

Dear Simmental Breeders:

The Wisconsin Simmental Association (WSA) would like to invite you to make plans to consign to the 2011 Midwest Fall Roundup Sale on Sunday October 9, 2011 in Lancaster, WI. The sale has been relocated to Lancaster due to historically better buyer attendance, as well as reduced cost for the fairgrounds. The Midwest Fall Roundup Sale has become a great marketing showcase for breeders to sell cattle from their program. We invite you to join us in making this year's Midwest Fall Roundup one of the best. We are looking for genetic features (flushes, embryos, and pregnancies), bred heifers, cows, cow/calf pairs, show heifer prospects, and a few select bulls.

Your consignments are needed early to help make this a top notch sale. WSA looks forward to serving breeders with their marketing needs. Please note the deadlines we have to meet in advertising and preparation of the sale catalog.

Important Information & Deadlines

1. Completed sale entry forms including footnotes, breeding information, and pictures are due to Aaron Zimmerman **by Saturday August 27, 2011.**
****The earlier you can get this information in, the better we can promote the sale.**
2. Nomination fee of \$50 per lot with a maximum of \$200 per consignor must accompany all nominations. Please make checks payable to WSA. Nomination fees are non-refundable, but will be applied to your sale commission when your consignment sells.
3. There will be pens available for unaltered cattle. Cattle are not required to be halter broke but show prospects tend to bring more money if they are broke to lead by sale day.
4. If assistance is needed in selection of your cattle, please call any of the Sale Committee members (listed below) and they will assist you in selecting cattle.

Bill Meyer 715-784-0222, Scot Zimmerman 715-586-0058 or 715-597-2646, Maranda Schreier 608-387-9070, or Ray Ransom 563-382-9408. Please invite all breeders to consign their best to the 2011 Midwest Fall Roundup Sale on Sunday October 9, 2011.

Please find an enclosed sale entry form, if you need additional copies, please copy as needed. **Entries can be mailed or emailed.**

Send your entries along with your nomination fee to:

Aaron Zimmerman, 3222 Casey Avenue, Spencer, WI 54479

Phone #715-207-5515 Email: azsimmentals@solarus.net

Area Hotels:

- Best Western Welcome Inn, Lancaster 608-723-4162
- Country Inn & Suites, Platteville 608-348-7373
 - Napps Motel, Fennimore 608-822-3226

We are looking forward to an exciting fall sale in Lancaster!