



Nebraska Jr. Beef Expo

Co-sponsored with Northeast Community College

Friday, June 2nd, Saturday, June 3rd & Sunday, June 4th, 2017



Hotel Reservations

Book Hotel Early!!

Hampton Inn and Suites- (402) 379-3585

Holiday Inn Express- (402) 379-1524

Rodeway Inn - (402) 371-9779

Super 8- (402) 379-2220

Don't miss this exciting & educational opportunity!

Seven breeds of cattle coming together to offer our junior organizations additional opportunities!

Contact your individual breed representatives for specific breed rules information!

Greg Crawford	Shorthorn	(402) 560-1205
Matt & Dawn Caldwell	Red Angus	(402) 469-1190
Krista Dybdal	Charolais	(402) 692-3704
Kim Volk/ Denielle Trauernicht	Simmental	(402) 720-4457/ (402) 239-6767
Stacy Kersten	Maine-Anjou	(402) 618-8918
Susan Gehl	Chianina	(308) 750-8016
Rob Brawner	Limousin	(402) 376-4465

NE JR. BEEF EXPO OFFICERS

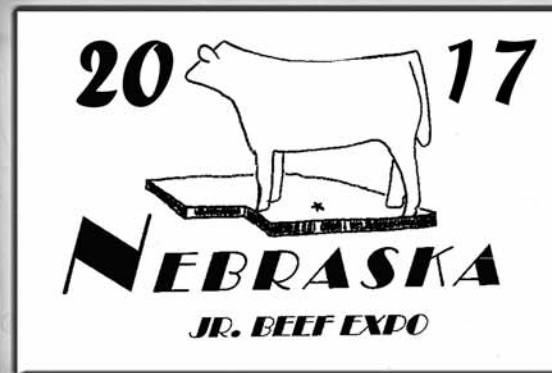
Denielle Trauernicht	Wymore, NE	Chairman	(402) 239-6767
Stacy Kersten	Gretna, NE	Vice-Chairman	(402) 618-8918
Diane Duren	Rising City, NE	Sec/Treas	(402) 367-2272

NE Jr. Beef Expo
PO BOX 150
Rising City NE 68658-0150
(402) 367-2272 (cell)

Pre-Entries must be postmarked
Friday, May 26th

TO:

20th Annual
NE JR Beef Expo
Friday, Saturday & Sunday
June 2-4, 2017
Northeast Community College
Norfolk, NE
Don't Miss It!



Co-sponsored with Northeast Community College

NE Junior Beef Expo

Saturday, June 3rd and Sunday, June 4th, 2017

Northeast Community College — Norfolk, NE

801 East Benjamin Avenue- Northeast Community College Agriculture Complex

Breeds Represented

Limousin Maine-Anjou Simmental Red Angus Chianina Shorthorn Charolais

20th Annual

Friday, June 2nd Schedule of Events:

2:00 PM - Cattle can begin stalling after 2:00 PM
5:00 PM - Volunteer Meeting
6:00 - 8:00 PM Check in Exhibitor/Cattle

Cattle Must Be Checked In & IN-PLACE by Noon -Saturday, June 3rd
Pre- Entries Must be Postmarked by Friday, May 26th, 2017

Saturday, June 3rd Schedule of Events:

7:30 AM- Rolls & Juice-
Sponsored by Wayne & Barb Ohlrichs
7:00-8:00 AM - Check-In for Contests in Office
7:45 AM - Orientation in the Bleachers
8:00 AM - Check-In for Cattle Begins
8:00 AM - Contests Begin
8:00 - 9:00 AM - Written Herdsman and Sire Selector Quiz
9:00 AM - 12:00 PM - Sales Talk Contest, Speech and Interview/Resume Contests
12:00 PM - Cattle Must Be In Place
12:00 - 1:00 PM - Lunch Break
1:00 PM - Judging Contest
3:00 - 4:30 PM - Team Fitting
4:30 - 6:30 PM -Free Time - Breed Assn. Mtgs
6:30 PM - Banquet & Awards Presentation

Sunday, June 4th Schedule of Events:

8:00 AM Show Starts
2 Rings - 2 Judges
All breeds will have their own show.
Assigned to Ring A or Ring B
(Ring assignment is based on number of cattle)
Each breed is responsible for show orders
Breeding Heifer Show By Breed Bred & Owned Show (all breeds show together)
Followed by Breeding Heifer Supreme Selection by Judges
(Registration Papers Required for Breeding Heifer Show)
Check on breed specific rules on registration papers for market steers and heifers!
Showmanship By Breed
Sr. Division
Jr. Division
Supreme Showmanship Selection
Market Animal Show By Breed
Heifers
Steers
Followed by Market Animal Supreme Selection by Judges

NE JR. BEEF EXPO CONTEST/COMPETITION RULES

ENTRY FEES: \$40

(\$15 goes back to breed association and \$25 goes to the NE Jr. Beef Expo Committee.)

REGISTRATION PAPERS ARE MANDATORY TO SHOW BREEDING HEIFERS!!

Check with your breed rep for breed rules pertaining to market heifers and market steers!

DIVISIONS: JR. Division - Any youth who is 8-14 as of January 1, 2017.

SR. Division - Any youth who is 15 and older by January 1, 2017.



Important Information - Please Read

- ◆ A board decision has been made that no taxes will be accepted. Your entry form must be accompanied with your entry fee/payment.
- ◆ A \$10 contest only fee has been implemented. If you show cattle this fee does not apply. Does not include banquet meal.
- ◆ Please call early for hotel reservations!
- ◆ Each breed is responsible for their individual contest awards and each breed contest winner is eligible to win the overall contest award presented by the NE Jr. Beef Expo Committee.
- ◆ Each exhibitor needs to be a member of their respective junior association. You may join prior to coming to this event or you can join the association during check-in on Friday, June 2nd and the morning of Saturday, June 3rd.
- ◆ Each breed association will maintain their individual rules for their individual shows. Please call your respective breed representative with any questions about filling out the entry form. Their name is located on the back of this brochure. Please contact them for breed-specific rules.
- ◆ The NE Jr. Beef Expo reserves the right to conduct DNA tests on the champions and reserve champions from each breed or any other animal in the show participating in the NJBE. Failure to comply with DNA testing will result in immediate expulsion from the show and forfeiture of prizes.
- ◆ Take time to view the individual breed displays that are set up.
- ◆ Posters/graphic design and photos will be on display! Champion Jr. & Sr. Photo will be auctioned off.
- ◆ No alcohol is permitted on the grounds of the Northeast Community College.

Each entrant must specify only one specific breed they will compete in for contests on the entry form.

Saturday Evening Banquet & Supreme Awards Ceremony

Saturday, June 3rd, 2017
6:30 PM- \$10.00 per meal

Tickets will be also be sold on Friday evening, June 2nd & Saturday, June 3rd until 4:00 PM for other family members.

Concession stand open during this two day event! Please help to support the Diversified Ag Club concessions!

Poster & Graphic Design Contest

- All work must be that of the entrant. The contestant should write the following information in the upper left-hand corner on the back of the poster: Contestant's Name. Complete Address, Age as of Jan. 1, 2017, Subject Category in which the poster/graphic design is to be entered.
 - There will be two divisions and six categories:
Junior Division: **Poster - Promotion of Breed or Graphic Design-Breed/ Association Promotion or Graphic Design- Herd Advertisement**
Senior Division: **Poster - Promotion of Breed or Graphic Design-Breed/ Association Promotion or Graphic Design- Herd Advertisement**
 - The posters and graphic design must be the current year's work and cannot have been presented for competition at a previous show.
 - Exhibitors may enter no more than two posters. Exhibitors may enter two graphic design entries, one entry per category.
 - Poster dimensions must be either 14" x 22" or 22" x 28". Graphic design hard copy size is 8.5 x 11 paper.
 - There is no limit as to the use or style of drawings or lettering, provided they are the design and handiwork of the entrants. Photographs, magazine clippings, stencils and adhesive letters may be used.
 - Three dimensional posters are not allowed.
 - It is suggested that posters be laminated or covered with clear contact paper
 - Entries must be turned in by 10:00 AM on Saturday, June 3rd, at the registration table. They should not be mailed; however, they may be sent with other juniors attending from your breed as long as you will arrive and participate in events.
- Graphic Design Contest.** This contest enables NJBE exhibitors to use computer technology to design materials that promote a specific breed or a herd. 1) Entries must be created using computer technology. 2) There will be two categories- **Breed/Association Promotion**- Highlight the value of your breed in a successful cattle enterprise or the benefits of active membership in your respective breed association. **Herd Advertisement** Suitable for promotion of your own herd or a fictitious (but realistic) situation. 3) Contestants must bring entry as a hard copy on 8.5 x 11 paper. 4) Contest is limited to 2 entries per person, one entry per category. 5) Graphic design entries will be evaluated on originality, message, ability to attract attention, use of space and design. A top three juniors and top three seniors will be selected from the combined poster/graphic design entries for Supreme Honors.

Sales Talk Competition

The objective of the Sales Talk Competition is to gain a working understanding of performance and pedigree information. Emphasis will be placed on communication skills and marketing techniques.

- There will be a Junior Division and a Senior Division.
- The order of presentation will be determined by the breed reps running the contest after pre-registration.
- The Senior Division will be provided a complete scenario at registration. The individual will be required to select a heifer and to find a pedigree to match the scenario. It is not necessary that the animal and the pedigree correspond.
- Presentations will be a minimum of five minutes long, with a maximum of 10 minutes, including questions. The objective is to sell your heifer to the judges. (If you didn't bring a heifer, you can use someone else's heifer for the contest) The following three topics should be discussed: (a) pedigree information, (b) performance information, (c) visual characteristics. Other information may be included in the presentation. The judge's questions won't be limited to these areas. Individuals can not use notes, but may use reference papers. Judges will not interrupt the Junior Division, but will ask Seniors questions throughout the presentation.
- Individuals are responsible for selecting a heifer. The heifer will come to the judges table with the individual. The heifer is not to be groomed. Three copies of the registration certificate should be provided. Performance data, pictures, etc., can be used for sales data to the judge.
- Junior points will be awarded as follows: Knowledge-20 Points; Presentation-20 Points; Poise & Delivery-20 Points; Overall Effectiveness-20 Points and Ad Design-20 Points. 10- Points will be deducted for use of notes. Senior points will be awarded as follows: Knowledge-25 Points; Presentation-25 Points; Poise & Delivery-25 Points; Overall Effectiveness-25 Points. 10-points will be deducted for use of notes. Five points will be subtracted if registration certificates are not submitted. Ties will be broken by the highest overall effect score.

Speech Contest

Contestants will be judged on their knowledge of the subject, organization, presentation, response to questions, and the overall general effect of the speech. Contestants may compete in both contests.

IMPROMPTU SPEECH

- Contestants will draw for order on an industry related topic. 2. You will be allowed three minutes for preparation. 3. Presentation should last 3-5 minutes for senior contestants and 2-4 minutes for junior contestants. 4. Notes may be used (notecards will be provided) 5. Absolutely no outside material will be allowed in the preparation area.

PREPARED SPEECH

- Speech to be prepared ahead of time.
- Topic should be industry related.
- Speech should include original content by the junior competitor.
- Visual aids are encouraged. 5. Speech should be 6-8 minutes in length for seniors and 3-5 minutes for juniors. 6. Memory is encouraged, but not required. 7. One typewritten copy should be provided to the judge.

Herdsmen Quiz

- The quiz will consist of multiple choice and true/false questions.
- Thirty minutes will be allowed for contestant to complete the quiz. Two five-minute warnings will be given after twenty minutes have passed. All contestants will turn in test at the official ending time of the quiz.
- Contestants may not bring notes, books or reference materials into testing area. All materials will be provided including a quiz questions, answer sheet, tie-breaker questions and a number two pencil.
- Conferring with other contestants, use of notes or any other form of cheating will be grounds for disqualification of a contestant.
- Ties will be broken according tie-breaker questions. These questions will only be graded in case of a tie. If a tie still remains, five pre-selected unmarked questions from the test will be used to decide on the final contestant placing.
- Primary resources for questions will be each breed association's publication.

The NE Jr. Beef Expo reserves the right to conduct DNA tests on the champions and reserve champions from each breed or any other animal in the show participating in the NJBE. Failure to comply with DNA testing will result in immediate expulsion from the show and forfeiture of prizes.

Photography Contest

- Photos can be from farm, ranch, show, sale scenes or extraordinary shots from their prospective breeds.
- Photos will be judged on creativity and composition.
- Photos are to be 8 x 10 inch color or black & white prints mounted on 11 x 14 inch black poster board. Place entry form on back side, upper left-hand corner.
- Photos must be taken by the contestant during the past year. Photo cannot be altered or image-enhanced in any way. Contestants are encouraged to use 35-mm cameras.
- The photos cannot have been presented for a previous competition.
- Maximum of two entries per contestant allowed.
- Photos may be reproduced by the respective breed association.
- Entries must be turned in by 10:00 AM on Saturday, June 3rd, at the registration table. They **should not** be mailed; however, they may be sent with other juniors attending from your breed as long as you will arrive and participate in events.
- Entry forms are filled out at registration site.
- A selected judge will select winning entries. **Note: The Champion Jr. & Sr. photo will not be returned as they will be auctioned off as a fund-raiser for the benefit of the NE Jr. Beef Expo.**

SUPREME AWARDS

- ◆ Supreme Individual Contest Awards
- ◆ Supreme / Res. Supreme Jr. & Sr. Overall Exhibitor
- ◆ Supreme & Res. Supreme Breeding Heifer
- ◆ Champion & Res. Champion Bred & Owned
- ◆ Supreme Showmanship- Jr & Sr.
- ◆ Supreme & Res. Supreme Market Animal

The awards will be furnished by the NE JR Beef Expo Committee.

Judging Contest

- A committee of judges shall select and place all classes and listen to all reasons. The contest will consist of three classes: one class of market animals and two classes of yearling heifers. All cattle are subject to being selected for this contest. Performance data will be used when available. (**Note:** The committee reserves the right to substitute classes if necessary due to the availability of animals.) One class of the placing classes will be designated by the judges as an oral reason/questions class.
- Placing classes will be worth 50 points per class and reasons/questions worth 50 points per class.
- Jackets, caps or other apparel identifying an individual's team, state of residence or farm/ranch affiliation are prohibited while judging.
- No member of any team, parents, or advisors shall be allowed in the judging contest area to inspect the livestock prior to the contest.
- While the contest is in progress, there shall be no conferring between contestants or between parents and/or advisors and contestants. Any violation of this rule will result in disqualification of the contestant.
- Contestants will be allowed 10 minutes to place each class. There will be a two minute time warning in each class to signal contestants to hand their cards in to the group leader.
- Cattle will be judged loose in pens or haltered. Close inspection will not be allowed unless directed by the official committee.
- Contestants must remain with their assigned groups throughout the entire contest unless otherwise directed by their group leader.
- Contestants must provide note talking materials for use while judging reasons/questions classes.
- Ties for individuals will be broken on the basis of total reasons/questions scores. If a tie still remains, a pre-selected question will be used to break the tie. Should a tie still exist, placings will be decided by a "flip of the coin" for the award.

No alcohol is permitted on the grounds of the Northeast Community College.

NE JR. BEEF EXPO CONTEST/COMPETITION RULES

Interview and Resume Contest Rules

This contest is designed to assist with career development of NJBE participants. Participants will be evaluated by a judge.

1. Contestants must be a member of their respective breed. Contest is only open to senior division.
2. Resumes and cover letters (job of participant's choice) must be turned into the NJBE office by 9:00 AM, Saturday, June 3rd.
3. Contestants will draw for order of interviews.
4. Contestants will be judged on personal appearance.

Resumes and cover letters will be evaluated on content, grammar, design and overall appeal.

Each individual will be evaluated on the following in the interview portion on this contest:

- * Education - Does applicant have the educational background needed for a position with the organization?
- * Leadership Potential - Does applicant appear to have the ability and motivation to advance in the organization?
- * Extracurricular Activities - Does the potential interviewer have sufficient experience in outside activities?
- * Work Experience - Does the applicant have sufficient job accomplishments, skills and experiences to relate to the position?
- * Communication Skills - How well was the candidate able to express his/her thoughts? Consider factors such as vocabulary, grammar, style of delivery, etc.
- * Career Planning - Did the candidate show evidence of career planning? (Example: setting goals for the future, alternative career paths, long-range plans for future self-development.)
- * Motivation/Initiative - To what extent does the applicant show enthusiasm for the position being interviewed for?
- * Appearance/Personality - What kind of general impression does the applicant make? Consider dress, grooming, posture and presence.

Sire Summary Quiz

1. The quiz will consist of multiple choice and true/false questions. Juniors: 15 Questions Seniors: 20 Questions
2. Thirty minutes will be allowed for contestants to complete the quiz. Two five-minute warnings will be given after twenty minutes have passed. All contestants will turn in test at the official ending time of the quiz.
3. Contestants may not bring notes, books or reference materials into testing area. All materials will be provided including a Sire Summary, quiz questions, answer sheet, tie-breaker questions and a number two pencil.
4. Conferring with other contestants, use of notes or any other form of cheating will be grounds for disqualification of a contestant.
5. Ties will be broken according to clearly marked tie-breaker questions. Across breed EPD information may be used in tie-breaker questions. These questions will only be graded in case of a tie. If a tie still remains, five pre-selected unmarked questions from the test will be used to decide on the final contestant placing.

Team Fitting

1. Individuals must register by NOON on Saturday, June 3rd. Names will be drawn and posted for each team.
2. Contestants must bring any and all materials needed to the fitting area. (Chute, animal and supplies)
3. Contestants are cautioned to avoid inappropriate fitting methods (excess glue, color, "built legs", etc)
4. The animal will be dry. The team will have 20 minutes to prepare the animal for show.
5. A judge will evaluate the teams for cooperation, method and resulting grooming of the animal.

Breed Display Contest

The Breed Display Contest is being offered to encourage each junior breed association a chance to promote their breed, junior breed activities or the beef industry. The display booths will measure 10' x 10' and will be located inside the building near the show ring on the cement area. Be creative with your breed display and win a trophy for your junior association.

Booths may be set up on Friday, June 2nd, 2017 and will be judged Saturday afternoon, June 3rd, 2017. (Booths **MUST** be completely set up and finished by noon Saturday, June 3rd, 2017. Have fun, promote your breed and win \$30 for your junior association; second place receives \$20 for their respective junior association! Call Diane Duren at (402) 367-2272 if you have any questions.

Breed display booths will be judged on:

- 1) Originality
- 2) Creativity (i.e. theme & decorations)
- 3) Neatness & cleanliness of exhibit areas
- 4) Promotion of cattle breed or the beef industry or junior breed activities
- 5) Use of booth space

Booths need to remain in place until Sunday, June 4th, 2017, after the cattle show is completed.

Hand-outs & freebies (candy, drinks, etc) are encouraged but will not be mandatory.

ABS Nebraska Representatives

Bob Anderson	Hubbard, NE	402-632-4567
Rosemary Anderson	Whitman, NE	308-544-2234
Rich Burtwistle	Ewing, NE	402-485-2888
Hans Burken	Blue Hill, NE	402-469-1966
Frank Carlson	Lyman, NE	308-787-9952
Travis Chrisman	Wauneta, NE	308-883-6781
Wayne Eatinger	Theford, NE	402-322-1905
Adam Freouf	Ericson, NE	308-750-8369
Roger Henrichs	Blue Springs, NE	402-766-3831
Gary Hines	Martin, SD	605-685-6287
Steve & Travis Horn	Broken Bow, NE	308-870-2267
Bob Huffman	Bassett, NE	402-760-1023
Jim Lambert	Whitney, NE	308-430-3110
Ryan Livingston	Broadwater, NE	308-262-5966
Neal Mertens	Superior, NE	402-879-5906
Forrest Nelson	Rushville, NE	308-327-2567
Hazy Nielson	Ellsworth, NE	308-760-6375
Dave Ourada	Amherst, NE	308-325-0589
Lyle Phillips	Mullen, NE	308-546-2540
Matt Reints	Hershey, NE	308-660-5985
Deryl Riley	Arapahoe, NE	308-962-6975
Jon Snoko	Humboldt, NE	402-862-5485
Jennifer Svoboda	Sargent, NE	308-380-4151
Adam Stutzman	Herman, NE	402-641-2282
Michael Tolstedt	Alliance, NE	308-760-5946
District Sales Manager:	Larry Rowden	308-870-0121
Sales Team Leader:	Bobby Strecker	970-571-2722



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To continue to advance the mission, NCF asks you to consider investing in your industry through the Foundation. To donate or for more information concerning the Foundation, contact:

Lee R. Weide
VP Operations & Secretary
Nebraska Cattlemen Foundation
1010 Lincoln Mall, Ste. 101
Lincoln, NE 68508
402.475.2333
lweide@necattlemen.org

Jana Jensen
Fundraising Coordinator
12870 Road 205
Bingham, NE 69335
308.588.6299
janajensen@nebcommfound.org

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NEBRASKA CATTLEMEN Research & Education FOUNDATION

THE NEBRASKA CATTLEMEN FOUNDATION was created in 1968 with the mission to advance the future of Nebraska's Beef Industry by investing in research and education programs. The Foundation's success and its ability to endow scholarships, to sponsor leadership and education programs, assist with research and infrastructure projects have been possible only because of the incredible support from the Nebraska cattle producers and allied industries.

ENDOWED SCHOLARSHIP FUNDS

Beef State Scholarship
Bill Heller Memorial
Bill Pullen Scholarship
Cattlemen's Open
Clarence & Lois Jean Hartmann
Col Melvin Huss Memorial
Donavan Yoachim Memorial
Frank & Shirley Sibert
General Scholarship
Martin Viersen Range Management & Conservation Memorial
NC Beef Pit Scholarship
Robert F. Lute II Memorial
Ron & Shirley Huss
Vance Uden Memorial

ENDOWED FUNDS

Leadership Development Endowment
Nebraska Beef Cattle Industry Professorship
Nebraska Beef Industry Endowment
Nebraska Range and Conservation Endowment
Operational Endowment
UNL Feedlot Management Fund

OTHER AREAS OF SUPPORT

Chadron State College Rangeland Agriculture Center and Coffee Agriculture Pavilion
Hastings Museum of Natural and Cultural History Nature Nook
History Preservation
Nebraska Agriculture Educators Assoc
NC Beef Pit 4-H/FFA Sandwich Voucher Program
Nebraska Beef Ambassador Contest
Nebraska Beef Industry Scholars
Nebraska Cattlemen's Classic
Nebraska FFA Foundation STARS Program
Nebraska Judging Team Support
Nebraska Junior Beef Expo
Nebraska Livestock Judging Classic
Nebraska Youth Beef Leadership Symposium
Omaha Home for Boys
Raising Nebraska Project at NE State Fair
Research Projects
Richard McDonald Leadership Foundation
UNL Reproductive Physiology Professorship
UNL Veterinary Diagnostic Laboratory Fund
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Good Luck to all the youth at the Nebraska Jr Beef Expo!

*The Nebraska Cattlemen's Classic is proud to be a part of the
20th Anniversary Event. The Nebraska Cattlemen's Classic
was instrumental in starting this event 20 years ago.*



The Event for Cattlemen of All Ages!

Watch for upcoming announcements for the 2018 Classic.

www.necattlemen.com

Follow the Nebraska Cattlemen's Classic on Facebook

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Contact:

Randy Rasby
308-539-6195

Mike Sorensen
641-745-7949

Dustin Carter
712-898-9972

Heidi Sloth
661-900-6004

NE Jr. Beef Expo Scholarships!

**3- \$500 Scholarships
will be awarded!**



**Must be postmarked
Friday, May 26th.**

**Application form
is available online**

at

www.nesimmental.org/nejrbeefexpo

**The NE Junior Beef Expo
would like to thank these sponsors!!**

Diamond Level \$1,000 and above

NE Farm Bureau- www.nefb.org 800-742-4016

Farmer's National Company www.farmersnational.com

NE Cattlemen's Foundation (Lee Weide, (402) 475-2333

NE Cattlemen's Classic (308) 627-6385

Gold Level- \$751 to \$999

KRVN 880 AM, Lexington, KNEB 94.1 FM & 960 AM, Scottsbluff & KTIC 840 AM, West Point- Home Office (308) 324-2371

TransOva Genetics - transova.com 800-999-3586

Silver Level- \$500 - \$750

Aurora Cooperative Co., Inc- Aurora, NE

Randolph Feed & Grain -Marty Nordhues -1-402-360-1529

Washington County Cattlemen's - Derek Dam- Sec/Treas.402.278.0682 -derek.dam24@gmail.com

Bronze Level- \$250 - \$499

Sullivan's Supply, Dunlap, IA - Order Line (800) 475-5902 - Ph (712) 643-5902

Purina Honor Show Chow & Elkhorn Feed Center, Norfolk, NE- (402) 379-0500

The Show Circuit, Roland Schumaker, Lexington, IL 61753- (309) 365-7105

Dinkel's, Norfolk, NE (402)371-5092

Northeast NE Cattlemen- Wayne, Dixon, Dakota and Thurston Counties-Dave French, Pres. (402) 369-1798

Red Barn Veterinary- Dr. James Unwin, Dr. Stewart Hartwell, Dr. Patrick Maline and Dr. Kellie Wise, Oakland, NE - (402) 685-5202

Bullis Creek Ranch- Rob and Brenda Brawner and family - Wood Lake, NE

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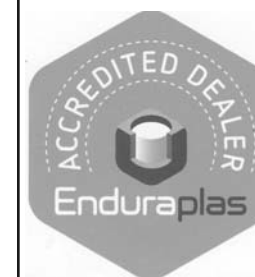
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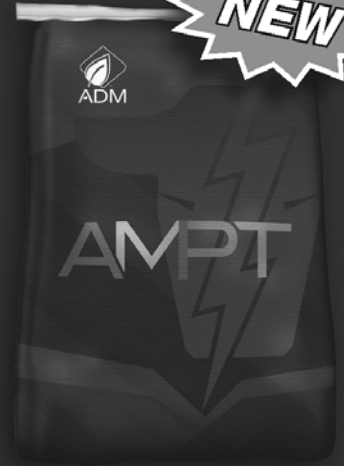
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