



**MISSOURI
LIMOUSIN**
Breeders Association



2025 DIRECTORY

STAY TUNED

SPRING ONLINE SALE

March 15 | Open House, Perryville, MO

March 18 | Online Sale, hosted by L365 Auctions

Selling Bulls, Bred Females & Show Heifers



AVAM Mickey Mouse 401M

Homo Polled | Homo Black | 76% Limousin | Alter Ego x AVAM Kiki 205K

We are excited for this new addition to our bull pen.

Call today for more information.

CANADIAN DIVISION

Ron, Barb, Cody, Amy
Lincoln, Avery & Brooks Miller
RR 1, Westlock, AB T7P 2N9
Cody: 780-349-0644
Cody@excelranches.com

EXCEL RANCHES

U.S. DIVISION

Trevor, Lauren,
Braxton & Kinsley Miller
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540-808-3868
excelranches.us@yahoo.com



BUCK RIDGE

Spring Production Sale

MARCH 3 2025



Fall Production Sale

OCTOBER 27 2025

AT THE FARM NEAR SEYMOUR, MISSOURI



OUR FAMILY WORKS EVERYDAY TO

BRING STRONG VALUE TO OUR CUSTOMERS

The Buck Ridge breeding philosophy focuses on fertility, phenotype, growth and carcass merit by utilizing EPDs and data collection.



The Haden Family • Mark 417-838-6109 • Logan 417-689-4233
3358 Highway F • Seymour, Missouri 65746 • buckridgecattle@gmail.com

BUCKRIDGECATTLE.COM





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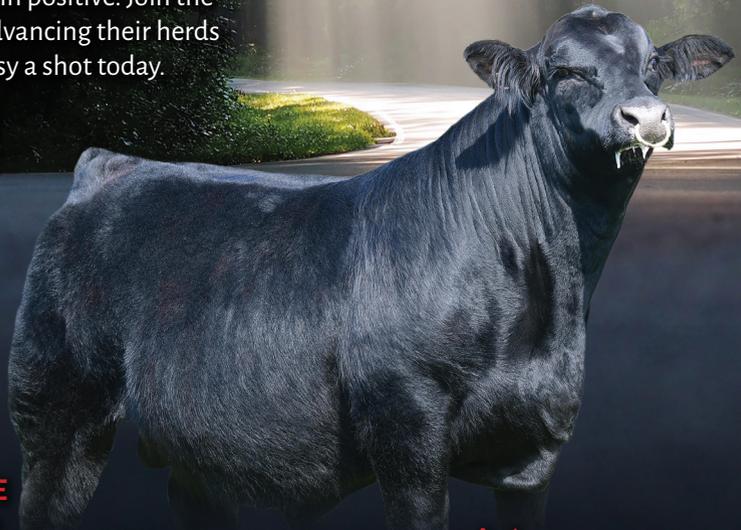
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Wulf Cattle 7



The Road To Success

When you are looking for the perfect AI sire to take your program to the next level, give us a call. WFL Hennessy is being heavily utilized in various breeding programs across the country and calf reports remain positive. Join the group of cattlemen advancing their herds and give Hennessy a shot today.



March 27, 2025

SHOW HEIFER SALE

Hosted by SC Online Sales

Featuring 3

Silveiras Style x AUTO Callie
Heifers

All inquiries welcome.
Call anytime.

Route 66
Cattle Company

WFL *Hennessy* 011H

75% Lim-Flex · Homo Polled · Homo Black
PBRS Bunk House 48B x Riverstone Charmed
CE: 10 BW: 2.2 WW: 73 YW: 123 MK: 28
CM: 7 SC: 1.00 DC: 16 YG: -0.14
CW: 50 RE: 0.81 MB: -0.05 \$MI: 52
Act. BW: 74 | Adj. WW: 772
Adj. YW: 1407 | Adj. SC: 37.9
Semen available. Call today.

Chase, Harlan, Karen & Karlee Wilson
Marshfield, MO · 417-880-0710 · cwilsonmo@gmail.com





Dear Missouri Limousin Breeders,

On behalf of the Missouri Limousin Breeders Association I would like to take a moment to wish our membership a prosperous and healthy 2025. We invite you to the exciting 2025 MLBA Herd Directory. The MLBA board is very proud of this second edition of the directory and welcome any thoughts or suggestions that would offer improvements where needed.

As we look back on 2024, we were once again met with many challenges and setbacks along the way. The high hay prices and summer drought throughout the state seems to have become the normal. These things have made our members better managers and also more grateful for the high calf prices we all have been blessed with in the past 12 months. I am confident in saying the coming year will once again provide both the obstacles and blessings that make cattlemen stronger.

Thank you to all members of the MLBA. Our association is as strong as it is because of you. I am thankful for this membership of like-minded cattlemen who love the Limousin breed, and I am excited to see what we accomplish in 2025.

Sincerely,
Nathan Hunt

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The **RIGHT KIND**

When it comes to breeding, our decisions revolve around balancing traits and features to produce the kind of calves cattlemen search for; the kind that are functional and attractive — the right kind.

These efforts were noticed at the 2024 Junior National when two head, born and raised by us, were named in the top five. When you are in the market for cattle you won't question, look us up.



BBPB Liona 262L

HB • HP • 60% Lim-Flex
FWLY LHC Capital x MINO Fiona
4th Overall NEOGEN Ultimate Female, 2024 NJLSC

LDIL Long Jump 267L

HB • DP • 82% Limousin
Ratliff Jump Start 340J x LDIL Hallie 053H
3rd Overall NEOGEN Ultimate Bull, 2024 NJLSC



**Call today to see what we
have available privately.**

BRENT & HANNAH BOYCE: (417) 830-2984
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Follow us on [f](#) [@](#)





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Scan QR Code for an up-to-date membership listing.



BREEDING *to* FEEDING



OPPORTUNITY SALE *of* 2025

Thursday, April 3, 2025 • 12 Noon

Online Sale With Live Bidding

Watch the sale and bid live online at Bid.SuperiorLivestock.com and DVAuction.com

SELLING 350 BULLS & 30 ELITE OPEN HEIFERS

Limousin, Lim-Flex, Angus

Evaluate the sale offering in person

Open House at Sandy Ridge Ranch ■ Atkinson, Nebraska

March 25 & 26, 2025



Bull Selection Index ■

Feeder Calf Procurement ■

Value Added Opportunities ■

Source & Process Verification ■

Feedlot & Carcass Data ■ Dairy Beef Program ■

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Office: (320) 392-5802 / Fax: (320) 392-5319 / Wulf@WulfCattle.com

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Visit www.WulfCattle.com





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Continued on page 10

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YOUR ELITE SOURCE

Bulls | Breds | Opens | Genetics

CELL Margot 4004M



CELL Law And Order 3145L



Mark Your Calendar

Linhart Limousin Business Done Right Bull Sale

March 1, 2025 | Leon, IA

Linhart Limousin April Fool's Online Genetic Sale

March 31, 2025 | L365 Auctions

Linhart Divas Online Show Heifer Sale

April 22, 2025 | SC Online Sales

Linhart Limousin Fall Harvest Elite Female Sale

October 18, 2025 | Leon, IA

Your call or visit is welcome anytime.

**LINHART
LIMOUSIN**

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AARON LINHART 641.414.5060
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Marketing Solutions ONE CUSTOMER AT A TIME

MC Marketing Management is thankful for the role we have played in our clients' prosperity. We dedicate our time and effort to customizing marketing solutions for each client. By understanding the needs of our customers, we develop personalized strategies to enhance the success of your program. Whether you are buying or selling, we are only a phone call away.

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Continued on page 14

Scan QR Code for an up-to-date
membership listing.



SEEE *The Influence*

The featured lots in our November 9 Private Treaty Sale boasted the quality we focus on producing. The product we are putting out is the result of proven genetics. Our females carry the influence of top producers and we expect them to exhibit the same attributes. When you are looking to buy cattle from a time-tested program, call us to see what we have available.

EDWARDS LIMOUSIN

Emmett & Debbie • Scott & Shaun
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SEEE MALIBU

70% Lim-Flex | Double Polled | Double Black
SSTO Kash Money 204K x SEEE Free Love



SEEE MATILDA

84% Limousin | Homo Polled | Double Black
SSTO Kash Money 204K x SEEE Kasey



SSTO KASH MONEY 204K

78% Limousin | Homo Polled | Homo Black
CJSL Dauntless 6257D x Riverstone Charmed
His influence in our program has been dramatic.



Continued from page 12

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ATAK OPPORTUNITIES

Watch For Our Genetics At

CATTLEMEN'S CONGRESS ONLINE LIMOUSIN SALE

January 5, 2025 • L365Auctions.com

NATIONAL WESTERN STOCK SHOW ONLINE LIMOUSIN SALE

January 12, 2025 • L365Auctions.com

GREAT AMERICAN PIE SALE

April 26, 2025 • Lebanon, MO

SALE OF SALES

June 24, 2025 • L365Auctions.com

A NIGHT ON THE TOWN SALE

December 6, 2025 • Las Vegas, NV



Morris

Call with questions about the
cattle we have for sale privately.

ATAK

LIMOUSIN

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Continued from page 14

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Scan QR Code for an up-to-date membership listing.



QUALITIES THAT COUNT

Docile, feed efficient cattle with superior growth and carcass traits are the type we strive to produce. Whether it's on the top or bottom side, we base our decisions around the qualities that count. When making breeding decisions, focus on traits that put the most money back in your pocket. Call us to discuss semen availability as well as genetics out of these two exciting young sires.



COLE Homerun 51H

81% Limousin • Homo Polled • Homo Black

Sire: CELL Envision 7023E

Dam: COLE Miss Xrated 354A

Owned with Coleman Limousin Ranch.

BRCC Kash Krop 2688K

62% Lim-Flex • Homo Polled • Homo Black

Sire: AHCC Dakota Thunder 363D

Dam: HBRL Ever Classy 7536E

*Owned with D & S Cattle and
Buck Ridge Cattle Co.*



Bulls, Females & Show Prospects Available Private Treaty.



Nathan, Rebecca, Lydia & Austin Hunt

10049 Highway C • Frohna, MO 63748 • huntlimi@hotmail.com • 573-513-1490 -Nathan's Cell



LIVE VIDEO AUCTION – HOSTED BY DVAUCTION
**20TH ANNUAL GREAT AMERICAN PIE
LIMOUSIN SALE**

SPONSORED BY: Missouri Limousin Breeders Association

SATURDAY, APRIL 26, 2025 • 4 P.M. • LEBANON, MO



ENTRY DEADLINE: MARCH 1, 2025 - \$35 PER HEAD
LATE ENTRY DEADLINE: MARCH 15, 2025 - \$50 PER HEAD

ENTRY FORM

CONTACT NAME: _____

LIST IN CATALOG AS: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

CELL: _____ EMAIL: _____

ENTRIES FOR THE SALE:

_____ Pairs with calves at side. Cows with calves born between 9/1/24 and 12/31/24 must be bred back safe with calf by sale day. Cows with calves born after 1/1/25 will be considered spring pairs.

_____ Bred Females—must be examined safe with calf.

_____ Open Females.

_____ **NOTE:** Bulls will have a minimum floor bid of \$2,400. Bulls that don't sell will pay full commission on sale price.
Every live animal **MUST** have a video. If you need assistance contact a MLBA board member.

_____ Photos of Animals
(KBHaley2@gmail.com)
No later than **MARCH 15, 2025**

_____ No photos
Consignors should not expect reference
photos to be used.

_____ Videos of Animals
(KBHaley2@gmail.com)
No later than **April 5, 2025**



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MC MARKETING MANAGEMENT
402.350.3447 cell
mcmarketingsales@aol.com

INCLUDE THE FOLLOWING FOR EACH LOT AND RETURN BY *MARCH 15, 2025:*

- 1) A **COPY** of registration certificate or performance paper for each animal.
- 2) Completed registration applications for calves at side of cows not yet registered (signed).
- 3) Include breeding dates, service sires, calves at side, etc.
- 4) Entry Fee of \$35 per lot. Late Entry Fee of \$50 per lot.
- 5) Please complete the entry form and send to:
PRECISION MARKETING, 2005 Ruhl Drive, Guthrie, OK 73044
(Payment must accompany form; make check payable to: MC MARKETING)





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Sale Management:



KILEY MCKINNA, 402-350-3447
WILEY FANTA, 320-287-0751
mcmarketingsales@aol.com
www.mcmarketingmanagement.com

Auctioneer:
C.K. "Sonny" Booth - 918-533-5587

Consultant:
Bill Helton - 256-962-0256

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Lebanon, Missouri

MLBA Dinner, Banquet and Benefit Auction immediately following sale.

Sponsored by: Missouri Limousin Breeders Association

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34



SSTO Flare 8804F



MIDL Genesis 159G



CELL Kasper 2265K



TNGC Empire 736E



CELL Keystone 2221K

As we continue our third decade in the Limousin breed, it is evident our strict breeding practices hold significant value to our program's advancement. Our main goal in raising Limousin & Lim-Flex cattle is to balance look with production. We want good, attractive calves boasting impressive numbers that excel in the real world. Call today to see how we can put our past 34 years to work for you.

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CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
8	3.5	80	142	14	4	1.00	12	-0.11	38	0.59	0.13	60

MIDL *Genesis* 159G

56% Lim-Flex • Homo Pld • Homo Blk • TMCK Camden Yards 195C x MIDL Ever After 297E

CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
14	-0.4	96	163	28	7	0.90	15	-0.12	60	1.12	0.35	73

CELL TMCK *Kasper* 2265K

68% Lim-Flex • Homo Pld • Blk • COLE Genesis 86G x CJSL 4357B ET

CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
16	0.8	76	119	30	10	1.00	12	-0.03	50	0.67	0.67	78

TNGC *Empire* 736E

50% Lim-Flex • Homo Pld • Homo Blk • TMCK Cash Flow 247C x MAGS Beth

CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
9	1.1	90	157	19	3	1.60	23	0.17	56	0.33	0.55	76

CELL *Keystone* 2221K

50% Lim-Flex • Homo Pld • Homo Blk • TASF Crown Royal 960C x Pleasant Valley Elsa 1439

CE	BW	WW	YW	MK	CM	SC	DC	YG	CW	RE	MB	\$MI
2	3.6	79	122	24	1	1.60	6	-0.17	44	0.84	0.36	68

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2024 "HALL OF FAME"

DEAN & BEVERLY SUMMERBELL

The Missouri Limousin Breeders Association (MLBA) introduced Dean and Beverly Summerbell as their 2024 members of the MLBA "Hall of Fame". The induction took place at the annual meeting held in conjunction with the "Great American Pie Sale" on April 27 at the Sand Spring Resort near Lebanon, Missouri.

Paul Junkans of Henley, Missouri, presented the award to the Summerbells in recognition of their service to the MLBA for the past 23 years, serving as Executive Secretary of the Heartland Limousin Association and *Heart Beat* Editor.

Junkans talked about their commitment to the breed and its members, their ability to communicate, and their willingness to serve. He went on to say they went above and beyond the normal duties to always do what was necessary to ensure successful events for the MLBA and its members.

Dean and Bev attended every event in Missouri including field days, state fair shows, sales and annual meetings. Dean announced the shows and helped with the bidding at the sales while Bev was busy taking pictures. In addition, they also attended other events like weddings, funerals and graduations.

Dean thanked the association and said, "We are humbled to be recognized in this fashion. It was our pleasure and joy to come to Missouri, meet the members and help the activities run smoothly. We were always treated with friendship and appreciation. The members have become lifelong friends." Beverly thanked the members for their friendship and remarked they will never be forgotten.

The Heartland Limousin hired Dean in August of 2001 as their Executive Secretary and Beverly became the editor of the Limousin *Heartbeat*. Over the 23 years, 10 vehicles and 1.6 million miles serving the states in the Heartland, the Summerbells increased their circle of friends while promoting the Limousin breed and its breeders.

Continued on page 24



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Continued from page 22

Dean grew up in southern Iowa. After graduating from Morningside College, he attended graduate school at the University of Nebraska. In 1966, Dean began teaching in the Anoka-Hennepin public school district in Minnesota. He learned his love of agriculture from his aunt and uncle in Spencer, Iowa, while he was in high school. Beverly grew up in a small town in southern Minnesota and never had any agricultural experience. She quickly learned to love the animals and rural lifestyle after they moved to the country in 1983.

They purchased two Limousin heifers from Long & Sons of Afton, Iowa, and immediately became hooked on Limousin. While still teaching, they began raising a small herd of Limousin cows along with seven horses, a donkey, two dogs and several barn cats. Their two sons, Scott and Mike, became involved in 4-H and FFA. They enjoyed showing cattle at the local, state and national levels.

Dean and Bev retired from teaching in 1999 after spending 34 years in the classroom. Dean spent his first year of retirement hauling sale cattle from Wulf Limousin to their customers as well as for other breeders. They took the Heartland job in 2001 and the rest is history!



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LIMOUSIN**
Breeders Association

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e-mail: _____

Please complete and return with your \$35 check to:

MLBA

Josh Glendenning, MLBA Secretary

24300 McDonald Dr. • Lebanon, MO 65536 • 417-664-0913 • joshglendenning4@gmail.com

Please fill out and return to ensure all information we have is up to date. Thank you.





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LIMOUSIN TODAY - PROFIT TOMORROW



2024 MLBA “COMMERCIAL PRODUCER OF THE YEAR”

MARK & CAROLINE KOCH

Mark and Caroline Koch of Berger, Missouri, received the Missouri Limousin Breeders Association (MLBA) “Commercial Producer of the Year” award April 27, 2024. They were recognized at the MLBA annual meeting, banquet and benefit auction held at the Sand Springs Resort near Lebanon, Missouri.

The Koch family has a long history of raising cattle. Mark grew up on a farm near Washington, Missouri. In 1970, he started showing dairy cattle as a 4-H project. In high school, he had an FFA project raising registered Angus cattle.

In 1990, Mark and his wife, Caroline, moved their cattle operation to a farm in Berger, Missouri. At that time, they also had 100 background feeder calves on contract. They purchased their first Limousin cows in 1994 from Wies Limousin of Wellsville, Missouri. This was the start of their sons’ 4-H beef project and the beginning of building the family Limousin herd. Their sons, John and Jason, showed at six local fairs and the Missouri State Fair.

As a result of participating in the state fair, individuals began showing interest in the Koch Limousin cattle. Over the next several years, the Kochs purchased Fullblood and Purebred cattle from Wies Limousin, Leroy Epple, Berti Limousin, Pinegar Limousin, Bohi Land & Cattle Co., Trent Loos Cattle Co., R. MacNaughton and Middleton Limousin.

Currently Mark and Caroline have a 130-head cow/calf operation using Limousin bulls. They have 250 acres of pasture and 200 acres of hay ground. The Kochs said their Limousin-cross calves have always done very well at local markets.

In 2006, the Koch family opened KV Seed Co. in Berger, Missouri, a customer agriculture business. They do custom spraying, custom lime spreading, seed sales, drill/excavator rental, concrete livestock feeders and Quality Liquid Feed.

The Kochs were nominated for this award by Middleton Limousin of Bourbon, Missouri. Congratulations, Mark and Caroline!



2024 MLBA PROMOTER OF THE YEAR PINNELL LIMOUSIN

Larry & Helen Pinnell
Cuba, MO
573-259-5007



Nichols Cattle Co.

Andrew, Katie, Aven, Alana, Reina & Ethan Nichols

Pinnell Sisters Show Cattle

Mark, Jessica, Chelsea & Miranda Pinnell & Nana



2024 "ARATOR VALLEY PROMOTER OF THE YEAR"

PINNELL LIMOUSIN

Larry and Helen Pinnell and family were named "Promoter of the Year" by the Missouri Limousin Breeders Association. The award was presented at the annual meeting, banquet and benefit auction held at the Sand Spring Resort, Lebanon, Missouri, on April 27, 2024.

The award was started in 2009 by longtime Limousin breeders Tom and Rosalie Smith, Arator Valley Limousin of Smithton, Missouri. The award is given to a breeder in recognition of their active involvement and promotion of the breed. The involvement may include sponsorship, development and/or organization of events that encourage participation by fellow breeders and youth.

The Pinnell family, this year's recipients, have a love for the breed. They grew up on a farm, got married in 1978, and raised three children. In the beginning they started with a commercial herd of crossbred cattle. In 1988, they decided to try raising registered cattle. They went to the Missouri State Fair, ventured into the Limousin barn, and met Tom and Rosalie Smith. After listening to them talk about the lean meat, growth and calving ease of the Limousin cattle, the Pinnells decided to try their luck.

They have passed their love of Limousin cattle to their children and grandchildren. They have shown their genetics at the local, state and national levels. They hold the record at their hometown fair for having the most rate of gain winners, carcass champions and overall champion steers. When Larry was asked how he got such a great rate of gain he simply said, "Genetics." Today they raise mainly registered Purebred and Lim-Flex cattle.



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JUNIORS

Greetings Juniors,

I hope this finds everyone well after a busy summer show season. As I reflect on our summer together, I couldn't be more proud of everything our junior program accomplished this year. The quality of cattle that showed up to the shows was top notch, but the exhibitors on the end of the halter were even better.

Congratulations to Chelsea Pinnell for having a very successful show season with NC Kiki, what an exciting ride for you. Also, congratulations to all juniors that participated at the Heartland Show, Field Day, Junior Nationals, Ozark Empire Fair and the State Fair. Furthermore, I am proud of all our satellite competitors at Junior Nationals. And...way to go Missouri for claiming Large State Herdsmanship at Junior Nationals. It was a great summer and next year is going to be even better.

I would also like to take this time to introduce an additional junior advisor. I am very fortunate to have Hannah Boyce join me. Hannah has been around showing for many years with the Boyce-Dill crew. She comes to us with great knowledge and wonderful ideas. Hannah, welcome to MJLA.

Lastly, our bylaws have been revised and updated. Make sure to pay your junior membership dues. In order to receive awards from shows, you must be a current member. You can pay your dues at our annual banquet in April or at any show.

See you all soon!

Melanie Brockhaus
MJLA Advisor



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Chelsea Pinnell
- VICE PRESIDENT**
Corbin Brockhaus
- SECRETARY**
Miranda Pinnell
- TREASURER**
Max Rost
- REPORTER**
Claire Heman

DUES

\$25 for yearly membership.
\$50 for lifetime membership
and then \$10 each year
to stay active.







JUNIORS



Members of the Missouri Junior Limousin Association had a banner week at the 2024 NALJA in Tulsa, Oklahoma.



2024 NALJA Large State Herdsmanship.

DATES TO REMEMBER

- MARCH 22 MJLA Scholarship In Memory of Stacia Edwards Due
- APRIL 15 MLBA Ed Pinegar Memorial Scholarship Due
- APRIL 26 Annual State Sale and Banquet
(Juniors, please bring an item for our silent auction. Also, plan to attend to help sell raffle tickets.)
- JUNE 7 Missouri Field Day
- JUNE 20-26 Limi Luau Junior Nationals



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MISSOURI LIMOUSIN BREEDER ASSOCIATION

Ed Pinegar Memorial Scholarship Application 2025



Purpose—The Ed Pinegar Memorial Scholarship was established in spring of 2022 to provide funds for deserving students who are seeking higher levels of education, in the academic, vocational, or any professional field.

APPLICANT QUALIFICATIONS

- Students who are members of a current graduating class of any accredited high school.
- Student who are enrolled full-time in an accredited institution of higher learning.
- Applicant must be a current member of the MJLBA or their parents a current member of the MLBA.
- Application must be received (post marked) by April 15, 2025. Submit application to: Gina Kuda, 57289 Valley View Road, Russellville, MO 65074 or kudaranch@gmail.com
- Recipients will be announced at the Annual MLBA Banquet April 26, 2025.
- Funds will be provided to recipient upon proof of enrollment.

Name: _____

Date of Birth: _____

Street Address: _____

City, State, Zip: _____

Telephone Number: _____

Email Address: _____

Parents Names: _____

School presently attending: _____

School planning on attending after high school graduation: _____

I certify that the information I have provided in this application is complete and correct to the best of my knowledge. I have read and understand the rules sets forth by the scholarship committee.

Signature of Applicant _____ Date _____

On an attached page please provide information about yourself—activities, awards, your current goals, college or trade school you plan on attending and your field of study. Goals after you complete your post high school education, etc.

2025

MISSOURI JUNIOR LIMOUSIN ASSOCIATION Scholarship Application

In Memory of Stacia Edwards



Due March 22, 2025
mailed to Melanie Brockhaus
1013 NW 250
Holden, MO 64040

The recipient will be announced at the MLBA Banquet.

ELIGIBILITY

Any active senior in high school member of the Missouri Junior Limousin Association (MJLA) attending any institution of higher education (2-year and 4-year colleges) is eligible to apply.

FUNDS

MJLA will pay its scholarship directly to the recipient.

SELECTION

The candidates will be based on the recipient's excellence; demonstrated leadership; citizenship; financial need; and participation in 4-H, FFA and Limousin junior activities. The scholarship form must be postmarked by March 22, 2025 and the recipient will be announced at the MLBA banquet. The winner does not need to be present to receive the award.

APPLICATION PROCEDURE

1. Obtain information and the application on www.missourilimousin.org and print it off.
2. Complete the application in detail, attach a recent photo of yourself, two letters of recommendation and mail to Melanie Brockhaus by March 22, 2025.
3. Failure to include all the required information will disqualify the applicant automatically.

Questions may be directed to Melanie Brockhaus at mbrockhaus@gvr5.net or 660.238.3665



Julie Montagne
Heartland Limousin Association President



2024 was a year of change for the Heartland Limousin Association. In March, we closed a 23-year chapter when Dean and Bev Summerbell retired as leaders of the Association. Their dedication to the Limousin breed and the Heartland Limousin Association was incredible. We were sad to see them go but also very excited for them to enjoy their retirement.

On April 1, we welcomed Ashley Wisner of Bluffton, Arkansas, as the *Heartbeat* editor and social media manager. Ashley has done an amazing job publishing two issues of the *Heartbeat* to date. She has redesigned the association's website, Facebook page and started an Instagram page. In the fall, she developed social media advertising packages that have already started generating revenue for the association. Ashley has traveled to several shows and sales and developed an extensive network of people across the Heartland who provide her with additional content and pictures for the *Heartbeat*.

The Heartland board also approved revised tiered state dues packages. Each state can work with Ashley to develop a plan to cover their state events, social media content and *Heartbeat* content, depending on the needs of their state association. We are dedicated to covering sales, events and shows with board members, contract representatives and Ashley.

I appreciate Ashley's work and dedication so far as well as the hard work of the board, as we have navigated through a year of significant change. We appreciate the patience and help of the Heartland members through this transition.

The Heartland board and membership look forward to continuing to support Limousin genetics through both seedstock and commercial producers. We are excited to see you at Heartland events in 2025!



Join Us!

Heartland Association



To continue receiving a paper edition of the *Heart Beat*, you must be a member of the Heartland Limousin Association. The HLA is comprised of Limousin breeders including the states of IA, KS, MN, MO, NE & SD.

Complete the form below and mail, along with a \$50 one-year subscription fee to:
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Council Bluffs, IA 51503.

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PHONE/EMAIL

HAVE YOU REGISTERED CATTLE WITH NALF WITHIN THE LAST YEAR? YES OR NO

NUMBER OF CATTLE OWNED

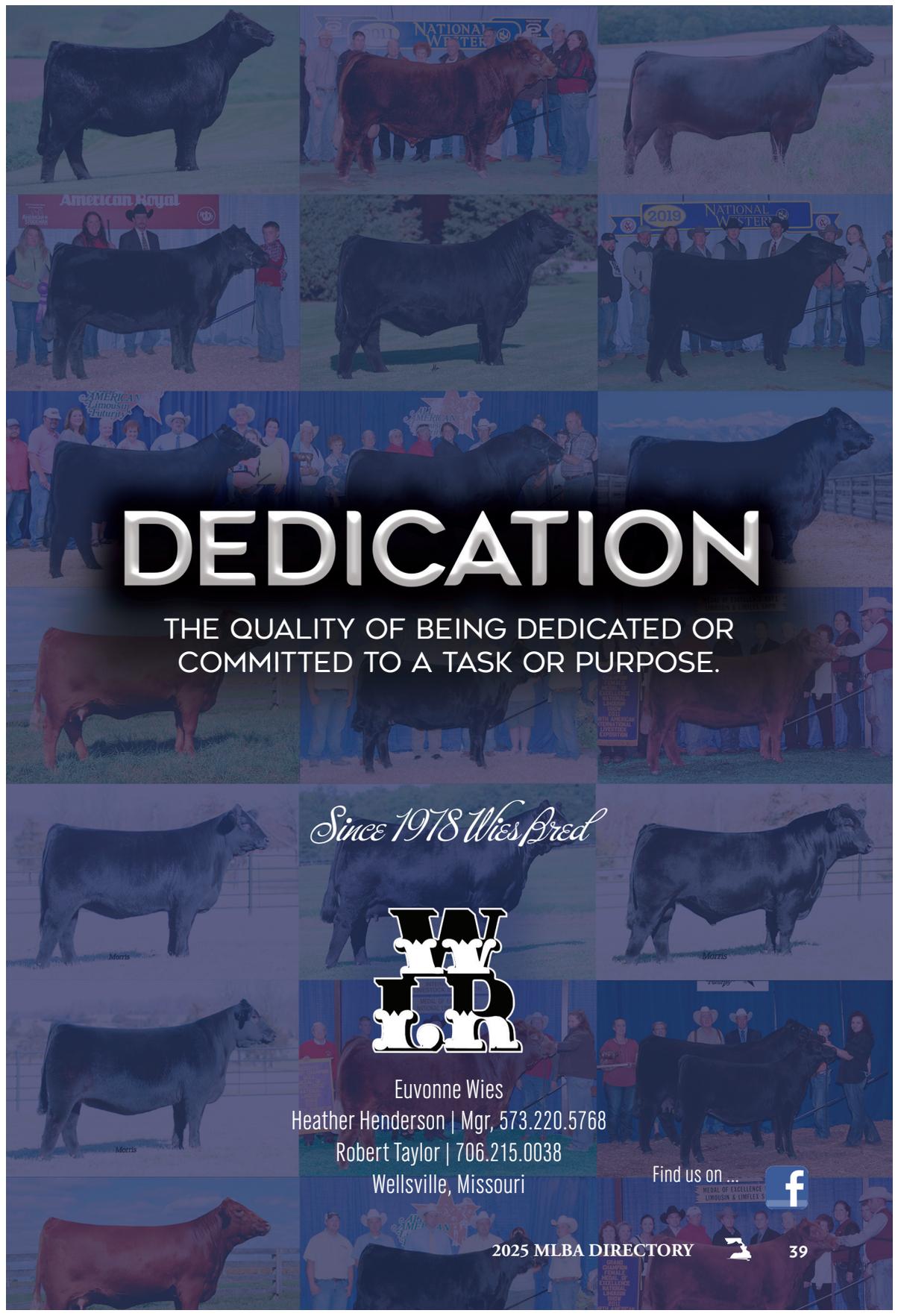




SALES & EVENTS

- 01/05 Cattlemen's Congress Online Sale, L365 Auctions
- 01/06 Ken Holloway Genetics On Ice Benefit Auction, Oklahoma City, OK
- 01/05-08 Cattlemen's Congress, Oklahoma City, OK
- 01/08-13 National Western Stock Show, Denver, CO
- 01/12 National Western Stock Show Online Sale, L365 Auctions
- 02/13 ROM'N Limousin Online Bull Sale, L365 Online Sales
- 02/28 Heartland Limousin Association Annual Meeting, Leon, IA
- 03/01 20th Annual Great American Pie Sale Entries Due
- 03/01 Linhart Limousin Business Done Right Bull Sale, Leon, IA
- 03/03 Buck Ridge Cattle Co. Spring Production Sale, Seymour, MO
- 03/15 20th Annual Great American Pie Sale Late Entries Due
- 03/22 MJLA Scholarship In Memory of Stacia Edwards Due
- 03/25 Middleton Limousin Online Sale, L365 Auctions
- 03/27 Minor Limousin Inaugural Online Sale Event, SC Online Sales
- 03/27 Route 66 Cattle Co. Show Heifer Sale, SC Online Sales
- 03/31 Linhart Limousin April Fool's Online Genetic Sale, L365 Auctions
- 04/03 Wulf Cattle Opportunity Sale of 2025, DVAuction or Superior Livestock
- 04/15 MLBA Ed Pinegar Memorial Scholarship Due
- 04/22 Linhart Divas Online Show Heifer Sale, SC Online Sales
- 04/26 20th Annual Great American Pie Sale, Lebanon, MO
- 04/26 MLBA Annual Meeting & Benefit Auction, Lebanon, MO
- 05/02-04 American Royal Spring Show, Kansas City, MO
- 05/22-24 Heartland Limousin Junior Regional Show, Allison, IA
- 06/07 MLBA Junior Field Day Show, Sedalia, MO
- 06/08 MLBA Summer Open Show, Sedalia, MO
- 06/08 National Fullblood Limousin Show, Sedalia, MO
- 06/20-26 Limi Luau Junior Nationals, Perry, GA
- 06/24 Sale Of Sales, L365 Auctions
- 07/25 Ozark Empire Fair Junior Show, Springfield, MO
- 07/26 Ozark Empire Fair Open Show, Springfield, MO
- 08/15 Missouri State Fair Junior Show, Sedalia, MO
- 08/16 Missouri State Fair Open Show, Sedalia, MO
- 10/18 Linhart Limousin Fall Harvest Elite Female Sale, Leon, IA
- 10/27 Buck Ridge Cattle Co. Fall Production Sale, Seymour, MO
- 11/01 Edwards Limousin Private Treaty Sale, Higginsville, MO
- 12/06 A Night On The Town Sale, Las Vegas, NV
- 12/18 Glendenning J Bar J Holiday Classic, L365 Auctions





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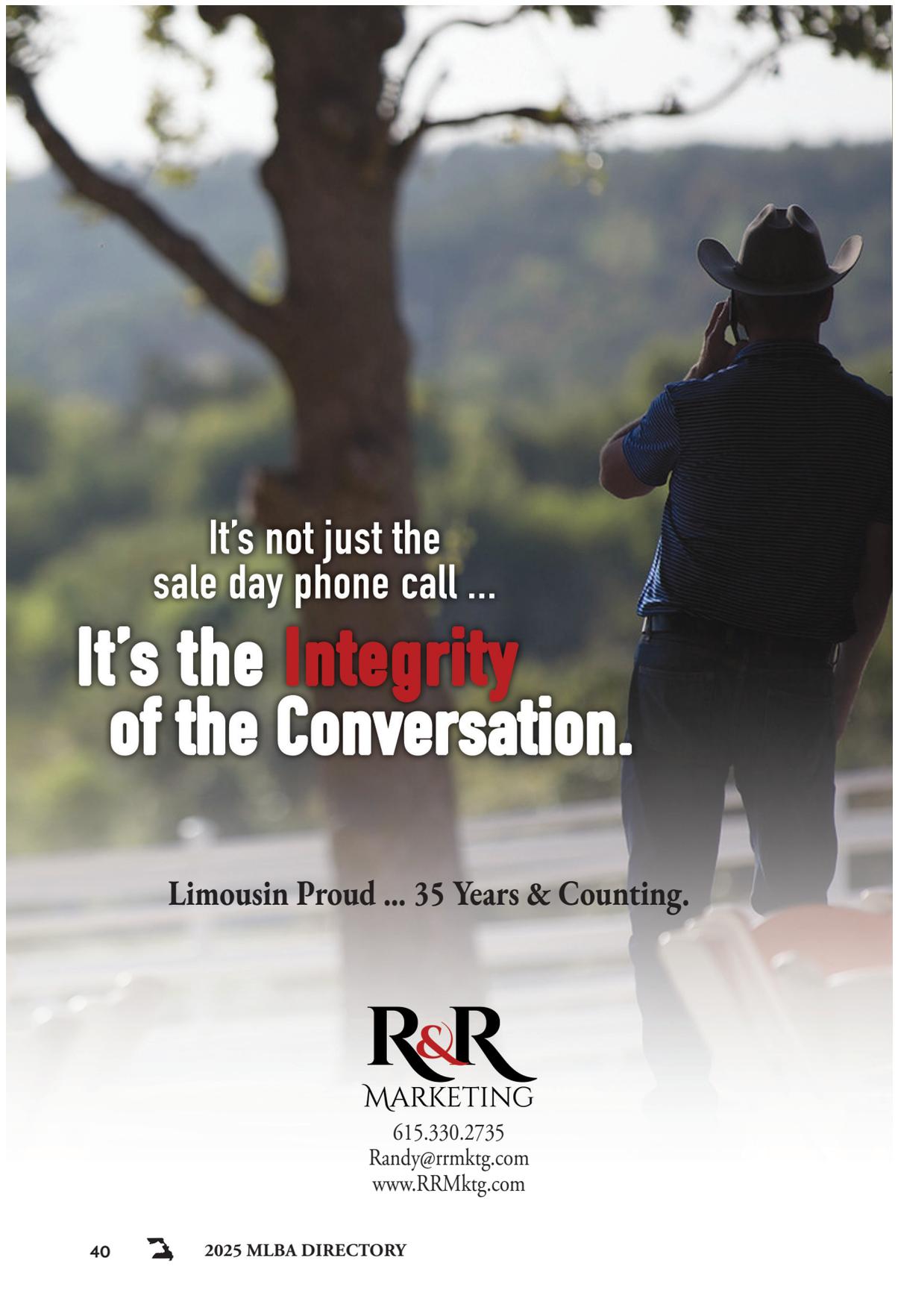
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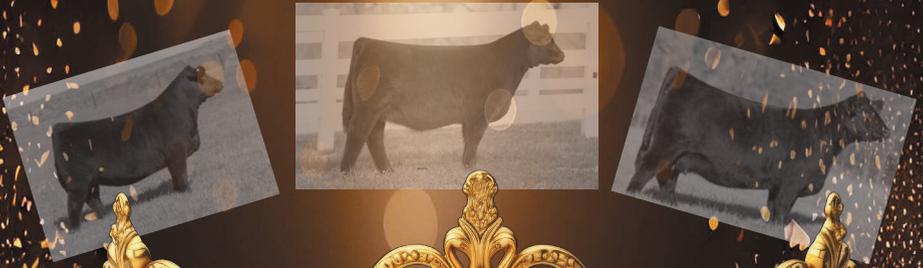
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DECEMBER 18, 2025 • J Bar J Holiday Classic • L365Auctions.com



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