

WILLOW OAK RANCH
34rd ANNIVERSARY SALE

featuring

THE BEST BLACK BULLS
IN AMERICA

and Some Select Females Too

DECEMBER 2, 2017

ON THE RANCH

Saturday - 1:00 pm, EST

Sale Day Phone: (423) 272-8215

ROGERSVILLE, TENNESSEE

This sale features E.P.D. rated, performance tested, sonogram evaluated, practical trait screened and genetically scored Black Polled Bulls from one breeding program. When all the data is compiled, we believe this is the best set of black bulls for sale at public auction in America this year.

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www.willowoakranch.com

**CHIANGUS – THE HYBRID ADVANTAGE
SEE VIDEO OF 2017 SALE CATTLE ON WWW.WILLOWOAKRANCH.COM**

November 1, 2017

Welcome,

We are pleased to present our 34th Anniversary Sale. Each year, we have set as our goal to do better than the year before. This year, we are ready and the cattle are ready.

Over the years, the emphasis on data collection in the cattle industry has led to a number of improvements in cattle performance which we have enthusiastically embraced; however, many breeders and some breed associations have become so focused on data that they have forgotten a number of real-world issues facing commercial cattlemen. In their head-long pursuit of data, they have forgotten the practical traits: calving ease, good temperaments, good feet, good legs, good udders and longevity. At Willow Oak we have always kept those practical traits in mind. We were the first in the industry to provide our customers with temperament scores on our cattle. We did so to stress the importance we placed on temperaments in our program. We are now providing sire and dam scores on these other practical traits to emphasize the importance we place on each of them in our breeding program.

We continue our efforts to provide you with the best beef bulls available anywhere in America. Thirty years of concentrated breeding of improvement beef genetics through focused linebreeding has yielded prepotent bloodlines that improve beef production in well-managed commercial herds. Each year, the real world feedlot and packing house data tell us that we are spot on with our breeding program. We have computed the feedlot data from our feeder calves over the past 10 years.

REA	14.85
Choice or Better	86.48
Average Yield	67.4
Ave. Carcass Weight	957 lbs.

Feed efficiency is the #1 profit driver in the beef industry and the most overlooked statistic in the cattle business. Accurately isolating this data is difficult; but on several occasions, we have been able to measure feed efficiency in small groups. Willow Oak calves have consistently converted feed to gain in a 5:1 ratio. An amazing but accurate statistic – it takes nine times more energy to put backfat on cattle than it does to put on muscle. As quality grade goes up, conversion goes up. Look at the backfat on these bulls after 100-plus days on feed. Feed conversion is exceptional.

We appreciate your support of our 34th Anniversary Sale. For those who cannot attend the sale in person, you can view and purchase on Rural TV or the internet through Superior Livestock.

**THE SALE CATTLE CAN BE VIEWED ON VIDEO THE WEEK BEFORE THE SALE AT
www.willowoakranch.com**

We welcome your evaluation of this year's offering. As usual, with the sale on Rural TV and on the internet at www.superiorlivestock.com, we will begin selling at 1:00 pm sharp.

kindest regards,
Richard Alan Arnold

***** OUR SALE CAN BE VIEWED ON DISH NETWORK CHANNEL 232*****

www.willowoakranch.com

CHIANGUS – THE HYBRID ADVANTAGE

HOW TO PARTICIPATE AS AN ABSENTEE BUYER

We have made preparations to bid and buy livestock through Superior Productions' "Call or Click-To-Bid" service for those unable to attend in person on sale day. **Please note that all of the lots in the sale will also be available for viewing online prior to sale day at www.superiorlivestock.com.**

If possible, you can come by and evaluate the bulls prior to sale day. If distance is a problem, we can also provide you with a DVD of all the bulls for home viewing. All of the lots in the sale will be available for viewing online prior to sale day at www.willowoakranch.com, and www.superiorlivestock.com as well.

Customers tell us that the video does a good job of showing conformation, structural correctness, and how the bulls travel, etc. Our sale book, with complete data on each bull, is very helpful. Please feel free to call the bull owner or sales staff with questions. In addition, there will be qualified persons on hand sale day to evaluate the bulls and answer any questions you might have. The sale will be broadcast by Superior Productions.

HERE'S HOW IT WORKS

Turn in Bids Over the Phone. This is our traditional method of buying livestock and is the suggested process for anyone who does not have consistent, high-speed internet. To get started, simply go online to www.superiorlivestock.com and click on the tab titled "Register for a Buyer Number". Select the registration form for Superior Productions and print the registration form. Fill it out and fax it in to Superior Productions at (817) 378-3380 with a signature on it, or scan and email the form to info@superiorauction.com. You can also mail it in to the address provided on the form. Upon receipt of this information, Superior will call you with a buyer's number and the bid line phone number that you will use on sale day to place bids over the phone. If you do not have internet access, you can call 800-422-2117 to register for a Buyer Number.

Click-To-Bid. This is Superior's online bidding platform for cattle buying! **PLEASE NOTE THAT HIGH SPEED INTERNET IS REQUIRED – THIS IS NOT FOR SATELLITE OR DIAL-UP INTERNET.** Registration is free, but you must become a member of www.superiorclicktobid.com to sign up. Becoming a member is easy – just go to the homepage of www.superiorclicktobid.com and follow the out-lined steps to get started. Input your information and select a username and password. You will receive an e-mail confirming you are a member. From that point forward, you just have to sign in and select the sale you would like to register for and once approved by the ranch, you will receive an e-mail or call confirming which sale you are now registered for.

Viewing the Auction. THE SALE WILL BE BROADCAST VIA SATELLITE ON DISH NETWORK CHANNEL 232. **Please note that there is a delay if you are watching the auction on television so be sure to call in a couple lots ahead of the lot you are interested in bidding on.** The sale will also be broadcast live on the internet at www.superiorclicktobid.com and www.superiorlivestock.com – just go to the home page of either website and select the auction. If you just want to watch the auction on your computer, smartphone or tablet, go to www.superiorlivestock.com, but if you want to bid over the computer you must go to www.superiorclicktobid.com. Remember, you can call in to bid whether you watch on the TV or on the internet, but you must be a member of www.superiorclicktobid.com to "click-to-bid". Your computer must have Flash Media Player installed for this website to view the auction. If you have any questions, please call the Superior Productions office at 800-431-4452.

Bidders who are successful in making purchases via satellite or internet will be contacted by Willow Oak Ranch after the sale to settle payment and to make shipping arrangements.

www.willowoakranch.com

FORM FOLLOWS FUNCTION

Although Willow Oak's program is heavily steeped in real data measurements and industry data projections, the foundation of the Willow Oak program starts with STRUCTURE. Structure means the biomechanics of living creatures that if correctly assembled, make the creatures the most efficient examples of their assigned roles. Cattle of correct structure have the best chance of performing the functions intended by the demands of the commercial Cattle Industry. A structurally correct Bull signifies genetic harmony that will be manifested in superior performance in all or most of the measurable performance indicators. At Willow Oak the phrase, FORM FOLLOWS FUNCTION, is the most concise statement of our breeding goals. The reason is that no matter how impressive the data measurements a Bull has, his first function is to survive, travel and breed for many breeding seasons. The structural correctness of the Willow Oak cattle is directly related to and an integral part of the practical traits that serves as a critical overlay to the Willow Oak Breeding Program.

A good Bull selected for the proper traits can turn around a cow herd quicker for less money than any other possible solution. It is, therefore, of critical importance that cattlemen select their Bull battery with utmost care. The first requirement is that cattlemen select Bulls with as much information as possible to assist in the selection process. To that end, The Willow Oak Method of Herd Bull Selection was developed. This method is used to screen Bulls for an annual sale and it generates as much information as possible for Willow Oak customers. Every Bull sold at the Willow Oak annual sale has been E.P.D. rated, performance tested on 100-day feed test, sonogramed for ribeye thickness, marbling score, fat cover, semen tested, measured for pelvis and scrotal dimensions and rated for practical traits of temperament soundness, joint smoothness and flexibility, hoof soundness, udder soundness in maternal ancestors and offspring and female longevity potential. But the Willow Oak method is much more than a pure numbers game. Despite the intensive data oriented approach, the Willow Oak method of bull selection begins with a commitment to structural correctness. This approach often surprises cattlemen who are impressed with the heavy emphasis that Willow Oak places on data. The Willow Oak philosophy is that virtually all significant economic characteristics flow from structural correctness. The product of this system is

commercial calves that are as useful in the production of profitable feeder calves as any Bulls anywhere.

In actual practice, the first selection at Willow Oak comes before the bull is born. We only retain structurally correct cows, and only use structurally superior Bulls. As a result, the Willow Oak cow herd has been under the structural correctness selection pressure for three decades. Structurally correct cows with long smooth muscles bred to structurally correct Herd Bulls with long smooth muscles yield Bull calves that are phenotypically and genetically structurally correct with long smooth muscles.

LINEBREEDING

THE KEY TO GENETIC CONSISTENCY, RELIABILITY AND STRENGTH

The Willow Oak Breeding Program has carefully employed the breeders art through selecting for confirmation - temperament - performance and genetic markers. As history teaches, the breeder who seeks to improve livestock is playing a game of chance with nature. The most reliable method for substantially improving the odds in that game is to include the tool of linebreeding as part of the breeder's toolbox . Other tools such as breeding type to type, the best to the best and strength to strength are essential tools. The variability of genetics can be made more manageable by reducing the variability of the animal's ancestors. Each of those tools affect those odds but only linebreeding has an increasing effect in a linear fashion. Every animal has 62 ancestors in a five-generation pedigree. The only way to reduce that number and the unpredictable variability that come from 62 different ancestors is to select the bull's sire and dam to duplicate as many ancestors as prudence permits in the five-generation pedigree.

Thus, linebreeding on a particular ancestor or ancestors ensures a greater probability that the particular ancestor's desired characteristics will be inherited and passed on.

Linebreeding is inseparably linked to selection. Linebreeding concentrates both desirable and undesirable traits; therefore, only the most desirable individuals should be utilized in a linebreeding program. Willow Oak's business is commercial bulls. Starting with a bull like Ozzie made the Willow Oak program possible. The strength of Ozzie's maternal line and his extraordinary phenotype temperament and performance made him a strong candidate on which to build a breeding program. History has proven that assumption to be accurate.

Linebreeding, if used correctly, can enhance predictability in breeding and ensure that the individual bulls produced at Willow Oak breed like they look. Linebred bulls also have enhanced performance in commercial cows of diverse genetic background. Willow Oak bulls are systematically linebred and represent a diverse set of genetics for virtually any commercial herd in America thereby insuring extra boost and hybrid vigor. This fact is a major contributor to the success that Willow Oak bulls enjoy throughout cattle country.

Given the challenges of the modern beef industry and the appearance of genetic recessive defects in what has historically been some of the most reliable cattle gene pods in history, there is an additional benefit to linebreeding. If there are any negative traits or genetic recessive defects, these problems will show up very quickly in a linebred herd.

At Willow Oak, all of our bloodlines have been tested pure through the unforgiving test of linebreeding and closely monitored scientific tests on Willow Oak Herd Sires. It allows Willow Oak to state that its herd is free of all known genetic recessive defects and can be used with confidence in any commercial herd in America.

Willow Oak focuses on linebreeding as the best method to obtain prepotent genetic power with the high-end consistency needed to succeed in the commercial cattle industry. In this year's sale, all the bulls are around two years old. Despite the age and maternal input variations, the consistency of these bulls is remarkable:

	REA	BF	MARB SCORE	FRAME	ADG	SCROTAL
Two-Year Olds	15.31	.15	3.6	6.4	3.73	39.3

This is why we remain committed to linebreeding.

www.willowoakranch.com

WILLOW OAK GENETIC IMPROVEMENT PROGRAM

**34 Years of Breeding for the Commercial Cattleman
21 Years of Performance Testing, Temperament Rating, Sonograming, and EPDs**

An important development in cattle breeding is gene mapping for marbling and tenderness. We tested our 17 herd sires and the results are outstanding – 80% gene frequency for the marbling gene which is the highest reported by any breed any where.

SIRES	Markers for Marbling	Tenderness	Feed Efficiency	FEED PER 1 LB. GAIN
OZZIE	2	2	6	-3.52 Lbs. Of Feed
PATERNO	3	3	6	-2.82 Lbs. Of Feed
CHECKMATE 713	3	5	7	-3.74 Lbs. Of Feed
DOUBLE STAR	3	3	6	-3.52 Lbs. Of Feed
SUPER POWER	2	2	5	-2.93 Lbs. Of Feed
MOUNTAIN MAN	2	4	5	-2.6 Lbs. Of Feed
WOCR LONE STAR	3	3	6	-2.82 Lbs. Of Feed
WOCR BJ 808	2	5	6	-3.52 Lbs. Of Feed
SUPER POWER 947	2	3	6	-3.52 Lbs. Of Feed
MOUNTAIN MAN 845M	2	1	5	-2.6 Lbs. Of Feed
CHECKMATE 33M	2	3	7	-3.74 Lbs. Of Feed
WOCR BLACK MOUNTAIN	4	6	6	-1.43 Lbs. Of Feed
BLACK INK	1	4	4	-1.98 Lbs. Of Feed
WOCR DOUBLE STAR 245	2	3	6	-3.52 Lbs. Of Feed
TC FREEDOM	3	5	5	-2.55 Lbs. Of Feed
Average	2.4	3.5	5.3	-3.0 Lbs. Of Feed

In 2003, we tested our whole cow herd for the marbling gene and 83% of the Willow Oak cows carry the marbling gene. We continue to test our herd sires for these markers. Our heifers reintroduced into the herd are out of gene-tested Herd Sires so this percentage is increasing each year.

BOTTOM LINE GENETICS FOR PROFIT-MINDED CATTLEMEN

www.willowoakranch.com
WILLOW OAK RANCH

Welcome to our 34th Anniversary Best Black Bulls in America Sale. Once again we have a set of cattle of which we are very proud. They have been tested, screened and selected to meet the demands of today's profit-minded commercial and seedstock producers. These cattle are EPD rated, feed tested, sonogramed and screened and rated for the practical traits of temperament, longevity potential, fertility, feet and udder potential.

In this era of unexpected genetic problems with what has historically regarded reliable breeds integrity in breeding and honesty in genetic reporting is to be valued in the commercial industry. Where is the serious commercial cattlemen to turn for reliable genetics? The answer is simple – WILLOW OAK CHIANGUS. Our program is open and transparent.

Over the past 24 years, we have placed over 2,200 bulls in commercial cattle herds. This year's bulls are the best set yet.

We remain focused and committed to producing the best beef bulls available anywhere. Those of you who have followed our program know that beginning in 1983, we started out to develop the finest bloodlines available in the cattle industry. With the early help of Angus pioneer, George Wheeler, and the strong guiding influence of the legendary cattleman, John Coble, for the past 27 years, we believe that we have developed improvement bloodlines for any Commercial, Hybrid Angus or Chiangus program. The data generated out of our annual bull sales confirm those opinions. Despite the continued and excellent success of our annual bull sale, we

are continually looking at ways of making it better.

National Trend

Since identifying these problems, the seedstock industry has attempted to focus on carcass quality and improvement production. The advent of data on EPDs and carcass traits and selling cattle on the grid are all national trends that should have led to improving the problems identified by the NCA in 1989. Unfortunately, the data trends over the past few years indicate the opposite. The ribeye measurements are shrinking and yield grades 4 and 5 are increasing. The only positive sign is quality grade has improved. Since there are some potential trait antagonisms working here, the challenge is to improve ribeye and yield grade while holding quality grade. Fortunately, Willow Oak customers have been able to buck this trend.

What these trends tell us is that data to be useful must be meaningful. Use of data that indicates weight measurements without knowledge of content of the animal in terms of muscle and fat can be very misleading. This is why we have devoted our program to developing meaningful data.

Willow Oak Program

A bit of history may be helpful. In 1989, the National Cattlemen's Association conducted the National Beef Quality Audit. The result of this audit revealed a \$226 of loss per carcass. The NCA concluded that all of this loss could be avoided through proper

genetics and management. The major sources of the losses were:

Excessive Seam Fat	- \$111.99
Excessive External Fat	- \$ 62.94
Lack of Muscling	- \$ 29.47
Lack of Marbling	- \$ 21.68

Willow Oak bulls, because of their unique heritage, will correct or improve your herd in all 4 problem areas identified in the National Beef Quality Audit. Willow Oak bulls are designed to address those issues and many others that face commercial cattle producers.

HYBRID ADVANTAGE©

The best way to improve feed efficiency or growth factors or vigor heartiness or longevity in a commercial cow herd is employing the cattleman's friend - Hybrid Vigor - The use of Chiangus genetics and Willow Oak generational linebreeding, in particular, given virtually any commercial herd the dose of Hybrid Vigor needed to increase longevity, improve feed efficiency and improve red-meat growth. The bos tarus-bos indicus base in Chiangus contains the very type of genetic-base diversity needed to employ the HYBRID ADVANTAGE.

WHAT WE MEASURE

There is a saying, "You cannot manage what you do not measure". Our sale bulls, in addition to being EPD rated and performance tested have been sonogrammed for backfat, marbling score, ribeye area, and intermusclar fat. We also provide actual data, in-herd indexing, and a new Industry Index derived from data collected at the Roman Hruska U.S. Meat Animal Research Center at Clay Center, Nebraska. As important, in our opinion, they are evaluated for the practical traits of longevity potential,

foot soundness, udder soundness, fertility and temperaments. Here is how we measure, evaluate, test, and rate our sale bulls.

PERFORMANCE TRAITS

Ribeye Measurement - Willow Oak Black Bulls have historically excelled in ribeye measurement. Ribeye measurement is a strong indication of the muscling present throughout the carcass. The industry average ribeye measurement for yearling ribeye is 1.1 per hundred pounds. Any measurement ratio above 1.2 is regarded as a breed improver. The Willow Oak sale bulls average 1.3 per 100 pounds. For older bulls, actual ribeye measurement is more reliable.

Marbling Score - Marbling is measured as percent fat. Beef carcasses are traded on the amount of intramuscular fat (marbling) they contain between the 12th and 13th rib.

For profit-minded cattlemen, the balance to be struck is to reduce external and seam fat but maintain good quality marbling. Marbling scores are taken at the time of ribeye measurement. In general, Willow Oak cattle marble very well while having minimal external and seam fat. The average marbling score on the Willow Oak bulls is 3.1. The scale is as follows:

- 1 - Select
- 2 - Low Choice
- 3 - Choice
- 4 - High Choice

With less than 1/4 inch fat, the marbling score on these bulls, on average, was exceptional.

Intramuscular Fat - Marbling scores are popular, but, in many ways, in a very subjective score. Realtime ultrasound has the capability to objectively predict the actual percent of intramuscular fat in the ribeye which is what the grader is trying to visually evaluate. We provide both the marbling score and the intramuscular fat score for more precision in the evaluation.

Backfat Measurement - This sonogram measurement measures the fat on the bull at the ribeye area. This gives an indication of the amount of external and seam fat on the cattle. With respect to the bulls on performance testing, it gives an indication of how much fat is involved in the bull's weight gain on test. At this year's sale, Willow Oak bulls have an average backfat of .15. The bulls are lean—less than 1/4 inch fat. Read in conjunction with ribeye measurement and daily gain on feed, this gives our customers an opportunity to evaluate the bull's comparative ability to put on red meat.

Gain On Test - The bulls in this sale have been tested on feed. The bulls are averaging, as a group, almost 4 lbs. gain per day on feed. This is significant, but must be examined in light of fat cover, marbling score and ribeye measurement. Read together, you can determine whether the bulls on test are gaining profitable quality red meat or whether the pounds gain are profit-destroying fat. When you look at the almost 4 lbs. per day gain with a .15 backfat, 3.6 marbling score and 15+ inch ribeye per 100 lbs., you know these bulls are ready to help their owners with profitable performance in the modern cattle industry.

EPD - Expected Progeny Difference (EPD) is the estimate of how future progeny of each

sire are expected to perform in each of the traits listed. EPD is expressed in pounds either plus or minus. Sires with large numbers of progeny are the most accurately evaluated individuals. However, research indicates that EPD's computed for young bulls not yet producing progeny are considerably more accurate for making selection decisions than adjusted weights and ratios. Expected progeny differences for young bulls may be as much as nine times more accurate for selection across herds than performance ratios.

Please note that the ACA annually updates EPD's. The EPD's, as they are stated in this catalog were current at the time. Over the years, we have seen some significant changes in certain bulls as our National EPD system is annually updated. Following completion of the sale and subsequent transfer of papers, there is a potential for some significant changes in their EPDs. To minimize this potential issue, we provide 22 separate data points for use in comparing these bulls.

Adjusted EPD - Willow Oak Black Bulls are hybrid Angus called Chiangus. This is an outstanding performance breed with a baseline of 0. Despite the obvious superior performance, the Angus EPDs appear superior because of a higher mean score—some performance vs. low performance. The EPDs are useful only in context of the breed in which they are generated.

Scrotal Measurement - A bull's scrotal measurement is genetically linked to fertility and masculinity in the bull and his sons and fertility and femininity in his daughters.

Frame Score - We have added this to our data collected in difference to the satellite TV sales audience. The video tape of the sale bulls makes it easy to see the quality but a precise set of data for comparative purposes is especially important including comparable frame size.

PRACTICAL TRAITS

In addition to the measurable traits effecting performance cattle, there are certain practical traits that are followed very carefully at Willow Oak. Many commercial cattlemen regard these traits as essential though not immediately identifiable in young cattle. Those traits are longevity potential, good feet, good udders, good fertility, and good temperaments. Willow Oak has been measuring for good temperaments since 1989. We have been selecting for these practical traits for 28years. Those selection criteria were primarily utilized in selection of breeding stock with those characteristics and then stacking generations of cattle with those characteristics. Having selected for

these criteria, we also developed an in-herd measurement for these practical traits.

First, all Willow Oak breeding stock are evaluated for these practical traits of longevity potential, feet, udders, fertility, and disposition. Since no animal is utilized that fails these evaluations, the challenge has become how to provide Willow Oak customers with relative information to evaluate the very best in our herd for these characteristics. We have already accomplished this on one of the traits with the temperament score. We feel that we can accomplish the same thing with longevity potential, udders and female fertility. (We already have a bull fertility test with scrotal measure.) THESE MEASUREMENTS ARE UTILIZED INTERNALLY UNTIL IN USE FOR FIVE(5) YEARS. THIS IS THE SECOND YEAR OF UTILIZING THESE MEASUREMENTS AT WILLOW OAK. As to the other characteristics, here are the measurements:

Longevity Potential - The longevity potential score is derived from evaluating the female ancestors of the sale animal.

	Points
For a Dam productive past 12 years of age or still alive and producing	4
For each Grand Dam productive past 12 years of age or alive and still producing	2
For each Great Grand Dam productive past 12 years of age	5

A perfect score is 10. Any animal with 8 points or above is considered to have exceptional longevity potential and will be noted in future catalogs with two stars (★★) after their name.

Feet - The athletic nature of Chiangus cattle generally virtually dictate good feet but all breeds have some feet that could be better. Bad feet is inheritable and, at Willow Oak, we have developed a no tolerance for any feet problems. Willow Oak only utilizes breeding stock with good feet. There are no trimming tables on the ranch and animals with good big feet and no maintenance requirements are the only breeding stock used.

Female Fertility Score - Fertility in all cattle are partially inheritable with a high component of environment and management. Since the Willow Oak cattle have fairly consistent in herd management and environment, the fertility score is primarily tied to the sale animal's Dam. The score on female fertility is computed as follows:

Individual's Dam: Measuring all females as January 1 as universal birth date and taking the Dam's age at past January 1 and subtracting 3 and counting the live calves born number then adjusted to its projected calves on a 10-calf baseline.

Using the formula and calf-crop projections, we can develop a fertility score for both sale bulls and heifers based on a projected 10 calves in 13 years. Every projected calf, short of 10, is subtracted and the female fertility score represents the projected calves as an indication of genetic fertility.

Female Fertility:

10 = projected 10 calves in 13 years of age
9 = " " "
8 = " " "
7 = " " "

Any female with a 9 or above is noted with (★★). Obviously, management plays a major role in female fertility and this female fertility score is utilized only for comparison purposes within Willow Oak. In addition, any Willow Oak donor cow is awarded a 10 Female Fertility score. Her exceptional fertility must be demonstrated before her admission to our Donor Cow Embryo Program

Dam's Udder Score -Udder soundness is an important economic trait and is inextricably intertwined with longevity. If a cow's udder fails because of unsoundness, she is not long for the ranch. Udder shape and soundness is highly inheritable. An ideal udder has slender moderate-length teats, with complete symmetry, good size and high carriage. At Willow Oak, our early breeding program concentrated on the most important economic characteristics and improving milk output - sometimes to the detriment of udder shape and soundness. Over the past 10 years, we have made tremendous improvement. The soundness of our cow herd's udders have improved so much that we now offer objective relative evaluation for cattle producers to use. The cows are evaluated on udder suspension and teat size.

Udder Score:

10 Exceptional	Teat shape - Symmetry and size and carriage
9 Outstanding	Some slight variation from ideal on 1 characteristic
8 Excellent	Some slight variation from ideal on 2 characteristics
7 Very Good	Some slight variation from ideal on 3 characteristics
6 Good	A moderate variation on 1 characteristic
5 Average	A moderate variation on 2 characteristics or a major variation on 1 characteristic
4 Below Average	A moderate variation on 3 or more characteristics or a major variation on 2 characteristics
3 Poor	Major variation in 3 or more characteristics

Any Dam with an 8 or above udder score will be noted with (★★) and a 6 or 7 with (★) in the 2018 catalog.

Temperament Rating - The ideal beef cattle temperament requires a docile, easily-handled bull with sufficient libido to seek and breed cows. Willow Oak Bulls are born with vigor to thrive and a drive to breed. Through selection pressure, Willow Oak has produced bulls that are, at the same time, docile and easy to handle. We also rate our cow herd on temperament. Every member of Willow Oak staff provides a rating but final ratings are set by our manager:

5—Best Temperament

4—Good Temperament

3—Average Temperament

2—Below Average Temperament

1—Unacceptable Temperament

Cows that fit in categories 1, 2 and 3 are long gone from Willow Oak. Categories 1 and 2 are only used to identify any weaned calves for culling. There are very few 1, 2 or 3s in our calf crop. At each sale, the number-one comment by those in attendance was the docile, easy-going nature of our cattle. That is the direct result of this temperament rating system. The temperament rating on the sire and dam of each bull at our sale is provided for our customer's use. These cattle are large animals that must be handled with care. We have done everything to assist our customers with their temperament, but as with all large animals, they must be handled cautiously and with ordinary care.

Calving-Ease Rating - Calving ease, as it relates to Willow Oak Bulls, has to do with calving heifers. All Willow Oak Bulls are designed as performance bulls that, by structure and easy movement, should calve without problems in mature cows. Many cattlemen want or need an extra level of calving-ease calving is a process that depends on a number of factors in addition to the bull selection. Feeding practices and management is important. We have designated bulls as calving ease - that they can be used with heifers and lightly supervised cows consistent with other good management practices. The secret to calving ease is structure. Long athletic, lean, easy-moving bulls calve without difficulty under normal conditions.

HERITABILITY ESTIMATES

The Willow Oak linebreeding program is designed to make Willow Oak genetics highly predictable as to superior beef production performance. In selecting breeding stock, it is important to have some basic information on the heritability estimates of various important

economic traits. The chart has a numerical value of between 0 and 1 to indicate the estimated percentage of inheritability. The higher the number - the greater genetic impact for that trait. The traits with a higher heritability estimate are traits that more rapid progress can be made through genetics selection and those with lower numbers are influenced more by environmental and management factors.

Weaning Hip Height	.95
Ribeye Area	.70
Tenderness	.60
Quality Grade (IMF)	.50
Final Feedlot Weight	.46
Feed Efficiency	.45
Birth Weight	.45
Fat Thickness	.45
Confirmation	.36
Feedlot Gain	.34
Weaning Weight	.24
Fertility	.10
Calving Interval	.08

GENETIC MARKERS

There are two major genetic marker programs currently being marketed in the Beef Industry – GeneSTAR® and Igenity. Currently, GeneSTAR® has identified markers for tenderness, marbling and feed efficiency. The Igenity program has genetic markers for tenderness, coat color, fat thickness, yield grade, ribeye area, carcass weight, percent choice and marbling. Willow Oak was a participant in these programs from their beginnings. We plan to continue our practice of testing our herd sires as new tests become available. We offer the past test results as one more piece of information to use in evaluating Willow Oak bulls. These programs are under constant reevaluation and subject to major adjustments. Use them

as a relative source; but, at this stage, use them with some caution.

HERD HEALTH PROGRAM:

Our Herd Health Program is under the guidance of Dr. Alex Dulaney. A very thorough regime designed to remove all the risk that available veterinary science allows us to remove. Obviously, despite our best efforts, health issues can arise; but we want our customers to know that we have invested in the best program available.

Willow Oak is now in the 15th year into a Johne's surveillance program and every bull selling has been born to a negatively tested cow.

CONSISTENCY AND RELIABILITY:

The hallmark of a quality breeding program is consistency of quality and reliability of performance. The data on Willow Oak bulls over the past 24 years demonstrates this overwhelmingly.

Most importantly, these bulls can be obtained at prices that make sense. The bulls in our December 2016 sale averaged \$5,712 and went to 18 states.

Thank you for attending the sale. If you have any questions about any of the cattle, please ask.

Richard, John and Scott

HERD SIRES

Over the past 34 years, Willow Oak's breeding program has been devoted to the concept that linebreeding is the only way to tame variant genetics and concentrate the blood of certain outstanding individuals to produce prepotent bloodlines that will yield commercial bulls capable of stamping any commercial herd with their superior economic performance.

The most important aspect of linebreeding is selecting the right individuals on which to line breed. Linebreeding concentrates both desirable and undesirable genetics so rigid selection is mandatory. Our program started with Ozzie. He remains the rock-solid foundation of our breeding program. The great line bred bulls like Super Power, Double Star and Mountain Man are testimony to the rigor of our selection process.

The selection criteria of structure soundness, bone, athleticism, flexibility, smooth muscle pattern, and functional traits form the base of the Willow Oak program. All of these bulls are performance bulls that because of structure, easy athletic movement and genetics calve in normal presentation births in mature cows without problems.

The performance of our commercial bulls in the best commercial herds through cow country of Tennessee, Alabama, Kentucky, Arkansas, Georgia, Mississippi, Florida, Missouri, Nebraska, North and South Dakota, Texas, Oklahoma, Colorado, Oregon, and California underscores the effectiveness of our breeding program.

WOCR DOUBLE STAR PCA

REG. #291957

WOCR PRIDE 10 1CA
 WOCR BLACK INK 578H 2CA
 WOCR BLACKBIRD 578 1CA
 WOCR SUPER POWER 793K PCA
 WOCR SHOSHONE 934 1CA
 CLFN EBONY DREAM 793G 2CA
 WO EBONY DREAM 437 2CA

OZZIE 2CA
 WOCR PATERNO 2CA
 WO BLACK BELLE 257B 1CA
 WO MS BLACK BESSIE 752G PCA
 CHIARROW TOT POW 6Z 2CA
 WO BLACK BESSIE 333C 2CA
 WO MS STAR DUST U40Z 1CA

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
3★	3★	6★	-3.52 Lbs. Of Feed

EPD		
BW	WW	YW
+4.2	+55	+65

YEARLING CARCASS DATA				
REA	SREA/CWT	BF	MARB.	SCROTAL
18.60	1.46	0.30	4.0	36

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
92	816	1405

IGENITY PANEL					
TEND	YG	REA	CAR WT	% CH	MARB
4	3	7	8	8	7

Double Star was syndicated for \$30,000 at the 2003 Best Black Bulls in America Sale. We and our syndicate partners expected that this bull would produce sons at the top end of all-important performance traits. We have not been disappointed. His calves have been among the best bulls at every sale since 2005. This year, his calves look as outstanding as his previous calves. To date, we have sold 180 of his sons for an average of over \$3,400. He is also exquisitely linebred to Ozzie 3x4x4x4 and the tremendous prepotent foundation sire AH1 5050 2x2-6C (Superstud) 4x6x7x7x7. In addition, his dam, the 752 Cow has 29 daughters in our herd. This is our unequivocal endorsement of his maternal power. Double Star is a purebred Chiangus who traces his ancestry to 34% Chianina.

www.willowoakranch.com

WOCR MOUNTAIN MAN 229G ★★

REG. #252820

BC POLLED POWER 2CA
 OZZIE 2CA
 S F BRITONESS 54V 1CA
 WOCR PATERNO 2CA
 WO GENERAL PWR 194Y 1CA
 WO BLACK BELLE 257B 1CA
 BELLEMONT M JUANA 2151

 BC BLACK POWER 2CA
 BC TOTAL POWER 2CA
 BC MS CHI 1919-5571 1CA
 WO MS TOTAL POWER 329B 1CA
 BC BLACK BAR
 BC MS BLACK BAR 4
 BC MS PURE BEN 23

EPD		
BW	WW	YW
+4.4	+47	+74

YEARLING CARCASS DATA			
REA	SREA/CWT	MARB.	SCROTAL
18.46	1.56	4.0	36

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
92	812	1287

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
2★	4★	5★	-2.6 Lbs. Of Feed

IGENITY PANEL					
TEND	YG	REA	CAR WT	% CH	MAR B
7	3	7	8	5	6

Mountain Man sons have increased in popularity each year to the point that they now rival Double Star for popularity. There is a good reason - **he works..** His progeny is in great demand and continue to excel in performance and carcass data. His daughters are in production and are performing exceptionally well. Mountain Man sons and daughters have crossed particularly well with Double Star sons and daughters – the ideal linebreeding. In this year’s sale has the first of those breedings. Mountain Man is a second-generation Chianus who traces his ancestry to 45.2% Chianina. He is linebred Black Power 3x4 and AHI 5050 - 2x2 (6) 2CA - 4x5.

www.willowoakranch.com

WOCR TOMORROW TODAY

REG. #357754

CHIARROW CHECKMATE I
CHIARROW TOMORROW I
ROCKING ARROW ECHO I
WOCR TOMORROW 729
B S A HIGH CHOICE
CAC BLACK LADY 6226
HARMON BLACK LADY 3224

WOCR PRIDE 10
WOCR BLACK INK 578H
WOCR BLACKBIRD 578
WOCR BLACK BELLE 7827T
B/R NEW FRONTIER 095
WOCR BLACK BELLE 5802R
WO MS BLACK BELLE 849H

**HOMOZYGOUS BLACK
POLLED**

EPD		
BW	WW	YW
+4.6	+55	+74

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
14.28	1.43	.31	3	38.5

PERFORMANCE DATA		
BW	AWW	ACT. WT
87	767	1138

Destined for greatness, T.T. is an outstanding herd sire that produces structurally correct, thick calves that show outstanding potential sired by WOCR Tomorrow 729 and out of a great producing Black Ink daughter. T.T. sold in our 2012 sale to the Tomorrow Today Syndicate. He is a second-generation ChiAngus that traces his ancestry to 36.6% Chianina - Owned by: Looney Farms, Circle E, CK Ranch, David Evans, Walco Farms, and Willow Oak

WOCR MOUNTAIN MAN 25x25 2CA

REG. #343808

WOCR PATERNO 2CA
 MOUNTAIN MAN 229G 2CA
 WO MS TOTAL POWER 329B 1 CA
 WOCR MOUNTAIN MAN 729S
 B S A HIGH CHOICE
 CAC BLACK LADY 6226
 HARMON BLACK LADY 3224

WOCR PATERNO 2CA
 MOUNTAIN MAN 229G 2CA
 WO MS TOTAL POWER 329B 1CA
 WOCR BLACK LADY 5009R 1CA
 B S A HIGH CHOICE
 CAC BLACK LADY 6226
 HARMON BLACK LADY 3224

EPD		
BW	WW	YW
+5.2	+67	+97

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
15.14	1.14	0.28	3	40

PERFORMANCE DATA		
BW	AWW	ACT. WT
90	623	1390

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN

This Mountain Man sire is a genetically prepotent linebred sire with tremendous performance statistics and overwhelming potential for super performance in commercial cattle herds. These are his first bull calves in this sale. He is 2x2 to Mountain Man, 2x2 to the great 729 cow and 5x5x6x6 to Super Stud AH1 5050 2x2-6 2CA.

WOCR BLACK INK 578H 2CA

REG. #272409

BC POLLED POWER 2CA
 OZZIE 2CA
 S F BRITONESS 54V 1CA
 WOCR PRIDE 10 1CA
 V D A R OSCAR 176
 OSCARS POWER PLAY LADY
 POWER PLAY BEATRICE 526

AHI FRIGGIO P-29 1CA
 AHI 5050-2X2-6 2CA
 AHI MS FRIGGIO P-23 1CA
 WOCR BLACKBIRD 578 1CA
 STANFARM FREESTATE 10
 ERICA 47 H E S
 BEAMANS ERICA 2676

EPD		
BW	WW	YW
-2.0	+30	+39

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
15.40	1.40	.20	4.0	38

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
65	622	1214

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
1★	4★	4★	-1.98 lbs of Feed

IGENITY PANEL					
TEND	YG	REA	CAR WT	% CH	MARB
7	6	6	5	9	6

This is one of the great bulls of the Chiangus breed: calving ease plus enough performance and carcass data in this offspring to be useful in any herd. He was the backbone of our heifer program and calving-ease bull production for nine years. Now his place has been taken by his son, Vindicator. Old timers will recognize the strength of the pedigree - Superstud x Ozzie's grandmother on the maternal side. He is linebred to Super Stud AHI 5050-2x2 by generations 2x5.

www.willowoakranch.com

WOGR TOMORROW 729 1CA

REG. #345159

FAUL
CHIARROW CHECKMATE
CAROLYN
CHIARROW TOMORROW
FALETTO'S IMAGE
ROCKING ARROW ECHO
CARA

B S A BEEFMAKER
B S A HIGH CHOICE
B S A BLACKBIRD 11
CAC BLACK LADY 6226
HAR BANG 1774
HARMON BLACK LADY 3224
HARMON BLACK LADY 1303

EPD		
BW	WW	YW
+2.9	+52	+70

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
16.88	1.51	0.35	4	40

PERFORMANCE DATA		
BW	AWW	ACT. WT
88	704	1288

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN

To keep the Willow Oak linebreeding program moving forward, we have moved back to the great Chianina bloodlines of the 1980's, Chiarrow Tomorrow was, in the opinion of many Chianina breeders, one of the best - if not the best, meat and structure full-blood bulls in the breeds history. We breed him through our incomparable semen tank, to the prolific 729 cow. 729 is the dam of our 2009 Mountain Man x 729 cow who produced both WOGR Vindicator PCA, and WOGR M & M 25x25 2CA.

WOCR SUPER POWER 0K03X

REG. #351999

WOCR PRIDE 10
 WOCR BLACK INK 578H
 WOCR BLACKBIRD 578
 WOCR SUPER POWER 793K
 WOCR SHOSHONE 934
 CLFN EBONYDREAM 793G
 WO EBONY DREAM 437

B S A BEEFMAKER
 B S A HIGH CHOICE
 B S A BLACKBIRD 11
 CAC BLACK LADY 6226
 HAR BANG 1774

HARMON BLACK LADY 3224
 HARMON BLACK LADY 1303

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
2★	2★	5★	-2.93 lbs of Feed

EPD		
BW	WW	YW
+4.6	+70	+87

YEARLING CARCASS DATA				
REA	SREA/CWT	BF	MARB.	SCROTAL
16.42	1.35	0.28	3	39

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
93	779	1557

WOCR SUPER POWER 0K03X - an outstanding homozygous black son of (JC) was the top selling Bull in our 2011 Sale – ½ interest purchased by Maher Chiangus, Morristown, SD for \$17,000. He brings exceptional maternal traits thru this outstanding Dam - the great 729 cow. There are 14 sons in this Sale which are out of our great 935 cow. Their performance is outstanding. 0K03 is a first generation Chiangus running thru the multi-generation (JC) - a Double Star line who traces his ancestry to 15% Chianina.

www.willowoakranch.com

WOCR DOUBLE STAR 306Z

REG. #368846

WOCR BLACK INK 578H
WOCR SUPER POWER 793K
CLFN EBONY DREAM 793G

WODR DOUBLE STAR T/M

WOCR PATERNO
WO MS BLACK BESSIE 752G
WO BLACK BESSIE 333C

WOCR PATERNO
MOUNTAIN MAN 229G
WO MS TOTAL POWER 329B

WOCR ENCHANTRESS 306N

K L M NEWTON
V N A R NEWTON LASS 160D
GREEN VALLEY LASS 721

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN

EPD		
BW	WW	YW
+4.7	+68	+92

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
16.75	1.29	0.21	2	36

PERFORMANCE DATA		
BW	AWW	ACT. WT
92	810	1375

Our search for a replacement for Double Star ended when WOCR Double Star 306Z was born and later confirmed as he matured with outstanding performance, structural correctness and carcass data. This was further proven by his first seven sons in the 2014 Sale, his Dam is a great daughter of Mountain Man and a proven producer in the WO Herd for 13 years. Double Star 306Z is tested Homozygous black, a 3rd generation ChiAngus and traces his ancestry to 29% Chianina.

HALL OF FAME

**WILLOW OAK'S HALL OF FAME BULLS
ARE THE FOUNDATION GENETICS ON WHICH
WILLOW OAK PROGRAM IS BASED**

**THESE BULLS ARE THE BUILDING BLOCKS
OF OUR GENETIC PREDICTABILITY**

www.willowoakranch.com

"OZZIE"

S F POLLED PRIDE 2CA

REG. #202658

AHI 5050-2X2-6 2CA
BC BLACK POWER 2CA
OMR MISS EREDE C26 1CA
BC POLLED POWER 2CA
REGISTERED ANGUS
BC MS CHI 1937-P3321 1CA
BC MISS P TORRA ANN 146

BLACK PURE WIN
BC BLACK BRITT
BC MISS LAN TORRA ANN 6
S F BRITONESS 54V 1CA
STANFARM FREESTATE 10
ERICA 47 HES

Ozzie is a performance bull. His bloodlines produce beef bulls, bull of correct muscle pattern, plenty of ribeye —good yield and grade and they pass it on. Impressive as his numbers are, it is only part of the story. Ozzie descendants form the basis of the Willow Oak linebreeding program. His prepotent genetic makeup has stood the test of an intense linebreeding program in which each generation improves the previous generation.

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
2★	2★	6★	-3.52 lbs of Feed

EPD		
BW	WW	YW
+5.0	+28	+37

MATURE CARCASS DATA			
REA	SREA/ CWT	BF	MARB.
24.25	1.07	.02	4.0

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
105	833	1295

Ozzie has been genetically tested and proven homozygous black and homozygous polled. These bloodlines are renown for their stable temperaments. John Coble, Willow Oak consultant and Chiangus breed pioneer, has publicly stated:

"When you consider the useful nature of his offspring and genetic prepotency for structural correctness, I consider Ozzie the finest breeding bull in the history of the cattle business."

He is truly the foundation carcass sire of the breed.

www.willwoakranch.com

WO CR PATERNO

REG. #235478

BC BLACK POWER 2CA
BC POLLED POWER 2CA
BC MS CHI 1937-P3321 1CA
OZZIE
BC BLACK BRITT
S F BRITONESS 54V
ERICA 47 HES
R & J GENERAL 2181
WO GENERAL PWR 194Y
BC MS BLACK POWER 681U
WO BLACK BELLE 257B
BELLEMONTE C CHARGE 2728
BELLEMONTE M JUANA 2151
BELLEMONTECH JUANA 0877

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
3★	3★	6★	-2.82 lbs of Feed

EPD		
BW	WW	YW
+3.6	+32	+41

YEARLING CARCASS DATA				
REA	SREA/ CWT	BF	MARB.	SCROTAL
13.44	1.21	.3	4	35

ADJUSTED PERFORMANCE DATA		
BW	WW	YW
96	790	1338

Paterno is a homozygous black and polled herd sire that has lived up to his outstanding pedigree. He has been a foundation sire in to the Willow Oak bloodlines producing almost 50 herd sires including WO CR Mountain Man. He sired excellent producing females and with lots of milk and performance including the dam of Double Star and High Altitude.

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WOCR SUPER POWER 793K PCA

REG. #273162

OZZIE 2CA
 WOCR PRID E 10 1CA
 OSCARS POWER PLAY LADY
 WOCR BLACK INK 578H 2CA
 AHI 5050-2X2-6 2CA
 WOCR BLACKBIRD 578 1CA
 ERICA 47 H E S

OZZIE 2CA
 WOCR SHOSHONE 934 1CA
 BEATRICE WINCHESTER 934
 CLFN EBONY DREAM 793G 2CA
 OZZIE 2CA
 WO EBONY DREAM 437 2CA
 MS PUREBLACK 37X 1CA

EPD		
BW	WW	YW
+5.5	+70	+80

YEARLING PERFORMANCE DATA					
REA	SREA/ CWT	BF	MARB	ADJ 365	WDA
15.55	1.63	.20	3.0	1180	3.23

IGENITY PANEL					
TEND	YG	REA	CAR WT	% CH	MARB
4	1	10	10	8	6

GENETIC SCORE			
MARB	TEND	FEED EFF	FEED PER 1 LB. GAIN
2★	2★	5	-2.93 Lbs. Of Feed

Super Power (a/k/a J.C.) is the epitome of the virtue of line breeding. This Black Ink son is line bred to Ozzie and Ozzie ancestors on every point. J.C. is linebred to our foundation sire, Ozzie, 3x3x3 and to the tremendous prepotent Chiangus foundation herd sire AHI 5050 2x2-6C (Superstud) 3x6x6x6. His genetic pre-potency for growth and carcass quality has been demonstrated repeatedly. When your first son is Double Star, it is hard to go up. With quality and breadth of consistency, J.C. has done just that. His EPD ratioed against the breed average are BW 97, WW 223.7, and YW 211.8. He appears to be as good a breeding bull as we have ever produced. Legendary livestockman and Chiangus pioneer, Bart Glass, called him as impressive an individual bull as he has ever seen. And that is a difficult achievement for any bull. J.C. is a purebred Chiangus who traces his ancestry to 30.66% Chianina.

WILLOW OAK RANCH

TERMS AND CONDITIONS

This sale is designed to provide improvement genetics to the commercial cattle industry. The Willow Oak cattle are being offered for sale to cattlemen experienced in the safe handling and maintenance of cattle and, in particular, commercial bulls. By purchasing cattle at this Sale, purchaser is representing and acknowledging that he or she is experienced, able, and capable of assuming responsibility and does assume all responsibility for the safe handling, maintenance and performance of all cattle purchased.

TERMS: Terms of the sale are cash, check or sight draft or other terms agreed to in writing between seller and buyer, payable immediately upon conclusion of the sale and before animals will be moved. Sellers will reserve the right to require a certified check as settlement before releasing any cattle. Ownership of animal transfers to bidder on the close of the bid by the auctioneer. NO WARRANTIES EXPRESSED OR IMPLIED EXCEPT AS CLEARLY SET FORTH IN TERMS AND CONDITIONS. ALL ANIMALS SOLD AT BUYER'S RISK.

INSURANCE OR PURCHASES AND RISK: All animals are at owner's risk prior to their sale and become property of the purchaser as soon as declared sold by auctioneer.

BIDDING: All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

HEALTH: All animals will be accompanied by proper health certificates making them eligible for interstate shipment.

BREEDING GUARANTEE: All bulls selling, will be guaranteed fertile and able to settle healthy cows. In the event a bull is found to be infertile within one year from the date of the sale (provided the bull is healthy), the bull may be

returned to the seller at the buyer's expense. Seller will then reserve the right to prove the bull fertile within a six- month period. Should the bull prove to be infertile, the seller, at his option, may either return the purchase price to the buyer or replace the bull with another of equal value, as full settlement and satisfaction of claims. Otherwise, all animals sold at buyer's risk.

ANNOUNCEMENTS: Announcements from the auction block will take precedence over the printed matter in this catalog and other announcements.

LIABILITIES: ALL PERSONS WHO ATTEND THE SALE DO SO AT THEIR OWN RISK AND THE SALE MANAGER OR WILLOW OAK RANCH ASSUMES NO LIABILITIES FOR ANY ACCIDENTS THAT MAY OCCUR. THE AUCTIONEER OR SELLER ASSUMES NO LIABILITY FOR LOSS OR INJURY TO LIVESTOCK DUE TO THEFT, MYSTERIOUS DISAPPEARANCE, SICKNESS, IMPROPER HANDLING OR ACT OF GOD. PURCHASER ASSUMES ALL RESPONSIBILITY FOR THE ACTIONS OR ACTIVITIES OF ALL ANIMALS PURCHASED AS SOON AS DECLARED SOLD BY THE AUCTIONEER.

CHANGES & MISTAKES IN CATALOG: Willow Oak Cattle Ranch uses its best efforts to insure that all the information regarding the animals in this sale is accurate, reliable and useful. Some of

the data and ancestry and genetic information is gathered by others including geneticists, feedlot operators and others. THEREFORE, WILLOW OAK RANCH HAS LIMITED LIABILITY FOR ANY DAMAGES SUFFERED BY THE PURCHASER OF AN ANIMAL AS A RESULT OF ANY MISTAKE OR INCORRECT PEDIGREE OR INFORMATION THAT IS INCORRECTLY RECORDED OR HAS CHANGED OR FOR ANY DEFECT IN ACTUAL REPORTING OF INFORMATION IN THE CATALOG, THEREFORE, IS EXPRESSLY LIMITED TO THE PURCHASE PRICE OF THE ANIMAL AND/OR REPLACEMENT OF AN EQUIVALENT ANIMAL IS AT THE SOLE DISCRETION OF WILLOW OAK RANCH.

CONTRACT: The above terms and guarantees shall constitute a contract between the buyer and seller of each animal sold. NONE OF THESE TERMS CAN BE ALTERED EXCEPT IN WRITING EXPRESSLY DIRECTED TO SPECIFIC TERM(S) AND SIGNED BY WILLOW OAK MANAGEMENT.

DELIVERY: Willow Oak will work with Purchasers to assist in delivery of purchased cattle at the lowest available costs at Purchaser's expense. Ownership of the individual cattle is with the successful bidder and all responsibility and liability attaches to ownership. Ask Richard Arnold, John Coble or Scott Coble about details.

www.willowoakranch@gmail.com

AREA ACCOMMODATIONS

(7.4 miles from Willow Oak Ranch)

QUALITY INN

**7139 Highway 11W
Rogersville, TN
(423-272-1842)**

(8.4 miles from Willow Oak Ranch)

COMFORT INN & SUITES

**128 James Richardson Lane
Rogersville, TN
(Beside Burger King)
(423-272-8700)**



6.7 miles from Willow Oak Ranch)

HALE SPRINGS INN

**(Historic Bed & Breakfast Inn)
110 West Main Street
Rogersville, TN 37857
(423-272-5171)**

www.halespringsinn.com (877-222-1616)

Ask for Special Willow Oak rate

I-81 - Exit 23 (Greeneville / Bulls Gap Exit)
(18.2 miles from Willow Oak Ranch)

(These two motels are located close to the Interstate.

McDonalds, Wendy's and Taco Bell plus various fuel stops are located at this exit.)

BEST WESTERN EXECUTIVE INN

**50 Speedway Lane
Bulls Gap, TN
(423-235-9111)**

SUPER 8 MOTEL

**90 Speedway Lane
Bulls Gap, TN
(423-235-4112)**

(Approximately 30 miles from Willow Oak Ranch)

MEADOWVIEW CONFERENCE CENTER

**1901 Meadowview Parkway
Kingsport, TN
(423-578-6600)**

(Directions from Rogersville: 11W (east) toward Kingsport, TN.,

Interstate 181 N to Exit 52, Meadowview in on the right, directly off the exit.

Meadowview, a Marriott Conference Center, offers a full-service restaurant and lounge.

BULLS

BRED COWS

OPEN HEIFERS

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