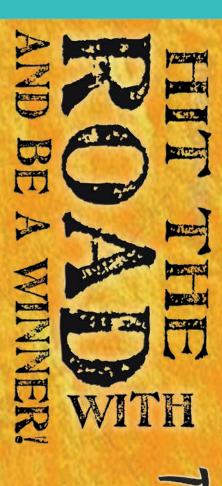
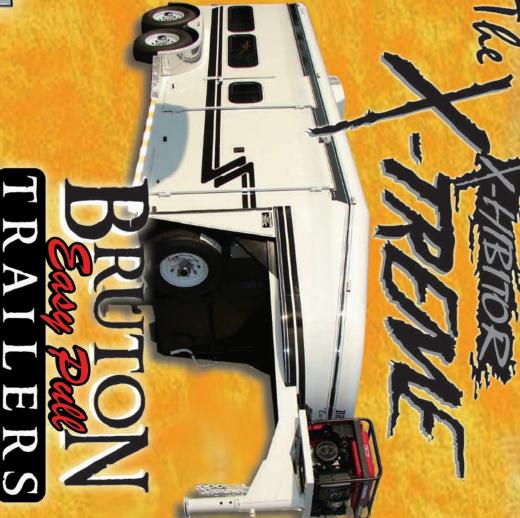
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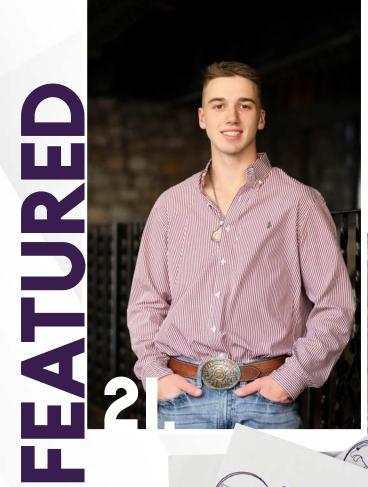




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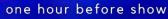


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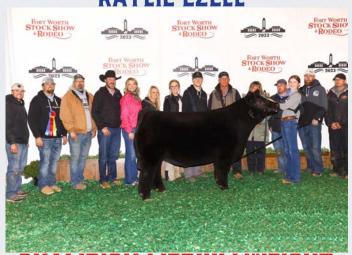
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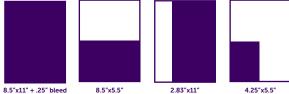
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SENIORSPOTLIGHT

OVALO, TEXAS



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HI, MY NAME IS GASH DEAN

I live in Ovalo, Texas with my parents and my two siblings, Grace and Hayes. My dad, Joshua, owns a land right-of-way company and my mom, Emily, is a university professor. I attend Jim Ned High School where I am president of our local FFA chapter and an officer for the Big Country district. I participate in a wide variety of FFA LDEs and CDEs, including radio broadcasting, job interview, livestock judging, and cotton judging to name a few. I have been a member of the varsity golf team and student council. Outside of school, I am a member of Taylor County 4-H where I participate in livestock judging. I am a Life Scout in the Boy Scouts of America and a first degree black belt in Tae Kwon Do.

I have been around horses my entire life. When I was younger, I was interested in horses; riding them and judging them. My dad was a national champion in horse judging at Clarendon College. My grandad sells horses and donkeys. My uncle furnishes horses and cattle for the movie industry. You could say that horses are in my blood, but It wasn't until I was in middle school that I realized I was interested in the livestock industry as a whole, not just horses. From the time I showed my first barrow, I was hooked, not just on the showing aspect, but every part of the show pig world. I have since grown a love for the production of show pigs, and I've raised a litter of Chester Whites, which produced a 10th place barrow at Houston and a Breed Champion gilt at San Angelo Jr. Breeding Gilt Show in 2022. I have also partnered with Mason Garner on a crossbred boar, CASH MONEY (Tricked Out x Dirty Sancho), who is currently standing at Underdog Genetics, which should help fund college and give me a head start in the show industry and for the future my firm, D-5 LIVESTOCK. I am attending Blinn College in Brenham, Texas in the fall where I plan to study animal science and judge livestock. Go Bucs!

WHAT IS THE MOST REWARDING THING ABOUT SHOWING LIVESTOCK?

The people and the experiences. Sure, it's cool to win a show, a breed, or even a class at some shows, but at the end of the day, I truly believe that the people I meet and the experiences we share are definitely worth more than any buckle, banner, or ribbon

WHAT VALUES ARE MOST IMPORTANT TO YOU?

Hard work, Dedication, and perseverance. It takes all of these to be successful in showing, business, and life.

WHAT IS THE MOST CHALLENGING THING ABOUT SHOWING LIVESTOCK?

There are a lot of unknowns that come with showing livestock and most are out of your control. Your animal might get sick, go off feed, start to limp out of the blue. You try to plan for these unknowns but often there is nothing you can do about it.



IF YOU COULD TELL ONE NEW SHOWMAN SOME WORDS OF ENCOURAGEMENT, WHAT WOULD YOU SAY?

New showmen need to know that this is a marathon not a sprint. You aren't going to win right away, your animal won't always be the best at the show, but the time and effort you invest over the long run will get you there.

WHEN YOU GRADUATE, WHAT DO YOU WANT TO BE REMEMBERED FOR IN THE STOCKSHOW WORLD?

My love for the industry. In the barn, I am talking with other showmen, breeders, and parents. I want to learn as much as I can from them but I also want them to share my enthusiasm for what we do.

GIVE US YOUR MOST IMPORTANT SHOWMANSHIP TIP.

For pigs, light hands. This one took me a while to learn but it's important.



TAKE ANY CELEBRITY
TO LUNCH AND TALK TO
THEM ABOUT FFA/4-H,
WHO WOULD YOU TAKE
AND WHAT WOULD YOU
TELL THEM?

don't really keep up with celebrities. If someone is unfamiliar with FFA and 4H members, I would tell them that we are a great group of kids that are hard working leaders who are making a difference in this world. FFA and 4H are not just about farming and animals, they are about leading and making a difference in your community.

WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

Finished college with a degree in animal science with a minor in agribusiness. Hopefully raising some high quality showpigs and show cattle.







When he sets his mind to something, he gets it done, no matter what it takes and there's no one better to have in

your corner when you're in a pickle.

My role models are my Grandad, Gibby Dean, and Mason Garner. My Grandad, since the day I was born, has always been my number one supporter. He's truly shaped me into the man I am today. Mason came into my life about five years ago as a friend and pig breeder. Since meeting him, I've had the amazing opportunity to learn and work on the farm. I credit him for creating the love of the show pig industry and knowledge that I have today. I sincerely can't thank them both enough for all they've done for me and I hope that I can amount to any success either of them have achieved.

"Do not go where the path may lead, go instead where there is no path and leave a trail." Ralph Waldo Emerson

"I have fought the good fight, I have finished the race, I have kept the faith." **2 Timothy 4:7**





Do you have a favorite quote or Bible verse?







IMAGINE YOURSELF 10 YEARS FROM TODAY, WHAT GOALS AND AMBITIONS DO YOU HAVE FOR YOURSELF, PERSONALLY AND PROFESSIONALLY?

Ten years from now, I'd like to be a leader in the show pig industry, with 150 sows and 20 to 30 boars on stud, raising major level winning show pigs. I plan on judging at several major livestock shows around the country and making a big impact on the livestock world. I'd also like to be married by then and maybe have a few children helping in the barns.

HOW DO YOU GO ABOUT SETTING GOALS IN ORDER TO BECOME MORE SUCCESSFUL?

I just like to envision my goals in my head. If I can dream it, I'll make sure that I do everything in my power to make those dreams into a reality.



WHAT MOTIVATES YOU TO BE A GOOD LEADER, AND TO PUT FORTH YOUR BEST EFFORT?

My passion for the show industry drives me to put my best into everything I do and into my livestock. I hope that passion is rubbing off on others.



TELL US WHAT SUCCESS MEANS TO YOU

I am successful if I have given my all whether I win or lose. Never doubt or question yourself. Just put your best out there and know you've done everything you could.



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SENIORSPOTLIGHT



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MY NAME IS PAYTON EASTER

I am the Daughter of Neil and April Easter I'm the youngest out of four I have two sisters Megan and Sydnee and a Brother named Brice and seven nieces. I was born in The Woodland where my family lived until I was in the second grade. My family has been showing for the last 24 years. When my Dad took a job with Lee Lewis Construction he moved us to west Texas where me and my brother and one older sister began showing in Frenship FFA. Will Edwards was the first one that truly showed me how to show a pig. He was always giving me hard time because I showed with my left hand. He would always say real showman use their Right Hand. It was during those early years that I grew to love showing pigs. You could say that I have grown up around the show ring. It has been an experience that I would never exchange. You see it has been thru the Junior FFA and the FFA program that I have grown to have Respect for not only showing but all of the events that are associated with the FFA. I currently live in a small town right outside of Lubbock Texas called Post. Two & half years ago I decided to move schools to further my education in agricultural education at Tahoka ISD. I had some dreams that I had not fulfilled and I was wanting to chase them and the Tahoka FFA program gave me that opportunity. I'm heavily involved In the FFA organization where I show swine, judge Livestock, and do public speaking. I am currently The Vice president of Tahoka FFA and I'm Involved in the Student Council and National Honor society. One of the struggles I had growing up with is learning how to deal with dyslexia. Dyslexia is a condition of neurodevelopment origin that mainly affects the ease with which a person reads, writes and spells, typically recognized as a specific learning disorder in children. What I have found is that I have not let it define who I am, either in the classroom or outside of the classroom. If anything it has motivated me to work hard in all of my endeavors. You see in life we can not always control what events or valleys that life sends our way. The struggles are real but I have found that if we surround ourselves with a team or tribe that believes in you; you will reach your dreams and so much more. In the end, I have found that you be you and with God's help we will conquer our dreams. Over my show career, I have been very fortunate to show across this great Nation from the American Royal to the National Western throughout the State of Texas. What I can say is the experience has been one that I will never forget. There have been relationships made and great rewards received. My Family has helped me chase these dreams and I could not say enough or be thankful enough for all of the times spent going down the highway and all of the memories that have been made. God has truly blessed me in and out of the show ring. I want to leave you with a saying that my family has truly stood by our whole show career. In the ring and out, "You do your BEST and let GOD do the REST". To the 806 and all of my Friends and Family thank you for always supporting me and loving me along this Great Journey. Time for the next Season "WRECK EM TECH"







SUPPOSE YOU COULD TAKE ANY CELEBRITY TO LUNCH AND TALK TO THEM ABOUT FFA/4-H, WHO WOULD YOU TAKE AND WHAT

WOULD YOU TELL THEM?

I would have to say the celebrity I would choose would have to be Geroge Straight, why you ask because he has had a big impact in the agriculture world and has already gotten so many people to follow his lead and music that maybe if I sat down with him and told him the problems we are facing as an industry that maybe he would be able to get to some people and open up their eyes to this great industry.

IF A FRIEND
COULD
DESCRIBE
YOU, HOW
WOULD THEY?

Loud, outgoing, selfless always getting my word backward or my pronunciation turned around, thoughtful, encouraging sweet, and salty all at the same time



WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

I see myself graduating from Texas Tech with a Major in Animal Science and a Minor in Ag Communication and starting my Master's.

WHO IS YOUR ROLE MODEL?

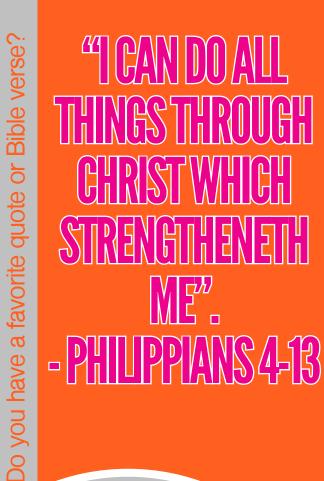
I have had several but there are few that stand out throughout my life. Tracey Blount is one as an eight grader that gave me the fundamentals of judging livestock. Todd Beyers the past few years has shown me that it is not always



how much you spend on a hog but it is the amount of work that you put in on a day to day bases that will separate you to the top. Shelbie Hannum through out the last two and half years she has taught me how to put forth the effort to never give up on my dreams.

IMAGINE YOURSELF 10 YEARS FROM TODAY. WHAT GOALS AND AMBITIONS DO YOU HAVE FOR YOURSELF, PERSONALLY AND PROFESSIONALLY?

To have a family and to raise my kids as my parents raised me in the show barn. I want to either run a major stock show or have my own business that is in the ag industry. I want to give back to this industr that has made me who I am today.



WHAT MOTIVATES YOU TO BE A GOOD LEADER, AND TO PUT FORTH YOUR BEST EFFORT?

My parents have burned in me that I would always treat others as I would want to be treated and give honor to those that are not only my peers but to a younger generation.









TELL US WHAT SUCCESS MEANS TO YOU

When you can look back always knowing the outcome may or may not be in your favor but knowing that you have left the show ring or you have given your best in whatever you are doing. My family has a quote on show boxes in our barn "We do our best and God does the rest." you see it is in these times if we give it our all that there is always a lesson to be learned.



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JUNE 17 Pistol Packin' Mommas

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TELL US ABOUT YOU YOUR FAMILY Who are the Wendts?

Kevin and I are about to celebrate 23 years of marriage in May and we've been together since the summer of 1995. He was raised on a small family farm where his dad grew corn, wheat, and soybeans and had cattle on feed and pigs, sheep, chickens, all the things you can think of. Kevin bought his first gilt with his own money as an 8th grader, was a state FFA officer and loved the farm life and never expected to do anything different. I was the complete opposite. I did grow up in the country in a small town in rural Ohio, but I did not grow up on a farm. My competitive drive comes from playing any and all sports, and my small-town upbringing created in me a desire to travel and see the world. I remember telling my mom that I would never stay in Ohio, never marry a farmer, and never live on a farm. I planned to go to the biggest city I could and get away from the small-town lifestyle as quickly as possible. Kevin and I met right before I headed off to college and he threw a BIG wrench into those plans! So God (and my mom) laughed and the rest is history! We both graduated from The Ohio State University. When he graduated with his animal science degree in 1990, he began working for a local auctioneer as an apprentice and began building his business as a livestock auctioneer on the side. He also sold Case IH farm equipment for a fraternity brother's dad and continued to fuel his passion to raise hogs with a neighbor. Each of these men took him under their wing and taught him so much about how to run a business and how to treat people the right way. While he was doing that, I worked my way through college studying history to be a high school teacher and coach. It didn't take long to figure out that this relationship of ours might stick, and I quickly decided that being with him was better than being in the city. I just wanted to go wherever he went and learn everything I could about his world that I fell in love with as hard as I did for him. The first livestock show that I attended was the Ohio State Fair in 1995, and that is where I was first bit by the stock show bug. I was amazed at the way we could step into the ring as competitors and out of it as friends. The community and camaraderie were like nothing I'd ever experienced playing sports, and I knew then that our hopefully someday kids would be growing up in the barns I thought I had wanted to avoid. That's a whole different topic I could talk about forever though!

We do have two completely different kids; our daughter Riley is a freshman at Blackhawk studying Animal Science and Ag Business, and she is on the livestock judging team there. She hopes to follow in our footsteps and find a path in the livestock industry. Then we have our son Ethan, who is a junior in high school and loves baseball. He is hoping to continue playing baseball at the collegiate level and study psychology to potentially be a school psychologist and coach or a researcher. It will be so fun to see where their paths lead them in the next few years! They both have shown since they were 3, Riley does it because she loves it and Ethan does it because we do it together as a family and he can usually find someone in the barn to



throw a ball with. We also have too many dogs and cats to mention, as well as run a 35 sow operation out of Plain City, Ohio in addition to our businesses - Showpig.com, Cattle Connect, The Wendt Group Land and Agricultural Assets Auctions, and Kevin's nationwide multi-specie livestock auctions.

HOW DID YOU GUYS GO FROM JUST STARTING OUT OF **COLLEGE TO OWNING** A MONUMENTAL **SERIES OF BUSINESSES** THAT IMPACT SO MANY **DIFFERENT LEVELS OF THE** LIVESTOCK WORLD?

That is a really interesting question. One of the questions Kevin and I struggle with the most is "Where do you see yourself in 5 years?" We've always hated it because there are so many decisions that we've made as business owners that if we would have had a five-year plan at any point in time, we would have missed out on some of the coolest people and the most amazing opportunities. I will say that he and I both had pretty strong feelings even before we met about the direction we wanted to go, though. He knew he wanted to be a nationally recognized auctioneer and he wanted to sell purebred livestock. He really looked up to and wanted to be the next Merlin Woodruff, who was a hero to many aspiring auctioneers in Ohio. Merlin was one of the first guys to successfully sell multiple species. In the auction world, auctioneers are typically species- or breed-specific. Merlin was one of the first to break down those walls and prove that if you're a good auctioneer, you can sell anything and if you're a great auctioneer, you can make it look effortless.

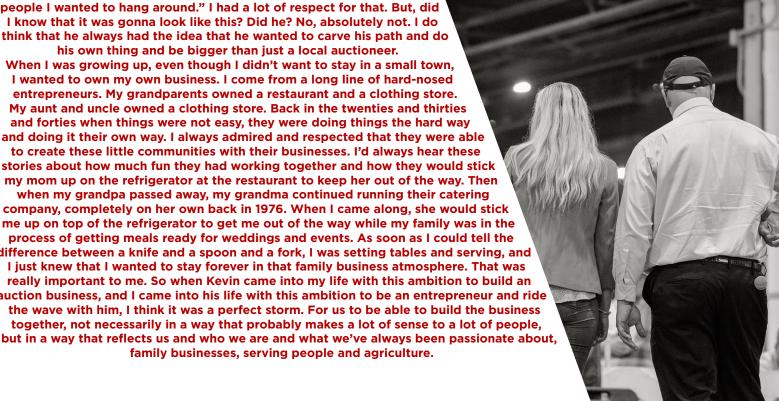
The day that I met Kevin, I noticed that he had a little bronzestyle wagon sitting on his desk, and I teasingly asked what it was for. "Are you big into pioneering? Going to hitch up your oxen and go West or something?" He patiently replied, "No, that actually represents the logo of a nationally recognized auction company that I really admire and that I want to be like someday. It keeps me motivated to build my business." I didn't have a clue what that meant at the time. But after swallowing some embarrassment, I thought, "Ok, wow. This guy has goals big dreams and those were always the kind of people I wanted to hang around." I had a lot of respect for that. But, did I know that it was gonna look like this? Did he? No, absolutely not. I do think that he always had the idea that he wanted to carve his path and do his own thing and be bigger than just a local auctioneer.

When I was growing up, even though I didn't want to stay in a small town, I wanted to own my own business. I come from a long line of hard-nosed entrepreneurs. My grandparents owned a restaurant and a clothing store. My aunt and uncle owned a clothing store. Back in the twenties and thirties and forties when things were not easy, they were doing things the hard way and doing it their own way. I always admired and respected that they were able to create these little communities with their businesses. I'd always hear these stories about how much fun they had working together and how they would stick my mom up on the refrigerator at the restaurant to keep her out of the way. Then when my grandpa passed away, my grandma continued running their catering company, completely on her own back in 1976. When I came along, she would stick me up on top of the refrigerator to get me out of the way while my family was in the process of getting meals ready for weddings and events. As soon as I could tell the difference between a knife and a spoon and a fork, I was setting tables and serving, and I just knew that I wanted to stay forever in that family business atmosphere. That was really important to me. So when Kevin came into my life with this ambition to build an auction business, and I came into his life with this ambition to be an entrepreneur and ride the wave with him, I think it was a perfect storm. For us to be able to build the business together, not necessarily in a way that probably makes a lot of sense to a lot of people,

family businesses, serving people and agriculture.

DO YOU FEEL LIKE YOU GUYS ARE "JUMP-TW EEP-END" KINF OF PEOP

One of the interesting things about our relationship is that neither one of us have a tremendous ability to see what could go wrong with an idea. We are both idea people. I am the ultimate cheerleader, so when he comes up with an idea, I think it's great, and we just go figure it out. We jump in with two feet and figure it out as we go. Especially if we feel that it solves a problem or if we believe in it. We've passed on certain opportunities if we feel it isn't in our niche. The more successful we've gotten, the more we've shown a willingness to grow, the more opportunities come our way. So we've had to learn how to say yes, that could be really great, but not right now or not for us. One thing that has been very important from the beginning for us is that if we came up with an idea, or we saw an opportunity that filled a need within our community, we would pursue it or we would create it. But if it was just an opportunity to make money, we've learned that God rarely blesses those ideas. I can think of four or five times specifically when we thought we needed to increase revenue, or we needed to get some more cash in the door. Let's create something, or let's do something different, or Kevin would add another auction company to work for, etc. Sometimes we felt we had to make those decisions, and everything about it was hard. But, we've learned that the business has been blessed when we make decisions to look for the needs of the industry and the people we love and care about and seek to make their lives easier. For the longest time, we never set growth goals as a business, we just responded to what we were hearing and grew from there. Now, I respect the importance of numbers and tracking where we're at, and seeing where we're going. But it is never about getting upset about not hitting a certain mark. We're all hyper-competitive. We like to have reasons to push ourselves, but whatever we're pushing ourselves towards, it's always with the mindset that it's got to help people, and if it doesn't, then we don't care about it.



UNDER THE INFLUENCE KEVIN & MEGAN WENDT

PRESENTED BY





YOU RAISED TWO KIDS IN THE MIDDLE OF A LOT OF BIG THINGS. WHAT WOULD BE YOUR BEST PARENTING ADVICE TO SHOW PARENTS?

We got into a rut back when the kids were around the age of 10- you know, when you kind of feel like they should be "getting it" a little bit more and they should be doing a little bit better at the shows. We got to where if we didn't win the blue ribbon, we were frustrated. Some of that came from having some early success, and it became an expectation to win. But showing became about those blue ribbons, which was not how we wanted to raise our kids. We took a moment and decided that if this is what we were about, if we didn't win, then we weren't happy and we didn't want to do this anymore. We did sign up for learning responsibility and respect, how to be highly competitive, but still be super supportive friends and all the great things that come from showing livestock. But when it becomes only about winning, and that's our only measuring stick, we're going to fail more than we're going to succeed. That starts to feel yucky and takes out the entire purpose of what we're doing. We decided to take a step back and look at things differently, and focus on the things that we were in control of. I encourage parents today to look at their child as an individual and discuss what they need to improve on or where they need some more confidence that can be measured and attained. Make sure that winning is no longer the only measuring stick. Come up with a goal that is in their control when they are showing. For us with Riley, it became about showmanship. Maybe one show she didn't do a very good job keeping a good distance between her and the judge. So for the next show, we'd challenge her to work on keeping her distance and keeping eye contact. It didn't matter if she won, but it grew from there at each show. Another goal she had was to introduce herself to at least one new person at every show. Riley used to be painfully shy, so we set these goals that would help develop her for the future outside the ring. Having a different measuring stick for our success took the pressure off of the kids, and it changed the game for us. It made me fall back in love with showing and having our kids in that environment. This is transferable for anything- sports, business, marriage. This helps us as parents to be better at building our kids up. Little wins build confidence and if nothing else, they need confidence to go out and conquer the world that they are going to live in. They need to be able to look in the mirror and know that they are great! Giving them goals that they can hit out of the park will do that. So my not-so-short answer would be to encourage parents to continually evaluate our measuring sticks for our kids, in and out of the show ring.



HOW DID SHOWPIG.COM GET STARTED?

When Showpig came onto the scene, we already had a small business of clerking auctions that I got to be a part of when I was in college. We had designed a computer clerking system for livestock auctions, and when Kevin was the auctioneer, I would meet him at the auctions from school and take care of the auction accounting to make sure everything was balanced at the end. I would collect payments, tell the sellers how much money they made and all the things that go along with it. I loved it. In fact, if I could have figured out a way to drop out of school and just do that forever, I would have been perfectly happy with that, but Kevin wouldn't let me!

At the time, live show pig sales in Ohio were really growing. Kevin had probably right around 60 auctions between the third week in March to the second week in May. I was at a lot of those with him, not all of them, but there would be times when he would go to an auction in Richmond, Indiana and I would be hired to go to the sale in Eaton, Ohio that was the same night because they didn't have somebody to clerk the sale, but they already had an auctioneer or vice versa. So, there were times when we weren't together and whenever that happened, there was a field man by the name of Ralph Doak who also happened to be the best man at our wedding. Most people up here in the midwest remember Ralph as a great friend and mentor. Just one of the best guys there ever was. He took me under his wing like his own daughter and introduced me to so many people, and always made sure I was taken care of. One of those families that took me under their wing was the Baker family from Arcanum, Ohio. When I would have sales in their area, Larry and Judy let me stay at their house so I'd have a warm bed to sleep in. One night after an auction, Larry took me out to dinner. He gave me a signature Larry stare and laid out an opportunity that would change our lives forever. "Okay," he said, "Here's the deal." (Larry is very, very much a straight shooter!) He said, 'you don't want anything to do with being a teacher. You're gonna hate not being able to travel with Kevin. I've watched you two for years now and you're happiest when you're together. Why don't you buy Showpig.com from us and then that can be equivalent to what you'd make a teacher?" Between my computer savvy and Kevin's sales abilities, we would be able to make it something great, he thought. Larry and Judy were the second owners of Showpig.com. They were given it as a payment for some gilts from the people who originally built the website.

Larry famously said 'I hate computers and I hate show pigs and what on earth am I gonna do with this website?!' He knew that he had something, but didn't necessarily want to be the guy to make something out of it. That was in April of 2000. I had just gotten my undergrad, we were getting married in May, and it seemed like a lot to bite off especially since we didn't have any money at the time. But, Kevin and I talked about it and thought it could maybe work. We asked some of our mentors who kindly told us they thought we were crazy. (Ralph being one of them) We politely listened but decided to follow our instincts anyhow. We went ahead and bought Showpig.com. It was a big "What did we just get ourselves into" moment but we also believed it could be great. At the time, it was basically an online breeder directory. There were about 15 or 20 breeders that had "websites" and the websites were similar to their one-page ad from the Seedstock Edge. There might have been a little bit of advertising space but not much. We knew pretty quickly that we would be able to sell websites easily because we had been watching how quickly the idea of web advertising was growing over the last few years. All businesses in the non-ag sector were building an online presence and few of our contemporaries were there yet. Once we found a web developer that we meshed with we pretty quickly went from about 10 or 15 breeders to 150 breeders on the website in less than a year. In Oprah fashion, Kevin was out telling everyone: 'You need a website! You need a website! You need a website!" He had already built up a reputation as an auctioneer that worked with integrity and took your business very seriously. He was someone that people trusted and knew that he wouldn't steer them wrong.

It grew very quickly and became a place where people went for information. We added a message board that we policed very tightly. We wanted to build a community that would be a safe place where people could ask anything to learn how to be better at raising and showing pigs. Back then, there were other message boards out there, but they were gossipy, where keyboard warriors could go and bash others and we didn't want that. We built up a unique community in that space, and that traction made our website traffic take off. Showpig became the website where people spent a lot of time learning what was happening in the industry they loved.

Because of that momentum, in 2004, a duroc breeder named Cory Nelson called Kevin one night. I remember it so vividly. I came downstairs from putting Riley to bed, and Kevin said 'I'm not sure what I just got us into, but we're going to figure out how to sell show pigs online. There's a guy in Nebraska who has some really good pigs, and he wants us to figure out how to auction pigs on Showpig where the people are because he doesn't think he can get them all to Nebraska." I high-fived him and said something to the effect of sweet! Let's figure it out! By then we both had our own online buying habits - I was already an avid Amazon shopper, and Kevin had a tiny eBay addiction to farm memorabilia, so we knew a little bit of what the possibilities were and what we were up against. Things really started to grow though when some of our longest-standing customers were willing to give us a shot and help us work out some of the kinks. Without Steve and Aaron Cobb, Jesse Heimer, Tom, Ben, and Andrew Moyer and the Genetic Edge team, Adam Beck, and so many others' willingness to entrust us with their businesses, we would not be where we are today.

WHAT HAPPENED
NEXT AFTER
YOU GUYS GOT
THE MOMENTUM
ROLLING WITH
SHOWPIG.COM?



Showpig.com

We added the first online auction in the summer of 2004 and our 2nd child in the fall of 2005. We quickly added our first employee in the fall of 2006 when Kevin traveled about 250 days out of the year, and I was home with two kids under three. There were two people that joined our team early and we couldn't have gotten to where we are today without them. Kim West is our web developer. We hired her on day two of owning showpig.com. We had tried working with other developers and were told our website ideas wouldn't work. Kevin was referred to her by our friend Jim McCoy and he had all of our website ideas drawn up. When we met with her, we quickly realized she was like-minded and said YES to all of our ideas.

63

A few years later, Kevin got to work alongside Katey Brattain at the National Junior Summer Spectacular in the summer of 2006. He watched her set up on the stage and keep the show running, keep everybody in the ring and the announcer stand understanding what was supposed to happen next, answer questions as they came up, fix problems as they arose, and never once did she lose her cool. She handled everything in stride and every person with respect and kindness. He had found our linchpin who to this day holds us together. Katey brought a great perspective- she's a little bit better at seeing where things could go wrong, and Kevin and I sometimes lack that. She built the beginning stages of the online auctions on her shoulders while Kevin was busy auctioneering and I was at home raising our two babies and doing behind-the-scenes work. Fast forward six years, Katey came to me and announced tearfully that she was leaving us to pursue other career options. Over the six years that she had been with us, we were not good at seeing that she was sheltering us from the reality of her 20-hour days and shouldering way too much responsibility for one person to handle. She had finally gotten a job offer that she couldn't refuse. Although that was the toughest conversation and season we endured, that was the greatest thing that could've ever happened. Kevin and I had to sit down and take a good long look at our business and a good long look at each other and realize that we weren't building that community that we wanted to build. We needed to build the business and make it sustainable and a place where we took care of our people. We couldn't just be a place to help others in their businesses when we were killing people in our own business. It took Katey throwing up the white flag to recognize that we weren't doing a good job caring for her. Fortunately, it became an awesome

opportunity for us to step back and take a look at and acknowledge that, yes, we want to take great care of our customers. But we also want to be a place that takes excellent care of our team. That's been my main focus ever since. That season saw us add Amy Smith, Stacey Watje, and soon after Tonya Fender, Emily Miller, Taylor Miller, Michelle Scholl, and Jane Crone. Katey finally had the team that she needed, and thankfully, she came back to us. There were big learning curves along the way but eventually, we were able to gain momentum again and build our business in a way that we were both proud of. Without those ladies and everyone who has joined us since we could not come close doing what we do day in and day out.



to



TELL US SOME OTHER FACETS OF Y'ALL'S BUSINESSES.

As I mentioned before, Showpig began to grow exponentially in the early 2010s. We also experienced major health issues with our parents at the same time that required us to slow down and reprioritize our time and where we spent it. We started consciously making decisions to try and keep everyone closer to home, which led to the birth of our farmland and farm equipment division, The Wendt **Group Land and Agricultural Assets Auction Company. In** 2015, through one of those God moments where all the pieces fell into place, we met with a small group of agents in Ohio and Indiana that we had worked with over the years in various avenues.



The discussion quickly led to them having our same goals - to stay close to home and take good care of people who needed what we could offer. It was fun to get back into the live auction atmosphere. For so long, our auctions had all gone online. Being with our sellers in person again, we felt like we could really love on and serve our customers. When people hire an auction company for a farm or land sale, it's oftentimes a tough conversation. There's usually a big life transition happening. Much of the time, we're working with widows, or we're dealing with retirements. We're dealing with tough economic situations and feel that it is so important to come alongside those families in those situations and take off any burden from their shoulders that we possibly can. Kevin and I have both lost all four of our parents. So we know what it feels like to have a big loss. Then amid that loss, to have to deal with everything that needs to be done afterward, anytime somebody can come alongside someone going through that and take a burden off their plate, is like a big hug. That's our attitude in all aspects of our business, and we want to come alongside our customers and help lighten the load- whether they are growing their business or experiencing grief. We want to be there for them.

We have other strategic partnerships with Jeff Aegerter, Aegerter Marketing Services specializing in selling elite Shorthorn cattle online. We've also partnered with Tim Shaeffer, Kyle Lemmon, Seth and Emily Miller, and Ashley Wagner to launch a new online cattle auction service, CattleConnect.com. Travis Platt and The Pig Planet joined us in 2018 to provide a one-stop shop for the Showpig industry to buy and sell their stock online. And we recently launched ShowpigLive, a joint venture with Blake and Todd Kennedy designed to offer exposure and administrative services to the live and live/online auction sector of the Showpig industry. We feel like each of these individuals aligns with our values in how they conduct their businesses, and we work alongside them to bring our expertise to the marketing and administrative side. Our team loves to step in and check off boxes and make sure every detail is taken care of, and we love to partner with people that care about people and take business seriously the way we do. I love our team, and they love each other. That makes it easier to get up and grind through the busy days!

WHAT ARE SOME OF THE HARDEST THINGS YOU ALL HAVE HAD TO OVERCOME?

Kevin and I answer this question very differently. His answer is simple: people who don't do what they say they're going to do and people who don't pay their bills. He wants everyone



to be their best self and it is really hard to manage the trickle-down effect when people don't take care of business.

My answer looks a little different and goes back to the situation where we had too much work and not enough Katey. I think the hardest thing for both of us really, but for me, in particular, was to recognize that it's okay to not be good at everything and to not do everything. I really thought that I should be able to do all of the things and I would beat myself up when I couldn't. Recognizing that it is OK to not be good at everything and then hiring the right person to fill those gaps feels like it's the most impossible thing to do until you do it. When God sends you someone to do the things that you can't stand to do is a beautiful thing. What was once the hardest thing, becomes the easiest because you can watch other people flourish in those roles.

Some of the other hard parts are managing growth, customer expectations, and letting go of some control. It is a really big world out there and that is something that isn't always easy to recognize. Knowing when to make moves and when to back off is always a challenging puzzle to put together. There isn't a road map to running a business like we have so we're figuring a lot out as we go.

WHAT IS ONE PIECE OF ADVICE YOU WOULD GIVE TO A YOUNG PERSON?

Figure out who you are and how God put you together as soon as you possibly can. Follow the threads of your strengths and recognize your weaknesses because that's going to help you in your marriage, business, and life. Figure out who you are, what makes you tick, and what makes you stumble, and recognize that those things can change right over time. But, some things about our personality just don't change- you are who you are. The more that you can dig into figuring that out, I think the easier life becomes quicker. My second piece of advice would be don't be afraid to fail- seek failure! You know life is not any different than a basketball game, right? You play two quarters, you're tired and then you come in for half time and you talk to your coaches and mentors and say I'm struggling, this has been working and this hasn't been working and then you adjust, go out for the second half and give it your all and figure out what's next. Don't spend too much time beating yourself up over what didn't work.

Find what does and do more of that!

Another thing I learned early from Kevin that I'm so grateful for is to respect our competition in the show ring and business. After all, our competitors are the ones who push us daily to be the best we can be. They share our passion and drive and we have more in common than differences. You may find yourself working alongside them someday and in fact, they may become some of your closest friends (looking at you TP and JL). Resist the urge to follow the crowd and nitpick at your competition and allow them to frustrate you, or you'll miss the opportunity to learn and grow and potentially know some of the coolest people on the planet.



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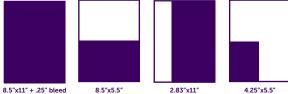
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SEPTEMBER

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FALL EDITION

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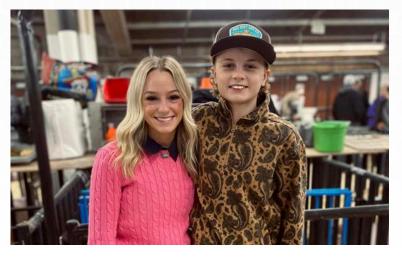


































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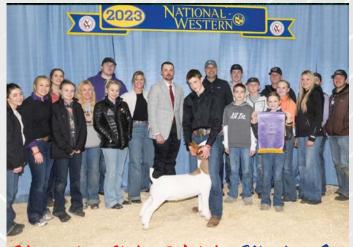


Grand Champion Market Goat DAKOTA MARTIN



Reserve Champion Market Goat HAYDEN SCHROEDER





Champion Light Weight Market Goat COLTON KEPHART



Reserve Light Weight Market Goat
SANDRA CLINGER



Reserve Middle Weight Market Goat

JACI FALKENSTIEN



Reserve Heavy Weight Market Goat

CARA CUMMINS



Sugar Snap Salad

- 1 1/2 Pounds sugar snap peas, trimmes, •1/2 Teaspoon sumac plus stringed, and cut diagonal
- Kosher Salt
- 3 Tablespoons extra-virgin olive oil
- •1 Tablespoon fresh lemon juice
- •1 Teaspoon white wine vinager
- •1 Bunch radishes, thinly sliced
- 4oz Ricotta salata or feta
- Freshly ground black pepper
- 2 Tablespoons coarsely chopped mint

Directions

- 1. Fill a large bowl with ice water; set aside. Cook peas in a large pot of boiling salted water until crisp-tender, about 2 minutes. Drain; transfer to bowl with ice water to cool. Drain peas; transfer to a kitchen towel-lined baking sheet to dry.
- 2. Whisk oil, 1 tablespoon lemon juice, vinegar, and 1/2 teaspoon sumac in a small bowl. Toss peas, radishes, and cheese in a large bowl. DO AHEAD Can be made 1 day ahead. Cover dressing and salad separately and chill.
- 3. Add dressing to salad and toss to coat. Season salad with salt, pepper, and more lemon juice, if desired. Garnish with mint and sprinkle with sumac.

Blueberry and Mint Iced Tea

- 5 Peppermint tea bags
- 140 Grams of blueberries
- 2 Tablespoons of sugar
- Mint leaves
- Lemon Slices

Directions

- 1. Boil the kettle and put the tea bags in a jug. Pour over 500ml boiling water and leave to steep for 5 mins. Meanwhile, put 100g blueberries in a jug, add the sugar and lightly crush with the end of a rolling pin or a potato masher. Remove the tea bags from the water, pour the tea over the blueberries and top up with another 300ml cold water. Add a large handful of ice to cool quickly, or chill until cold.
- 2. When you're ready to pack your picnic, pour the iced tea into bottles or flasks. Add a few sprigs of fresh mint, some lemon slices and the remaining blueberries. Seal and store in a cooler bag.



Lemon Cream Cheese Bars

• Cooking spray

- •2 (8oz) Cream cheese, softened
- 2 (8oz) Refrigerated crescent roll dough •1/2 Cup white sugar
 - •2 Tablespoons butter, meletd
- 2 Lemons, zested and juiced
- •3 Tablespoons white sugar

Directions

- 1. Preheat the oven to 350 degrees F (175 degrees C). Line the bottom of a 9x13-inch baking dish with aluminum foil and coat with cooking spray.
- 2. Unroll 1 crescent roll dough; press into the bottom of the prepared baking dish, stretching to the edges.
 - 3. Mix together lemon juice and 3/4 of the lemon zest in a large bowl. Beat cream cheese and 1/2 cup sugar into juice-zest mixture with an electric mixer until smooth and creamy; spread over crescent roll dough in the baking dish.
 - 4. Unroll remaining crescent roll dough and place over cream cheese mixture, stretching to the edges. Brush melted butter on top. Mix together 3 tablespoons sugar and remaining lemon zest in a small bowl; sprinkle over melted butter.
 - 5. Bake in the preheated oven until top is golden brown, about 30 minutes. Allow to cool for about 20 minutes.
 - 6. Lift dessert from the baking dish using foil; transfer to a cutting board. Cut into squares, leaving on foil. Return dessert to the baking dish and refrigerate until chilled, at least 1 hour.







Grand Champion Market Swine SELAH SALMONS



Reserve Champion Market Swine KAREN FETZER

NATIONAL WESTERN.



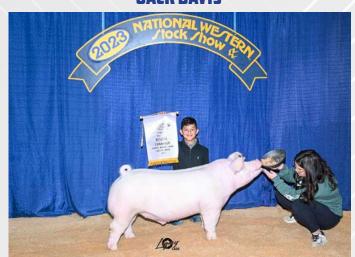
Champion Berkshire Market Swine BLAKELY BURNS



Reserve Berkshire Market Swine JACK DAVIS



Champion Chester Market Swine MACY JACOBSON



Reserve Chester Market Swine DALLAS MARTINEZ



Champion Duroe Market Swine RILING KIMBLE



Reserve Duroc Market Swine SAMI COL

NATIONAL WESTERN



Champion Hampshire Market Swine MAX HEIMER



Reserve Hampshire Market Swine MAKENZIE CONSAUL



Champion Landrace Market Swine CAIN COOPER



Reserve Landrace Market Swine
MILLED REAM



Champion Poland China Market Swine BRYLEIGH BEYERS



Reserve Poland China Market Swine
GADSON JERVIS

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Champion Spot Market Swine HADDIE TYSON



Reserve Spot Market Swine
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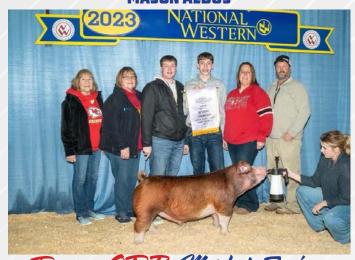
Champion Yorkshire Market Swine GAVIN SINCLAIR



Reserve Yorkshire Market Swine
MASON ALBUS



Champion OPB Market Swine HARPER HERIMER



Reserve OPB Market Swine DREW WELCH







Reserve Light Weight Crossbred Market Swine Reserve Medium Weight Crossbred Market Swine

LANDON CHARLES



Champion Heavy Weight Crossbred Market Swine Reserve Heavy Weight Crossbred Market Swine **KADEN MASON**



MESA MCDANIEL



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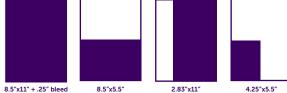
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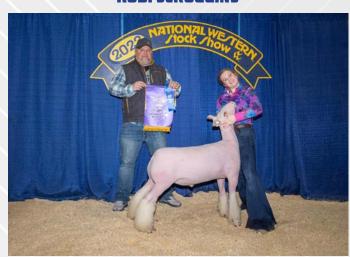
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SENIORSPOTLIGHT

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HI I'M BLAZE COZART

I am a senior from Zephyr, Texas. My parents are Ben and Misty Cozart and I have two sisters, Katelyn and Kreed. I have been involved in FFA and 4-H my whole life showing pigs and judging livestock as well as being a part of my 4-H county council and an FFA officer, I have also competed on numerous LDE and CDE teams throughout my years in High School. Since I was little showing has been a large part of life. It all started with my older sister Katelyn who helped me learn how to show and work hard at a competitive level. From there the same passion and work ethic was instilled in me. My mom and dad have also been a huge driving force in my career. We have always been a family that does everything together, from raising pigs to just doing daily barn chores. As a family we have shed a lot of blood, sweat, and tears in the barn but that's what makes it so special. I am also very thankful for all the great people I have met throughout the industry from jackpot shows to majors, there is always someone you can count on if you need anything. I will always be grateful to God that he chose this industry for me and my life. There are no words to explain how thankful and blessed I have been to be a part of such a great and growing industry. I hope that I can pass the same work ethic and passion to my younger sister Kreed that was passed down to me from my older sister Katelyn.





IF YOU COULD TELL ONE NEW SHOWMAN SOME WORDS OF ENCOURAGEMENT, WHAT WOULD YOU SAY?

I would say to win and lose with grace. You never know who's watching you ringside, it could be the next judge at San Antonio or it could be a little kid that looks up to you. Overall, it's important to be humble and carry yourself respectfully win or lose.

WHAT IS THE MOST REWARDING THING ABOUT SHOWING LIVESTOCK?

Just knowing that I get to wake up and do something everyday that makes me happy and if you're lucky enough to win, you get to see all the time and effort you've put into your animals pay off.

GIVE US YOUR MOST IMPORTANT SHOWMANSHIP TIP.

The most important showmanship tip I can give is to always have your pig ready coming out of the sift gate because you only have one shot at a first impression.







When you graduate what do you want to be remembered for in the stock show world?



I want to be remembered for truly caring about the industry, not just winning the banner but more importantly everything that leads up to that banner. I also want to be remembered as someone who worked hard and was fully dedicated to making and showing livestock at a high level.

SUPPOSE YOU COULD TAKE ANY CELEBRITY TO LUNCH AND TALK TO THEM ABOUT FFA/4-H, WHO WOULD YOU TAKE AND WHAT WOULD YOU TELL THEM?

I would take Elon Musk to lunch and try to convince him to partner on some sows with me.

IF YOUR FRIENDS COULD DESCRIBE YOU, HOW WOULD THEY?



Bible verse?

_ _ _

favorite quote

<u>ಹ</u>

Do you have

My friends would describe me as comedic relief in a lot of situations, and also someone who knows way too much about show pig pedigrees.

WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

Following graduation, I will attend Black Hawk East College and compete on the livestock judging team. After my two years at Black Hawk I will attend a university and complete my judging career as well as a degree in ag business. Throughout college I plan to stay heavily involved in the show pig industry.....if you need some barrows hit me up!!!

WHO IS YOUR ROLE MODEL?

My role model is my dad. We both share a strong passion for showing and raising pigs, and I guess he's pretty good with a feed bucket.

"TRUST IN THE LORD WITH ALL YOUR HEART, AND DO NOT LEAN ON YOUR UNDERSTANDING. IN ALL YOUR WAYS ACKNOWLEDGE HIM, AND HE WILL MAKE STRAIGHT YOUR PATHS".
- PROVERBS 3:5-6











IMAGINE YOURSELF 10 YEARS FROM TODAY. WHAT GOALS AND AMBITIONS DO YOU HAVE FOR YOURSELF, PERSONALLY AND PROFESSIONALLY?

In 10 years, I hope to have a successful sow herd of my own, a few boars, as well as a job in the agriculture industry. I hope to always be able to continue helping kids in this industry with their show projects. I would also like to have a family that can share my passion for showing and raising livestock.

HOW DO YOU GO ABOUT SETTING GOALS IN ORDER TO BECOME MORE SUCCESSFUL?

In our house we always have one goal and that is to win. We do everything we can to try and make it happen, but more times than not that goal is hard to reach. It never bothers me to get beat by a better one. Despite that, we continue to work hard as a family and put our all into making our goal a reality.



WHAT MOTIVATES YOU TO BE A GOOD LEADER, AND TO PUT FORTH YOUR BEST EFFORT?

What motivates me to be a good leader is keeping this industry alive so that younger kids can have the same experiences that I was blessed to grow up with in the stock show world.



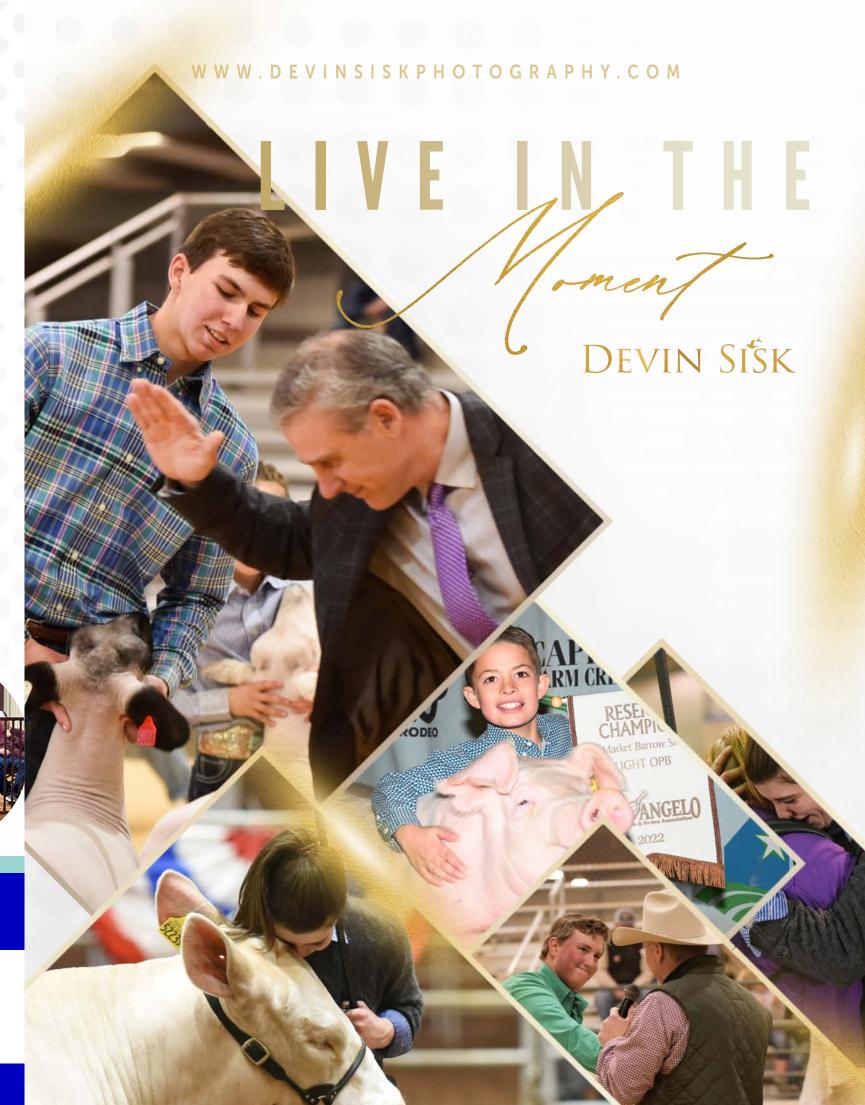
TELL US WHAT SUCCESS MEANS TO YOU

To me success is a lot deeper than just banners and buckles. Success is knowing that at the end of the day, I did everything I could for my show project and was able to do something that I love, not just by myself but with my family and friends.



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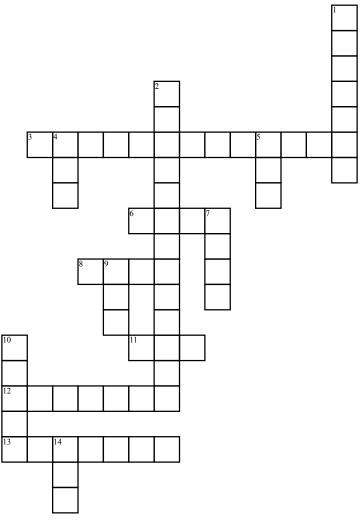
Grand Champion Market Steer JUSTIN PFANNEBECKER



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MASON GRADY

URPLE CIRCLE 86

WORD SEARCH



Across

- **3.** goats are what color?
- 6. baby sheep
- 8. group of goats
- 11. baby goat
- 12. sheep and goats love to be where?
- 13. goats giving birth

Down

- 1. sheep giving birth
- 2. sheep are what color?
- **4.** sheep & goats eat what?
- 5. male sheep
- 7. male goat
- 9. female sheep
- 10. group of sheep



14. female goat

Cougage

One of my favorite books in the Bible is John. It's an incredible book of how to stay in tune with our Creator. It not only shows us how much God loves us by sending His only Son to die on the cross to forgive us of our sins (3:16), but it also shows us how to live each day for Him. In John chapter 15 It talks about how God is the vine and we are the branches (15:1-8). It explains to us how we are to remain in Him to bear much fruit. God calls us to abide in Him that we may go and be fruit bearers through our daily walk with Him. In Matthew 12:33 it says a tree will be recognized by its fruit. Good or bad we will be known by the fruit we bear. At the end of my life I don't want to be known by the awards I win, the money I have or the amount of friends I've accumulated. I want to be known by the fruit I bear. I want to hear the words, Well done my good and faithful servant (Matthew 25:23) from my Creator. My Lord and Savior, Jesus Christ.

All of this sounds great until it's time to put it into practice and obstacles start showing up. Not only are our self-inflicted obstacles hindering, but the opposition, the evil one, is always there to offer us a different direction. Satan and his power are real but we serve a God that has overcome the world and tells us with Him all things are possible (Matthew 19:26) With God we can do anything, but we have to keep Him in the forefront of everything we have. A daily surrender to His will not mine. God, your plan is not my plan. A daily affirmation of saying "here I am Lord, send me." It's impossible on our own to abide in Christ 100% of the time. In my daily walk I try to remember to do 5 things that keep me connected to Jesus. When I do these 5 daily actions my walk becomes better and my burden becomes lighter. When I fail to accomplish 1 or more of these I see temptations more often and the urge to fall into temptation more dominate. Let's go through this 5 item checklist so we can make sure we are equipping ourselves to bear good fruit.

- 1. Pray Daily communication with our Lord and Savior. The single most important prayer is the prayer admitting we are a sinner and need a Savior. The one Savior sent to forgive us of our sins. That's the beginning of a personal relationship with Jesus. After that it's just a continual conversation with Him. There's not a single part of our lives that God doesn't want to be involved with. In Romans 10:10 it tells us to pray without ceasing. Prayer is not always on our knees with our eyes closed (although we should be hitting our knees often), but it's just a simple conversation with God. Tell Him your wants and needs. Seek His will in your life. Ask Him for guidance and direction. When He does guide and direct, be ready to GO!
- 2. Read Your Bible The Bible is God's playbook or instruction manual. He expects us to read it, study it, know it and store it. Tuck that Bible verse in your back pocket for when trials or temptation come you will have the Word of God to stand on. You will have the knowledge and direction on how to live your life and what to do in all situations. Psalm 119:11 says "I've hidden your word in my heart that I might not sin against God". Matthew 4:4 tells us that "man cannot live on bread alone but by every word that comes from the mouth of God". Know God's word and apply it to your daily life.
- 3. Worship I love Sunday morning worship at our church. I even love singing praise and worship while driving down the road but that's not the worship I'm talking about. I'm talking about a lifestyle that reflects our daily walk with Christ. Is our daily life a continual act of worship? Are we bringing people to the throne of God through the way we live our lives? Do people know we are a Christ follower by the way we live? I believe at all times we should be prepared to share the Gospel and when needed use words. How does our worship reflect Christ in us?
- 4. Reflect and Commit Where did you see God today? What did you do to strengthen that relationship? Did you pray, read your Bible, or worship? How about this question: where was God missing? Better yet, where did you leave Him out of your day? It's time for us to stop putting Jesus in a box on a shelf to only take down when it's convenient for us! Get Him involved in everything and soon that will be the convenient life. Get uncomfortable for Christ and he will make you comfortable in His way. What is hindering our relationship with Christ? In Hebrews 12:1 it says rid yourself of all ungodliness. That's anything that does not please our heavenly Father. Our friends? How we talk? Where we hang out? What we look at? Sounds simple, right? It can be very difficult but remember, with God, all things are possible. Submit your life to Him. Then submit your marriage, family, job, hobby, friends. Put all of that under His Lordship and watch your life bloom and grow.
- 5. Remember your influence God has you right where He wants you. He has given all of us a platform to proclaim His honor and glory. Some are big and others seem small but we are all given the opportunity to be Kingdom builders. Some of us may be sent to Africa to share Jesus while some of us have our "Africa" right in the 4 walls of our house. We may have a Godly influence over 5 people or 50 people. The number is not what matters but what we do with our God given talents and abilities is. Remember that God does not call the equipped, He equips the called.

Someone, somewhere is looking to you for an example. Are we being a good or bad example? What kind of fruit are we bearing? Following these 5 points won't make every day easy and perfect but they will allow you to abide in God's abundant Mercy and Grace. The Creator of this universe has a good and perfect plan for each of us. All we have to do is submit to Him and follow His will for our lives. We love each and every one of you. We would love to visit with you if you have any questions about this article or about how to become a child of God. If you are reading this I'm sure there is one of us close to where you are. God bless each of you.







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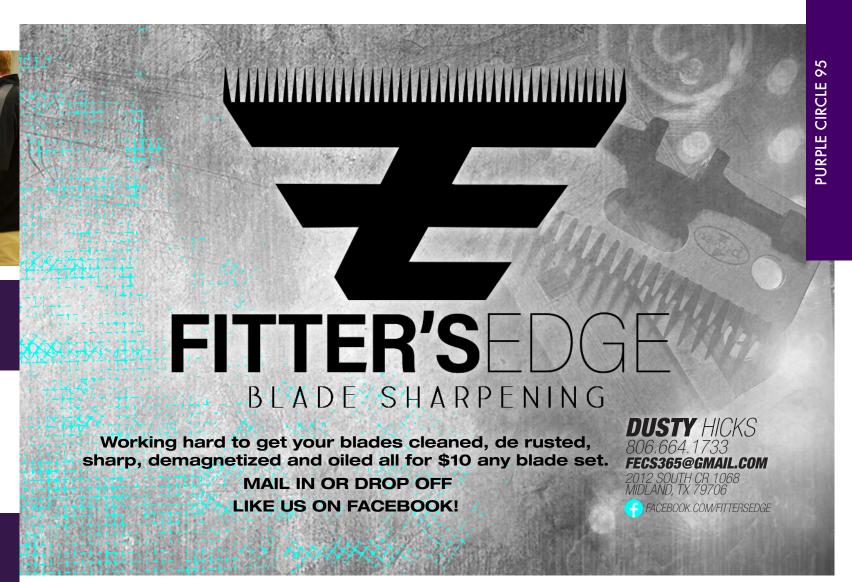
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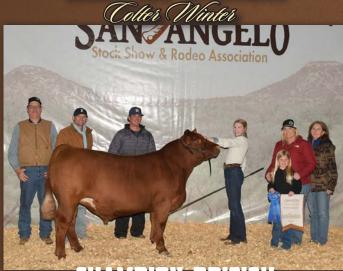
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2018 SAN ANGELO LIVESTOCK SHOW **RESERVE GRAND CHAMPION** MARKET GOAT



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2018 NAILE RESERVE DIV 2 CHAMPION GOAT



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6	5	9		1		2	8	
1				5			3	
2			8				1	
			1	3	5		7	
8			9					2
		3		7	8	6	4	
3		2			9			4
					1	8		
		8	7	6				







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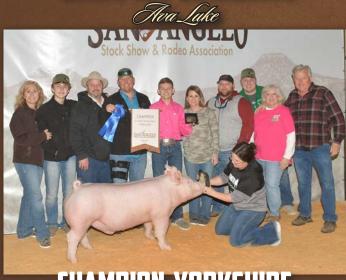


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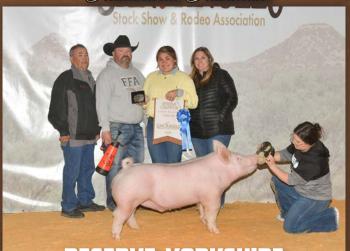


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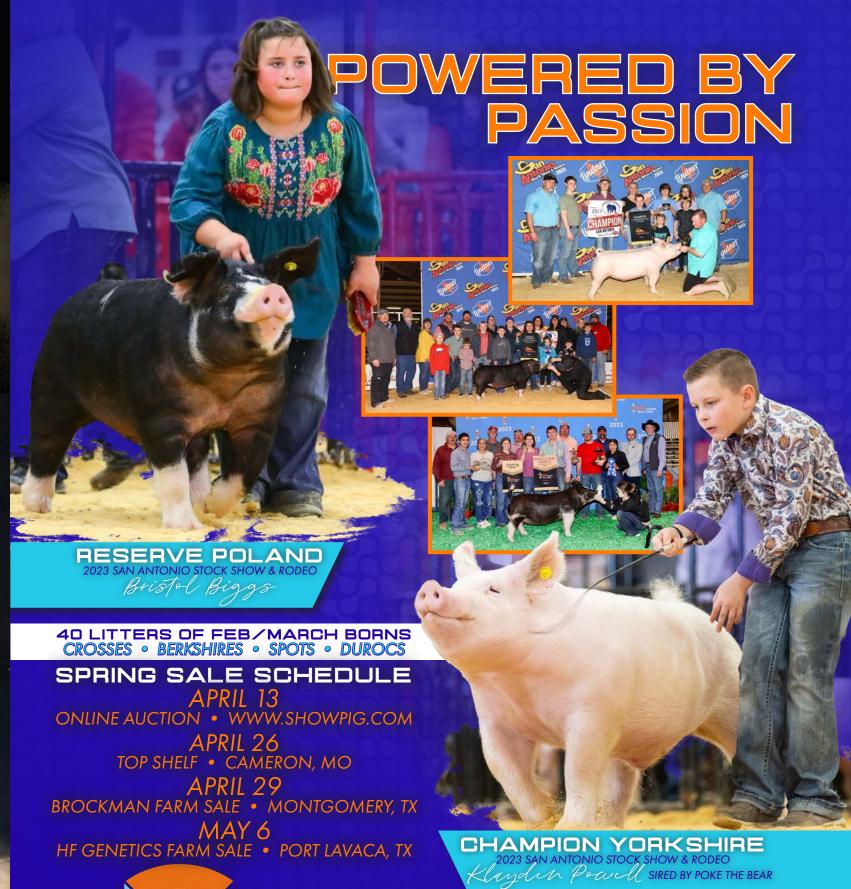


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