



# COMMERCIAL CATTLEMEN'S DAY

MATERNAL MERIT BRED HEIFER SALE

*Join Us*

**WEDNESDAY, JANUARY 14, 2026**

**2026 National Western Stock Show - Yards Sale Arena | Denver, CO**

*Schedule*

**10:00 am Educational Sessions: Adding Value in a Competitive Market**

10:00 am *Tools to Differentiate Your Calf Crop* | Troy Marshall, AAA Director of Commercial Industry Relations

10:30 am *Capitalizing on Value with Zinpro* | Dr. Clay Burson, Zinpro

11:00 am *Optimizing Cowherd Efficiencies* | Dr. Ryan Rathmann, Texas Tech University

11:45 am *Panel Discussion: Differentiating Yourself in the Market* | Moderated by Kevin Ochsner

12:30 pm Lunch and Social (Located outside the Maternal Merit Sale Pens)

**2:00 pm Maternal Merit Elite Commercial Bred Heifer Sale**

**AI-Bred to ABS Sires:** TRUE NORTH, DYNAMIC, REPUBLIC, DEFINITIVE, PILOT

**Consignors:** Hermes Livestock, Valhalla Ranch, Warner Beef, Livingston Ranch, Stockmens Source

**Breeds:** Angus, F1 Black Baldies, Red Baldies, Red Angus, Balancers, SimAngus

**New:** SimAngus and Black Baldy open replacement heifers from Hermes Livestock and Weathers Family Farms



**Mark your calendars!**

**Reach out to anyone below if you have questions!**

**BOBBY STRECKER** | ABS District Sales Manager | 970.571.2722

**ANTON HERMES** | Hermes Livestock | 970.554.0996

**DON MACLENNAN** | Valhalla Ranch | 303.906.4374

**DAN WARNER** | Warner Beef Genetics | 308.962.6511