

# *2017 International Super Sale*

Sponsored by: Mid-Coast Santa Gertrudis Association

## **Nominations are being accepted**

### **All Video Sale**

(for those who can't attend -- the Sale will be offered live online at DV Auction)

**Friday-March 10, 2017**

**At 6:00 p.m.**

**Houston Livestock Show & Rodeo**

**NRG Center (second floor)**

**Houston, Texas**

**Open Santa Gertrudis Show to be held on Saturday-March 11, 2017**

- New Venue – “We’re Moving Up”: Upstairs, that is, at the HLSR
- Sale is “all video” -- relieves consignors from inconvenience of hauling in/out of HLSR.
- Auction block with auctioneer and ringmen. Large screen TV’s.
- Online viewing and bidding accessed through DV Auction just as if you were ringside.
- Sale catalog posted online. Buyer invitations and e-blasts providing links to on-line catalog which will include videos of the cattle.
- Catalog “hard copy” will be mailed upon request.

Through DNA verified genetics and innovative new ways to sell and market our cattle, the Santa Gertrudis breed has made history. We give Santa Gertrudis breeders, nationally, the opportunity to participate and sell “SELECT CATTLE” to the highly attended domestic and foreign cattle breeders who attend the Houston Livestock Show and Rodeo. The Sale, managed by American Marketing Services, LLC, provides an extensive database reaching cattlemen across the United States and foreign countries.

Seeking consignments with:

**ELITE GENETICS and CONSISTENT SHOW RING CHAMPIONS**

Consisting of:

**\*Heifers   \*Bred cows   \*3N1’s   \*Donors   \*Flushes & embryo packages   \*Select bulls.**

**FOR MORE INFORMATION** on consignments for this highly prestigious sale contact:

Richard Hood  
American Marketing Services  
979-224-6150  
[richardh@amscattle.com](mailto:richardh@amscattle.com)

### **CONSIGNOR INFORMATION:**

- ENTRY DEADLINE:** Monday, January 9, 2017. AMS will start scheduling screening visits in December, 2016.
- Looking for approximately 25-30 lots/registered consignments.
- American Marketing Services, LLC, will screen all consignments.
  - o Screening criteria
    - “Elite Genetics” expected
    - Consistent Show Ring Champions
    - Top Genomic Performance Cattle

- Limit of two consignments per consignor. Acceptance based on quality at screening.
- There is a nomination fee of \$650; \$100 of which covers the cost of screening the cattle and \$550 will be added toward the sale expense. Mid-Coast Santa Gertrudis Association dues of \$50 may be paid with nomination fee or they will be deducted from commission
- All cattle must be registered and cleared for transfer with SGBI.
- Preferably 7 years and under. (Donor exceptions)
- All pairs with calves older than 5 months or dry cows need to be palpated safe in calf. (Donor exceptions)
- All heifers between 18 and 28 months of age should be palpated safe in calf.
- Video's will be shot at central locations across the country setup after all consignments have been determined. This will be done in coordination with Ideal Video Productions and AMS. The cost of video will be prorated by the expense of travel and a day charge of \$700. Expenses will be divided by the number of cattle videoed at each location. Example: 10 head shot on one day at a location. Each animal would be charged \$70 video fee + share of travel expenses. We will make every effort to keep these costs as low as possible.

### **IMPORTANT CHECK LIST:**

We are planning video that showcases each lot. Video charges are separate cost to the consigner. It is vital that you complete this checklist. You may have already completed this checklist, but we request that you review to make the process of promoting your operation and consignment as punctual and complete as possible.

- Send Consignment Form **BY January 9<sup>th</sup> 2017** to AMS; PO Box 10; Wheelock, TX 77882 or email Richard Hood [richardh@amscattle.com](mailto:richardh@amscattle.com); Fax: (979) 828-0073
- Schedule screening visit with AMS representative
- Reserve your rooms at Crown Plaza at NRG, Kirby Drive, Houston, TX Block: International Super Sale
- For embryo, flush, or donor consignments make certain that the consignment (or embryo sire and dam) has been parent verified.
- For flush and donor consignments, please provide a flush history to AMS to be distributed to prospective buyers as needed.
- IF AVAILABLE: Provide AMS with a professional picture of your consignment.
- IF AVAILABLE: Provide AMS a detailed list and picture of any progeny, siblings, sire and dam that could be used to help promote the genetics of your consignment.
- IF AVAILABLE: Provide past history of generated revenue or show history of the individual consignment or their progeny, siblings, sire and dam.
- Prepare a mailing list and generate a personal invite letter to send with a catalog to your friends and customers.
- Recommend Genomic Testing through SGBI for Genomic Enhanced EPD's.
- Clip and prepare animals for best look for Video.

We hope that you are as excited as we are at the possibility of the best ever offering in breed history.

If you have questions please do not hesitate to contact an American Marketing Services representative.

Richard Hood 979.224.6150 [richarh@amscattle.com](mailto:richarh@amscattle.com)

Mark Cowan 903.495.4522 [markc@amscattle.com](mailto:markc@amscattle.com)

Trey Kirkpatrick 979.324.5518 [treyk@amscattle.com](mailto:treyk@amscattle.com)

Brad Wright 979.219.4599 [bradw@amscattle.com](mailto:bradw@amscattle.com)

Best Regards,

Richard Hood  
American Marketing Services  
**International Super Sale**

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Please make this a priority so that we can adequately market your consignment.

Mail to:  
American Marketing Services  
Attn: International Super Sale  
PO Box 10  
Wheelock, TX 77882

Or email to Richard Hood [richardh@amscattle.com](mailto:richardh@amscattle.com)

Or fax to the AMS office at 979-828-0073

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Owner: \_\_\_\_\_

Owner SGBI Member Number: \_\_\_\_\_

Consignment PHN: \_\_\_\_\_

Consignment R#: \_\_\_\_\_

Type of Lot:            **Open Heifer**            **Bred Heifer**            **Donor Cow**  
(Circle one)  
                                 **Bred Cow**            **3N1**            **other: \_\_\_\_\_**

Choice Lot:            **YES/NO**

**Comments and information you would like to be included in the catalog (you may attach additional information if the space below is not adequate):**

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Breeding Sire R# \_\_\_\_\_ 0000

**If bred, please provide the following information:**

AI Date: \_\_\_\_\_

AI Sire (include R#): \_\_\_\_\_

Natural Service Dates (In and Out): \_\_\_\_\_

Natural Service Sire (include R#): \_\_\_\_\_

ECD and Breeding Sire based on palpation: \_\_\_\_\_

**If a pair or 3N1, please provide following calf data:**

Calf R#: \_\_\_\_\_ Calf Sex: \_\_\_\_\_

Calf DOB: \_\_\_\_\_ Calf BW: \_\_\_\_\_

Calf Sire (include R#): \_\_\_\_\_

**If a donor or flush lot, please provide the following information (more information is always better, but please provide these details at minimum).**

Last Flush Date: \_\_\_\_\_

Number of Good Embryos: \_\_\_\_\_ Number of Total Ova: \_\_\_\_\_

To the best of your knowledge,    Lifetime Number of Flushes: \_\_\_\_\_

Lifetime Average Embryos per flush: \_\_\_\_\_

