

EASTERN
National 2010
Lowline
Sale

NOVEMBER 17, 2010

Lowline Angus Breeders,

Allow me to invite you to the 2010 Eastern National Lowline Sale sponsored by the Eastern Lowline Angus Association (ELAA). The event will be held at the North American International Livestock Exposition in Louisville, Ky. The National sale will be in conjunction with the Lowline show at this event. I am Kevin Mears, DBA Stock Options Marketing and I have been selected by the ELAA sale committee to manage this year's event.

I am looking forward to meeting and working with all of you. The sale committee and myself are implementing some exciting new features this year to ensure what promises to be a great event!

This year's sale will provide a new format following the member banquet held on the evening of November 17th. Cattle will be sold off of videos or photos on the "Big Screen" in the banquet hall. This is a new style of sale for some of you, but selling cattle in this method is quickly gathering favor with many in the industry. The Red Angus and the American Chianina Association will also be using this method at the NAILE this year.

This format offers several advantages.

- Cattle do not have to be at the event to be offered for sale, this allows for greater participation from breeders across the country.
- Less stress on the cattle being offered in the event.
- The sale can open up to allow "Non-Haltered" cattle and allow breeders to sell bred females, cows and mature herd sires. Traditional sales have only allowed haltered lots.
- This event being held with the member banquet promises better attendance.
- The banquet room offers a more intimate setting.

A little about this years event.

- This is a tailored marketing event to focus attention on the very best Lowline Angus Cattle.
- An event with big numbers is not our goal, but one that is big in quality!
- Fullblood and Percentage blood cattle are both welcome.
- Open to anyone in good standing with the ELAA.

We would like to offer a little something for everybody.

- A collection of fancy heifers, spring or fall aged.
- A select group of bred females.
- Show or herd sire prospects.
- Rare or never before offered genetic packages, semen, and flush opportunities.

People agree the NAILE in Louisville is the single greatest cattle showing event in the world. Everyone who is anyone in the cattle industry is in attendance. This is an unequalled opportunity to spotlight your breed and your program on a national stage!

Many breeders I have visited with are passionate about growing the Lowline breed, my working with other breeds of cattle allows me to speak with experience. What grows a breed and what brings new people to a breed is the excitement that a breed generates. The best way to generate excitement in a breed is having a great national sale!

THIS IS A GREAT TIME TO PROMOTE YOUR CATTLE AND FUTURE SALES ALONG WITH PROMOTING LOWLINE ANGUS CATTLE. PLEASE JOIN US AND OFFER YOU BEST AND LET'S MAKE THIS SALE A HUGE SUCCESS!

Kevin Mears
Stock Options Marketing
West Alexandria, Ohio
937.533.0169



ENTRIES

- Deadline: **September 15th** Late entries may be refused. Mail to Stock Options Marketing.
- Live lot Fee: **\$100 per live head, non-refundable.** Fee will be applied toward sale expenses.
- Genetic lot Fee: **\$100 per lot, non-refundable.** Fee will be applied toward sale expenses.
- Pedigree information, footnote information, photo & entry fee must accompany entries due by 9/15/ 2010.
- Entries will not be accepted without entry fee. FAXED / E-MAILED entries are acceptable when followed by payment.
- Substitutions allowed with approval of sale management.

REGISTRATION CERTIFICATES

- **All Cattle must be registered with the American Lowline Registry (ALR), a copy of the registration certificate or application for registry must accompany entry form.** Registration certificates must be provided when cattle are checked in for the sale. Any cattle without ALR registration certificate may be asked to withdraw from the sale.
- **MUST HAVE LEGIBLE TATTOO** • Please check when entering.
- Transfer Fees will be deducted from sale proceeds by sale management

ABSENTEE LOTS

• This event offers LIVE CATTLE ABSENTEE LOTS. This allows consignors the opportunity to offer cattle at auction without the cattle being on the grounds.

These lots have added requirements.

1. Registration Papers must be submitted at time of entry/ NO APPLICATIONS ACCEPTED. The only exception would be if a pick of the herd is being offered.
2. Video in required formant, must be to management by November 5th.
3. It is the consignors responsibility to make contact, delivery arrangements, and share the delivery cost with the new owner 50/50.
4. The winning bidder will be responsible for 50% off the selling price on sale day and the balance to be collected at time of delivery. Balance and the collection of, is the responsibility of the consignor. ONLY APPLIES TO ABSENTEE LOTS.
 - Commission and sales expense will be deducted form the 50% paid on sale day.
5. Absentee Lots do NOT enter with the NAILE or ELAA show.

IMPORTANT NOTICE

••All Live sale lots ELIGIBLE TO SHOW must enter show and must do so separately with ELAA. Separate entry form and separate entry check. Mature herdsires, mature cows and lots selling as absentee lots do not enter with ELAA. ELAA entries are due 9/20/10, forms are available online at www.easternlowline.com

NEW FOR THIS YEAR -----FAIR SHARE SALE COMMISSION VS. FLAT FEE

- Cattle sold will be charged a commission. Commission will be deducted from each lot.
- ENTRY FEE IS APPLIED TO SALE EXPENSE.

For those new to consignment sales, commissions are charged to pay for the costs involved with the sale.

••• Commissions will be figured on a percentage basis. The commission is calculated by taking the sale expense and subtracting all entry fees. Then that amount is factored into the gross sale total to figure the percentage of commission charged.---- Example the event sells 30 lots at a 2,333 average for a gross of \$70,000

Sales expenses	\$10,000
Less entry fee	-\$ 3,000
	=\$ 7,000

In this example, the amount of commissions to be deducted from sale proceeds would be \$7,000 or 10% of the sale gross. Each consignor would have 10% deducted from their proceeds check.

- All sales, including buy backs/pass-outs will be responsible for commission and full sales expense. Buy backs/pass-outs must pay 20% of the hammer price for animals/items in question at the conclusion of the sale, show/sale releases and or registration will be held until auction accounts have been settled. Any difference in sale commission percentage will be refunded
- Sale management will mail settlement, complete accounting and net proceeds from this auction within 30 bank working days from sale date.

HEALTH REQUIREMENTS

- Certificate of Veterinary Inspection with individual ID's and a permit number must accompany all sale cattle, and be issued within 30 days.
 - Testing maybe required depending on state of origin. With current changes in Kentucky's regulations, it is your veterinarians responsibility to check with the Kentucky State Vets office to assure all heath requirements be met, dependent on what state your cattle will originate from. Your vet may contact Tyler at the Kentucky State Vet office, contact info 502.564.3956 extension 223
- Sale Cattle must be identified by breed registration tattoo.**

SALE, NOVEMBER 17, 2010

SHOW NOVEMBER 18, 2010



OTHER SALE REQUIREMENTS

- **Breeding Guarantee: All entries will sell guaranteed in accordance with the terms set forth by the ELAA.**
- **PHOTOS TO BE USED IN CATALOG MUST BE SUBMITTED WITH ENTRIES.**

Photos must be clear and high resolution for catalog use.

- The sale management reserves the right to edit all footnotes & has final judgment on photo usage.
- **All cattle must have a good photo or video for use sale night.**

ALL VIDEO MUST BE SUBMITTED BY NOVEMBER 5th.

A CONCERN ABOUT CONSIGNORS VIDEO TAPPING THEIR CATTLE. There are several very qualified persons across the country who offer this service at reasonable rates. Contact sale manager for a list of these individuals in your area. ALSO more detailed instructions about sale photography and video production can be found on sale managements web site www.stockoptionsmarketing.com.

Videos are not to be more than 2 minutes in length and in WINDOWS MEDIA VIDEO .wmv format. Videos are to be submitted by mail on a CD or Flash Drive or can be uploaded on a server via the Internet, however file size will not permit these to be sent in e-mail.

Videos received by 11/5/10 will be posted on the internet on the ELAA web-site for prospective bidders to view.

Management will have a video service available to consignors on the event grounds sale morning , for those unable to have videos produced on farm. - Please contact Kevin Mears by November 5th If you are in need of this service. Videos taken at the show can not be posted on the ELAA Web Site.

Cattle not in attendance MUST have a VIDEO produced on farm.

- Consignors are not to release sale cattle from their possession until a paid receipt / sales release is presented by the new owner or a representative of. Until this time, cattle are the responsibility of the consignor.
- It is requested that cattle that are fitted for sale be broke down for the new owner. It is the consignors responsibility to feed and care for the animal until the animal is collected by the new owner or is loaded for shipment.

GENETIC PACKAGES

This event offers the opportunity to market semen, embryos, and flushes.

- Semen and embryos must be viable and the embryos should be grade 1's.
- Embryos sell in packages of 2, 3, 4, or 5 with a guarantee of 1 pregnancy per 2/3, or 2 pregnancies per 4/5.
- Flushes must sell with a guaranteed minimum of no less than 6 good transferable eggs.
- Pick Up / Delivery of semen and embryo packages is the BUYER'S responsibility and expense.
- Flushes sell with the winning bidder being responsible for 50% the selling price on sale day and the balance to be collected at time of delivery. Balance and the collection of, is the responsibility of the consignor.
- Commission and sales expense will be deducted from the 50% paid on sale day.

ARRIVAL

- Cattle may begin stalling Friday, November 16, 2010 NOON

•• A letter will be sent to all consignors with more info about the check in of sale cattle, consignors meeting, and sale cattle display schedule. ••

***Copies of this document and additional sale entry forms may be downloaded
online at www.stockoptionsmarketing.com***

Stock Options mailing address: 6136 Black Rd. West Alexandria, Ohio 45381

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Please print neat-

• REMINDER • Attach copy of pedigree or application & photo.

Consignor:

Name _____
 List in catalog as _____
 Address _____
 City / State / Zip _____
 Home phone _____ Cell _____
 E-Mail _____

Entries

Live cattle lot \$100 entry fee = _____

Embryo or semen lot \$100 entry fee = _____

TOTAL LOTS ENTERED _____ TOTAL FEES _____

LOT INFORMATION

LOT OFFERED IS (circle one) BULL / HEIFER / BRED FEMALE / EMBRYO / FLUSH / SEMEN

ANIMAL NAME _____ TATTOO/LOCATION # _____ REG # _____

H/ P / S BREED % _____ COLOR _____

SIRE _____ REG # _____

DAM _____ REG # _____

DOB ___/___/___ BW ___ WW ___ YW ___ TH ___ PHA ___

PLEASE USE REVERSE SIDE FOR FOOTNOTES, BREEDING DATES, SERVICES SIRE, (IF APPLIES) EPD'S OR SPECIAL TERMS.

Please send good quality pictures. If you use digital photos, make sure you shoot them at the highest quality / largest file size. You may email pictures, to make animal identification easier please put the tattoo number and name of animal as the file name. When scanning pictures, 300 dpi outputs is required for quality purposes.

I/we fully understand the sale management, auctioneer, sale staff, sale committee and other representatives act only as agents in the sale of livestock entered and shall not assume any liability and will be held harmless by owner for any damages resulting in any loss, damage, claim, injury or cause of actions as the result of this sale. I agree that all commissions on my entries are to be paid first, before any liens or mortgages from the proceeds of their sale.

I/We swear that the above information is accurate and true and do agree to the terms set forth for the Eastern National Lowline Sale

Consignor _____ Date _____

Return this completed form with entry fees, copy of registration certificate or registry application, along with photos, to Kevin Mears DBA Stock Options Marketing. E-mail to: kevin@stockoptionsmarketing.com FAX 937.839.6142
 US MAIL: 6136 BLACK RD, WEST ALEXANDRIA, OHIO 45381 • MAKE CHECKS PAYABLE TO: STOCK OPTIONS MARKETING