

HIGH-IMPACT GENETICS ...



33rd Annual Bull Sale
Saturday,
February 19, 2011

Farmers Livestock, Bismarck, ND
1:30 pm CST

67 Charolais Bulls
49 Salers x Angus Optimizer Bulls
3 Charolais Show Heifers
28 Bred Commercial Optimizer Heifers

EFFERTZ
KEY RANCH

HIGH-IMPACT GENETICS ...

2010 National
Champion
Pen of Bulls



Welcome to our 33rd Annual Bull Sale.

What a run we are having in the markets right now. My gosh, we had a customer's March calves return \$1045 at the sale barn and his comment was, "Finally, we get paid for our pounds!"

We at Effertz Key Ranch think that those of you who have endured and kept your cow herds are going to realize a tremendous opportunity in the current cattle cycle. Ranchers, as managers of our grass, can't all be yearling operators, and we think the cow calf operator is going to be in the driver's seat.

As for genetic opportunity, we are extremely pleased with the offering in our sale this year comprised of 67 Charolais bulls, 49 Salers X Angus composite bulls along with an exclusive package of bred heifers. In the Charolais bull offering, over half of the lots are Tenacious sons or grandsons. They are linebred bulls that offer quiet dispositions, ease of calving and outstanding performance. In this offering are several Charolais bulls suitable for use on heifers. Contact Roger or Kevin to point you in the right direction.

Another feature in our sale is the first offering of sons of our Pro-Char Clyde 79T bull. These bulls will carry the buckskin gene and are buckskin in color themselves. For those of you who want to use Charolais bulls, but remain in a black hid program, the research on these colored Charolais bulls indicates they tend to throw black calves off of black cows, or in the case of a red gene in a black cow, a red calf. As you can see in the picture in the catalog, this bull is a double- red, purebred Charolais bull.

In our composite offering, we are heavy on the black side with various percentages of Angus and Salers genetics to provide an opportunity to select for more British or Continental influence. These bulls will offer strong maternal traits, excellent calving ease, and tremendous vigor at birth. A majority of these bulls have a moderate 5 to 6 frame score. When assessing these bulls, keep in mind the

birth dates because we've moved a large segment of our composite cowherd to April calving.

We've included a sample of composite genetics in a select group of commercial bred heifers due to calve in April.

There will be videos of the individual bulls on our website www.effertzkeyranch.com on February 8.

We welcome your calls and visits before the sale and, as always, we will do all we can to assist you in your selections. Having you get the bull you want... the right bull... is the key to our success.

Roger Effertz



33rd Annual Bull Sale
Saturday,
February 19, 2011
 Farmers Livestock Exchange • Bismarck, ND • 1:30 pm CST



Selling 116 Bulls • 28 Bred Heifers • 3 Show Heifers

- 67 Charolais Bulls** Pages 2-15
 For added value with calving ease, increased performance and higher carcass value
- 3 Charolais Show Heifers** Page 16
 Top show prospects
- 49 Salers X Angus Optimizer Bulls**..... Pages 17-26
 Choose your level of Salers influence from a wide spectrum of red and black composite bulls
- 28 Bred Commercial Optimizer Heifers** Page 27

Sale Day Phones:

- Farmers Livestock.....701-223-6550
- Neil Effertz (cell)..... 701-471-0153
- Roger Effertz (cell) 701-720-1156
- Kevin Effertz (cell)701-720-1363

Join Us! The sale cattle will be penned and ready to look at Friday, February 18. Join us for lunch before the sale.

Directions to Sale Site: Farmers Livestock is just off Bismarck Expressway on the southeast corner of Bismarck. From I 94 take the Bismarck Expressway exit (exit 161), go south on Bismarck Expressway 2.3 miles to Apple Creek Road. Go left on Apple Creek Road 0.4 miles to Farmers Livestock.

Special Representatives:

- Kristian Rennert, Charolais Journal.....308-440-9463
- Dean Pike, American Salers.....308-810-7605
- Kris Petersen, Cattle Business Weekly701-339-0305
- Kirby Goetsch, Western Livestock Reporter.....605-226-8925

Our Exclusive Profit Index: Designed by NDSU research specialists, our profit index is a combined index of a terminal cross sire's value in a retained ownership scenario and predicts carcass yield, feedlot gain and final carcass weight, the most economically significant criteria for profit. The Profit Index will be online at www.effertzkeyranch.com with all the final performance on Feb. 8.

Registration Papers: Most bulls are registered with the American International Charolais Association or the American Salers Association. Their registration numbers appear in the catalog.

Insurance: Will be available at the settlement desk.

Video: A video of individual bulls will be available on our website, www.effertzkeyranch.com on Feb. 8.

Herd Health: The sale cattle are up-to-date on the Effertz Key Ranch health program as follows: calves were vaccinated for IBR, BVD, Somnagen, 7-way, BRSV Syncial Virus, PI3 and treated with Dectomax. Our vet will be on hand to write interstate health certificates.

Feed: Bulls can be wintered at at cost.

Financing: Our popular half now, half later financing will be offered again this year. Pay half sale day and half when you pick up your bull or by April 1, whichever comes first, interest free until April 1.

Trucking: We will assist in making trucking arrangements to minimize your cost. Haul your bull home sale day and receive a \$50-per-bull discount.

Guarantee: Effertz Key Ranch bulls sell fully guaranteed. Yearling bulls are guaranteed to pass a semen test at turnout time. Please refer to the terms and conditions on the inside back cover.

Final Performance: Yearling weights, ADG, WDA, scrotal measurements, REA and Profit Index will be available on our website February 8. The ADG in the catalog is a mid-test gain. Visit: www.effertzkeyranch.com. Call us and we'll be happy to mail, fax or email a copy of the final performance data.

Absentee Bidders: If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363) or Kris Petersen (701-339-0305) to discuss the bulls and arrange to place a bid. Please refer to page 28 for more information on DV Auction procedures.



Sale Manager & Auctioneer
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 Your Market Masters • NEIL & JAN EFFERTZ
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Neil (701) 223-5202 • Bryan Dean (701) 624-5104

A KEYS TEN-ACIOUS 166S

BIRTH DATE: 3/10/06 H/P/S: POLLED COLOR: WHITE REG. #: M724532
 BW: 88 ADJ. WW: 801 IGENITY TENDERNESS: 10 LEPTIN: TT FR: 7.1

CE	BW	WW	YW	Milk	CE	MTNL
-0.8	1.8	45	78	-7	0.1	15

KEYS MCHENRY 24M
 KEYS MCTENDER 279P
 KEYS ABE 70C

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 MR KEY ABRAHAM 23
 MISS KEY HURDLER 119Z

KEYS HANDYMAN PLD 255H
 MISS KEY MAYBELL 73N
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MS KEY STYLISH STAR 149E
 EC BRONSON 204 POLLED
 LTC MISS NORWOOD 895X

Tenacious is a powerful performance bull that is very attractive with tremendous length and a perfect 10 for tenderness. His calves come easy, are impressively long sided yet deep and full bodied. They are great feeding cattle which is further supported by the fact that he is a TT for the leptin gene.

1 KEYS TENACIOUS 50X

BIRTH DATE: 3/6/10 H/P/S: POLLED COLOR: WHITE REG. #: M792818
 BW: 90 ADJ. WW: 792 IGENITY TENDERNESS: 9 LEPTIN: CT ADG: 4.29

CE	BW	WW	YW	Milk	MCE	MTNL
-2.7	1.6	27.4	38.5	2	-2.9	15.7

KEYS MCTENDER 279P
 KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MISS KEY OLIVIA 444H
 MISS KEY FOSTER 6126U

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 KEYS FOSTER 231P
 MISS KEY 950L

He is deep, stout, and powerful and out of a 12-year old cow that's still fit as a fiddle. Take note of his mid-test ADG of 4.29.

3 KEYS TENACIOUS 53X

BIRTH DATE: 3/6/10 H/P/S: HORNED COLOR: WHITE REG. #: M792821
 BW: 78 ADJ. WW: 644 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.97

CE	BW	WW	YW	Milk	MCE	MTNL
0	1.8	38	60	-3	-1.7	16

KEYS MCTENDER 279P
 KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CARDINAL WESTERN MAVERICK
 MISS KEY DANIELLE 49R
 MISS KEY DANIELLE 33M

CARDINALS MAVERICK 9023P
 CARDINALS LADY A111P
 KEYS DUKE 99K
 MISS KEY DANIELLE 110K

Here's another Tenacious son with that ever present Tenacious style and a 78-lb. birth weight to boot.

4 KEYS TENACIOUS 60X

BIRTH DATE: 3/9/10 H/P/S: HORNED COLOR: WHITE REG. #: M792823
 BW: 84 ADJ. WW: 726 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
5	-0.9	28.8	49.8	-1.1	4.5	13.3

KEYS MCTENDER 279P
 KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 24M
 MISS KEY LOTUS 208S
 MISS KEY LOTUS 33L TW

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 2UP PEUGEOT ET
 MISS KEY BLAZE 157A PLD

This Tenacious son had a 4.49 mid-test ADG and is definitely patterned after his sire with an expansive top line and an impressive rear quarter. His dam is a consistently good producer for us, even with her smaller frame and light birth weights.



2 KEYS TENACIOUS 51X

BIRTH DATE: 3/6/10 H/P/S: HORNED COLOR: WHITE REG. #: M792819
 BW: 102 ADJ. WW: 785 IGENITY TENDERNESS: 10 LEPTIN: CT ADG: 3.33

CE	BW	WW	YW	Milk	MCE	MTNL
-4.6	3.7	41.8	71.2	0.4	-0.7	21.3

KEYS MCTENDER 279P
 KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CARDINALS LAD D693
 MISS KEY KAY 203R
 MISS KEY KAY 83M

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 KEYS EXPRESSWAY 182K
 MISS KEY KAY 93K

Here's a deep-sided bull with lots of body capacity and loads of beef packed into that rear quarter.



5 KEYS TENACIOUS 64X

BIRTH DATE: 3/9/10 H/P/S: POLLED COLOR: WHITE REG. #: EM795211
 BW: 85 ADJ. WW: 726 IGENITY TENDERNESS: 10 LEPTIN: TT ADG: 4.68

CE	BW	WW	YW	Milk	MCE	MTNL
0.7	1.9	37	66	5.5	2	24

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

TURBO CARDINAL'S LAD D693P
MISS KEY NINA 79R
 MISS KEY NINA 225H

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 EC BRONSON 204 POLLED
 RR LT NINA 9305

Length, muscle and style describe this Tenacious ET bull. He carries a clean, keen head and he's got the numbers (4.68 mid-test ADG) and pedigree to make an outstanding herd sire.



Lot 5

6 KEYS TENACIOUS 66X

BIRTH DATE: 3/9/10 H/P/S: POLLED COLOR: WHITE REG. #: M792824
 BW: 94 ADJ. WW: 765 IGENITY TENDERNESS: 5 LEPTIN: TT ADG: 4.74

CE	BW	WW	YW	Milk	MCE	MTNL
-0.8	2	41.8	67.9	-2	-0.8	18.9

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CARDINALS LAD D693
MISS KEY DAWN 291R
 MISS KEY DAWN 395M

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 2UP PEUGEOT ET
 MISS KEY DAWN 345H

This bull's dam has done a lot for us and this is her best one yet. Big, brawny and powerful with a mid-test ADG of 4.74.



2UP Peugeot, our imported Australian herdsire.

7 KEYS TENACIOUS 73X

BIRTH DATE: 3/11/10 H/P/S: POLLED COLOR: WHITE REG. #: M792830
 BW: 97 ADJ. WW: 781 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.87

CE	BW	WW	YW	Milk	MCE	MTNL
-3.3	2.7	37.7	63.8	-3.8	0.7	15.1

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
MISS KEY GLANCE 199L
 MISS KEY GLANCE 92G PLD

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 BC ZANTAC 5051
 MISS KEY COBB 194C

Herd bull prospect here. Out of a 10-year old Peugeot cow, this bull exhibits plenty of volume and capacity in an eye-appealing package.



Lot 7

8 KEYS TENACIOUS 76X

BIRTH DATE: 3/12/10 H/P/S: POLLED COLOR: WHITE REG. #: M792832
 BW: 88 ADJ. WW: 774 IGENITY TENDERNESS: 9 LEPTIN: CT ADG: 4.62

CE	BW	WW	YW	Milk	MCE	MTNL
0.4	1.5	34.7	64.4	0.1	2.6	17.5

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
MISS KEY HARIAT 488K
 LTC HARIET 772

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 LTC LEGENDARY2227 POLLED
 LTC MS HERITAGE 312 PLD

This is another outstanding Tenacious son. Stout with excellent muscle expression, and an 88-lb birth weight, this bull racked up a 4lb.-plus ADG.



Lot 8

9 KEYS CRUSADER 77X

BIRTH DATE: 3/12/10 H/P/S: POLLED COLOR: WHITE REG. #: M793172
 BW: 84 ADJ. WW: 819 IGENITY TENDERNESS: 5 LEPTIN: TT ADG: 4.36

CE	BW	WW	YW	Milk	MCE	MTNL
1.5	1.1	42.2	70	-2.4	2.9	18.7

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 24M
MISS KEY HANNA 146S
 MISS KEY HANNA 255L

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 LAFRAISE EXTRA EASE 848
 MISS KEY HANNA 114H ET

An 84-lb birth weight with this kind of performance—Wow! Crusader is one of the top prospects in our sale offering. Thick and smooth, with plenty of eye appeal.



Lot 9

10 KEYS XCEL 83X

BIRTH DATE: 3/13/10 H/P/S: POLLED COLOR: WHITE REG. #: M793173
 BW: 90 ADJ. WW: 821 IGENITY TENDERNESS: 9 LEPTIN: TT ADG: 3.85

CE	BW	WW	YW	Milk	MCE	MTNL
-0.8	1.5	35.9	58.3	-0.1	-0.7	17.9

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CF FRONTLINE 124I ET
MISS KEY ADELAIDE 170N
 MISS KEY ADELAIDE 235J

MANDALONG LOVER
 DCC CARRIE 22Y
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 18E

A classy, stylish bull, this Tenacious son has a full sister replacement in our herd. Ankony took another full sister home from the 2009 National Sale for \$11,000.

11 KEYS TENACIOUS 85X

BIRTH DATE: 3/13/10 H/P/S: POLLED COLOR: WHITE REG. #: EM795212
 BW: 86 ADJ. WW: 757 IGENITY TENDERNESS: 10 LEPTIN: TT ADG: 3.97

CE	BW	WW	YW	Milk	MCE	MTNL
0.7	1.9	37	66	5.5	2	24

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

TURBO CARDINAL'S LAD D693P
MISS KEY NINA 79R
 MISS KEY NINA 225H

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 EC BRONSON 204 POLLED
 RR LT NINA 9305

This bull is a full brother to Lot 5 and Lot 17. He displays exceptional length and muscle expression. These bulls are sound in their structure and come from a high maternal dam's side.

12 KEYS TENACIOUS 86X

BIRTH DATE: 3/13/10 H/P/S: HORNED COLOR: WHITE REG. #: M792834
 BW: 90 ADJ. WW: 749 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.59

CE	BW	WW	YW	Milk	MCE	MTNL
3	1.7	33.6	51.2	-7.4	6.1	9.4

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

WESTERN DOMINATOR PLD
CARDINALS LADY D781P
 CARDINALS LADY B279

SCHURRTOP-DC INTIMIDATOR
 DC LADY ROXIE 0891 PLD
 CARDINALS MAVERICK 9023P
 CARDINALS LADY 8154

Big, stout performance bull, his dam produced our Uno herd sire.

13 KEYS TENACIOUS 87X

BIRTH DATE: 3/13/10 H/P/S: POLLED COLOR: WHITE REG. #: M792836
 BW: 94 ADJ. WW: 778 IGENITY TENDERNESS: 9 LEPTIN: CT ADG: 4.29

CE	BW	WW	YW	Milk	MCE	MTNL
-2.6	2.1	36.9	61.7	-3.6	1.9	14.9

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS SKETCH 208J
MISS KEY GORGEOUS 69L
 MISS KEY GORGEOUS 204G

2UP PEUGEOT ET
 MISS KEY DISTANCE 32E
 ABC ATORO HOMBRE
 MISS KEYS LEGEND 60D

He is a full brother to the calf champion at last year's Black Hills Stock Show that sold to Sandmeier Charolais for \$9,500. This showy bull exhibits the same style, balance and muscle of that Tenacious son.

14 KEYS TENACIOUS 91X

BIRTH DATE: 3/14/10 H/P/S: POLLED COLOR: WHITE REG. #: M792838
 BW: 94 ADJ. WW: 768 IGENITY TENDERNESS: 5 LEPTIN: CT ADG: 5.06

CE	BW	WW	YW	Milk	MCE	MTNL
1.3	1.5	28.1	52.4	5.1	0.8	19.2

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

ANKONIAN DUKE F220 ET
MISS KEY FOREVER 105JTW
 MISS KEY FOREVER 118F

VCR SIR DUKE 914 PLD
 CF MARY 146 P
 RPJ EVEREADY 403D
 MISS KEY BULLET 8240W ET

With a 5.06 mid-test ADG, this Tenacious bull also has exceptional length and style. The cow family is one of our most maternal, high-milking lines.



Lot 13

15 KEYS TENACIOUS 95X

BIRTH DATE: 3/17/10 H/P/S: POLLED COLOR: WHITE REG. #: M792840
 BW: 90 ADJ. WW: 820 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
0.7	1	36.5	61.1	1.2	-2.1	19.5

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS DUKE 99K
MISS KEY KAI 114M
 MISS KEY KAI 290K

ANKONIAN DUKE F220 ET
 MISS KEY SALLY 73H PLD
 KEYS RICH-N-RARE 14G PLD
 MS KEY SKYFIRE 143A PLD

With the makings of a herd sire, this bull is thick, straight-topped and has the numbers to match his looks.



Lot 15

16 KEYS TENACIOUS 100X

BIRTH DATE: 3/18/10 H/P/S: POLLED COLOR: WHITE REG. #: M792729
 BW: 94 ADJ. WW: 887 IGENITY TENDERNESS: 9 LEPTIN: CT ADG: 3.59

CE	BW	WW	YW	Milk	MCE	MTNL
-3.2	3	43.5	70.9	-2.3	0.1	19.5

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS EXPRESSWAY 182K
MISS KEY KAY 83M
 MISS KEY KAY 93K

2UP PEUGEOT ET
 MISS KEY DISTANCE 32E
 GCR STYLISH STAR SUPREME
 MISS KEY CEDER SPRINT69D

This long-bodied Tenacious son boasts an 887-lb. weaning weight with a ratio of 118. He'll put some payweight in your calves.

17 KEYS TENACIOUS 109X

BIRTH DATE: 3/21/10 H/P/S: POLLED COLOR: WHITE REG. #: EM795213
 BW: 100 ADJ. WW: 748 IGENITY TENDERNESS: 8 LEPTIN: TT ADG: 3.78

CE	BW	WW	YW	Milk	MCE	MTNL
0.7	1.9	37	66	5.5	2	24

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

TURBO CARDINAL'S LAD D693P
MISS KEY NINA 79R
 MISS KEY NINA 225H

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 EC BRONSON 204 POLLED
 RR LT NINA 9305

Here's another Tenacious ET bull, a full brother to lots 5 and 11. He is long and clean-made. Good udder structure, quiet disposition and good feet are built in on both sides of his pedigree.

18 KEYS TENACIOUS 137X

BIRTH DATE: 3/29/10 H/P/S: SCURRED COLOR: WHITE REG. #: M792781
 BW: 92 ADJ. WW: 840 IGENITY TENDERNESS: 9 LEPTIN: TT ADG: 4.17

CE	BW	WW	YW	Milk	MCE	MTNL
-0.4	1.5	36.4	65.3	0.7	1.8	18.9

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS SKETCH 208J
MISS KEY VICTORIA 209M
 LTC VICTORIA 228

2UP PEUGEOT ET
 MISS KEY DISTANCE 32E
 RCC ROYAL ULSOM 5795 ET
 FRC 0106 MISS FRANZ

We're talking performance plus here with a weaning weight of 840 lb. and a WW ratio of 112. This Tenacious son also had a 4.17 mid test ADG and is out of one of our more impressive-looking cows.

19 KEYS TENACIOUS 166X

BIRTH DATE: 4/11/10 H/P/S: POLLED COLOR: WHITE REG. #: M792797
 BW: 100 ADJ. WW: 768 IGENITY TENDERNESS: 8 LEPTIN: CT ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
-3.4	2.6	35.6	57.8	0.3	0.9	18.1

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
MISS KEY DIANA 124M
 MISS KEY DIANA 17F PLD

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 SCV JOE MONTANA
 KEYS MISS DIANA MAC 25D

Here's a Tenacious meat wagon with excellent performance. Superior gainability in this April calf attested by his 768-lb. weaning weight and a 4.49 mid-test ADG.

20 KEYS TENACIOUS 153X

BIRTH DATE: 4/6/10 H/P/S: POLLED COLOR: WHITE REG. #: M792790
 BW: 90 ADJ. WW: 764 IGENITY TENDERNESS: 5 LEPTIN: TT ADG: 3.91

CE	BW	WW	YW	Milk	MCE	MTNL
3.4	0.1	19.3	38.2	10.6	1	20.3

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS RICH-N-RARE 14G PLD
MISS KEY SONNET 400K
 LTC SONNET 531 POLLED

KEYS POLLED COMPASS
 MISS KEY 8137X
 EC BRONSON 204 POLLED
 MS LONE TREE 066 POLLED

There's no gamble here. This bull is made right, he's got the EPDs and he's out of one of our outstanding cows, 400K. A Tenacious son that would stay in our herd if we could find room for another.



Lot 20

B KEYS SPECIALIST 18U

BIRTH DATE: 2/2/08 H/P/S: POLLED COLOR: WHITE REG. #: M761126
 BW: 92 ADJ. WW: 728 IGENITY TENDERNESS: 10 LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
2.3	0.0	19	37	4	2.1	13

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 MEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
MISS KEY KRISTEN 63K
 MISS KEY AUGUSTA 216E

UUP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 KEYS POLLED AUGUSTUS112C
 MISS KEY BULLET 8240W ET

This year we are selling our first sons of Keys Specialist 18U, an outstanding Tenacious son out of a tremendous Peugeot donor cow. He, like his sire, is a perfect 10 for tenderness on the Igenity test and a TT for leptin.



REF. SIRE B

21 KEYS SPECIALIST 123X

BIRTH DATE: 3/25/10 H/P/S: POLLED COLOR: WHITE REG. #: M792765
 BW: 98 ADJ. WW: 833 IGENITY TENDERNESS: 9 LEPTIN: CT ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
-1.3	2.2	29.3	46.6	12.9	-1.1	27.6

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS DUKE 99K
MISS KEY LEANNE 79N
 MISS KEY LEANNE 25L

ANKONIAN DUKE F220 ET
 MISS KEY SALLY 73H PLD
 KEYS BOOK-EM 204J
 LTC MS DEMPSEY 335

A Key's Specialist son with great EPDs. With an 883-lb. weaning weight, his dam is a perfect-uddered +24 for milk. His calves will tip the scales at weaning and make outstanding replacements.



Lot 22

22 KEYS SPECIALIST 89X

BIRTH DATE: 3/13/10 H/P/S: POLLED COLOR: WHITE REG. #: M792837
 BW: 92 ADJ. WW: 632 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.55

CE	BW	WW	YW	Milk	MCE	MTNL
2.5	0.1	15.3	25.2	1.1	0.7	8.8

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

CARDINAL WESTERN MAVERICK
MISS KEY LUCY 278R
 LTC LUCY 516 POLLED

CARDINALS MAVERICK 9023P
 CARDINALS LADY A111P
 EC COUNTRY 57 PLD
 LTC MS HI GAL 806X PLD

Here's a thick-made Specialist bull in a compact package with a 4.55 mid-test ADG.

23 KEYS SPECIALIST 127X

BIRTH DATE: 3/25/10 H/P/S: HORNED COLOR: WHITE REG. #: M792766
 BW: 83 ADJ. WW: 708 IGENITY TENDERNESS: 10 LEPTIN: CT ADG: 3.21

CE	BW	WW	YW	Milk	MCE	MTNL
3.5	-0.3	20.2	34	5.9	4	16

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M
MISS KEY NOLA 12T
 MISS KEY NOLA 264N

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS EXPRESSWAY 182K
 MISS KEY DEMPSEY 183H

Here's an eye-catching Specialist son with an 83-lb. birth weight out of a perfectly-uddered McHenry daughter. Her first calf last year sold in the top 20% of our sale.

24 KEYS SPECIALIST 131X

BIRTH DATE: 3/26/10 H/P/S: POLLED COLOR: WHITE REG. #: M792770
 BW: 93 ADJ. WW: 701 IGENITY TENDERNESS: 8 LEPTIN: TT ADG: 3.21

CE	BW	WW	YW	Milk	MCE	MTNL
0.7	1.5	24.2	43.3	5.9	2.2	18

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

CARDINALS LAD D693
MISS KEY MAYBELLINE 236R
 MISS KEY MAYBELLINE 73M

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

Linebred back to the great Tenacious cow family Maybelline, this bull is also stamped with Specialist's impressive hind quarter. If you want 'em thick, long and powerful, here he is.

25 KEYS SPECIALIST 135X

BIRTH DATE: 3/28/10 H/P/S: POLLED COLOR: WHITE REG. #: M792777
 BW: 90 ADJ. WW: 721 IGENITY TENDERNESS: 10 LEPTIN: TT ADG: 3.40

CE	BW	WW	YW	Milk	MCE	MTNL
0.8	0.8	20.9	38.2	2.2	1	12.7

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS PIRATE 183P
MISS KEY VIRGINIA 149T
 MISS KEY VIRGINIA 270M

KEYS MCHENRY 24M
 MISS KEY KRISTEN 89K
 CF FRONTLINE 124I ET
 LTC MS VIRGINIA 631 PLD

Deep-sided, with a rear-end packed full of red meat and muscle, this nice-looking Specialist son has a great milking dam.

26 KEYS SPECIALIST 134X

BIRTH DATE: 3/27/10 H/P/S: POLLED COLOR: WHITE REG. #: M792776
 BW: 90 ADJ. WW: 712 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.36

CE	BW	WW	YW	Milk	MCE	MTNL
-0.7	1.7	19.6	35.1	6.4	1.4	16.2

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MODEL 270N
MISS KEY HIGHLIGHT 274T
 MISS KEY HIGHLIGHT 34K

CF FRONTLINE 124I ET
 MISS KEY PAIGE 402H ET
 2UP PEUGEOT ET
 LTC MS HIGHLIGHT 153

Another eye-catching son of Key's Specialist, this bull is really put together right – wide-based, with a well-muscled, attractive style and a mid-test ADG of 4.36.



Lot 26

27 KEYS SPECIALIST 139X

BIRTH DATE: 3/29/10 H/P/S: POLLED COLOR: WHITE REG. #: M792785
 BW: 95 ADJ. WW: 717 IGENITY TENDERNESS: 5 LEPTIN: CT ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
-4.5	2.9	27.8	51.4	4.9	-1	18.8

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MARK IT 9R
MISS KEY DEE 30T
 MISS KEY DEE 66L

KEYS MARK IT 157M
 MISS KEY LEANNE 79N
 KEYS SKETCH 208J
 MISS KEYS DEE 8D

With a mid-test ADG of 4.49 and out of the Key's Specialist sire that stamps them all the same, here's a wide-based, thick-topped, deep-quartered bull - a commercial man's dream.

28 KEYS SPECIALIST 155X

BIRTH DATE: 4/7/10 H/P/S: SCURRED COLOR: WHITE REG. #: M792792
 BW: 88 ADJ. WW: 785 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.72

CE	BW	WW	YW	Milk	MCE	MTNL
2.9	0.5	25.8	46.3	4.4	2.7	17.3

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MODEL 270N
MISS KEY HI GAL 180T
 MISS KEY HI GAL 221K

CF FRONTLINE 124I ET
 MISS KEY PAIGE 402H ET
 KEYS RAVEN 205D PLD ET
 LTC HI GAL 968Y

Explosive growth in this stylish, straight-topped son of Specialist, born in April with a 785-lb. weaning weight.

29 KEYS SPECIALIST 149X

BIRTH DATE: 4/2/10 H/P/S: POLLED COLOR: WHITE REG. #: M792787
 BW: 82 ADJ. WW: 816 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
2.6	0.3	33.8	63.7	3.6	0.3	20.5

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS CHUMLEY 8R
MISS KEY MEG 2T
 MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK
 MISS KEY KODEE 1K
 KEYS MCHENRY 24M
 MISS KEY MEG 123L

This bull is rock solid, thick made and deep flanked with lots of volume. With his outstanding structural makeup and clean-made, attractive style, he could show. We are retaining an interest in this bull.



Lot 29

30 KEYS SPECIALIST 154X

BIRTH DATE: 4/7/10 H/P/S: POLLED COLOR: WHITE REG. #: M792791
 BW: 90 ADJ. WW: 718 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 4.68

CE	BW	WW	YW	Milk	MCE	MTNL
0.9	1.4	26.3	45.6	1.7	2.5	14.9

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MODEL 270N
MISS KEY NORA 8T
 MISS KEY NORA 253K

CF FRONTLINE 124I ET
 MISS KEY PAIGE 402H ET
 2UP PEUGEOT ET
 MISS KEY NORA 225F PLD

An April calf with an 178 lb. weaning weight and a mid-test ADG of 4.68, this bull has the style and the look that Specialist is noted for. Well-balanced, attractive with muscle to spare.



Lot 30

31 KEYS SPECIALIST 156X

BIRTH DATE: 4/7/10 H/P/S: POLLED COLOR: WHITE REG. #: M792793
 BW: 90 ADJ. WW: 757 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
0.2	1.3	28	46	3.4	1.3	17.4

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M
MISS KEY LUCY 109T
 MISS KEY LUCY 43N

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 2UP PEUGEOT ET
 LTC LUCY 516 POLLED

Deep-bodied and long, this April-born Specialist son weaned at 757 lb. and has a mid-test ADG of 4.23.



Lot 31

32 KEYS SPECIALIST 163X

BIRTH DATE: 4/11/10 H/P/S: POLLED COLOR: WHITE REG. #: M792796
 BW: 90 ADJ. WW: 747 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
2.5	1.1	25	45.3	5.6	4.2	18.1

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

CARDINALS LAD D693
MISS KEY IMARI 208T
 MISS KEY IMARI 118L

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 MERIT 5133E
 MISS KEYS IMARI 239J ET

Thick-topped, smooth-shouldered, and nice-headed, this Specialist son really blends well front to rear. With a 4.49 mid-test ADG and from one of our best maternal lines.



Alex Carter, born April 20. Parents are Neil and Jan's daughter, Kate, and husband Lucas.

33 KEYS SPECIALIST 174X

BIRTH DATE: 4/16/10 H/P/S: POLLED COLOR: WHITE REG. #: M792801
 BW: 87 ADJ. WW: 782 IGENITY TENDERNESS: 8 LEPTIN: CT ADG: 3.53

CE	BW	WW	YW	Milk	MCE	MTNL
1.1	1	28.5	48.5	8	2.4	22.3

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS DUKE 118M
MISS KEY MAYBELLINE 49T
 MISS KEY MAYBELLINE 236R

KEYS DUKE 99K
 MISS KEY DANCER 348K
 CARDINALS LAD D693
 MISS KEY MAYBELLINE 73M

Here's a long-sided, attractive Specialist son out of a good milking, easy-keeping Maybelline cow. With a moderate birthweight of 87 lb., this April 16th calf tipped the scales at 782 lb. at weaning.

34 KEYS SPECIALIST 183X

BIRTH DATE: 4/17/10 H/P/S: POLLED COLOR: WHITE REG. #: M792804
 BW: 94 ADJ. WW: 779 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 4.04

CE	BW	WW	YW	Milk	MCE	MTNL
-2.2	2.2	29.5	49	4.2	-0.6	19

KEYS TEN-ACIOUS 166S
KEYS SPECIALIST 18U
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M
MISS KEY ADELAIDE 128T
 MISS KEY ADELAIDE 170N

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 CF FRONTLINE 124I ET
 MISS KEY ADELAIDE 235J

This is the youngest bull in the sale, but he takes a backseat to none of them. Weaned at 779 lb. and boasts 4.04 mid-test ADG, this late April bull is deep, thick, easy-fleshing with excellent muscle definition.



Isaac, Daniel, Ross, Drew and Karl getting ready to pen back bulls at last year's bull sale. The crew is a finely tuned machine!

C KEYS TENACIOUS 36U

BIRTH DATE: 2/6/08 H/P/S: POLLED COLOR: WHITE REG. #: M761134
 BW: 78 ADJ. WW: 697 IGENITY TENDERNESS: 5 LEPTIN: CT

CE	BW	WW	YW	Milk	CE	MTNL
4.6	-1.1	14	22	-1	4.5	6

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

LT ASSERTION 1277 P
JLS ASSERTION 473 PLD
 JLS WIND 273 POLLED

EATONS ASSERT 9171
 LT ALLI'S CLASS 9140 P
 LT WYOMING WIND 4020 PLD
 JLS RAINMAKER 073 POLLEDO

Key's Tenacious 36U ("Mr. Clean") is a homozygous polled, reliable calving ease sire used exclusively on our first calf heifers. Mr. Clean is moderately framed, clean-jointed, clean-sheathed and clean-fronted. His structurally sound calves have excellent performance out of a true calving ease sire. Adj YW: 1172, REA: 14.55, Profit Index 100

35 KEYS TENACIOUS 111X

BIRTH DATE: 3/21/10 H/P/S: POLLED COLOR: WHITE REG. #: M792741
 BW: 83 ADJ. WW: 697 IGENITY TENDERNESS: 8 LEPTIN: CT ADG: 3.59

CE	BW	WW	YW	Milk	MCE	MTNL
3.8	-0.3	23.7	36.2	-3.3	2.4	8.6

KEYS TEN-ACIOUS 166S
KEYS TENACIOUS 36U
 JLS ASSERTION 473 PLD

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 LT ASSERTION 1277 P
 JLS WIND 273 POLLED

KEYS MCHENRY 24M
MISS KEY SKY 154U
 MISS KEY SKY 174N

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS MERIT 85L
 MISS KEY SKY 30H PLD

He's a classy, showy bull with an 83-lb. birth weight. Clean-made with attractive design and outstanding structure. Would work great on heifers.

36 KEYS TENACIOUS 112X

BIRTH DATE: 3/22/10 H/P/S: POLLED COLOR: WHITE REG. #: M792758
 BW: 88 ADJ. WW: 696 IGENITY TENDERNESS: 3 LEPTIN: TT ADG: 5.96

CE	BW	WW	YW	Milk	MCE	MTNL
-3.7	1.3	26	46.3	0.6	-1.4	13.6

KEYS TEN-ACIOUS 166S
KEYS TENACIOUS 36U
 JLS ASSERTION 473 PLD

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 LT ASSERTION 1277 P
 JLS WIND 273 POLLED

KEYS MCHENRY 24M
MISS KEY HARIAT 166U
 MISS KEY HARIAT 488K

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 2UP PEUGEOT ET
 LTC HARIET 772

With a 5.96 mid-test ADG and an 88-lb birth weight, we're talking obvious performance here. This bull is especially long-bodied with a framework for efficiency.

38 KEYS TENACIOUS 136X

BIRTH DATE: 3/28/10 H/P/S: POLLED COLOR: WHITE REG. #: M792780
 BW: 84 ADJ. WW: 654 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 3.85

CE	BW	WW	YW	Milk	MCE	MTNL
3.2	0.2	21.3	34.4	-2.3	3.8	8.4

KEYS TEN-ACIOUS 166S
KEYS TENACIOUS 36U
 JLS ASSERTION 473 PLD

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 LT ASSERTION 1277 P
 JLS WIND 273 POLLED

KEYS UNO 1S
MISS KEY GOLD 94U
 MISS KEY GOLD 205S

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS MCHENRY 24M
 MISS KEY GOLD 474K

Moderately framed with extra thickness from front to rear, this is a definite easy-calving bull that could be used on heifers. 84 lb. birthweight.



Keys Tenacious 10W was the Reserve Champion Bull at the 2010 Black Hills Stock Show, selling to Sandmeier Charolais, Bowdle, SD, for \$9,500. He is a half brother to Keys Tenacious 36U.



Brady James, born December 30. Parents are Nadine and Jeff's son Jim and Lisa. Brady is pictured here in his dad's fireman hat!

37 KEYS TENACIOUS 113X

BIRTH DATE: 3/22/10 H/P/S: POLLED COLOR: WHITE REG. #: M792760
 BW: 86 ADJ. WW: 770 IGENITY TENDERNESS: 7 LEPTIN: CC ADG: 4.49

CE	BW	WW	YW	Milk	MCE	MTNL
2.6	0.9	30.5	49.2	-0.3	4.1	15

KEYS TEN-ACIOUS 166S
KEYS TENACIOUS 36U
 JLS ASSERTION 473 PLD

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 LT ASSERTION 1277 P
 JLS WIND 273 POLLED

KEYS MCHENRY 24M
MISS KEY MALLORY 230U
 MISS KEY MALLORY 174R

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 CARDINALS LAD D693
 MISS KEY MALLORY 176M

Another classy "Mr. Clean" calf with an 86-lb. birth weight and a mid-test ADG 4.49. Easy to be around, good dispositioned, thick and meaty from nose to tail.



Lot 38

D PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258
LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
-3.1	1.8	26	36	-8	0.1	5

WMG SHERIFF ACE 27H
WRANGLER HEADLINER 28N
MOORMAID FOCUS 810H

STZ GOOD TIMES 13D
WMG LADY ACE 21E
MISTY CREEK FOCUS 5F
MOORMAID

STERLING HOSS' HONOR 1H
STER STAR'S HONOR 4L
HHT MS POLL STAR 1A

STERLING SCOUT'S HONOR 2A
CK MISS STAR 30A
POLL STAR
HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. This is his first set of sons to sell. When used on black or red cows, red factor Charolais bulls produce calves with marketable color and the performance and thickness you've come to expect with Charolais.

39 KEYS CLYDE 30X

BIRTH DATE: 2/23/10 H/P/S: POLLED COLOR: RED REG. #: QM200324
BW: 88 ADJ. WW: 738 IGENITY TENDERNESS: 6 LEPTIN: CT ADG: 4.94

CE	BW	WW	YW	Milk	MCE	MTNL
0.2	0.6	22.4	36.5	-0.1	1	11.1

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
MOORMAID FOCUS 810H
STERLING HOSS' HONOR 1H
HHT MS POLL STAR 1A

KEYS MARQUEE 80M
BC MISS MARQUEE 663
BC MISS GOLD 2111

KEYS HANDYMAN PLD 255H
MISS KEY FUTURE 19E PLD
SCR SIR GOLD 027 PLD
BC MISS GODFATHER 018

Here's a long-sided, good-footed, structurally correct, red factor Clyde son that has a mid-test ADG of 4.94. Comes from a good young buff colored cow.

41 KEYS CLYDE 40X

BIRTH DATE: 3/2/10 H/P/S: POLLED COLOR: RED REG. #: QM200326
BW: 95 ADJ. WW: 709 IGENITY TENDERNESS: 5 LEPTIN: CT ADG: 4.36

CE	BW	WW	YW	Milk	MCE	MTNL
-6.4	2.5	28	41.9	-4.3	-4.5	9.7

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
MOORMAID FOCUS 810H
STERLING HOSS' HONOR 1H
HHT MS POLL STAR 1A

LAFRAISE EXTRA EASE 848
MISS KEY QUEEN 112L
MISS KEYS QUEEN 118H PLD

SKYMONT EASE 2078
LAFRAISE JESSIE 804
KEYS POLLED ABE 74F
MISS KEYS QUEEN 135E

This bull combines muscle and volume in an attractive package that racked up a mid-test ADG of 4.36.

43 KEYS CLYDE 59X

BIRTH DATE: 3/8/10 H/P/S: POLLED COLOR: RED REG. #: QM200328
BW: 94 ADJ. WW: 758 IGENITY TENDERNESS: 4 LEPTIN: CT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
1	2.2	28.1	38.2	-4.6	5.9	9.5

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
MOORMAID FOCUS 810H
STERLING HOSS' HONOR 1H
HHT MS POLL STAR 1A

SNOWPOINT FORMULA ONE25E
DCR MS F ONE N263
DCR MISS REBOK G27

A-JAY'S FAST TRACK 71B
WJC TINY'S ROSALEE 25R
CHARDEL REEBOK 10Y
DCRMISSHIGHHOPEDYNAMOX47

A soggy, red factor bull that's a powerhouse. He's a thick, high volume bull with a mild disposition, deep-muscled hind quarter, and polled to boot.



REF. SIRE D

40 KEYS CLYDE 39X

BIRTH DATE: 3/1/10 H/P/S: POLLED COLOR: RED REG. #: QM200325
BW: 92 ADJ. WW: 761 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-1.7	1.2	26.1	39.9	0.3	-1.3	13.4

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
MOORMAID FOCUS 810H
STERLING HOSS' HONOR 1H
HHT MS POLL STAR 1A

KEYS MCHENRY 24M
MISS KEY PERFECTION 77P
MISS KEY PERFECTION 144E

KEYS HANDYMAN PLD 255H
MISS KEY DIANA 102G PL
WHITECAP NEW REQUEST50B
MISS KEY 548T

A big-made red-factor Clyde son with a mid-test 4.23 ADG. Out of a nice-uddered replacement-producing McHenry daughter.

42 KEYS CLYDE 47X

BIRTH DATE: 3/5/10 H/P/S: POLLED COLOR: RED REG. #: QM200327
BW: 90 ADJ. WW: 781 IGENITY TENDERNESS: 3 LEPTIN: CT ADG: 3.59

CE	BW	WW	YW	Milk	MCE	MTNL
0.6	1.4	29.4	42.4	-3.7	3.8	11

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
MOORMAID FOCUS 810H
STERLING HOSS' HONOR 1H
HHT MS POLL STAR 1A

KEYS POLLED CONVERSE 56H
LVB MISS CONVERSE L303
LVB MISS ELIMINATOR L097

2UP PEUGEOT ET
MS KEY SUPREME 89E PLD
ASC ELIMINATOR 032
JLS CAMEO 513

This red factor bull is especially long bodied with framework constructed for performance.



Lot 43

44 KEYS CLYDE 80X

BIRTH DATE: 3/12/10 H/P/S: POLLED COLOR: RED REG. #: QM200329
 BW: 94 ADJ. WW: 737 IGENITY TENDERNESS: 4 LEPTIN: CT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-1.6	2	25.7	37.2	-1.7	1.8	11.2

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

CARDINALS LAD D693
MISS KEY FERN 167R
 MISS KEY FERN 53M

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 CURTIS WALLACE 141H
 MISS KEY FERN 169H

This darker red bull is very complete and balanced in his design. He's long sided with an attractive profile and comes from a lightly straw colored cow.



Lot 44

45 KEYS CLYDE 102X

BIRTH DATE: 3/18/10 H/P/S: POLLED COLOR: RED REG. #: QM200315
 BW: 80 ADJ. WW: 705 IGENITY TENDERNESS: 3 LEPTIN: CT ADG: 3.46

CE	BW	WW	YW	Milk	MCE	MTNL
2.7	0	22	38	-3.1	3.6	7.9

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

KEYS NEW CHOICE 23P
MISS KEY JENNA 121S
 MISS KEY JENNA 131L

KEYS MCHENRY 24M
 MISS KEY LACE 42L
 DCR MR INCOME I255
 MISS KEY JENNA 1J

A red factor bull with an 80 lb. birth weight. His dam is a moderate framed cow that has produced a red factor replacement female in our herd.

46 KEYS CLYDE 107X

BIRTH DATE: 3/21/10 H/P/S: POLLED COLOR: RED REG. #: QM200316
 BW: 96 ADJ. WW: 843 IGENITY TENDERNESS: 3 LEPTIN: TT ADG: 2.50

CE	BW	WW	YW	Milk	MCE	MTNL
-6.6	3.9	33.2	52.4	-1.4	-1	15.2

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

2UP PEUGEOT ET
MISS KEY KARMEN 462K
 MISS KEY FUTURE 25E

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 VC BACK TO THE FUTURE
 MISS KEY SKYFIRE 158C

Soggy and powerful. This red bull comes from a cow who always produces outstanding performance and easy keepers.

47 KEYS CLYDE 108X

BIRTH DATE: 3/21/10 H/P/S: POLLED COLOR: RED REG. #: QM200317
 BW: 90 ADJ. WW: 772 IGENITY TENDERNESS: 3 LEPTIN: TT ADG: 3.33

CE	BW	WW	YW	Milk	MCE	MTNL
0.1	1.5	27.2	41.7	0.6	2.6	14.2

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

2UP PEUGEOT ET
MISS KEY KATIE 69M
 MISS KEY KATIE 79H

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 BALDRIDGE FASTTRACK 82F
 LTC MS KATIE 648 POLLED

This bull's dam has been one of our top producing Peugeot daughters, and his grandmother was a red factor cow that was in our embryo transplant program.



Can't beat Clyde's disposition!

48 KEYS CLYDE 116X

BIRTH DATE: 3/23/10 H/P/S: POLLED COLOR: RED REG. #: QM200318
 BW: 97 ADJ. WW: 748 IGENITY TENDERNESS: 4 LEPTIN: TT ADG: 2.95

CE	BW	WW	YW	Milk	MCE	MTNL
-1.6	2.3	23.4	33.1	3	1.8	14.7

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

CARDINALS LAD D693
MISS KEY LACE 92R
 MISS KEY LACE 42L

CARDINALS LAD B180P
 CARDINALS LADY 9125P
 CF FRONTLINE 124I ET
 MISS KEY DISTANCE 32E

Attractive pattern, great disposition and sound structure all describe this thick topped Clyde son.



Lot 48

49 KEYS CLYDE 119X

BIRTH DATE: 3/24/10 H/P/S: POLLED COLOR: RED REG. #: QM200319
 BW: 92 ADJ. WW: 832 IGENITY TENDERNES: 4 LEPTIN: CT ADG: 4.62

CE	BW	WW	YW	Milk	MCE	MTNL
-4.7	3.4	33.8	48.3	-0.5	-0.1	16.4

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WGM SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

KEYS MODEL 270N
MISS KEY BRANDY 44T
 MISS KEY BRANDY 80K

CF FRONTLINE 124I ET
 MISS KEY PAIGE 402H ET
 2UP PEUGEOT ET
 KEYS POLLED BRANDY

There's lots of easy doing performance in this Clyde calf with a mid-test ADG of 4.62. He's bound to put added pounds in your calf crop

50 KEYS CLYDE 130X

BIRTH DATE: 3/26/10 H/P/S: POLLED COLOR: RED REG. #: QM200320
 BW: 96 ADJ. WW: 774 IGENITY TENDERNES: 3 LEPTIN: CT ADG: 3.72

CE	BW	WW	YW	Milk	MCE	MTNL
-3.2	2.6	27.4	36.9	0.1	2.6	13.8

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WGM SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

KEYS EXPRESSWAY 182K
MISS KEY NOLA 264N
 MISS KEY DEMPSEY 183H

2UP PEUGEOT ET
 MISS KEY DISTANCE 32E
 LTC PENETRATOR 5224 PLD
 LTC MS DEMPSEY 154

A tremendously long-sided, level-topped Clyde son that will add that color, stretch and weight to your next calf crop.

51 KEYS CLYDE 138X

BIRTH DATE: 3/29/10 H/P/S: POLLED COLOR: RED REG. #: QM200321
 BW: 99 ADJ. WW: 809 IGENITY TENDERNES: 1 LEPTIN: CT ADG: 3.53

CE	BW	WW	YW	Milk	MCE	MTNL
-3.3	3	32.6	51.5	-6.8	0.6	9.5

WRANGLER HEADLINER 28N
PRO-CHAR CLYDE 79T
 STER STAR'S HONOR 4L

WGM SHERIFF ACE 27H
 MOORMAID FOCUS 810H
 STERLING HOSS' HONOR 1H
 HHT MS POLL STAR 1A

KEYS POLLED COMPASS
MISS KEY JOELLE 68J
 LTC MS NORWOOD 809X

KEYS DISTANCE 2Z
 KEYS WK FRED'S LADY 938Y
 KEYS 5117T
 RJB MISS BEAUDAK 319P

The youngest Clyde bull in the sale, but a weaning weight of 809 lbs., ratio 107. His dam is a nice uddered, light cream colored cow.



The grandkids really do help out throughout the year and at the bull sale - here's Jacob waiting for the sale to start last year.

E KEYS UNO 231U

BIRTH DATE: 4/8/08 H/P/S: POLLED COLOR: WHITE REG. #: M761637
 BW: 90 ADJ. WW: 854 IGENITY TENDERNES: 5 LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
1.5	0	12	14	10	-3.1	16

KEYS MCHENRY 24M
KEYS UNO 1S
 CARDINALS LADY D781P

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 WESTERN DOMINATOR PLD
 CARDINALS LADY B279

KEYS DUKE 99K
MISS KEY DALENNA 20M
 MISS KEY DALENNA 355K

ANKONIAN DUKE F220 ET
 MISS KEY SALLY 73H PLD
 KEYS RICH-N-RARE 14G PLD
 KEYS MISS DALENNA 26D

Keys Uno 231U is an easy calving top performance son of Keys Uno 1S that we used on first-calf heifers. He had an Adj. YW of 1,350, REA of 17.27 and Profit Index of 118.



KEYS UNO 1S SIRE OF REF. SIRE E

52 KEYS UNO 13X

BIRTH DATE: 2/16/10 H/P/S: POLLED COLOR: WHITE REG. #: M792810
 BW: 96 ADJ. WW: 809 IGENITY TENDERNES: 7 LEPTIN: TT ADG: 4.29

CE	BW	WW	YW	Milk	MCE	MTNL
1.9	1.7	33	52.8	-1.9	2.8	14.6

KEYS MCHENRY 24M
KEYS UNO 1S
 CARDINALS LADY D781P

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 WESTERN DOMINATOR PLD
 CARDINALS LADY B279

KEYS MCTENDER 279P
MISS KEY MAYBELLINE 285T
 MISS KEY MAYBELLINE 32P

KEYS MCHENRY 24M
 KEYS ABE 70C
 TARGET PLD MAVERICK 26M
 LTC MAYBELLINE 539 PLD

Thick, long and powerful--an Uno son with excellent performance, this bull is out of the Maybelline cow family, the same maternal line that produced Tenacious.

53 KEYS UNO 11X

BIRTH DATE: 2/16/10 H/P/S: POLLED COLOR: WHITE REG. #: M792809
 BW: 80 ADJ. WW: 653 IGENITY TENDERNES: 6 LEPTIN: TT ADG: 4.42

CE	BW	WW	YW	Milk	MCE	MTNL
3.2	-0.3	15.3	25.3	5.9	0.7	13.6

KEYS UNO 1S
KEYS UNO 231U
 MISS KEY DALENNA 20M

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

KEYS TEN-ACIOUS 166S
MISS KEY RAVE 88U
 MISS KEY RAVE 142M

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 2UP PEUGEOT ET
 MISS KEY RAVE 183E ET

This is another light birthweight, easy-calving bull out of a first calf Tenacious heifer with a mid-test 4.42 ADG.

54 KEYS UNO 33X

BIRTH DATE: 2/25/10 H/P/S: POLLED COLOR: WHITE REG. #: M792816
 BW: 81 ADJ. WW: 698 IGENITY TENDERNESS: 10 LEPTIN: CT ADG: 3.72

CE	BW	WW	YW	Milk	MCE	MTNL
3.9	-0.6	19.3	26.9	5.3	0.5	15

KEYS UNO 1S
KEYS UNO 231U
 MISS KEY DALENNA 20M

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

KEYS TEN-ACIOUS 166S
MISS KEY CANDID 6U
 MISS KEY CANDID 191L

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 KEYS BOOK-EM 204J
 MISS KEY CANDID 209H

This was the first year we calved out Tenacious heifers, most of them bred to the Uno 231U bull, somewhat of an out cross pedigree and a low birth weight sire, illustrated by the 81 lb. birth weight of this bull.



Lot 54

55 KEYS UNO 38X

BIRTH DATE: 2/28/10 H/P/S: POLLED COLOR: WHITE REG. #: M792817
 BW: 94 ADJ. WW: 714 IGENITY TENDERNESS: 4 LEPTIN: TT ADG: 3.91

CE	BW	WW	YW	Milk	MCE	MTNL
-1.8	2.1	21.7	32.8	4.6	-0.8	15.5

KEYS UNO 1S
KEYS UNO 231U
 MISS KEY DALENNA 20M

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

KEYS TEN-ACIOUS 166S
MISS KEY RHIANNA 55U
 MISS KEY RHIANNA 164R ET

KEYS MCTENDER 279P
 MISS KEY MAYBELL 73N
 AMOUR DE PARIS
 MISS KEY DISTANCE 32E

Out of a first calf heifer from a historically great cow family, this bull is one of the better calves out of the 231U bull--well balanced, clean made with lots of thickness.



Lot 55

56 KEYS UNO 52X

BIRTH DATE: 3/6/10 H/P/S: POLLED COLOR: WHITE REG. #: M792820
 BW: 70 ADJ. WW: 769 IGENITY TENDERNESS: 7 LEPTIN: CT ADG: 3.14

CE	BW	WW	YW	Milk	MCE	MTNL
6.4	-1.6	20.7	30.6	8.8	2.2	19.2

KEYS UNO 1S
KEYS UNO 231U
 MISS KEY DALENNA 20M

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

KEYS MCHENRY 24M
MISS KEY DIANA 253U
 MISS KEY DIANA 94L

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS BOOK-EM 204J
 MISS KEY DIANA 17F PLD

With a minus BW EPD and a 70 lb. actual birth weight, this bull should work on heifers and still give you plenty of pounds to sell. Check out that 769-lb. weaning weight.



Lot 56

57 KEYS UNO 117X

BIRTH DATE: 3/23/10 H/P/S: POLLED COLOR: WHITE REG. #: M792762
 BW: 90 ADJ. WW: 702 IGENITY TENDERNESS: 3 LEPTIN: TT ADG: 3.72

CE	BW	WW	YW	Milk	MCE	MTNL
-1.7	2.4	22.9	30.7	8.2	-2.4	19.7

KEYS UNO 1S
KEYS UNO 231U
 MISS KEY DALENNA 20M

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS DUKE 99K
 MISS KEY DALENNA 355K

2UP PEUGEOT ET
MISS KEY DALENNA 25U
 MISS KEY DALENNA 355K

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 KEYS RICH-N-RARE 14G PLD
 KEYS MISS DALENNA 26D

Out of a first-calf Peugeot daughter, but this bull is extremely long sided.



F KEYS LUCK OF THE DRAW 119U

BIRTH DATE: 2/26/08 H/P/S: POLLED COLOR: WHITE REG. #: EM766373
 BW: 100 ADJ. WW: 881 IGENITY TENDERNESS: 7 LEPTIN: TT

CE	BW	WW	YW	Milk	CE	MTNL
2	1	29	55	8	1.2	22

M6 GRID MAKER 104 PET
LVB LUCK OF THE DRAW L306
 LVB MISS LUCKYCHARM L132

WCR SIR TRADITION 066
 VCR MISS MAC IV 317
 EC STAND ME GRAND216GPLD
 MISS KEY MAGIC 17J

KEYS HANDYMAN PLD 255H
MISS KEY MAYBELL 73N
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MS KEY STYLISH STAR 149E
 EC BRONSON 204 POLLED
 LTC MISS NORWOOD 895X

Luck of the Draw 119U or "Roulette" as we like to call him, is a top-performing maternal half brother to the tremendously popular Tenacious. His mother, Miss Maybelle 73N, is one of our top cows and definitely stamps her calves with excellent disposition, fleshing ability with exceptional performance. "Roulette" is longer than a well rope, deep-bodied, has lots of capacity, excellent testicular development and an easy-going disposition. Adj. YW: 1,489; REA: 18.68; Profit Index: 127.

58 KEYS ROULETTE 74X

BIRTH DATE: 3/11/10 H/P/S: HORNED COLOR: WHITE REG. #: M792831
 BW: 96 ADJ. WW: 724 IGENITY TENDERNESS: 5 LEPTIN: TT ADG: 3.27

CE	BW	WW	YW	Milk	MCE	MTNL
0.3	0.7	21.3	34.8	13.7	-3.4	24.4

LVB LUCK OF THE DRAW L306
KEYS LUCK OF THE DRAW 119U
 MISS KEY MAYBELL 73N

M6 GRID MAKER 104 PET
 LVB MISS LUCKYCHARM L132
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS DUKE 99K
MISS KEY DANIELLE 33M
 MISS KEY DANIELLE 110K

ANKONIAN DUKE F220 ET
 MISS KEY SALLY 73H PLD
 2UP PEUGEOT ET
 MISS KEY DANIELLE 49FPLD

Length is weight, boys. These Luck of the Draw bulls are long bodied and this one is a perfect example. He's out of a light-birth weight, heavy-milking cow.

60 KEYS ROULETTE 142X

BIRTH DATE: 3/31/10 H/P/S: POLLED COLOR: WHITE REG. #: M793279
 BW: 89 ADJ. WW: 864 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.85

CE	BW	WW	YW	Milk	MCE	MTNL
-1.6	1.6	43.5	69.7	0.3	-2.1	22.1

LVB LUCK OF THE DRAW L306
KEYS LUCK OF THE DRAW 119U
 MISS KEY MAYBELL 73N

M6 GRID MAKER 104 PET
 LVB MISS LUCKYCHARM L132
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 24M
MISS KEY JAIME 74P
 MISS KEY JAIME 365J

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS POLLED ABE 74F
 LTC MS LONE TREE 333 PLD

Deep-sided, long and capacious, this bull has a 864-lb. weaning weight and a WW ratio of 115. Calves by this Luck of the Draw "Roulette" bull will bend the load bars on your scale.

61 KEYS ROULETTE 144X

BIRTH DATE: 4/1/10 H/P/S: HORNED COLOR: WHITE REG. #: M792786
 BW: 84 ADJ. WW: 769 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 4.74

CE	BW	WW	YW	Milk	MCE	MTNL
3.2	0.3	27.2	48.1	6.2	1.3	19.8

LVB LUCK OF THE DRAW L306
KEYS LUCK OF THE DRAW 119U
 MISS KEY MAYBELL 73N

M6 GRID MAKER 104 PET
 LVB MISS LUCKYCHARM L132
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CARDINALS SMOKE B159P
MISS KEY MAYBELLINE 8P
 MISS KEY MAYBELLINE 73M

LHD CIGAR E46
 CARDINALS LADY 9019P
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

Performance to spare with an 84-lb. birthweight. Here's another Luck of the Draw "Roulette" bull out of the Maybelline cow family. He's wide-topped, deep-bodied and has a mid-test ADG of 4.74.



LVB LUCK OF THE DRAW, SIRE OF REF. SIRE F

59 KEYS ROULETTE 133X

BIRTH DATE: 3/27/10 H/P/S: HORNED COLOR: WHITE REG. #: M792774
 BW: 98 ADJ. WW: 740 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.46

CE	BW	WW	YW	Milk	MCE	MTNL
-4.8	3.6	28.8	48.5	7.3	0.3	21.7

LVB LUCK OF THE DRAW L306
KEYS LUCK OF THE DRAW 119U
 MISS KEY MAYBELL 73N

M6 GRID MAKER 104 PET
 LVB MISS LUCKYCHARM L132
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

CF FRONTLINE 124I ET
MISS KEY SUNDANCE 280M
 MISS KEY SUNDANCE R72H

MANDALONG LOVER
 DCC CARRIE 22Y
 2UP PEUGEOT ET
 MISS KEY SUNDANCE 21A PL

This bull is a thick-made, wide-topped, muscular individual whose dam produced the heifer calf that sold in last year's national sale for \$5,500 and has done such a good job for Reed Hester.



Lot 60



Stephanie found this great photo while cleaning out a closet. Loretta's 10 brothers (the Bodines) had a pretty good baseball team with her father, Frank, serving as coach.

62 KEYS FUTURE 29X

BIRTH DATE: 2/25/10 H/P/S: POLLED COLOR: WHITE REG. #: M792812
 BW: 84 ADJ. WW: 681 IGENITY TENDERNESS: 3 LEPTIN: CT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-8.4	4.7	27	50	6	-4.1	20

MR CAMELOT POLLED
VC BACK TO THE FUTURE
 BVF XANDRA 9281

BIG T COMMANDO 39
 MISS OCR 1160 64
 PIZZAZ
 BVF VELVET 7402

KEYS MCHENRY 24M
MISS KEY KAI 185U
 MISS KEY KAI 114M

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS DUKE 99K
 MISS KEY KAI 290K

This polled son of Back to the Future is gaining over 4 lbs./day. He has excellent EPDs and is out of an own daughter of McHenry.

63 KEYS SUPREME 22X

BIRTH DATE: 2/20/10 H/P/S: POLLED COLOR: WHITE REG. #: PENDING
 BW: 84 ADJ. WW: 765 IGENITY TENDERNESS: 7 LEPTIN: TT ADG: 3.91

CE	BW	WW	YW	Milk	MCE	MTNL
2.3	1.5	18	27	3	1.7	12

OC EMIL 845-63
GCR SUPREME 141
 WS NORA 42 PACA

EMIL SEGURO
 MISS CORINE
 KING RUE 646
 WS ROXANA 18 PA

KEYS UNO 1S
MISS KEY PENNY 79U
 MISS KEY PENNY 21P

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 TARGET PLD MAVERICK 26M
 KCC MISS FACTORY 550E

Unique genetics in this long bodied, good footed bull. His sire, GCR Supreme 141, is an old Mexican fullblood bull known for performance and milking ability in his females. He is out of a first-calf heifer with an excellent udder.

64 KEYS FUTURE 7X

BIRTH DATE: 2/12/10 H/P/S: POLLED COLOR: WHITE REG. #: M792808
 BW: 94 ADJ. WW: 740 IGENITY TENDERNESS: 5 LEPTIN: TT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-6	3.2	29.6	52.2	4.1	-2.5	18.9

MR CAMELOT POLLED
VC BACK TO THE FUTURE
 BVF XANDRA 9281

BIG T COMMANDO 39
 MISS OCR 1160 64
 PIZZAZ
 BVF VELVET 7402

KEYS MCHENRY 24M
MISS KEY MAYBELLINE 143U
 MISS KEY MAYBELLINE 8P

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 CARDINALS SMOKE B159P
 MISS KEY MAYBELLINE 73M

From the Maybelline family that produced the Tenacious bull, this calf features excellent length, great feet and a pedigree of longevity. Out of a first calf McHenry heifer that is destined to be one of the great cows in our herd, note the unique genetic package on the sire's side.



Lot 62

65 KEYS RIATA 31X

BIRTH DATE: 2/23/10 H/P/S: POLLED COLOR: WHITE REG. #: M792814
 BW: 98 ADJ. WW: 744 IGENITY TENDERNESS: 4 LEPTIN: CT ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-4.2	2.4	38	54.9	3.3	1.2	22.3

ASC ELIMINATOR 032
KEYS POLLED RIATA 97H
 LTC MS DEMPSEY 335

HCR EXONERATOR POLLED
 MISS HCR MAC 2308
 WK DEMPSEY 9737
 MS LONE TREE 0124 POLLED

KEYS MCHENRY 24M
MISS KEY UNITY 169U
 MISS KEY COBB 200P

KEYS HANDYMAN PLD 255H
 MISS KEY DIANA 102G PL
 KEYS SKETCH 208J
 MISS KEY COBB 75C

Plenty of length here, his sire Riata was an easy-calving, high maternal sire.

66 KEYS DUKE 32X

BIRTH DATE: 2/24/10 H/P/S: HORNED COLOR: WHITE REG. #: M792815
 BW: 88 ADJ. WW: 666 IGENITY TENDERNESS: 4 LEPTIN: CC ADG: 4.23

CE	BW	WW	YW	Milk	MCE	MTNL
-3.1	1.4	27.1	37.4	4.2	-2.2	17.8

KEYS DUKE 99K
KEYS DUKE 118M
 MISS KEY DANCER 348K

ANKONIAN DUKE F220 ET
 MISS KEY SALLY 73H PLD
 CARDINALS LAD 814
 MISS KEY DANCER 103F PLD

KEYS UNO 1S
MISS KEY FAME 153U
 MISS KEY FAME 255R

KEYS MCHENRY 24M
 CARDINALS LADY D781P
 KEYS MCHENRY 24M
 MISS KEY FAME 73F PLD

The only Duke 118M sired bull in the sale out of a first calf heifer. There's lots of maternal in his bloodline and he stills boast a mid-test ADG of 4.23.

67 KEYS FRONTLINE 106X

BIRTH DATE: 3/21/10 H/P/S: HORNED COLOR: WHITE REG. #: M792731
 BW: 94 ADJ. WW: 772 IGENITY TENDERNESS: 9 LEPTIN: TT ADG: 5.00

CE	BW	WW	YW	Milk	MCE	MTNL
-2.3	2.2	26.9	44.6	7.6	-3	21.1

MANDALONG LOVER
CF FRONTLINE 124I ET
 DCC CARRIE 22Y

MANDALONG HUMBERGER (P)
 MANDALONG OREGON (P)
 RPJ TRILOGY 702W
 PCF MISS PAT 373P

KEYS HANDYMAN PLD 255H
MISS KEY MAYBELL 73N
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET
 MS KEY STYLISH STAR 149E
 EC BRONSON 204 POLLED
 LTC MISS NORWOOD 895X

Plenty of performance here, with a mid-test ADG of over 5 lb., this bull exhibits length, muscling and excellent conformation. His dam is the dam of Tenacious.



Lot 67

68 MISS KEY JAIME 202X

BIRTH DATE: 4/23/10 H/P/S: POLLED COLOR: WHITE REG. #: F1127193
 BW: 85 ADJ. WW: 678

CE	BW	WW	YW	Milk	MCE	MTNL
-3.3	2.2	16	30	18	1	26

EC BRONSON 204 POLLED
KEYS CHARLES BRONSON 2U
 MISS KEY LACE 42L

SIR EC STINGER 48
 MISS EC 204
 CF FRONTLINE 124I ET
 MISS KEY DISTANCE 32E

2UP PEUGEOT ET
MISS KEY JAIME 119N
 MISS KEY JAIME 365J

2UP LIMITED EDITIONL147
 PALGROVEESTELLA14PKJ124E
 KEYS POLLED ABE 74F
 LTC MS LONE TREE 333 PLD

Here's a super stylish, clean-made April heifer by our out-cross, home-raised sire, Key's Charles Bronson 2U. 2010 was his first calf crop and we are pleased with them. Its hard to let this heifer go, she will not only show, but will go on to make a tremendous brood cow. She's a +18 EPD for milk.



Lot 68

69 MISS KEY FIRE 241X

BIRTH DATE: 5/23/10 H/P/S: POLLED COLOR: WHITE REG. #: F1127208
 BW: 90 ADJ. WW: 683

CE	BW	WW	YW	Milk	MCE	MTNL
-1.1	2.5	23	49	13	2.2	24

EC BRONSON 204 POLLED
KEYS CHARLES BRONSON 2U
 MISS KEY LACE 42L

SIR EC STINGER 48
 MISS EC 204
 CF FRONTLINE 124I ET
 MISS KEY DISTANCE 32E

KEYS MCHENRY 24M
MISS KEYFIRE 273R
 MISS KEYFIRE 427K

2UP LIMITED EDITIONL147
 MISS KEY DIANA 102G PL
 CARDINALS LAD 814
 MISS KEYFIRE 7B

This is a young May heifer with a lot of style and a +13 milk EPD. She's clean-made, nice-headed, straight and correct in her structure. These Bronson 2U females should make excellent cows after their show career is over.



Lot 69

70 MISS KEY LAHELA 242X

BIRTH DATE: 5/23/10 H/P/S: POLLED COLOR: WHITE REG. #: F1127606
 BW: 90 ADJ. WW: 679

CE	BW	WW	YW	Milk	MCE	MTNL
-0.4	2.5	35	65	-3	2.4	14

KEYS MCTENDER 279P
KEYS TEN-ACIOUS 166S
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS HANDYMAN PLD 255H
 LTC MAYBELLINE 539 PLD

KEYS MCTENDER 279P
MISS KEY LAHELA 74T
 LVB MISS RAVEN L128

KEYS MCHENRY 24M
 KEYS ABE 70C
 KEYS RAVEN 205D PLD ET
 MS KEY SKYFIRE 143A PLD

She might be young, but that Tenacious style comes through loud and clear. A closer look at her pedigree reveals she's double bred McTender. Tenacious's sire McTender is one of the favorite female replacement sires at Sandmeier Charolais, Bowdle, SD. This classy heifer should be a consistent producer.



Miss Key Adelaide 43U, 2009 National Charolais Sale topper at \$11,000 to Ankony Land and Cattle, Clarkesville, GA. She is a Tenacious daughter.



Miss Key Sundance 7W, our consignment to the 2010 National Sale and purchased by Reed Hester. She was the Champion Heifer at the Tennessee Agribition Junior Charolais Show and won her class at the 2010 Junior Nationals.

G JCG DIAMOND

BIRTH DATE: 8/19/06 H/P/S: POLLED COLOR: BLACK REG. #: P638220
 BW: 76 ADJ. WW: 561 %SA/AN: PUREBRED

BW	WW	YW	SC	MILK	MWW
-0.2	+26	+48	+0.1	+26	+39

CMC MR JAMACA M44K
JSR JAMACA 431
 MSR MS PACIFIC 2188

PRK JAMAICA 9702J
 CMC MISS STAR K44G
 JSR SENSATION 911
 JSR MS WIZARD 9385

TFI POLLED AFTERSHOCK
JCG CARMA
 JCG AMANDA

AP POLLED GENESIS XZ85
 AP POLLED PEGGIE UA142C
 TARE COOL DUDE
 JCG MISS EBONY 101J

Our Diamond calves are moderate framed, easy fleshing with plenty of style and eye appeal. He has yet to sire a red calf.



REF. SIRE G

71 KEYS DIAMOND 20X

BIRTH DATE: 2/24/10 H/P/S: POLLED COLOR: BLACK REG. #: P668999
 BW: 91 ADJ. WW: 631 %SA/AN: 63%SA, 25%MA, 12%AN ADG: 4.55

BW	WW	YW	SC	MILK	MWW
+1.5	+39	+80	+0.2	+17	+36

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

SOONER MA BULL
MISS KEY JENISE 78U
 MISS KEY DESIGN 130M

J W K NEW DESIGN 0028
 MISS KEY WIZARD 10D

Here's a Diamond son with exceptional thickness. Stuck together like a brick outhouse, he's just flat out stout. And with a 4.55 mid-test ADG. Homozygous black on top and double black on the bottom.



Lot 71

72 KEYS DIAMOND 18X

BIRTH DATE: 2/23/10 H/P/S: POLLED COLOR: BLACK REG. #: P670219
 BW: 82 ADJ. WW: 629 %SA/AN: 62.5% SA, 37.5% AN ADG: 3.14

BW	WW	YW	SC	MILK	MWW
-0.4	+32	+57	+0.1	+13	+29

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

O C C PROVOST 737P
MISS KEY KRISTIN 95U
 MISS KEY KRISTIN 3P

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 J W K NEW DESIGN 0028
 MISS KEY KRISTIN 28K

A light birthweight double black Diamond son known for calving ease.

73 KEYS DIAMOND 23X

BIRTH DATE: 2/26/10 H/P/S: POLLED COLOR: BLACK REG. #: P669001
 BW: 84 ADJ. WW: 580 %SA/AN: 75% SA, 25% AN ADG: 3.72

BW	WW	YW	SC	MILK	MWW
-0.3	+29	+61	+0.2	+17	+31

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

O C C PROVOST 737P
MISS KEY NOELLE 125U
 MISS KEY NOELLE 65R

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 W BAR VIEW 77N
 MISS KEY NOELLE 122N

This bull has an eye-appealing, stylish pattern with extra thickness over his top and down through his quarter, all in a clean-made, moderate-framed package.

74 KEYS DIAMOND 38X

BIRTH DATE: 3/6/10 H/P/S: POLLED COLOR: BLACK REG. #: P669004
 BW: 78 ADJ. WW: 613 %SA/AN: 63% SA, 25% AR, 12% AN ADG: 3.72

BW	WW	YW	SC	MILK	MWW
-1.8	+22	+49	+0.2	+21	+32

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

PIE GET R DONE 684
MISS KEY RENATA 8U
 MISS KEY RENATA 100R

PIE CHICAWA 366
 PIE RED RUBY 4094
 J W K NEW DESIGN 0028
 MISS KEY TOPCOAT 42L

Black son of the homozygous polled Diamond with a 78-lb. BW and a -1.8 BW EPD. If you have heifers, this one's a slam dunk.



Lot 74

75 KEYS DIAMOND 43X

BIRTH DATE: 3/7/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 80 ADJ. WW: 650 %SA/AN: 81% SA, 19% AN ADG: 4.23

BW	WW	YW	SC	MILK	MWW
N/A					

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

RCM PG 44P
MIS KEY SANTI 186U
 MISS KEY SHANTI 12S

KKCC BLK PLD MATRIX
 TSB PLD LIZZY 74N
 JWK NEW DESIGN 0028
 914J

Here's another Diamond son that should work great on heifers. A bull that displays a lot of rib and thickness down his top and has a mid-test ADG of 4.23.



Lot 75

76 KEYS DIAMOND 48X

BIRTH DATE: 3/8/10 H/P/S: POLLED COLOR: BLACK REG. #: P669007
 BW: 81 ADJ. WW: 635 %SA/AN: 62.5% SA, 37.5% AN ADG: 4.23

BW	WW	YW	SC	MILK	MWW
-0.4	+32	+68	+0.2	+20	+36

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

SUMMITCREST TRUE GRIT 7R06
MIS KEY RENA 57U
 MISS KEY RENA 53R

G A R INTEGRITY
 SUMMITCREST PRIMROSE 2J02
 J W K NEW DESIGN 0028
 MISS KEY POWERPOINT 43H

How about a +20 for Milk! Here's a maternal heifer bull by Diamond that also shows performance (4.23 mid-test ADG) with a 80-lb. BW in a moderately framed package.

77 KEYS DIAMOND 63X

BIRTH DATE: 3/11/10 H/P/S: POLLED COLOR: BLACK REG. #: P669013
 BW: 87 ADJ. WW: 612 %SA/AN: 100% SA ADG: 4.49

BW	WW	YW	SC	MILK	MWW
+1.9	+28	+55	0.0	+19	+33

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

RCM P R FIRECRACKER
MIS KEY CHANDRA 122U
 MISS KEY CHANDRA 36L

TFI POLLED AFTERSHOCK
 DJF POLLED LEAH 127L
 KEYS HEAVY MEDAL 23F PLD
 MISS KEY CHANDRA 25G PLD

Here's a true-to-type, flashy, thick son of Diamond with an 83-lb. BW and 4.49 mid-test ADG all in a eye appealing, moderately framed package.

78 KEYS DIAMOND 67X

BIRTH DATE: 3/15/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 85 ADJ. WW: 611 %SA/AN: 69%SA, 19%AN, 12%XX ADG: 4.36

BW	WW	YW	SC	MILK	MWW
N/A					

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

WARD 793 MASTER PLAN 43L
MIS KEY 172U
 MISS KEY DESIGN 77P

MJR MASTER PLAN 43L
 JSR MS POWER DRIVE
 JWK NEW DESIGN 0028
 807H

An easy-calving Diamond son out of Masterplan dam, going back to a good New Design cow.

79 KEYS DIAMOND 85X

BIRTH DATE: 3/26/10 H/P/S: POLLED COLOR: BLACK REG. #: P669024
 BW: 89 ADJ. WW: 696 %SA/AN: 75% SA, 25% AN ADG: 4.49

BW	WW	YW	SC	MILK	MWW
+1.7	+45	+88	+0.2	+23	+46

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

J W K NEW DESIGN 0028
MIS KEY GYPSY 51U
 MISS KEY GYPSY 35L

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY GYPSY 46G PLD

Here's a eye-appealing Diamond son out of a New Design cow that weaned off at 720 lbs. actual/108 ratio. He has continued to perform with a 4.49 mid-test ADG.

80 KEY DIAMOND 134X

BIRTH DATE: 3/1/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 80 ADJ. WW: 581 %SA/AN: 68% SA, 32% AN ADG: 3.40

BW	WW	YW	SC	MILK	MWW
N/A					

JSR JAMACA 431
JCG DIAMOND
 JCG CARMA

CMC MR JAMACA M44K
 JSR MS PACIFIC 2188
 TFI POLLED AFTERSHOCK
 JCG AMANDA

OCC PROVOST 737P
MIS KEY RHIANN 128U
 MISS KEY RHIANN 51R

OCC EMBLAZON 854E
 OXX DIXIE ERICA 903E
 OPPORTUNITY
 MISS KEY 390D

This is a frame 5 son of Diamond that is low birthweight and high maternal.

81 KEYS JAMACA 58X

BIRTH DATE: 3/10/10 H/P/S: POLLED COLOR: BLACK REG. #: TP669012
 BW: 84 ADJ. WW: 671 %SA/AN: 100% SA ADG: 4.62

BW	WW	YW	SC	MILK	MWW
+1.2	+40	+71	na	+28	+48

CMC MR JAMACA M44K
JSR JAMACA 431
 JSR MS PACIFIC 2188

PRK JAMAICA 9702J
 CMC MISS STAR K44G
 JSR SENSATION 911
 JSR MS WIZARD 9385

BANNERS PRIDE 172T
MIS KEY BANNER 175C
 MISS KEY 590T

BANNER
 JACQUELIN
 STETSON
 KEY'S LADY DI

This Jamaca ET son is a black, polled paternal brother to Diamond and the last calf out of the great Banner's Pride C175 fullblood cow. If you want longevity, it's built in: C175 was 19 when we sold her last year and she still had great feet. He has a lot of rib and solid maternal genetics.

H NJF TOP LEVEL 41T

BIRTH DATE: 1/19/07 H/P/S: POLLED COLOR: BLACK REG. #: P640606
 BW: ADJ. WW: %SA/AN: PUREBRED FR:

BW	WW	YW	SC	MILK	MWW
-1.7	+38	+74	+0.2	+19	+37

GGT P HEAVY DUTY 100J
GGT P BLK QUANTUM 207M
 GGT MS BLACK BENZ 269G

GGT P BLK DESIGN 51D
 GGT MS P BLK DUSTY 105E
 NRC POLLED BENZ
 GGT P BLK DIAMOND 137D

SPRINGDALE SATURN 19J
MJF MISS FEIST 215M
 NJF MISS JETHRO 055K

AMC PLD GALAZY 11G
 SPRINGDALE PEORIA 82G
 SPRINGDALE JETHRO 34C
 MISS FEIST 32Z

Top Level is the sire of the top-gaining Salers bull (2nd highest over all breeds) in the Midland Bull Test on the intermediate report, ADG: 4.77. Top Level is a flashy, black, polled bull that was the People's Choice Grand Champion Futurity Bull at the 2008 National Western.



REF. SIRE/H

82 KEYS TOP LEVEL 65X

BIRTH DATE: 3/13/10 H/P/S: POLLED COLOR: BLACK REG. #: P669014
 BW: 84 ADJ. WW: 571 %SA/AN: 96.875% SA, 3.125% AN ADG: 4.36

BW	WW	YW	SC	MILK	MWW
+1.5	+29	+66	+0.1	+14	+28

GGT P BLK QUANTUM 207M
NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

S PRINCE 407P
MISS KEY CHANDRA 69T
 MISS KEY CHANDRA 36L

D LIMITED EDITION 179L
 S BLACK LADY 50K
 KEYS HEAVY MEDAL 23F PLD
 MISS KEY CHANDRA 25G PLD

A Top Level son that's a heifer bull deluxe. With an 83 lb. actual birthweight and a 4.36 mid-test ADG, what else could you want in a easy-calving bull.

83 KEYS TOP LEVEL 70X

BIRTH DATE: 3/15/10 H/P/S: POLLED COLOR: BLACK REG. #: P669017
 BW: 72 ADJ. WW: 624 %SA/AN: 100% SA ADG: 3.78

BW	WW	YW	SC	MILK	MWW
-0.4	+35	+70	+0.2	+15	+32

GGT P BLK QUANTUM 207M
NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

KEYS TOPCOAT 116H
MISS KEY ESTELLE 16M
 MISS KEY ESTELLE 24G

LM GOLD MEDAL 33D
 MISS KEY EDREA 77E PLD
 KEYS POLLED REDWOOD 60E
 MISS KEY ESTELLE 10E

This black purebred Salers bull traces back to some of vintage EKR Salers genetics - Topcoat, Gold Medal and Redwood.

84 KEYS TOP LEVEL 93X

BIRTH DATE: 3/30/10 H/P/S: HORNED COLOR: BLACK REG. #: 669026
 BW: 76 ADJ. WW: 661 %SA/AN: 100% SA ADG: 4.42

BW	WW	YW	SC	MILK	MWW
-0.4	+39	+71	+0.1	+22	+41

GGT P BLK QUANTUM 207M
NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

KKCC BLK PLD MATRIX 304N
MISS KEY BANNER 92T
 MISS KEY BANNER 175C

JFW PACKER 40F
 KKCC BP CHATTER 123L
 BANNERS PRIDE 172T
 MISS KEY 590T

Maternal genetics plus in this Top Level son with a 75 lb. actual birthweight. His dam is a young Matrix daughter out of the foundation C175 fullblood cow.

85 KEYS TOP LEVEL 101X

BIRTH DATE: 4/2/10 H/P/S: POLLED COLOR: BLACK REG. #: P669029
 BW: 79 ADJ. WW: 620 %SA/AN: 100% SA ADG: 4.04

BW	WW	YW	SC	MILK	MWW
-0.1	+33	+64	+0.1	+22	+38

GGT P BLK QUANTUM 207M
NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

KKCC BLK PLD MATRIX 304N
MISS KEY TARA 80T
 MISS KEY BANNER 175C

JFW PACKER 40F
 KKCC BP CHATTER 123L
 BANNERS PRIDE 172T
 MISS KEY 590T

This is another Top Level out of a Matrix daughter with 4.04 mid-test ADG and a 78-lb. birthweight. He is an eye-appealing, keen-headed bull with a nice, quiet disposition.

86 KEYS TOP LEVEL 95X

BIRTH DATE: 3/31/10 H/P/S: POLLED COLOR: BLACK REG. #: P669027
 BW: 80 ADJ. WW: 737 %SA/AN: 100% SA ADG: 3.72

BW	WW	YW	SC	MILK	MWW
+0.7	+54	+98	+0.4	+18	+45

GGT P BLK QUANTUM 207M
NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

BIG SKY P BLK STEALTH
MISS KEY ESTELLE 10N
 MISS KEY ESTELLE 24G

BIG SKY PLD BLACK JET
 BIG SKY MISS 14C
 KEYS POLLED REDWOOD 60E
 MISS KEY ESTELLE 10E

We lost the Top Level bull this year due to a hip injury and this bull could easily take his place. He has an excellent disposition, he's long and thick-topped with a nice, full, deep quarter and a small, clean head. He's a herd sire for sure.



Lot 86

87 KEYS TOP LEVEL 105X

BIRTH DATE: 4/6/10 H/P/S: POLLED COLOR: RED REG. #: P669030
 BW: 70 ADJ. WW: 685 %SA/AN: 100% SA ADG: 3.72

BW	WW	YW	SC	MILK	MWW
-0.3	+44	+80	+0.2	+17	+39

GGT P BLK QUANTUM 207M
 NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

KEYS TOPCOAT 116H
 MISS KEY EMBER 69L
 MISS KEY EMBER 13G PLD

LM GOLD MEDAL 33D
 MISS KEY EDREA 77E PLD
 KEYS POLLED REDWOOD 60E
 MISS KEY WIZARD 64D

This Top Level son is straight topped, clean fronted and good headed. A slam-dunk purebred red heifer bull with a 70-lb BW. Pair him up with Lot 90 for an easy-calving duo.



Lot 87

88 KEYS TOP LEVEL 106X

BIRTH DATE: 4/6/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 90 ADJ. WW: 668 %SA/AN: 100% SA ADG: 3.53

BW	WW	YW	SC	MILK	MWW
N/A					

GGT P BLK QUANTUM 207M
 NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

MWC FERNANDO 407
 MISS KEY PATIENCE 71L
 MISS KEY PATIENCE 15G

PBS CZECHMATE PLD CASINO
 MISS 7 HALF DIAMOND 948C
 KEYS POLLED REDWOOD 60E
 MISS KEY TALL 114A

Another Top Level son out of a productive, good milking cow.

89 KEYS TOP LEVEL 125X

BIRTH DATE: 4/9/10 H/P/S: POLLED COLOR: RED REG. #: P669034
 BW: 78 ADJ. WW: 645 %SA/AN: 100% SA ADG: 3.91

BW	WW	YW	SC	MILK	MWW
+0.7	+42	+83	+0.2	+18	+39

GGT P BLK QUANTUM 207M
 NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

KEYS TOPCOAT 116H
 MISS KEY LORRI 8M
 MISS KEY LORRI 67E

LM GOLD MEDAL 33D
 MISS KEY EDREA 77E PLD
 KEYS BO 22C
 MS KEY OLE'S PRIDE 201B

One of the top heifer bulls in the sale with strong maternal – he has sisters in the herd that are excellent cows.

90 KEYS TOP LEVEL 108X

BIRTH DATE: 4/7/10 H/P/S: POLLED COLOR: RED REG. #: P669031
 BW: 72 ADJ. WW: 654 %SA/AN: 97% SA, 3% AN ADG: 4.17

BW	WW	YW	SC	MILK	MWW
-0.3	+43	+81	+0.1	+19	+40

GGT P BLK QUANTUM 207M
 NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

S PRINCE 407P
 MISS KEY LYDIE 83S
 MISS KEY LYDIE 116L

D LIMITED EDITION 179L
 S BLACK LADY 50K
 KEYS TOPCOAT 116H
 MISS KEY LYDIE 173B

This is a red, purebred son of Top Level with a 4.17 mid-test ADG and a BW of 72 lbs. This bull and Lot 87 would make an excellent pair of heifer bulls.



Lot 90

91 KEYS TOP LEVEL 195X

BIRTH DATE: 4/21/10 H/P/S: POLLED COLOR: RED REG. #: P669037
 BW: 89 ADJ. WW: 753 %SA/AN: 100% SA ADG: 3.53

BW	WW	YW	SC	MILK	MWW
+2.9	+56	+107	+0.4	+19	+47

GGT P BLK QUANTUM 207M
 NJF TOP LEVEL 41T
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J
 GGT MS BLACK BENZ 269G
 SPRINGDALE SATURN 19J
 NJF MISS JETHRO 055K

BIG SKY P BLK STEALTH
 MISS KEY PATIENCE 20N
 MISS KEY PATIENCE 15G

BIG SKY PLD BLACK JET
 BIG SKY MISS 14C
 KEYS POLLED REDWOOD 60E
 MISS KEY TALL 114A

This classy, red herd sire prospect was one of our top weaning bulls of 2010 with a 114 WW ratio. He has worlds of shape, substance and style.



Lot 91

RCM PR FIRECRACKER

BIRTH DATE: 6/10/04 H/P/S: POLLED COLOR: RED REG. #: P608491
 BW: ADJ. WW: %SA/AN: FR:

BW	WW	YW	SC	MILK	MWW
+3.4	+29	+58		+19	+34

AP POLLED GENESIS ZX64F
TFI POLLED AFTERSHOCK
 AP POLLED PEGGIE UA142C

BLACK TURNPIKE
 AP POLLED GINGER UX173D
 DECATHLON
 AP POLLED MABEL U142A

JFW PACKER 40F
DJF POLLED LEAH 127L
 DJF POLLED GLORY 717G

NRC VICKSBURG 64C3
 JFW CONDCORDIA 252C
 HCO POLLED BLACKSTONE
 DJF POLLED LADY DI 417D

We call him "Spud" because he came from Idaho. We are really pleased with his calves. They are really quiet-natured with big butts, deep flanks and a moderate frame.



REF. SIRE I

92 KEYS FIRECRACKER 118X

BIRTH DATE: 4/9/10 H/P/S: POLLED COLOR: RED REG. #: N/A
 BW: 84 ADJ. WW: 695 %SA/AN: 75% SA, 25% AR ADG: 4.10

BW	WW	YW	SC	MILK	MWW
N/A					

TFI AFTERSHOCK
RCM P R FIRECRACKER
 DJF POLLED LEAH 127L

AP POLLED GENESIS XZ
 AP POLLED PEGGIE UA
 JFW PACKER 40F
 DJF POLLED GLORY 717G

OHRR 9502 MR ROBUST 18N
MISS KEY NAN 235T
 MISS KEY NAN 21N

BADLANDS MR BEEF 805
 MESSMER OPHELIA 9502
 BIG SKY P BLACK STEALTH
 MISS KEY 390D

This red Firecracker son is moderately framed, but tremendously thick from front to rear.



Lot 92

93 KEYS FIRECRACKER 123X

BIRTH DATE: 4/9/10 H/P/S: POLLED COLOR: RED REG. #: N/A
 BW: 82 ADJ. WW: 706 %SA/AN: 100% SA 3.65 ADG:

BW	WW	YW	SC	MILK	MWW
N/A					

TFI AFTERSHOCK
RCM P R FIRECRACKER
 DJR POLLED LEAH 127L

AP POLLED GENESIS XZ
 AP POLLED PEGGIE UA
 JFW PACKER 40F
 DJF POLLED GLORY 717G

KEYS HEAVY MEDAL 23F PLD
MISS KEY MEDAL 90L
 MISS KEY REDWOOD 71H

LM GOLD MEDAL 33D
 XSR BO'S MISS LYRE 14C
 KEYS POLLED REDWOOD 60E
 KEYS MISS GT 4C

This Firecracker son has strong maternal genetics and should raise excellent replacement females.

94 KEYS FIRECRACKER 182X

BIRTH DATE: 4/19/10 H/P/S: POLLED COLOR: RED REG. #: P670229
 BW: 88 ADJ. WW: 678 %SA/AN: 62.5% SA, 37.5% AR ADG: 5.58

BW	WW	YW	SC	MILK	MWW
+2.9	+46	+94	0.0	+14	+37

RCM P R FIRECRACKER
KEYS FIRECRACKER 191U
 MISS KEY GRACE 52R

TFI POLLED AFTERSHOCK
 DJF POLLED LEAH 127L
 PFFR BEEF MAN 263
 MISS KEY GRACE 30M

PFFR BEEF MAN 263
MISS KEY RACHEL 87P
 MISS KEY FERNANDO 92J

BADLANDS MR BEEF 805
 RED RACHEL R405
 MWC POLLED FERNANDO 40F
 MISS KEY STETS 94Z

This red grandson of Firecracker has a 5.58 midtest ADG and really puts it all together. He has exceptional conformation with excellent performance and muscle. If you're looking for performance in a red bull, this bull's for you.



95 KEYS FIRECRACKER 206X

BIRTH DATE: 4/23/10 H/P/S: POLLED COLOR: RED REG. #: N/A
 BW: 86 ADJ. WW: 670 %SA/AN: 75% SA, 25% AR ADG: 3.78

BW	WW	YW	SC	MILK	MWW
N/A					

RCM P R FIRECRACKER
KEYS FIRECRACKER 191U
 MISS KEY GRACE 52R

TFI POLLED AFTERSHOCK
 DJF POLLED LEAH 127L
 PFFR BEEF MAN 263
 MISS KEY GRACE 30M

OHRR 9502 MR ROBUST 18N
MISS KEY NOREEN 226T
 MISS KEY NOREEN 86M

BADLANDS MR BEEF 805
 MESSMER OPHELIA 9502
 KEYS TOPCOAT 116H
 MISS KEY NOREEN 34J

A red son of Firecracker going back to the Red Angus sire Mr. Robust.

J WARD 793 MASTERPLAN 43L

BIRTH DATE: 11/11/05 H/P/S: POLLED COLOR: BLACK REG. #: P632967
 BW: ADJ. WW: %SA/AN: 75% SA, 25% AN FR:

BW	WW	YW	SC	MILK	MWW
+3.5	+27	+58	+0.2	+16	+29

SRS MASTERPIECE 8984F
MJR MASTER PLAN 43L
 MJR PAM 46H

SRS MASTERLINK 9145C
 SRS BROCKWAY 8984U
 D 10 SUPER STAR 532
 MJR SHAWN 22E

KC JIM 95B
JSR MS POWER DRIVE 791
 JSR MS MERCEDES 339C

JOLLY R JIM 0067
 K C TRAVELED EASY 9195
 AP POLLED MERCEDES Z155Z
 JSR MISS PRINCE 6174U

Masterplan is a sound, functional, problem free bull. He is as good travelling, good footed sire as you'll find. His daughters are moderate females with nice-structured udders. If you are thinking about putting a dose of heterosis in your Angus cowherd, these Masterplan sons will deliver that and much more. He is a +16 for milk.



Lot 97

96 KEYS MASTERPLAN 112X

BIRTH DATE: 4/7/10 H/P/S: POLLED COLOR: BLACK REG. #: P670237
 BW: 81 ADJ. WW: 721 %SA/AN: 62.5% SA, 37.5% AN ADG: 3.46

BW	WW	YW	SC	MILK	MWW
+2.8	+50	+91	+0.2	+14	+39

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

YOUNG DALE GABRIEL 7L
MISS KEY LADY 139P
 MISS KEY LADY 79E PLD

YOUNG DALE KRUGGERAND
 PAT LADY SANDRA 2C
 KEYS SLAMMER 201Z
 MISS KEY PRIDE PLD 125Z

He is a stylish Master Plan son with an 84-lb. birthweight. He is a nice traveling bull with calving ease and maternal, he has a +14 for milk.

97 KEYS MASTERPLAN 176X

BIRTH DATE: 4/17/10 H/P/S: POLLED COLOR: BLACK REG. #: P670228
 BW: 80 ADJ. WW: 646 %SA/AN: 68% SA, 32% AN ADG: 3.53

BW	WW	YW	SC	MILK	MWW
+0.5	+31	+72	+0.2	+18	+33

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

KEYS HEFTY 1P
MISS KEY RICKI 43T
 MISS KEY RICKI 59R

KEYS STEALTH 41M
 MISS KEY DESIGN 209M
 OPP OPPORTUNITY 305N
 MISS KEY DESIGN 5N

He is out of a nice-uddered, moderate-framed cow. He is an excellent maternal bull if you're looking to build your replacement numbers up.

98 KEYS MASTERPLAN 127X

BIRTH DATE: 4/9/10 H/P/S: POLLED COLOR: BLACK REG. #: P670222
 BW: 75 ADJ. WW: 610 %SA/AN: 62.5% SA, 37.5% AN ADG: 3.91

BW	WW	YW	SC	MILK	MWW
+1.6	+34	+73	+0.3	+15	+32

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

O C C PROVOST 737P
MISS KEY SHYLAH 194S
 MISS KEY MEDAL 37L

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 KEYS HEAVY MEDAL 4J
 MISS KEY CANNON 172D PLD

A structurally correct, low birthweight Masterplan son that will leave an excellent set of replacement females.

99 KEYS MASTERPLAN 177X

BIRTH DATE: 4/17/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 84 ADJ. WW: 711 %SA/AN: 62.5% SA, 37.5% AN ADG: 3.91

BW	WW	YW	SC	MILK	MWW
N/A					

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

J W K NEW DESIGN 0028
MISS KEY SHERRY 138N
 MISS KEY SHERRY 132F

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS BO 22C
 MISS KEY VIKING 742W

Another excellent maternal Masterplan son with a 84-lb. birthweight. 711-lb. weaning weigh/106 ratio.

100 KEYS MASTERPLAN 202X

BIRTH DATE: 4/22/10 H/P/S: POLLED COLOR: BLACK REG. #: P670233
 BW: 78 ADJ. WW: 660 %SA/AN: 62.5% SA, 37.5% AN ADG: 4.36

BW	WW	YW	SC	MILK	MWW
+2.2	+40	+85	+0.3	+16	+36

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

J W K NEW DESIGN 0028
MISS KEY MELODY 31S
 MISS KEY MELODY 114P

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 SC POLLED BLACK MEDALLION 19M
 MISS KEY MEDAL 79H

Another low-birthweight, high maternal Masterplan son with an 78-lb. birthweight.

101 KEYS MASTERPLAN 203X

BIRTH DATE: 4/22/10 H/P/S: POLLED COLOR: BLACK REG. #: P670234
 BW: 77 ADJ. WW: 699 %SA/AN: 62.5% SA, 37.5% AN ADG: 4.04

BW	WW	YW	SC	MILK	MWW
+2.1	+41	+85	+0.2	+20	+41

MJR MASTER PLAN 43L
WARD 793 MASTER PLAN 43L
 JSR MS POWER DRIVE 791

SRS MASTERPIECE 8984F
 MJR PAM 46H
 K C JIM 95B
 JSR MS MERCEDES 339C

J W K NEW DESIGN 0028
MISS KEY DESIGN 54P
 MISS KEY PRIDE 82L

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS HEAVY MEDAL 23F PLD
 MISS KEY PRIDE 825X

He is a carbon copy of 202 with a actual weaning weight of 736 lb. and a WW index of 110.

K OCC PROVOST 737P

BIRTH DATE: 3/16/04 H/P/S: POLLED COLOR: BLACK REG. #: +14940738
 ANGUS IGENITY TENDERNESS: 6 LEPTIN: TT

BW	WW	YW	SC	MILK	MWW
I+15	I+47	I+77	I+.09	I+13	I+18

DHD TRAVELER 6807
OCC EMBLAZON 854E
 DIXIE ERICA OF CH 1019

QAS TRAVELER 23-4
 BEMINDFUL MAID DHD 0807
 PBC 707 IM F0203
 DIXIE ERICA OF CH 615

OCC CANDOR 763C
OCC DIXIE ERICA 903F
 OCC DIXIE ERICA 799B

DHD TRAVELER 6807
 EE 6286 OF IDEAL 4109-1254
 RR HERO 6267
 DIXIE ERICA OF RR 9214

He is a moderate-framed, thick-made Ohlde bred Angus bull that has both Leptin markers. We are using him to moderate frame, increase muscle and efficiency, and build strong maternal traits. You'll like these thick-made, moderate-framed bulls that really respond to feed. They are easy-doing cattle that are full of meat!



REF. SIRE K

102 KEYS PROVOST 5X

BIRTH DATE: 2/9/10 H/P/S: POLLED COLOR: BLACK REG. #: P668997
 BW: 91 ADJ. WW: 628 %SA/AN: 63%AN, 25%MA, 12%SA FR: 4.87

BW	WW	YW	SC	MILK	MWW
+1.0	+47	+100	+0.3	+4	+28

O C C EMBLAZON 854E
O C C PROVOST 737P
 O C C DIXIE ERICA 903E

D H D TRAVELER 6807
 DIXIE ERICA OF C H 1019
 O C C CANDOR 763C
 O C C DIXIE ERICA 799B

SOONER MA BULL
MISS KEY LANEY 79U
 MISS KEY DESIGN 201N

J W K NEW DESIGN 0028
 MISS KEY KRISTIN 28K

Here's a composite bull with exceptional length. He's straight across his top, nice-headed and can put the pounds on in a hurry attested by his 4.87 mid-test ADG.



Lot 102

103 KEYS PROVOST 143X

BIRTH DATE: 4/13/10 H/P/S: POLLED COLOR: BLACK REG. #: P670223
 BW: 83 ADJ. WW: 688 %SA/AN: 62.5% AN, 37.5% SA ADG: 4.49

BW	WW	YW	SC	MILK	MWW
+1.6	+52	+100	+0.5	+12	+38

O C C PROVOST 737P
KEYS PROVOST 106U
 MISS KEY KYLENE 130R

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 J W K NEW DESIGN 0028
 MISS KEY KYLENE 107K

S A V INTEGRITY 5015
MISS KEY MEDAL 157T
 MISS KEY MEDAL 38H

G A R INTEGRITY
 S A V EMULOUS 8145
 KEYS HEAVY MEDAL 23F PLD
 MISS KEY WIZARD 208D PLD

If you're after muscle, check out this bull. He has a light birth weight, 107 weaning index and he is chock full of red meat and muscle. For breeders wanting a little more English in your composite, don't miss this 5/8 Angus 3/8 Salers bull.



Lot 103



Lot 105

104 KEYS PROVOST 173X

BIRTH DATE: 4/16/10 H/P/S: POLLED COLOR: BLACK REG. #: P670227
 BW: 81 ADJ. WW: 668 %SA/AN: 62.5% AN, 37.5% SA ADG: 3.91

BW	WW	YW	SC	MILK	MWW
+1.4	+54	+109	+0.4	+13	+39

O C C PROVOST 737P
KEYS PROVOST 106U
 MISS KEY KYLENE 130R

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 J W K NEW DESIGN 0028
 MISS KEY KYLENE 107K

J W K NEW DESIGN 0028
MISS KEY KALISTA 114T
 MISS KEY KALLISTA 128K

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY REDWOOD 127G

Another 3/4 Angus with an adjusted weaning index of 105.

105 KEYS PROVOST 220X

BIRTH DATE: 4/26/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 70 ADJ. WW: 625 %SA/AN: 50% SA, 50% AN ADG: 3.53

BW	WW	YW	SC	MILK	MWW
N/A					

O C C PROVOST 737P
KEYS PROVOST 106U
 MISS KEY KYLENE 130R

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 J W K NEW DESIGN 0028
 MISS KEY KYLENE 107K

BIG SKY P BLACK STEALTH
MISS KEY STEALTH 112P
 MISS KEY DESIGN 23M

BIG SKY PLD BLACK JET
 BIG SKY MISS 14C
 JWK NEW DESIGN 0028
 MISS KEY MEDAL 21K

Here's a heifer bull with a 70-lb. birthweight. in a high percentage Angus composite. He is the youngest bull in the sale.

106 KEYS DESIGN 52X

BIRTH DATE: 3/9/10 H/P/S: POLLED COLOR: BLACK REG. #: P669008
 BW: 80 ADJ. WW: 650 %SA/AN: 50% SA, 50% AN ADG: 4.94

BW	WW	YW	SC	MILK	MWW
+1.7	+48	+102	+0.3	+18	+42

B/R NEW DESIGN 036
J W K NEW DESIGN 0028
 J W K GAINES LADY 8062

V D A R NEW TREND 315
 B/R BLACKCAP EMPRESS 76
 N BAR EMULATION EXT
 ANKONY GAINES LADY 105R

CMS PHOENIX 10P
MISS KEY SAPPHIRE 156S
 MISS KEY GT 114D

WRN BLK PLD UPGRADE 30L
 MSF PEORIA 301E
 KEYS GRAND TOTAL 22A PLD
 MISS KEY 89A PLD

He's the best New Design son in the sale. With a moderate 80 lb. birthweight, he gained almost 5 lb. a day (4.94 mid-test ADG) and exhibits loads of thickness and capacity. Our New Design bulls have always been in high demand and limited supply.



Lot 106

107 KEYS DESIGN 68X

BIRTH DATE: 3/15/10 H/P/S: POLLED COLOR: BLACK REG. #: P669016
 BW: 86 ADJ. WW: 637 %SA/AN: 50% SA, 50% AN ADG: 5.13

BW	WW	YW	SC	MILK	MWW
+2.4	+42	+97	+0.3	+15	+35

B/R NEW DESIGN 036
J W K NEW DESIGN 0028
 J W K GAINES LADY 8062

V D A R NEW TREND 315
 B/R BLACKCAP EMPRESS 76
 N BAR EMULATION EXT
 ANKONY GAINES LADY 105R

KEYS HEAVY MEDAL 23F PLD
MISS KEY MEDAL 43J
 MISS KEY GRANDE 980Y

LM GOLD MEDAL 33D
 XSR BO'S MISS LYRE 14C
 KEYS PLD GRANDE 74W
 KEYS MISS TALL 455S

Here's a big, long, high performance son of New Design. With a yearling weight EPD of +97 and a mid-test ADG of 5.13, he will pack on the pounds. His dam hasn't had a bad one yet.



Lot 107

108 KEYS TRUE GRIT 13X

BIRTH DATE: 2/19/10 H/P/S: POLLED COLOR: BLACK REG. #: P668998
 BW: 87 ADJ. WW: 656 %SA/AN: 81.25% AN, 18.75% SA ADG: 4.68

BW	WW	YW	SC	MILK	MWW
-0.4	+44	+86	+0.4	+10	+32

G A R INTEGRITY
SUMMITCREST TRUE GRIT 7R06
 SUMMITCREST PRIMROSE 2J02

BON VIEW NEW DESIGN 1407
 G A R PRECISION 1019
 SUMMITCREST SCOTCH CAP 0B45
 SUMMITCREST PRIMROSE 0G84

O C C PROVOST 737P
MISS KEY CHANDRA 112U
 MISS KEY CHANDRA 2R

O C C EMBLAZON 854E
 O C C DIXIE ERICA 903E
 W BAR VIEW 77N
 MISS KEY CHANDRA 1N

This bull is thick and stout in a moderately framed package and is a top gainer.



Lot 108

109 KEYS HIGH NOON 41X

BIRTH DATE: 3/6/10 H/P/S: POLLED COLOR: RED REG. #: P669085
 BW: 87 ADJ. WW: 692 %SA/AN: 50% SA, 50% AR ADG: 5.13

BW	WW	YW	SC	MILK	MWW
+3.2	+56	+97	+0.2	+13	+40

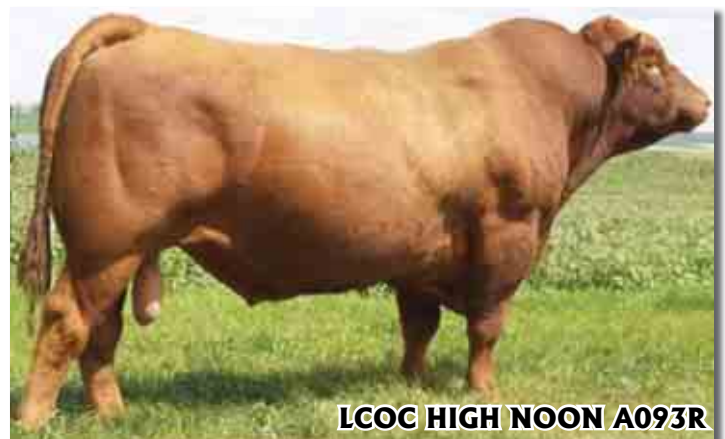
BIEBER MAKE MIMI 7249
LCOC HIGH NOON A093R
 SRN HI DEE 3021

BJR MAKE MY DAY 981
 BIEBER SIRENA 6708
 BFCK CHEROKEE CNYN 4912
 SRN HI DEE 1005

KEYS RED CONNECTION 11L
MISS KEY NANCY 2N
 MISS KEY REDWOOD 127H

KEYS HEAVY MEDAL 4J
 MISS KEY TOTAL 68Z
 KEYS POLLED REDWOOD 60E
 MISS KEY 64C

Here's a soggy bull, deep-ribbed with high capacity and performance. He weaned off at 760 lb. actual weight, had a weaning weight ratio of 107 and then went on to gain 5.13 mid-test ADG. We are pleased with our first High Noon calf crop.



LCOC HIGH NOON A093R

110 KEYS HIGH NOON 45X

BIRTH DATE: 3/7/10 H/P/S: POLLED COLOR: RED REG. #: P669086
 BW: 88 ADJ. WW: 745 %SA/AN: 50% SA, 50% AR ADG: 5.19

BW	WW	YW	SC	MILK	MWW
+3.3	+70	+116	+0.2	+16	+51

BIEBER MAKE MIMI 7249
LCOC HIGH NOON A093R
 SRN HI DEE 3021

BJR MAKE MY DAY 981
 BIEBER SIRENA 6708
 BFCK CHEROKEE CNYN 4912
 SRN HI DEE 1005

SC POLLED BLACK MEDALLION 19M
MISS KEY RUBY 204R
 MISS KEY GT 114D

WRN PLD BLK GENERATION
 SC POLLED KIMONO 44K
 KEYS GRAND TOTAL 22A PLD
 MISS KEY 89A PLD

Another red High Noon son with phenomenal EPDs and performance. He weaned off at 805 lb. actual with a weaning weight ratio of 114 and then went continued his rapid growth at a mid-test 5.19 ADG pace. With their extra rib capacity and length of body, these High Noon's can really put it on.

111 KEYS HIGH NOON 54X

BIRTH DATE: 3/10/10 H/P/S: POLLED COLOR: RED REG. #: P669087
 BW: 76 ADJ. WW: 649 %SA/AN: 50% SA, 50% AR ADG: 4.94

BW	WW	YW	SC	MILK	MWW
+1.3	+44	+78	+0.1	+14	+35

BIEBER MAKE MIMI 7249
LCOC HIGH NOON A093R
 SRN HI DEE 3021

BJR MAKE MY DAY 981
 BIEBER SIRENA 6708
 BFCK CHEROKEE CNYN 4912
 SRN HI DEE 1005

KEYS RED CONNECTION 11L
MISS KEY KEEPSAKE 50N
 MISS KEY KEEPSAKE 62K

KEYS HEAVY MEDAL 4J
 MISS KEY TOTAL 68Z
 KEYS TOPCOAT 116H
 MISS KEY WIZARD 26D PLD

Another High Noon with good expression of muscle down through his quarter. He had a mid-test ADG of 4.94. His dam never misses.

112 KEYS TOTAL 11X

BIRTH DATE: 2/18/10 H/P/S: POLLED COLOR: RED REG. #: P670221
 BW: 90 ADJ. WW: 696 %SA/AN: 75% SA, 25% AR ADG: 3.53

BW	WW	YW	SC	MILK	MWW
+3.0	+49	+93	+0.2	+16	+41

SR WALK 'N TALL
KEYS TOTAL 415S
 MISS KEY N11

PRINCE
 PATIENCE
 MAGIC 13K
 MISS L-5 96L

OHRR 9502 MR ROBUST 18N
MISS KEY NATALIE 200U
 MISS KEY NATALIE 81N

BADLANDS MR BEEF 805
 MESSMER OPHELIA 9502
 KEYS TOPCOAT 116H
 MISS KEY STETS 94Z

Total was one of the breed's top semen sale bulls and this is the only Total son in the sale. Like his sire, he's got the performance: 745 lb. actual weaning weight and a WW ratio of 107.



Lot 112

113 KEYS TRAPPER 1X

BIRTH DATE: 1/20/10 H/P/S: POLLED COLOR: BLACK REG. #: P668995
 BW: 70 ADJ. WW: 633 %SA/AN: 100% SA 4.87 ADG:

BW	WW	YW	SC	MILK	MWW
-0.6	+45	+89	+0.2	+18	+40

SPRINGDALE BRIDGER 30K
TSB PLD TRAPPER 139P
 AP POLLED SABLE 63E

MBF PATHEFINDER
 SPRINGDALE PEORIA 91D
 JJE POLLED POUNDMAER
 MISS 7 HALF DIAMOND 354S

SC POLLED BLACK MEDALLION 19M
MISS KEY MELODY 114P
 MISS KEY MEDAL 79H

WRN PLD BLACK GENERATION
 SC POLLED KIMONO 44K
 KEYS HEAVY MEDAL 23F PLD
 MISS KEY TALL 969Y

Long-bodied and straight-topped with good neck extension, this bull is also clean-sheathed with excellent scrotal development. Impressive deep, full rib expression from front to rear and good footed.



Lot 113

114 KEYS TRIBUTE 183X

BIRTH DATE: 4/19/10 H/P/S: POLLED COLOR: BLACK REG. #: P670230
 BW: 86 ADJ. WW: 716 %SA/AN: 75%SA, 13%AR, 3%AN ADG: 4.23

BW	WW	YW	SC	MILK	MWW
+3.0	+60	+109	+0.4	+19	+49

BIG SKY P BLK STEALTH
DJF TRIBUTE 513T
 DJF ROBIN 513R

BIG SKY PLD BLACK JET
 BIG SKY MISS 14C
 BFCK CHEROKEE CNYN 4912
 DJF POLLED LILA 113L

KEYS STEALTH 41M
MISS KEY RACHANA 110R
 MISS KEY DESIGN 148M

BIG SKY P BLK STEALTH
 MISS KEY 390D
 J W K NEW DESIGN 0028
 MISS KEY REDWOOD 109G

With a 112 WW index and a 4.23 mid-test gain, this Tribute son is getting it done.

115 KEYS TRIBUTE 185X

BIRTH DATE: 4/19/10 H/P/S: POLLED COLOR: BLACK REG. #: P670231
 BW: 77 ADJ. WW: 652 %SA/AN: 63%SA, 25%AN, 13%AR ADG: 4.29

BW	WW	YW	SC	MILK	MWW
+1.1	+55	+106	+0.3	+16	+43

BIG SKY P BLK STEALTH
DJF TRIBUTE 513T
 DJF ROBIN 513R

BIG SKY PLD BLACK JET
 BIG SKY MISS 14C
 BFCK CHEROKEE CNYN 4912
 DJF POLLED LILA 113L

J W K NEW DESIGN 0028
MISS KEY NOREEN 2M
 MISS KEY NOREEN 22G PLD

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS POLLED REDWOOD 60E
 MISS KEY NOREEN 8E PLD

He is out of one of our best cows, a 9-year old New Design daughter. He will be a replacement producer with performance.

L TSB TIMELESS 52U

BIRTH DATE: 2/4/08 H/P/S: POLLED COLOR: BLACK REG. #: P650675
 BW: ADJ. WW: %SA/AN: PUREBRED FR: 6

BW	WW	YW	SC	MILK	MWW
+4.9	+57	+98	+0.7	+17	+45

BEV MASTERPIECE 110H
MAC NEUTRON 94N
 MAC LOTOSHA 11L

MAC MICHAELANGELO 66D
 BEV EMMA 262E
 GGT PLD CHUCK WAGON
 MAC JELLYBEAN 44J

LNJ LEVI 8M
TSB BUTTER CUP 17P
 TSB PLD ASHLEY 92J

AP PPOLLED GENESIS XZ64F
 RDS MS CASH 7E
 TSB PLD ESQUIRE 123F
 TSB PLD LAVISH 402F

Timeless is a sound, easy calving, frame 6 purebred Salers herdsire. He is a rare Salers bull that is a TT for the Leptin gene. His first sons sell in this sale.



116 KEYS TIMELESS 150X

BIRTH DATE: 4/13/10 H/P/S: POLLED COLOR: BLACK REG. #: N/A
 BW: 68 ADJ. WW: 642 %SA/AN: 75% SA, 25% AN ADG: 4.1

BW	WW	YW	SC	MILK	MWW
N/A					

MAC NEUTRON 94N
TSB TIMELESS 52U
 TSB BUTTER CUP 17P

BEV MASTERPIECE 110H
 MAC LOTOSHA 11L
 LNJ LEVI 8M
 TSB PLD ASHLEY 92J

J W K NEW DESIGN 0028
MISS KEY EMBER 25T
 MISS KEY EMBER 35K

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY EMBER 13G PLD

This bull gives you an opportunity to get a bit more Continental genetics in your composites with an easy calving package with gainability.

117 KEYS TIMELESS 155X

BIRTH DATE: 4/17/10 H/P/S: POLLED COLOR: BLACK REG. #: P670225
 BW: 81 ADJ. WW: 659 %SA/AN: 75% SA, 25% AN ADG: 4.23

BW	WW	YW	SC	MILK	MWW
+2.9	+50	+98	+0.5	+16	+41

MAC NEUTRON 94N
TSB TIMELESS 52U
 TSB BUTTER CUP 17P

BEV MASTERPIECE 110H
 MAC LOTOSHA 11L
 LNJ LEVI 8M
 TSB PLD ASHLEY 92J

J W K NEW DESIGN 0028
MISS KEY GALA 70T
 MISS KEY GALA 25K

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY GALA 94G PLD

Just a late April calf with an 82 lb. birthweight and a gain of 4.23 ADG. Good performance for a late April calf.

118 KEYS TIMELESS 198X

BIRTH DATE: 4/21/10 H/P/S: POLLED COLOR: BLACK REG. #: P670232
 BW: 93 ADJ. WW: 729 %SA/AN: 85% SA, 14% AN, ADG: 4.55

BW	WW	YW	SC	MILK	MWW
+5.0	+59	+107	+0.6	+17	+47

MAC NEUTRON 94N
TSB TIMELESS 52U
 TSB BUTTER CUP 17P

BEV MASTERPIECE 110H
 MAC LOTOSHA 11L
 LNJ LEVI 8M
 TSB PLD ASHLEY 92J

OPP OPPORTUNITY 305N
MISS KEY RHIANN 51R
 MISS KEY 390D

RITO 616 OF 4B20 6807
 OPP BLACK LADY 30L
 W BRUNO 079Z
 MISS KEY 406A

Our best performing son of the Timeless sire with a 4.55 mid-test ADG and a 112 WW index. He'll pack the pounds on a right-sized package.



NEW DESIGN, THE FOUNDATION HERDSIRE OF OUR OPTIMIZER PROGRAM.

119 KEYS TIMELESS 219X

BIRTH DATE: 4/25/10 H/P/S: POLLED COLOR: BLACK REG. #: P670235
 BW: 78 ADJ. WW: 745 %SA/AN: 75% SA, 25% AN ADG: 4.29

BW	WW	YW	SC	MILK	MWW
+3.1	+63	+115	+0.6	+16	+47

MAC NEUTRON 94N
TSB TIMELESS 52U
 TSB BUTTER CUP 17P

BEV MASTERPIECE 110H
 MAC LOTOSHA 11L
 LNJ LEVI 8M
 TSB PLD ASHLEY 92J

J W K NEW DESIGN 0028
MISS KEY EVIE 77S
 MISS KEY EVIE 13L

B/R NEW DESIGN 036
 J W K GAINES LADY 8062
 KEYS TOPCOAT 116H
 MISS KEY EVIE 47E

Another top performing Timeless son with a 785 lb. actual WW/117 index.



Lot 119

120 28 BRED COMMERCIAL SALERS X ANGUS HEIFERS



8 are red, 20 are black. The reds are bred red, the blacks are bred black. They are bred to easy calving bulls and should make excellent cows with fertility and longevity. The heifers have had one ScourgGuard shot and have been preg checked. All are bangs vaccinated.



Gerald "Pat" and Loretta Effertz, Effertz Key Ranch North Dakota Stockmen's Association Rancher of the Year



Roger and long-time friend and NDSA Board of Director Gabe Thompson, Jr., introduced Pat and Loretta.

Pat and Loretta were very honored to be awarded the North Dakota Stockmen's Association 2010 Rancher of the Year award. It was a big day for the family with most of their 13 children in attendance.



Pat and Loretta and their seven sons – all the boys were there!!



Pat and Loretta and all of the family that attended – it was a great night!



NOTES



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DVA Rep. Justin Dikoff (605) 290-0635 - email: jdikoff@dvauction.com
Please feel free to contact me with questions about the sale or to view the cattle for you.

Terms & Conditions

Terms: Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

Insurance of Purchases and Risk: All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

Bidding: All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

Health: All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S.

Registration and Transfer: Please notify us when making settlement if you want registration papers.

Announcements: Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

Breeding Guarantee: Bulls ...If a yearling bull fails to pass a semen test at turnout time, he may be returned to Effertz Key Ranch if healthy and in adequate condition. The buyer can select a suitable replacement or receive credit for the purchase price in our next bull sale.

Liabilities: All persons who attend the sale do so at their own risk and Effertz Key Ranch and Auction Effertz, Ltd. assume no liability for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God. It is to be clearly understood that Auction Effertz, Ltd. and its representatives act only as a medium between the buyer and seller. They are not responsible in any way for any failure on the part of the buyer and the seller to live up to their obligations or for the truth of any warranties or representation, expressed or implied. Neither does Auction Effertz, Ltd. assume any financial obligations to collect or enforce collection of monies between parties. Any legal action that may in exceptional cases be taken, must be between the buyer and seller.

Contract: The above terms and guarantee constitute a contract between buyer and seller of each animal sold.

Mail Bids: Mail or wire bids may be furnished. Bids must be in the hands of the Sale Management in ample time prior to the sale date and will be handled in strict confidence.

*Thanks for putting your trust in
Effertz Key Ranch Genetics!*



Dena (Bina) Stern and Lacey Holen at the 2010 Effertz Key Ranch Sale.



Auction Effertz, Ltd.

Your Market Masters

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33rd Annual Bull Sale

Saturday, February 19, 2011

Farmers Livestock, Bismarck, ND • 1:30 pm CST

67 Charolais Bulls • 49 Salers X Angus Optimizer Bulls

3 Charolais Show Heifers • 28 Bred Commercial Optimizer Heifers

