

THE KENTUCKY NATIONAL CONVENTION SALE
10:30 a.m. at the Kentucky State Fairgrounds - Saturday, July 3
Hosted by the Kentucky Brown Swiss Association



SALE & CONVENTION HEADQUARTERS
Fern Valley Hotel and Conference Center
2715 Fern Valley Road • Louisville, KY 40213
Phone: 502.964.3311
Fax: 502.966.4874

SALE LOCATION
Kentucky State Fairgrounds
Cattle housed in The Pavilion
Sale in New Market Hall
Louisville, Kentucky

**The Sale - July 3rd
in Louisville**

SALES FORCE

Darrell Worden 715.571.0833
Tim Eiting. 567.644.5829
Brian Garrison 614.264.3240
David Wallace 908.268.0199
Lee Barber. 563.271.3781
Richard Sparrow . . . 513.479.5095
Terry Trowbridge . . 270.528.4059
Wayne E. Sliker 937.477.6304

CLERKING

Modern Associates

**PREPARATION, PRESENTATION
AND DECORATIONS**

Jason Robinson, Erica Davis, Dale Bendig,
Brian Sparling, Cory Thompson, Mike
Hickman, Deb Hoffman, Jenna Hoffman,
Connie Gritton Winter, Lindsey Rucks, Joe
Sparrow, Ben Sparrow and Kirby Sparrow.

ABSENTEE BIDDING

Absentee bids are welcomed and will be executed for the buyer's benefit. We do not charge for this service available by contacting any of the experienced sales force listed. Anyone other than a member of the sales force executing an absentee or telephone bid will be responsible as agent for the buyer and shall make payment arrangements with the sales manager prior to sale starting time. NO EXCEPTIONS!

- **Livestock Transportation** - Reliable trucking will be available to go anywhere.
- **Insurance** - Livestock Mortality insurance will be available at the clerk's desk.
- **Lunch available** throughout the sale.
- **Health Papers:** Available for immediate interstate shipment.

*Catalog prepared by Modern Associates and Gritton Graphics
Front and Back Covers designed by Katie Henson and Ashley Shaffer*

The Race is On

Just over 100 miles to the North of Louisville, Modern Associates conducted our first National Sale 31 years ago. We were fortunate to have a very cooperative honor roll of consignors and a quite successful sale that averaged \$5470, becoming the highest averaging National Sale ever. The Race was On! . . . not to see if we could break a record every year, but to provide a market for the best of the best for both the buyer and consignor. We note that seven of our 2010 consignors also consigned in 1979 . . . The Niermans, Blessings, Wind Mill, North Lane, Lee-Ann's, Voegeli Farms and Top Acres.

So much for history - let's talk about today AND tomorrow. The line-up for this year's event should impress the most critical. The dairy industry and the Brown Swiss business have experienced many changes in recent years, some for the good and some yet to be determined. In making selections for this offering, we have stayed with our eyes and ideals that have served us well to this point in time. We strive to bring the best of Brown to the auction ring in order to suit a variety of tastes and preferences. If you want one to win at the biggest and best of the shows, you'll have more than one choice here. If you want deep pedigreed foundation cattle, there are several from high production families with 4-5-6 and up to 14 generations of "Ex" dams. Several young calves and exceptional packages of embryos will round out the offering of "something for everyone."

Welcome to Louisville and this year's National Sale.

Wayne

BREAKFAST AT FAIRGROUNDS

Starting at 7 a.m. sale morning
Bring your appetite and checkbook!

Sale Managers



MODERN ASSOCIATES

Wayne E. Sliker
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