



October 27, 2010

Hi Folks,

Well, we're one week away from our National Show & Sale, and the excitement is growing! There will be lots to see and do in Brandon at the Livestock Expo, so if you are able to make it for all or even part of the weekend you're in for a good time.

It all starts Thursday, November 4th with the Little Lady Classic Show, and MLE Kick Off Celebration 7:00p.m. in the Westoba Agricultural Centre of Excellence ACE Arena. Although no meal will be served this year, there will be refreshments and entertainment, and the canteens will be open.

Friday, our Simmental show will begin at 9 am, and will showcase 140 of the best of the breed. Exhibitors are coming from all over the prairie provinces, and our judge Barry LaBatte, of LaBatte Simmentals will no doubt have the hardest job in Brandon that day.

Prizes up for grabs include:

East Man Feeds Grand Champion Bull - \$1000.00, 42" Flat Screen TV & Gift Certificate for Bull Collection Services donated by Optimum Genetics

East Man Feeds Reserve Champion Bull - \$500.00, 32" Flat Screen TV & 5 straws of Semen donated by Semex

Swan Valley Vet Clinic Grand Champion Female - \$1000.00, 42" Flat Screen TV & Flush/Freeze donated by Dr. Keith Immekar, Swan Valley Vet Clinic

Swan Valley Vet Clinic Reserve Champion Female - \$500, 32" Flat Screen TV & 5 straws of Semen donated by Semex

Cash prizes will also be awarded to 1st, 2nd & 3rd place winners in all class splits

Champion & Reserve in all classes will receive a banner & jacket

Following the show we will host our Simmental Super Select, pick of the barn & mixer event. Those in attendance will have a shot at winning their choice animal from the Super Select Show, as well as the following door prizes:

\$500 Voucher to be redeemed at any Manitoba Simmental Sale
32" Flat Screen TV

Cow Cam System donated by Allen Leigh Security & Communications

Cordless Drill donated by Downhill Simmentals

Full Page Ad donated by the Simmental Focus

Multiple Draws for Ivomec and IGENITY tests donated by Merial

Tickets for the Simmental Super Select are available now from MSA board members for \$40.00. They will also be available on Friday, November 5th at MLE during the Simmental main show. If you are unable to attend the Select but still want a shot at winning, please appoint a proxy who will be in attendance on the day.

<http://provincial.simmental.com/manitoba/>

The Pizza Party in the Barn takes place at 7:00 in the Canada Room. At this time we will also be auctioning off tickets on an original oil painting by Margaret Chastko (an awesome image of some Simmental cattle), the proceeds from this fundraising auction will be put towards the MSAs support of 4H & YCS programming in Manitoba. Draw will be made at the start of the sale on Saturday.

Our National Sale is generating lots of interest with 29 bred & open heifers on offer. Brian Bouchard and his team have done a wonderful job pulling it together and they have selected some fine cattle from 27 different breeders. To view a sale catalogue go to www.bouchardlivestock.com or call 1-866-946-4999.

So if you're not already planning to attend MLE as an exhibitor or consigner, you should definitely consider coming out to watch these dedicated breeders compete for cash & prizes, as well as enjoy some friendly Manitoba hospitality.

Enclosed are a schedule of events, details on prizing, as well as a list of our sponsors. If you see any of these folks during the festivities be sure to give them a pat on the back, because none of this would have been possible without the generous support of so many businesses, breeders and industry leaders.

Our entire board, as well as many non-board members, have been working hard to make this national event a success, so we hope to see you in Brandon!

Sincerely,



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