



Sales Management

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November 10, 2011

DP Sales Management Team welcomes Consignors to the Upcoming 2012 Spring Sale Season!

We are excited about the upcoming sale event for the Tennessee Simmental Beef Agribition Show/Sale. This year's sale location is at the Ward Ag Center at the Wilson County Fairgrounds in Lebanon, TN which will be held March 10, 2012. The first sale at the Ward Ag Center location was a big success and we look for many more positive changes in the future. Please watch for additional updates on our website and the Wilson County Fairgrounds website. These show/sales have an excellent track record for offering top quality livestock from both Tennessee and surrounding states. As Simmentals breeders and consignors we encourage you to raise the bar and continue to bring your best genetics.

This year we challenge all breeders to support the Agribition Sale and consign your best prospects for the upcoming 2012 AJSA National Junior Show to be held in Lima, Ohio. With this in mind we need to start looking ahead to make both these events bigger and better. We can do this by you as a consignor offering your best open heifers, breds or bull, Sim Angus and embryos to this sale. As in the past, all cattle must be halter broke, however; each breed has 3 to 4 pens for non-halter cattle. This year at this facility those pen cattle will be available to go thru the sale ring at sale time. Consider a donor cow, breds or pairs for the pens. With your commitment and the combined effort of breeders from of Tennessee and surrounding states we can make this a successful and positive event. Remember these events have been one of the best consignment sales of the year throughout the United States. The only way we can make it better is for you to keep offering your best.

Please send good quality pictures, hard copies if possible. Please if you do digital photos or you can email pictures, please put the tattoo number and name of animal as the file name it makes identifying the animal easier (when scanning pictures 300 outputs is required for quality purposes).

Please have your entries to our office by January 31, 2012; however, we encourage sending in earlier. Please send your information in promptly and correctly to insure that the catalog can be completed on time. If you wish to enter your consignment online go to parkelivestock.com/nomination forms (please send in your forms prior to sending photos) or use the attached nomination form back to our office. Please call and let us know your possible consignments.

The Headquarters for this year's sale will be at the Comfort Suites, 904 Murfreesboro Road, Lebanon, TN 37090 (615) 443-0027 at a rate of \$69.99 for double beds. Please note that the deadline is March 1st, but they will honor that rate as long as they have availability.

If you have any questions, contact myself at (859) 421-6100 or Drew Hatmaker at (423) 506-8844. The Sale Chairman for this year's event is Chris Ivie (931) 215-0316; you can contact Chris for his assistance and facility questions.

Again thanks for your support to make 2012 a great year for the Simmental business.

Sincerely,

Doug Parke, DP Sales Mgt.

w/Attachment