



Star Lake Hereford News

Denver & Fort Worth Edition

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Skiatook, Oklahoma

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Marilyn Brink, Editor

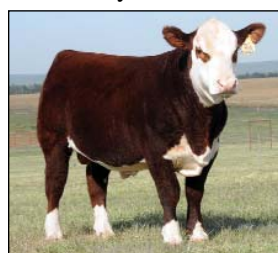
Herefords on the Move

by Montie Soules

The time has come. Hereford cattle are being recognized as a breed of vision, technology and quality. The resurgence of the Hereford bull is on the move from coast to coast and border to border. The competition for show heifers is reaching new pinnacles. The Hereford breed moves on. Why, is the question many ask?

Hereford breeders have been working with the association to develop a Hereford that measures up to the expectations the industry is demanding. Here at Star Lake, we take that responsibility very seriously. We apply continued pressure to select and design Hereford cattle that are superior in quality and performance. The looks of an animal is still important to produce quality individuals with proper structures and phenotypes. Good looking cattle are still easier to sell.

Like Star Lake, most Hereford breeders have made big strides in producing Herefords that are garnering the attention of the beef cattle industry. The technologies are in place for future DNA enhanced



EPDs, and the programs are showing the huge gains from crossbreeding because of Hereford heterosis. The Hereford is proving to be one of the most efficient breeds of cattle in the beef industry. Here at Star Lake we have added selection criteria for easier fleshing to continue to lower input costs.

We are proud to be a part of this resurgence that is putting Herefords on the move. The Star Lake Hereford is a special genetic package designed for extra performance while maintaining a high quality appearance.

We have given this newly designed Hereford some special names at Star Lake to bring attention to the changes we have made in our cattle. Slogans like "The New Hereford", "These Aren't Your Granddad's Herefords", "21st Century Herefords" and "Star Lake Branded Herefords". All these slogans have the same meaning. We have changed the look, design and genetics of the Hereford – The

(continued on page 3)



It's Stock Show Time!

Follow the Star Lake Brand to Denver and Ft. Worth. Come to the Hill in Denver to see Star Lake herd bulls, prospects and show heifers, and to the Yards to see our Carload of Bulls. We'll have many of the same cattle in Ft. Worth plus a bull in the Cowtown Classic Sale.

Follow the ranch and breed happenings online as Randy has already launched the daily blog from Denver on our website: starlakeherefords.com

Follow the Brand to Star Lake! The Seedstock Source XX Sale

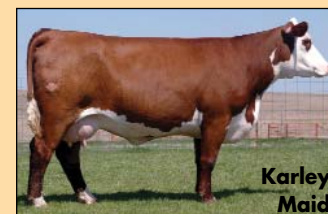
May 18-19, 2012 • Skiatook, Oklahoma

Quality will be in abundance as we select the lots for Star Lake's Seedstock Source Sale on May 18-19. From the donors to the pairs, the show heifers and herd sire prospects, we believe you'll be impressed with the genetics these individuals have to offer the breed.

The 2 year olds with their spring babies at side will be a special draw in this sale. There will be a group of Online daughters out of premier Star Lake donors. These truly are the cream of the crop.

Here are some more highlights for the May 18-19 sale:

- 125 Lots sell.
- Approximately 60 two year olds with spring calves at side.
- Donor type heifer pairs sell as 3-in-1 packages.
- 100+ frozen embryos.
- We'll sell the top bulls and heifers from our Fall ET program.
- More than \$15,000 in cash



2 year old daughter sells May 19



2 year old daughter sells May 19

(continued on page 2)

SEEDSTOCK SOURCE XX SALE AND JUNIOR HEIFER FUTURITY SHOW, MAY 18-19, 2012

RANCH READY BULL SALE & FALL CELEBRATION FEMALE SALE, OCT. 21, 2012



STAR LAKE CATTLE RANCH

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Web site: starlakeherefords.com

THE SEEDSTOCK SOURCE

WHERE QUALITY AND TECHNOLOGY BECOME ONE
Twelve-Time Junior National Premier Breeder

Montie Soules • Todd Herman • Max Stotz
Brad Prather • Josh Taylor • Jon Blin
Jim & Judy Blin • Randy & Debbie Blin

Congrats Jaci & Jason

Jaci Blin and Jason Barber were married Sept. 3rd in Independence, Iowa. Jaci graduated with honors in August from the University of Texas-Arlington in their Social Work program. She is employed with a Charter school. Jason is responsible for purebred cattle sales at Superior Livestock. Jason & Jaci live in Ft. Worth with their bouncing baby bulldog Grover. Jaci is the daughter of Star Lake owners Randy and Debbie Blin and Jason is the son of Dale and Mary Barber of Barber Ranch.



Follow the Brand *(cont. from page 1)*

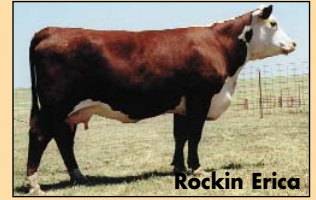
and credits available in the Star Lake Junior Heifer Futurity Show for Juniors who purchased a heifer in 2011 and bring her back to compete.

- See our Star Lake branded cattle in Denver and Fort Worth, and then Follow the Brand to Star Lake on May 18-19 for the Seedstock Source Sale.
- Watch our website for developing details and sale features at www.starlakeherefords.com.



Rosy Lane 6235

2 year old daughter sells



Rockin Erica

2 year old daughter sells

Starter Herds

We have three starter herds of 5 bred heifers each for sale privately. Scan the QR code to see video on each group or go to the "For Sale" section of starlakeherefords.com



Bred Heifers 1



Bred Heifers 2



Bred Heifers 3

St. Patrick's Day Weekend Semen Special!

During St. Patrick's Day weekend, March 15-19,

all semen purchased through the Star Lake web site will be discounted. Watch for details.



Fall Bull Sale Draws Eager Buyers

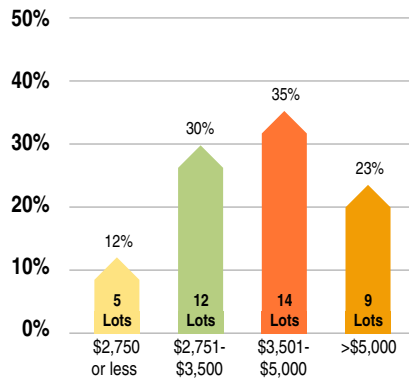
The demand for the quality Herefords was hot as the bulls averaged \$7,938 in the Star Lake Ranch Ready Bull Sale on Oct. 16. It was a beautiful day with a nice crowd on hand in the sale ring and an active contingent bidding through Superior Livestock and LiveAuctions.tv

Leading the high sellers was STAR Shock Wave 13Y ET, a January calf sired by 2-time Denver Supreme Champion STAR TCF Shock & Awe 158W ET. DeLHawk Cattle Co., of Janesville, Wis., and Earlville, Ill., purchased a quarter interest over the internet for \$50,000. An additional in-herd breeding interest in Shock Wave was purchased by The Shock Wave Group for \$65,000.

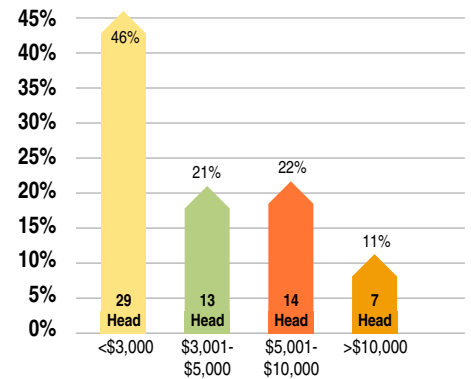
Another Shock & Awe son, STAR KKH SSF Keyshawe 147Y ET, was a high seller at \$15,250 on a third interest, going to Moss Land & Cattle Co., Powell Butte, OR. Following down the roster were bulls going to Harrison Cattle, Arapaho, OK, for \$12,500 on a third interest and to Floyd Summers, Claremore, OK, for \$11,000.

While the high sellers took the headlines, there were plenty of affordable, quality Herefords with 42% of the bull lots selling at or under \$3,500.

40 Bulls Sold



63 Females Sold



Number of Head & Percent Sold in each Price Range for the 2011 Ranch Ready Bull Sale and Fall Celebration Female Sale

Fall Celebration Sale Females Demand a Premium

The Hereford females at Star Lake Cattle Ranch created a flurry of excitement, bidding and buying at the ranch's Fall Celebration Female Sale on Oct. 16.

The sale roster was topped by a daughter of 2-time Denver Supreme Champion Shock & Awe. She was STAR KKH SSF Olive Awe 323Y ET, a May heifer out of 3-time National Champion Olivia. Her buyer at \$57,000 was Addison Jones, Harrod, Ohio.

Another fancy show prospect was STAR Impassable Dream 80Y ET, a Golden Oak Outcross daughter out of a

an Online daughter that brought \$46,000 from Lucas Stumpf, Columbia, Ill.

Moss Land & Cattle, Powell Butte, Ore., purchased a number of premium lots including donor cow STAR KKH SSF Keyloni 44 ET for \$29,000. The Lot 1 heifer, STAR She's Awe Charisma 19Y ET, came in at \$28,000, going to new breeder 216 Ranch, Fairland, Okla.

While the high sellers were out of range for many of the bidders, they did find a plentiful offering of affordable, yet quality Herefords, with 46% of the female lots selling at or below \$3,000.

On the Web and Facebook, too!

Follow all the happenings at Star Lake Cattle Ranch on Facebook and at our website, starlakeherefords.com.

Herefords on the Move *(cont. from page 1)*

Star Lake Hereford – to meet the demands of the industry.

Our goals...

- ✓ A Branded Hereford that is a complete package with added performance, extra thickness, and more muscle standing on a strong running gear.
- ✓ To produce females that are fertile and milk well with excellent udder quality.
- ✓ To sell The New Hereford with documentation and genetics to add to the profit line and success of our customers.
- ✓ To design show heifers that will make power type females that can add to the Hereford movement when they go into production.
- ✓ To produce bulls that look like bulls and females that look like females, both from the same sire.



The total package has to be there for every segment of the industry.

When you are walking around the Stock Show, take a special look at the Hereford Cattle. We are impressed, and we believe you will be too. The old saying goes, “We’ve Come A Long Way Baby.” We are proud to be a Hereford breeder and extra proud of the Star Lake Hereford!



Keyper 316Y Sells in Ft. Worth

An April 2011 son of 2-time Denver Supreme Champion Shock & Awe out of the renowned SSF Keysha 949 will sell Jan. 29 in the Ft. Worth Cowtown Select Sale. STAR KKH SSF Keyper 316Y ET (P43211347) is a maternal brother to 3 time National Champion Olivia and is also a maternal brother to National Champion Kessey. This bull had an actual weaning wt. of 758 lb. when 189 days old. He is an extra attractive package that shows off his high quality phenotype. Quick on the QR with your smart phone or go to our web site to see video of this outstanding young herd sire. Keyper has proven cow power with added performance. Selling full interest.



Lock-N-Load Wins Louisville

STAR TCF Lock-N-Load 300W ET, sired by Reload, was named Grand Champion Bull at the NAILE in Louisville in November. He is owned with TCF & Co., MI, and Turkey Feather



Ranch, OK. Also in the champion lineup was Junior Bull Calf Champ STAR Y-Awes Dyno-Myte 36Y ET, a Shock & Awe son owned with Corn Hereford Ranch, NM. See both bulls in Denver.

Selling in the Stock Show Internet Auction starlakeherefords.com

Embryo Matings for January

Investor Gal x Online & About Time

See her son, Market Index, on the Hill

Mirror Image x Shock & Awe

2011 Denver National Champion Female

Ginger Gal x Shock & Awe

See Shock & Awe on the Hill

Keyshona 25W x Advance S109

See 8 members of this cow family in Denver

Kessey 321L x Advance S109

See her son, Timeless 506X on the Hill

Southern Reign x Lock-N-Load

See Lock-N-Load on the Hill

13 lots of frozen embryos, a heifer and a bull sell in the Star Lake Jan. 12-16 Stock Show Internet Auction. We flushed 30+ cows in December and have lots of new matings. Go to the web site to preview and bid.

Featured Bull and Heifer in Jan. 12-16 Internet Auction

Bull selling... 83Y P43167539 (*Glitter x Advance S109*)

Heifer selling... 89Y P43167547 (*Glitter x Bright Future*)

Scan QR codes below to see video of the heifer and bull



Show heifer prospect (left) & herd bull prospect (right) out of Glitter sell in the Stock Show Internet Auction Jan. 12-16.

Soules Welcome Girls

Aspen Elizabeth, 6 lb. 3 oz., and Bristol Faith, 6 lb. 12 oz., were born Nov. 1 to Steve and Julia Soules of Sperry, OK. The girls were welcomed home by big sister Sheridan. Grandparents are Montie and Rhonda Soules. Congratulations!



Ranch Ready Bull Sale & Fall Celebration Female Sale – Oct. 21, 2012

- Selling Star Lake 21st Century Hereford Bulls.
- Ranch Ready Breeding Age Bulls from the Fall Calf Crop Sell.
- We'll also sell an elite group from the spring 2012 ET bull calves designed to be future herd sires for Hereford breed improvement.
- The Fall Celebration Female Sale will feature 60 Female lots with young cow-calf pairs with weaning age calves at side along with spring ET show heifer prospects.
- Watch the web site for more information on the Star Lake fall sales at: www.starlakeherefords.com



Bulls For Sale at the Ranch Private Treaty



- Selling the Jan. & Feb. Ranch Ready Bulls privately
- Buy now and take delivery in March.
- Avg. birth wt. 84 lb. Avg. weaning wt. 684 lb.
- Growth & performance + maternal calving ease.

Check starlakeherefords.com for video links on the bulls

Cody Beck Awarded The Blin Family Scholarship

Congratulations to National Junior Hereford Association member Cody Beck of Bainbridge, Ind., who was chosen as the recipient of the Blin Family Scholarship. The \$1,250 award was announced Oct. 29th at the American Hereford Association Annual Meeting in Kansas City.

Cody, 19, is a freshman at Butler County Community College, majoring in agriculture economics, and competes on the livestock judging team. After graduation from Butler, Cody plans to continue his education in agricultural economics at a four-year university.

Shock Wave Group

Thanks to the following for purchasing semen shares in STAR TCF Shock Wave 13Y ET

216 Ranch, OK	McMullin Ranch, TX
Barber Livestock, IN	Michigan State University, MI
Barry Hereford Ranch, OR	Miller Herefords, IN
Beacon Hill Ranch, OK	Albert Moeller, NE
Blue Moon Farm, CT	Nelson Land & Cattle, TX
Bonebrake Farm, MO	Old Beech Farm, CT
CES Polled Herefords, GA	Prestine Polled Herefords, GA
Cottage Hill Farm, WV	Rafter J Ranch, TX
Courtney Herefords, OK	Rau Farms, IA
Colbert Farms, IN	Red Hills Herefords, OK
Deanajak Farms, PA	Red Oak Point Farm, MD
Durham Ranch, OK	Riverside Farm, NC
Edouard DeLaTour, FL	Spearhead Ranch, TX
Fair Acres Stock Farm, MN	Phil Stehr Family, OK
Foggy Bottom Farm, MD	Mike Sorenson Family, IA
Gar-Nanc, IA	Sugar Sweet Ranch, MI
Mrs. Eva Hamman, TX	Terrace Farms, NC
Lamb Brothers Beef, WI	Turkey Feather Ranch, OK
Langford Herefords, OK	Valley Creek Farm, IL

Follow The Brand to the Hill

The bull side of the Star Lake aisle in Denver will have proven herd sires as well as exciting young calves. We're proud to bring them to Denver for you to evaluate in person. We'll introduce them here...



Shock & Awe

STAR TCF Shock & Awe 158W ET... 2-Time Denver Supreme Champion is a Bright Future son out of Apollonia owned with Buffalo Bend Farm, TN; Tennessee River Music, Inc., TN; and TCF & Co., MI



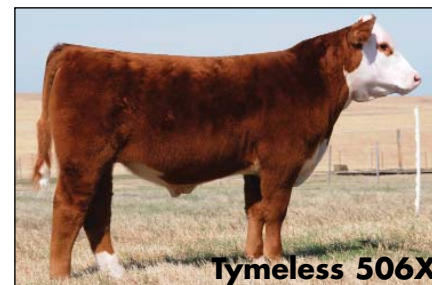
Lock-N-Load

STAR TCF Lock-N-Load 300W ET... Current Louisville National Champion Reload son out of Oralee 173P owned with Turkey Feather Ranch, OK, and TCF & Co.



Market Index

STAR Market Index 70X ET... Can-Am son out of Investor Gal owned with Moss Land & Cattle LLC, OR, and Tennessee River Music Inc.



Tymeless 506X

STAR KKH SSF Tymeless 506X ET... About Time 743 son out of Kessey 321L owned with Harrison Cattle Co., OK; Kasey Herman & Sunnyside Stock Farm, OH.



Shock Wave

STAR Shock Wave 13Y ET... Shock & Awe son out of Cara 112T owned with Moss Land & Cattle; DeLhawk Cattle Co., IL; and Shock Wave Group (see members at left).



Cumberland 276Y

STAR KCL Cumberland 276Y ET... TH About Time 415W son out of Carla owned with Larsons' Polled Herefords, TX; and Harrison Cattle Co.

Follow Star Lake Heifers On the Hill

Our heifers on the Hill will be a nicely matched set of spring calves. Four heifers will be in both the junior and open shows. Lucas, Logan & Cory Stumpf, IL, will show STAR Impassable Dream 80Y ET. Addison Jones, OH, will show STAR KKH SSF Olive Awe 323Y ET. Kya Rhodes, OK, will be at the halter of STAR SSF HCC Valee Gal 150Y ET, and Tessa S. Stehr, OK., will be showing STAR KKH SSF Keyonla 319Y ET. 80Y and 150Y are Golden Oak Outcross daughters, 323Y is a Shock & Awe daughter and 319Y is by Online. Three more heifers will join these in the open show. Two more Shock & Awe daughters are STAR She's Awe Right 11Y ET, owned with Jaci & Jason Barber, TX, and STAR TRF Awe Ya Need 126Y ET owned with Thud Ridge Farm, NJ. Our final heifer will be STAR KKH SSF Keyonna 318Y ET, an Online daughter owned with Kasey Herman & Sunnyside Stock Farm, OH.



Olive Awe 323Y



Keyonna 319Y



Impassable Dream 80Y



The 2011 Star Lake Grand Champion Hereford Carload.

We are fortunate to have shown the Denver Champion Carloads 12 Years Running in '11, '10, '09, '08, '07, '06, '05, '04, '03, '02, '01 & '00.



STAR Brite Expectations 33Y ET
purchased by
Ridgeview Farm, MI



STAR KKH SSF Accelerate 2Y ET
purchased by
Hunt Farms LLC, OK



STAR KKH SSF Explosion 86Y ET
purchased by
Watson Cattle Co., AR



STAR MKS Riding Shogun 50Y ET
owned with MKS Ranch
50Y is For Sale



STAR JJB Make it Better 127Y
purchased by
Hunt Farms LLC, OK



STAR He's a Heartthrob 115Y ET
purchased by
Golden Maples Farm, WI &
T.J. Safner, WI



STAR TRF Valentino 170Y ET
owned with Thud Ridge Farm, NJ
170Y is For Sale



STAR Rockin The Bank 21Y ET
purchased by
Ground Zero Farms, OK

Follow the Brand To the Yards

Hereford bulls are bringing economic advantages to the nation's cow herds. These bulls that are the candidates for the 2012 Star Lake Denver Carload are high performance, moderate framed bulls with lower average birth weights. They are from the top donor cows with the most powerful genetics on the ranch. We believe they are right for the industry. The majority of our carload bulls sold in the 2011 Ranch Ready Bull Sale and we are showing them

for their new owners. These are bulls designed to add the genetic values needed for Star Lake Herefords to contribute to the entire Hereford and beef cattle industry.

We have one more bull in our carload candidate group who is not pictured. He is STAR Lightning Strike 41Y ET, sired by Bright Future. 41Y will be for sale in Denver, as are the 50Y and 170Y bulls pictured below. Stop by the Yards to see the bulls and talk Herefords.



STAR Y-Awe's Dyno-Myte 36Y ET
purchased by
Corn Hereford Ranch, NM



STAR KKH SSF Keyshawe 147Y ET
owned with & purchased by
Moss Land & Cattle, OR, &
Kasey Herman/Sunnyside
Stock Farm