

MAINE FOCUS

NAILE, Louisville, Kentucky • November 16, 2010

Maine-Anjou Breeders,

Are you ready for something that could be truly special? An event designed to bring the cattle industries focus on the best Maine-Anjou genetics available?

Allow me to invite you to the 2010 Maine Focus to be held in conjunction with the National Show and Maine-Anjou Convention during the North American International Livestock Exposition. I am Kevin Mears, DBA Stock Options Marketing and will be managing this inaugural event.

A little about the event.

- The Maine Focus is a tailored marketing event designed to focus attention on the very best cattle the Maine-Anjou breed has to offer.
- An event with big numbers is not our goal, but one that is big in quality! Entries are limited and will be subject to screening.
- Purebred and MaineTainers are both welcomed.
- Open to any one in good standing with the AMAA.

We would like to offer a little something for everybody.

- A collection of elite spring born show heifer prospects,
- A few fall yearlings heifer calves.
- A select group of fancy bred heifers.
- A show / promotional sire prospect or two.
- Rare or never before offered genetic packages, semen, and flush opportunities

What an exciting time to be in the Maine breed and business, fresh off the heels of a absolutely great Junior National. Last fall and this spring, breeders sales posted some of the top averages on sale cattle in almost a decade. Maine-Anjou show heifers dominated the mid-west preview shows and were in the top 5 overall in every major mid-west junior beef expo type event. At many of those events, High's and MaineTainers were BOTH in the top five!

While on the road this summer visiting Maine breeders about this event, one breeder commented something I would like to share. *"You know Louisville is the perfect place to do this! Denver is all about the bulls and Louisville is all about the females. Everyone who is anyone is there, and if the Maine's have a great sale, that just gets people outside our breed talking and looking. The interest in the breed and the excitement for the cattle just grows from there, A great breed sale at a national show like that doesn't just help this person or that farm, it helps everyone in the breed!"*

This breeder was right on! This is a great time to promote your cattle & program and future sales along with promoting the Maine-Anjou breed. Please join us and offer your best, and lets build this event into a major success.

Kevin Mears
Stock Options Marketing
6136 Black Rd
W. Alexandria, Oh 45381



MAINE FOCUS

Tuesday, November 16, 2010 • 1:00 New Market Hall

ENTRIES

- Deadline: **September 20th** Space is limited, late entries may be refused. Mail to Stock Options Marketing.
- Live lot Fee: **\$200 per live head, non-refundable.**
- Genetic lot Fee: **\$100 per lot, non-refundable.**
- All fees will be applied to sale expense.
- Pedigree information, footnote information, and good photo must accompany the entry and be to sale manager by 9/20/2010.
- 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.
- This event is designed to promote the best the breed has to offer, entries may be subject screening.

IMPORTANT NOTICE

- **All live sale lots ELIGIBLE to show must enter separately with NAILE. Separate entry form and check.**

Deadline for the NAILE 10/1/10. Entry forms are available to download on the web www.livestockexpo.org

REGISTRATION CERTIFICATES

- **All cattle must be registered with the AMAA, 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 with out AMAA registration certificate may be asked to withdraw from the sale. **MUST HAVE LEGIBLE TATTOO** • Please check at time of entry.
- Transfer Fees will be deducted from sale proceeds by sale management.

SALE COMMISSION

- Commission will not be higher than 12%.
- All sales, including buy backs/pass-outs will be responsible for commission and full sales expense. Buy backs/pass-outs must pay 12% 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 and a permit number must accompany all sale cattle, issued within 30 days.
- Testing maybe required depending on state of origin. With current changes in Kentucky's regulations, it is your veterinarian's responsibility to contact the Kentucky State Vets office to assure all health requirements be met. 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.

OTHER SALE REQUIREMENTS

- **Breeding Guarantee: All entries will sell guaranteed in accordance with the terms set forth by the AMAA.**
- **All animals in attendance must be broke to tie and lead.**
- **While it is not a requirement it is RECOMMENDED all heifer calves eligible for the 2011 "She's A Lady" event be nominated. Nominations for "She's A Lady" due 10/1/2010. Nominated cattle will appear with the "She's A Lady" logo in the catalog, be sure to mark the appropriate box on the entry form.**
- **Purebred and MaineTainer welcomed.**
- The sale management reserves the right to edit all footnotes and has final judgment on photo usage.
- If you need assistance in getting a good photograph of your consignment, contact sale manger for some helpful info or a list of photographers.
- 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.

OTHER ITEMS

- Consignors may offer genetic packages including embryos, semen, pregnancies, and flushes.
 - Embryos, grade 1's, in packages of 2, 3, 4, 5, or 6, with seller guaranteeing 1 pregnancy per 2/3 or 2 pregnancies per 4/5.
 - Flushes sell with a minimum of no less that SIX transferable embryos. Flush donor must be available within six months of sale date.
 - Buyer will pay 50% of hammer price on sale day with the balance to the consignor at the completion of flush work.
 - Bred females shall be a pregnant female confirmed bred at least 90 days.
 - Pregnancies shall be one pregnant female carrying a confirmed 90 days+ from a specific donor dam and sire.
 - Buyer is responsible for shipping on all genetic lots.
- Online bidding will be available though Liveauctions.tv.
- Any consignor who wish to supply video by 11/1/10 will have those videos posted on the internet.

ARRIVAL

- Cattle must be stalled by Friday, November 12, 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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MAINE FOCUS

Due 9/20

ENTRY CONTRACT

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

Please print neat-

Consignor:

Name _____ AMAA Member # _____

List in catalog as _____

Address _____

City / State / Zip _____

Home phone _____ Cell _____

E-Mail _____

Entries

Live cattle lot \$200 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 _____ *Nominated for "Shes A Lady"?* _____

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 Maine Focus.

Consignor _____ Date _____

NO ENTRIES WILL BE CATALOGED WITH OUT SIGNED CONTRACT

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