



# SENIOR Salesmanship SEMEN

**Quail Valley Farms**  
RICKY & ANGIE CLEVELAND, Owners  
17761 County Hwy 261, Doonville, AL 35031  
205.513.5249

*Never Surrender* R10412433



Semen:  
\$100/straw



QVF PR Empower 30G16  
Son of Never Surrender



QVF Never Surrender 30H15  
Son of Never Surrender

## QVF NEVER SURRENDER 803D9

R10438675 • 30H6 • P • GEN: 4 • 3/17/2020 • E • DDF

MC SOMETHING SPECIAL 129W14

**MC BOULDER 889Z14**

R10229894 MC MS EXTRAVAGANT 889X4

LOMBARDI OF BRINKS 468N10

**MS BRINKS LIMBARDI 803S25**

R10056847 MISS BRINKS KO 803J

	CED	BW	WW	YW	MILK	SC	REA	IMF	HPreg	STAY	MCW	TIdx	FIdx
EPDs	0.7	3.3	55	99	6	0.73	.91	-0.06	6.83	1.72	1.33	4.43	2.91
%Rank	90%	>95%	1%	1%	80%	30%	1%	>95%	2%	20%	60%	5%	45%

# SENIOR Salesmanship

EMBRYO



**/S LADY PEERLESS 4007B**

*Dam of Lot 85 embryos*

- The dam of this mating was our \$13,500 selection from the 2016 Shaw Female Sale and is now one of our top Hereford donors, producing the \$24,000 top-selling heifer calf in the 2021 Dixieland Delight Sale, SFCC Lady Fortified 1041 ET, selected by Abby Hill, along with the outstanding daughters that sold as Lots 3, 4A and 4B in the 2022 Dixieland Delight, grossing \$36,000 to average an impressive \$12,000.



**/S ARSENAL 00161 ET**

*Sire of Lot 85 embryos*

- The sire of this mating, /S Arsenal 00161 ET, was the \$31,000 2/3 interest high seller from the 2021 Shaw Bull Sale. He combines the popular NJW Herefords, Fawcett's Elm Creek Ranch and Upstream Ranch sire Endure 173D with /S Lady Leader 7201E ET, who is a prolific donor at Shaw Cattle Co. and a full sister to /S Mandate 66589 ET, the \$62,000 half interest top-selling selection of ST Genetics from the 2018 Shaw Bull Sale. 7201E is also the dam of Lots 1-3 and the granddam of Lots 4A and 4B in this sale.

## 85 embryos

### ARSENAL X LADY PEERLESS 4007B

EMBRYOS 4 CONVENTIONAL

NJW 79Z Z311 ENDURE 173D ET {CHB}

**/S ARSENAL 00161 ET {CHB}**

/S LADY LEADER 7201E ET

/S PEERLESS 1571Y

**/S LADY PEERLESS 4007B**

/S LADY DOMINO 1054Y

(Mating EPDs)

KCF BENNETT ENCORE Z311 ET {SOD,CHB}

BW 91H 100W RITA 79Z ET

R LEADER 6964 {SOD}

/S LADY DOMINO 0158X

HH ADVANCE 286M 1ET {SOD}

/S LADY DOMINO 652S

UPS DOMINO 3027 {CHB,SOD}

/S LADY DOMINO 424P {DOD}

\$BMI

+456

\$BII

+537

CED	BW	WW	YW	MILK	M&G	UDDR	TEAT	CW	REA	MARB	\$CHB
+9.7	+0.5	+57	+88	+32	+60	+1.25	+1.3	+87	+52	+16	+140



# SENIOR *Salesmanship* BULL



ACA: 410791

**CK CHEYENNE 810H**

BD: 10/12/20

TATTOO: 810H

BULL

RITO 6EM3 OF 4L1 EMBLAZON  
**CK RITO 6EM3 3644E** 18819806  
CK ETTARE 34T

CK MOTIVATOR 961T  
**C K ERICA 923X** 388979  
CK ERICA 249N

O C C EMBLAZON 854E  
RITA 4L1 OF 2536 208  
FINTRY OF GRAHAM 461 63  
CK ETTARE 683R

CK MOTIVATOR  
CK KATIE 407P  
CEF SOUTHERN COLONEL 1CA  
CK ERICA 129B 2CA

<b>BW</b>
<b>82</b>
<b>Adj. WW</b>
632
<b>98</b>
<b>Adj. YW</b>
1175
<b>105</b>
<b>Adj. IMF</b>
4.49
<b>138</b>
<b>Adj. REA</b>
12.36
<b>100</b>

CED	BW	WW	YW	Milk	TM	CEM
9	1.4	69	117	18	53	4
CW	REA	Marb	Fat			
22	-0.08	0.45	0.02			

- 7/8 AN 1/8 CA
- Virgin Bull
- Hair Score 1

# SENIOR

## Salesmanship

### PAIR



AAF

AAF ERICA 7062 - LOT 3



AAF

AAF ERICA 2086 - LOT 3A

3

### AAF ERICA 7062

BIRTH DATE: 10-03-2017 COW 19155675 TATTOO: 7062

#**S A V Renown 3439	+Rito 707 of Ideal 3407 7075	#R R Rito 707	\$M
17633839	*S A V Blackcap May 4136	Ideal 3407 of 1418 076	+71
ANGUS	#*G A R Expectation 4915	#S A V 8180 Traveler 004	\$W
AAF Erica 629		#*S A V May 2397	+68
15394808	AAF Erica 214	#*N Bar Emulation EXT	\$F
		G A R Traveler 2421	+104
		Rito of A A F M933	\$G
		Erica of A A F 072	+16
			\$B
			+120
CED	BW	WW	YV
+6	+1.8	+73	+145
		MILK	+30
		CW	+58
		MARB	-.14
		REA	+.63
		FAT	+.008
		SC	+227

3A

### AAF ERICA 2086

BIRTH DATE: 10-02-2022 COW \*20597347 TATTOO: 2086

+*Yon Top Cut G730	#*Spring Cove Reno 4021	#*KM Broken Bow 002	\$M
19476453	+*Yon Sarah D668	*Spring Cove Liza 021	+85
ANGUS	#**S A V Renown 3439	#*V A R Discovery 2240	\$W
AAF Erica 7062		+*Yon Sarah A615	+82
19155675	AAF Erica 629	+Rito 707 of Ideal 3407 7075	\$F
		*S A V Blackcap May 4136	+97
		#*G A R Expectation 4915	\$G
		AAF Erica 214	+50
			\$B
			+147
CED	BW	WW	YV
+7	+1.9	+85	+146
		MILK	+29
		CW	+65
		MARB	+.40
		REA	+1.01
		FAT	-.027
		SC	+276

Offered by: Adams Angus Farm, Union Springs, AL

This Renown daughter has been flushed one time and she produced five high quality embryos. Her eye-catching Top Cut heifer calf offers elite growth EPDs. 7062 records an average progeny weaning ratio of 3 at 103 and yearling ratio of 3 at 103.

Bred AI 12/26/2022 to Mill Brae Benchmark 9016. Pasture exposed 1/6/2023 to 1/30/2023 to AAF Black Granite 7003.

Examined safe AI with a bull calf.



## Judging Criteria:

Members entered in the AJCA Salesmanship Contest will be judged on their performance in several areas. Some of the criteria the judges will evaluate include:

- **Time Management** (how efficiently time is spent)
- **Visual Appearance** (appearance of contestant)
- **Subject Knowledge** (judges may ask contests questions during the contest)

# SENIOR *Salesmanship* RULES

## Objective:

The objective of the AJCA Round-Up Salesmanship Contest will be for an individual to present a persuasive presentation to a panel of two judges outlining the positive attributes of the animal, in effect, a mock sales presentation. Contestants must be AJCA members.

## Rules:

1. Contestants in the AJCA Round-Up Salesmanship Contest will compete in one of three age divisions: Junior, Intermediate or Senior.
2. Top five placing winners from each of the three age divisions will be recognized at the award ceremony.
3. This is an individual competition. No joint sales pitches.
4. Juniors and Intermediates will bring one steer or heifer to stand with them as their subject animal.
5. Seniors will select from Sale ADS given at check-in to sell one of the following a bull, heifer, semen, or embryo. (Sale Ads will be available to view on website prior to event)
6. Cattle are not to be groomed when presented during the AJCA Round-Up Salesmanship Contest.
7. Cattle should be presented clean and dry.
8. Participants must bring a current AJCA Member to hold and exhibit the animal during the presentation.
9. This is a timed event. Juniors will have 5 minutes, Intermediate 7 minutes, and Senior 10 minutes to present their animal before the panel of judges. Times will be strictly enforced.
10. Please see office door in Teague Arena on Friday at 8:00 am to see what time you will be competing.