales. But that's certainly no indication that you can't buy affordable Herefords at Star Lake. The chart at right shows the price breakdowns for our spring sale a year ago. Yes, there are some elite individuals in those top categories. But there were also 56 lots that sold for \$3,500 or less. Keep in mind that the majority of our spring offering is 3-in-1 cow-calf pairs. So for those investment dollars, you're getting a young cow, her calf and the calf she's carrying for next year. We have cattle in many price ranges, and we can help you find the ones that fit your program. You can also get premium Star Lake genetics in our embryo auction, which will be Friday evening at the pre-sale party. Last spring 116 embryos averaged \$645, which is a minimal price to pay for the same genetics we're using in our own program. Be here May 15th and find your price range.

133 Lots Sold in the 2009 Seedstock Source Sale



Number of Head & Percent Sold in each Price Range for the 2009 Star Lake Seedstock Source Sale

## From Denver, Fort Worth & Louisville...

# Star Lake National Champions



**STAR TCF Shock & Awe 158W ET**  
2010 Denver National Supreme  
Champion & 2010 Ft. Worth  
National Grand Champion Bull



**STAR KKH SSF Olivia 15U ET**  
2010 Ft. Worth & 2009 Louisville  
National Grand Champion Female  
2010 Denver Nat. Res. Champion



**STAR TCF Lock-N-Load 300W ET**  
2009 Louisville National Reserve  
Grand Champion Bull  
2010 Ft. Worth Jr. Calf Champion



**2010 National Western in Denver**  
Premier Breeder & Exhibitor  
Champion Best 6 Head  
Champion Get of Sire



**2010 SW Expo in Ft. Worth**  
Premier Breeder & Exhibitor  
Champion Best 6 Head  
Champion Pen of 3 Bulls



**2009 NAILE in Louisville**  
Premier Exhibitor, Champion  
Best 6 Head & Get of Sire

Remember, all Frozen  
Embryos & Semen, Lots 66-  
101, sell at 7:30 Friday  
evening at the pre-sale party.

## Around the Ranch

All of us around Star Lake are thankful Spring has sprung, as this year's winter was another doozy. Ever since "global warming" has come around, it seems our winter has been more brutal. It was tough on our hay supply, baby calves and the ranch itself. Vehicles and crew have seen quite enough mud for a while. Spring is always a great time at the Ranch, and the rebirth of the pastures with fresh white faced calves is good for the soul.

**The Soules** – On Sunday afternoons, Montie and Rhonda head to the golf course. They really enjoy their new pastime. She wins most of the time. Montie says it's because she has more time to practice than he does.

**The Stotz family** – School and its activities are a big part of the day to day plans for Keysto & Miranda. Keysto was selected for

the state honor band and just returned from the FFA convention. Miranda is busy playing ball and Karen has yet another Tax season behind her. Max has been traveling a bit to customers ranches and to some sales.

**The Hermans** – Todd and Kim are back to being empty nesters. After graduating in December, Kasey has started work as Director of Youth Activities for the American Maine-Anjou Association. The job has taken her to Platte City, Mo., where all are thankful for many Hereford friends in the metro area. Kim is still working for Dr. J, and Todd will be judging a number of shows this year.

**The Prathers** – Both Brad & Sherri are very active on the rodeo circuit. Brad advanced to the National Circuit as a roper last season and Sherri has been doing quite well in barrel racing. Recently Sherri finished in the top

ten (in the money) in a field of over 1,500 riders in Oklahoma City. Sadie is growing like a weed and has developed an amazing personality that is a great combination of both Mom & Dad...grey hairs are definitely in their future!

**The Taylors** – Josh, Ashley and Sam made a move to a new home recently – a terrific log cabin in the country. Between the normal new homeowner chores, raising their champion goats and Sam's ball game schedule there isn't a dull moment. Sam did really well in his first few cattle shows, but being heavily recruited for a traveling ball team won out. Both Mom & Dad are helping with team fundraisers.

**The Dillmans** – Dustin, DeeAn and Keith (KW) are also on a busy path. DeeAn has

*(continued on page 7)*

## Power Cows Selling in the Seedstock Source Sale

There are 25 proven donor cows and many more of the donor kind selling on May 15th at Star Lake. They're the mothers of a National Champion, one is a National Reserve Champion herself and each has built an individual legacy.



### Selling May 15th

◀ Lot 7 – The dam of Denver Supreme Champion Hereford Shock & Awe



### Selling May 15th

◀ Lot 11 – Rosy Lane with a 7.6% Actual IMF



▶ Lot 9 – Denver National Reserve Champion Female & Dam of Moneymaker

▶ Lot 15 – Dam of Louisville National Reserve Champion Lock-N-Load



### Selling May 15th

◀ Lot 19 – Glitter, dam of herd bulls including Platinum



### Selling May 15th

◀ Lot 35 – We have a fabulous set of embryo cows out of this producer



▶ Lot 24 – Proven donor from the Rockin Erica cow family

▶ Lot 42 – She's from the great Pearl cow family has a number of daughters in our herd





## Herefords 101 Managing Genetic Defects

by Montie Soules

**G**enetic defects are not a new phenomenon. What is new is the technology of using DNA markers associated with the defects to give cattle breeders the ability to identify and manage these problems when they appear.

How do we manage these genetic defects? My view and the one we are taking at Star Lake is that it is a breeder's responsibility to identify individuals with problems and then manage them accordingly. At Star Lake, we have tested all the herd sires and donor cows for three genetic defects (IE) (DL) (HY). It is our policy to not knowingly sell any genetic defect carrier, which would be identified on the registration certificate with (IEC) (DLC) and/or (HYC).

Breeder responsibility is essential to control and manage these problems. If we have a cow that is a carrier and she is good enough, we will continue to breed her to free bulls and test the progeny. We then go forward to make breed improvement with her progeny that test free for the genetic defect. To throw away superior individuals that can make a positive impact on breed improvement is not necessary today with the DNA test.

DNA markers are not used only to identify problems. Everyone should understand that DNA markers will help us find traits that will enhance our breed improvement. They will be most beneficial when they will isolate positive traits such as efficiency, marbling, REA, disposition, calving ease, etc. The possibilities are endless.

Star Lake will use herd sires tested free of known genetic defects in our program (IEF) (DLF) and (HYF). By mating free cows to free bulls, the resulting calves will be free unless the very rare mutation occurs. This goes back to the description of selection pressure for a single trait.

At Star Lake we have boasted about balanced EPDs and balanced phenotype for a number of years. Our mating selections will continue to keep the data in a balanced form and not try to breed for freaks in any one area. We learned in the '80s, when the rush was on in our industry for big framed cattle, that many negatives came with that single trait selection.

Even with all the science, tools and technologies available, there is still a place in the seedstock business for common sense in our breeding programs. At Star Lake, we are committed to maintaining our responsibility as a Hereford seedstock breeder. And we will use tools and technologies along with common sense to design that balanced, high quality Star Lake Hereford.

*Editor's note: For the full text of this article by Montie Soules, go to the Herefords 101 link on the Star Lake web site.*

## 2 Year Olds Selling in the Seedstock Source Sale

These young matrons must may be the best set of 2 year olds to ever leave this ranch in a Star Lake sale. The majority of these first time mothers have heifer calves at side and they'll be bred back to Star Lake herd sires.



Lot 51 – Lucky Lady ▶  
x Bright Future  
daughter with an  
Advance S109  
heifer calf



### Selling May 15th

◀ Lot 65 – Online  
daughter with S109  
heifer calf and bred  
back to Quantum



Lot 57 – Bright ▶  
Future daughter with  
a Magnum heifer calf  
and bred back to  
Quantum



### Selling May 15th

◀ Lot 25 – Rockin  
Erica daughter sells  
with Magnum heifer  
calf



Lot 43 – Moose ▶  
daughter with a Big  
Felt heifer calf and  
Al'd to Shock & Awe



### Selling May 15th

◀ Lot 54 – Sired by  
Bogart and with a  
Legacy heifer calf

## Show Heifer Prospects Selling in the Seedstock Source Sale

The fall ET heifers are as good a group as we have had – deep in quality and competitive. The yearling heifers are the right kind and will make mommas. There are 19 of them. You pick which one fits you best.



### Selling May 15th

◀ Lot 155 – May yearling out of Barbie and sired by Palliadin



### Selling May 15th

◀ Lot 166 – Fancy September S109 daughter out of Ginger Gal 511P

Lot 159 – What cow power in this Western Wrangler out of Ginger 521P ▶



Lot 167 – October calf by Platinum out of Denver Supreme Champion Valedictorian ▶



### Selling May 15th

◀ Lot 160 – March show heifer by Bright Kelly & out of Western Star



### Selling May 15th

◀ Lot 169 – Show prospect & cow prospect in this Boomer 29F calf

Lot 164 – Rockin Erica granddaughter sired by Magnum ▶



Lot 171 – The “Last” lot, an Online September heifer out of Lot 20 Glitter ▶



## Come Back in June to Buy 'em on the Internet

Star Lake holds Online auctions each month except sale months of May and October. So if you're still needing embryos or that special heifer after the Seedstock Source Sale, check in early each month at [starlakeherefords.com](http://starlakeherefords.com) for the month's listing. The auction runs the third weekend of each month, with the next auction opening on Thursday, June 17 and closing Monday, June 21.

## Attention All Juniors

In order to participate in the Star Lake 2011 Junior Futurity Show next May, you need to purchase a heifer from Star Lake in 2010, and there is no better time than the Seedstock Source Sale. Each year the Futurity provides for Star Lake Junior customers the chance to win cash and credit. Last year nearly \$20,000 was paid out to Futurity participants pictured at right. Take a look above and at all the spring babies, potential Futurity winners that will sell May 15th!



The 2009 Junior Futurity Exhibitors


**Around the Ranch** (continued from p. 4)

started her Scentsy wickless “candle” business. Based on the ones we have, it’s good stuff and it makes the house smell nice. Dustin and KW become bachelors when DeeAn is barrel racing. She also finished in the finals at Oklahoma City with over 1,500 riders. KW is completely infatuated with tractors and spends every waking moment either looking at, playing with or making tractor sounds.

**The Duis family** – Robbie and Chelsea have spent their first year here at the ranch. They have been busy settling in and making Skiatook their new home. That home will soon be home to more as Chelsea is expecting their first child, due in October. They will have a bit of practice as Amy, their pet Corgi is due to have puppies any day now.


**The Nunleys** – Both Gay and Larry are very active in organizing the Skiatook Bluegrass Festival, and this year’s event is just a few weeks away. While Gay is working part-time at Star Lake, Larry keeps things rolling at the J7 Ranch. Larry had a knee replaced recently and is recovering well. Meanwhile Gay had to do all the chores and found that it wasn’t as hard as Larry made it seem.

**The Beeghlys** – Karen is the newest employee at the Ranch and works full time in the office. Karen started in January and has quickly learned the ropes. Karen and her husband, Joe, have three children, Stacie, Steven and Tucker. Moving from a community of 864 to Owasso, a city of 50,000 plus, has been a big adjustment for all.

**The Blins** – Jim & Judy spent the winter in Sarasota, Fla., and while there was sunshine, in most respects the season was cool... that “global warming” thing again. They have a busy year planned with travels to spend time with family and friends. Randy and Debbie have been on a rather extended trip, having left Iowa in mid-March and will return after the sale. Some of their trip involved the move of Jaci in Fort Worth and also some Florida sun. Jaci continues the pursuit of her degree in Texas. Jon is working out of the family office in Iowa, farming and raising Herefords at JJB Cattle. Jon is also serving as a Director of the Iowa Hereford Breeders Assn. 

**STAR LAKE UNIVERSITY Youth Clinic Set for 10:30 Friday**

Our youth clinics held in conjunction with our sales have been very popular, so we’re going to keep them going.

At 10:30 a.m. Friday, May 14th, youth and parents should meet in the barn for the training clinic presented by Star Lake staff. We want you to succeed with your cattle after you leave the ranch, and we hope this is one of the ways we can help. You’ll have plenty of time after the clinic to get your cattle ready for the Futurity Show at 2 p.m. 



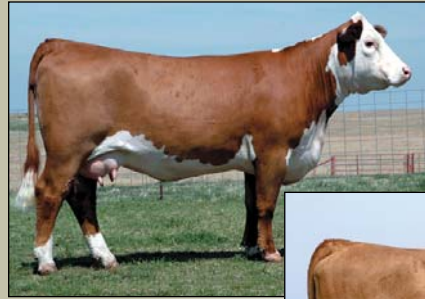
*Josh Taylor demonstrated show day fitting and clipping techniques at the Star Lake “U” Clinic last fall.*

**Frozen Embryos Sell Friday**

The freshest genetics from Star Lake will sell in the Embryo Auction Friday evening at the pre-sale party.

**Selling May 14th**

◀ Lot 80 – sired by Shock & Awe & out of Ginger Gal 511P



▶ Lot 82 – Bright Future out of Online daughter Dominette 509P



**Selling May 14th**

◀ Lot 87 – sired by Kamikaze and out of Belle 117L



▶ Lot 90 – sired by Online and out of Victra 9036



**Selling May 14th**

◀ Lot 94 – sired by Kamikaze and out of Pearlina



**Help Support the Hereford Youth Foundation Friday night with your generous bids on Lot 101 Embryos**

**Remember, all Frozen Embryos & Semen, Lots 66-101, sell at 7:30 Friday evening at the pre-sale party. The embryo sale will be carried by LiveAuctions, so you can bid remotely.**

# Star Lake 2010 Record Breaking 11th Consecutive Grand Champion Denver Hereford Carload



## Herefords 101 Understanding EPDs

Do the 15 EPDs used for Hereford cattle sometimes become just a jumble of numbers on a page? Could you use a little help figuring out what those numbers mean and how you can use them? We have an article on "Understanding EPDs" on our web site that uses plain English to explain the meaning and the importance of each EPD. To read the article, go to the Herefords 101 link on the Star Lake home page.

## SLCR "The Soap"



### Coupon

\$1<sup>00</sup> off each bottle  
Print, cut & include  
with your order, or add  
promotion code  
"SLCRSOAP"  
to your order

### Save \$\$\$

Offer Expires 6/1/10

## Only on the Web... starlakeherefords.com

Star Lake has many new features on our updated web site. Follow us as we post notices there leading up to sale day. Look there first for supplement sheets with sale order and breeding updates. We also have a new features section where we will not only showcase animals for sale, but also give you a more in-depth look at some of our Donors and Herd Sires.

The site also showcases a new section in our sales center. That will be our "Stuff" section that will feature all kinds of unique Hereford and cattle related items, as well as show supplies and anything else we decide to throw up there. Be sure to keep checking back to the web site as we add and update our sale items.

## Seedstock Source Sale Schedule of Events

### Friday, May 14th

10:30 a.m. – Star Lake University  
2 p.m. – Star Lake Junior Heifer Futurity Show  
6 p.m. – Pre-Sale Party with a Steak Dinner,  
Drinks, Music, Entertainment and a fun time for all.  
Don't miss out on the fellowship and fun.  
During the Friday evening festivities we will also sell all  
the lots of Frozen Embryos and Semen.

### Saturday, May 15th

Noon – Seedstock Source XVIII Sale  
"Demand the Brand!"

Plan to be with us for two days of fun and great  
Hereford fellowship. Bring the Whole Family!



## STAR LAKE CATTLE RANCH

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