



Showcase
SELECTIONS™

*W*HERE WINNING BEGINS!

The Tradition Continues



Select Sires has produced a legacy of high Type sires. We have provided balanced genetics for decades, proving that Type with production never goes out of style. Throughout our history, we have delivered impact Type sires like ELEVATION, MARK, BLACKSTAR, DURHAM, DAMION, ADVENT-RED and now G W ATWOOD. Our Showcase Selections sires have been a mainstay in many Type-focused breeding programs.

AND THEY KEEP GETTING STRONGER!

We've listened to breeders around the world who exclusively want high Type bulls for the showing. We are also selecting high genomic-tested Type bulls that we believe will put you in the winner's circle early! While genomics is not an exact science, it has proven to be an awesome tool in identifying high-Type sires. The entire Select Sires sire team is part of an effort to find the most dominant Type sires in the breed. Coordinated by Holstein Sire Analyst Kevin Jorgensen, you will see Select Sires continuing to offer more of the breed's best for Type. We are proud to be the source of the breed's best and hottest Type sires including 7H010506 G W ATWOOD, 7H09264 DEMPSEY, 7H010920 GOLD CHIP, 7H012353 BEEMER and 7H012587 DIAMONDBACK, all impressive Showcase Selections bulls. Talk to your Select Sires representative to find out more about the industry's most elite group of sires—Showcase Selections sires!



On the cover: 7H010506 G W ATWOOD daughter, Galys-Vray Atwood Guerande (VG-88). Reserve Champion, 2015 Swiss Expo, Mark & Erhard Junker, Thomas Staub, AI. Be. Ro., Switzerland. Photo by Laurens Rutten. TMShowcase Selections is a trademark of Select Sires Inc.

DEMIPSEY

7HO9264 LIRR DREW DEMPSEY (VG-86)
Goldwyn x DERRY x Mtoto



Photos (clockwise at top left): Canhope Dempsey Briar (VG-87-VG-MS), Ron Canning, Palmerston, ON; Trekili W A Latin Dempsey (VG-87-VG-MS), Trekili Holsteins & Waltz Acre Farms, Consecon, ON; Stanhope Presence Dempsey (VG-88-VG-MS), reserve grand champion, Vancouver Island Show, 2014, Stanhope Wedgwood, Cobble Hill, BC

“I have the opportunity to see a lot of cows and I have to say the DEMPSEY daughters really impress me. They're consistently calving in with great, quality udders. I love cows who develop more dairy strength and improve as they mature, and that's exactly what DEMPSEY is delivering. He is the best of the Goldwyn sons and makes the type of cows I want in my barn.”

- Pierre Boulet, Ferme Pierre Boulet Inc., Montmagny, QC



Cavanaugh Dempsey Bozica (VG-89-EX-MS), intermediate and grand champion, Maxville Holstein Show, 2015 and reserve intermediate champion, Quebec Championship Show, 2015, Pierstein & Sicy Holsteins, Montmagny, QC, Fletcher, reversed.

BRADNICK

7HO10999 REGANCREST-GV S BRADNICK-ET (EX-94)
SANCHEZ x Shottle x DURHAM

"The BRADNICK daughters I am milking really impress me and are only getting better as they get older. They are calving in with beautiful udders, wide rumps and the best part is their width of chest and great front ends."

Dan Siemers, Siemers Holsteins, Newton, WI



BRADNICK photo by Robinson.

Photos (l-r): Massico Bradnick Candice (VG-87-VG-MS), Massicotte Holsteins Inc., Champlain, QC; Marsan Miss Conformation (VG-85-VG-MS), Ferme Blondin & Butz-Hill Holsteins, St. Placide, QC; Massico Bradnick Carla (VG-87-VG-MS), Massicotte Holsteins Inc., Champlain, QC. All photos by Fletcher.



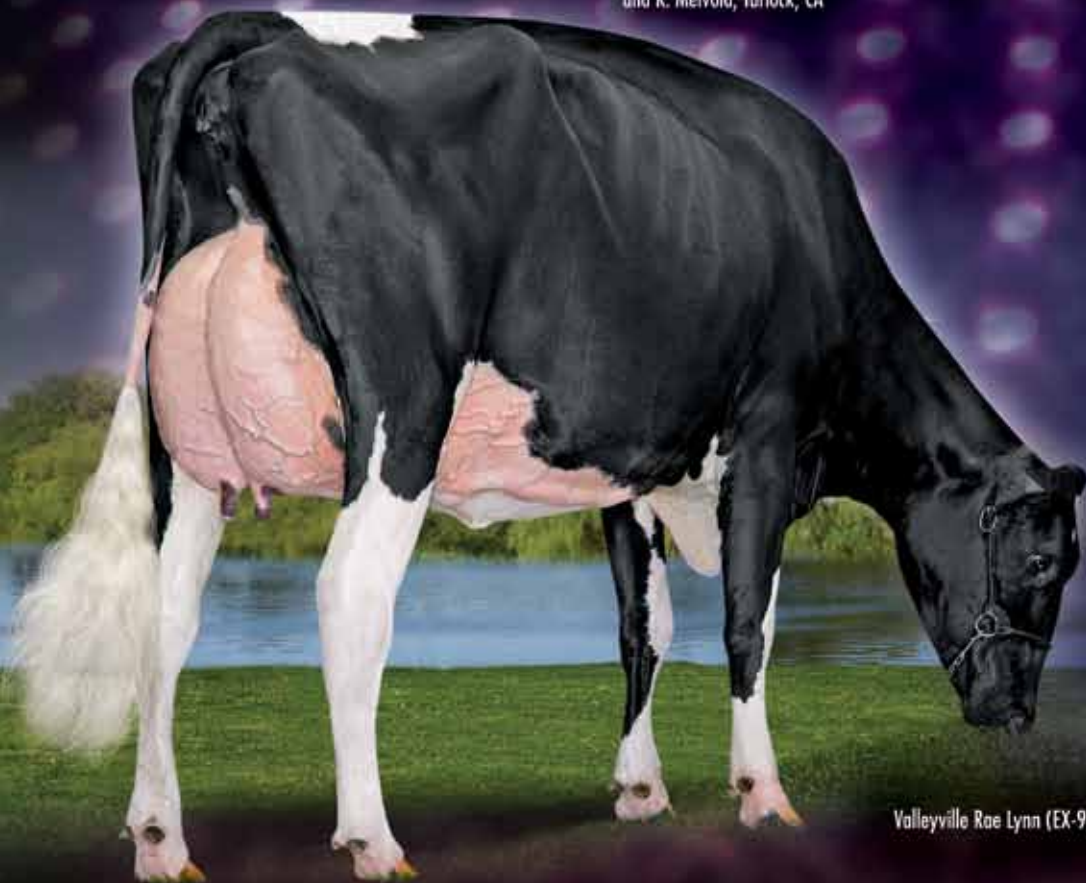
Kingsway Sanchez Arangatang (EX-93-EX-MS), 3rd 4-yr.-old, Royal Winter Fair, 2014, Kingsway Farms, Hastings, ON



Ms Gilrex Sanchez Liz-ET (EX-92), 1st 4-year-old and grand champion, Western Spring National, 2015, G. Teixeira, V. Kronberg and K. Melvold, Turlock, CA

SANCHEZ

7HO8190 GEN-MARK STMATIC SANCHEZ (EX-94)
Stormatic x B W MARSHALL x WINCHESTER



Valleyville Rae Lynn (EX-95-EX-MS), 3-time All Canadian nominee, Quality, Ponderosa, Al-Ba-Ro & Agriber, Vaughan, ON, Jones photo

“SANCHEZ is going down as one of the breed’s best for adding size and frame. He is the ideal sire to add dairy strength in one mating. He is the perfect complement on Goldwyn blood-lines to create the big-time tanbark kind! You can anticipate SANCHEZ will be the sire of some committee cows in the near future.”

- Charlie Will, Holstein program manager

GOLD CHIP

7HO10920 MR CHASSITY GOLD CHIP-ET (EX-92)

Goldwyn x Shottle x Champion



Claquato-RH Eve-ET (VG-88), 2nd sr. 2-yr.-old, Mideast Summer National, 2015, Triple-T Holsteins, Michael P. Heath & Chad M. Egolf, North Lewisburg, OH



Sillsdale Goldchip Bristol (EX-92), 1st jr. 3-yr.-old and intermediate champion, Mideast Summer National, 2015, Triple T & Michael Heath, North Lewisburg, OH

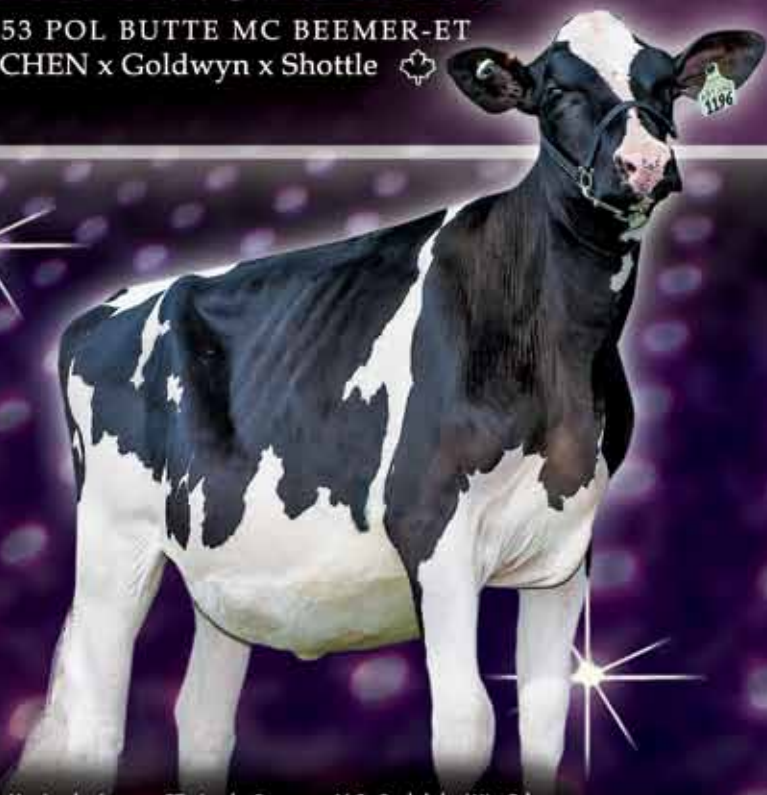
"I love the style and balance of the GOLD CHIP daughters I have been seeing. As heifers, they have the cut and dairyness to catch your eye. Then, as cows, they are very youthful and snug in their attachments. When they calve the second time, they develop more depth of rib. I think he is a great cross on cows with a lot of width and substance, particularly daughters of DAMION, SANCHEZ and BRADNICK."

- Chris Lahmers, COBA/Select Sires Inc.

E&M-Acres Goldchip 450 (EX-92), 1st Jr. 3-yr.-old and reserve intermediate champion, Midwest Spring National, and reserve intermediate champion, Iowa State Fair, 2015, Jason Volker & Dan Hovden, Ossian, IA, Fisher

BEEMER

7HO12353 POL BUTTE MC BEEMER-ET
MCCUTCHEN x Goldwyn x Shottle



Ms Apple Aryane-ET, Apple Partners LLC, Rudolph, WI, Erbsen

As a high-Type sire from the world renowned Barbie, BEEMER sparked my interest early. He has been a good conception bull for us and his calves are extremely aggressive from day one. He stamps them with a consistent pattern. Our BEEMER calves are long, tall, square cut and stylish with outstanding feet and legs! An added bonus has been the outstanding genomic results we are getting on his daughters. BEEMER has been a nice fit for our herd and we will continue to use him as we move toward the future.

- Chad and Amy Ryan, Ryan-Vu Holsteins, Fond du Lac, WI

BANKROLL

7HO12310 CRASDALE BANKROLL-ET
Let It Snow x Goldwyn x Shottle



Few cows on the planet have more style and balance than Butz-Butler Gold Barbara (EX-92-EX-MS). She is the kind of cow that never gives you a bad look in the ring and gets that naturally being a Goldwyn granddaughter of Regancrest-PR Barbie (EX-92-EX-MS-GMD-DOM). When you add Lylehaven Lila Z (EX-94-EX-MS) on the topside of this pedigree you get a sire with a nearly flawless linear profile. That sums up BANKROLL; his pedigree indicates he will be a next-generation breed leader and his genomic data confirms it!

-Kevin Jorgensen, Holstein sire analyst

CORVETTE

7HO12042 SONNEK GC CORVETTE-ET (VG-87)
GOLD CHIP x DAMION x Shottle



Photos (l-r): Siemers Corvette Ashlyn-ET, Jacob, Logan and Madison Harbaugh, Marion, WI; Siemers C-Vet Hoya-Brite-ET, jr. champion, Wisconsin Jr. State Fair, 2015, reserve jr. champion, Midwest Fall Jr. National show, 2015, Crystal, Jordan, Josh, Jake, Connor and Lauren Siemers, Newton, WI

“If you like your GOLD CHIP daughters, then you will love your CORVETTE daughters! The first calves are hitting the ring this year and they have a pattern just like his father but with more depth, spring and drop to their rib. He gets that from his dam, an EX-94 DAMION daughter that has been a terrific brood cow in her own right! The best part is you can use CORVETTE in a heifer breeding program with his low calving ease. CORVETTE is definitely making the special kind!”

- Kevin Jorgensen, Holstein sire analyst

UNION

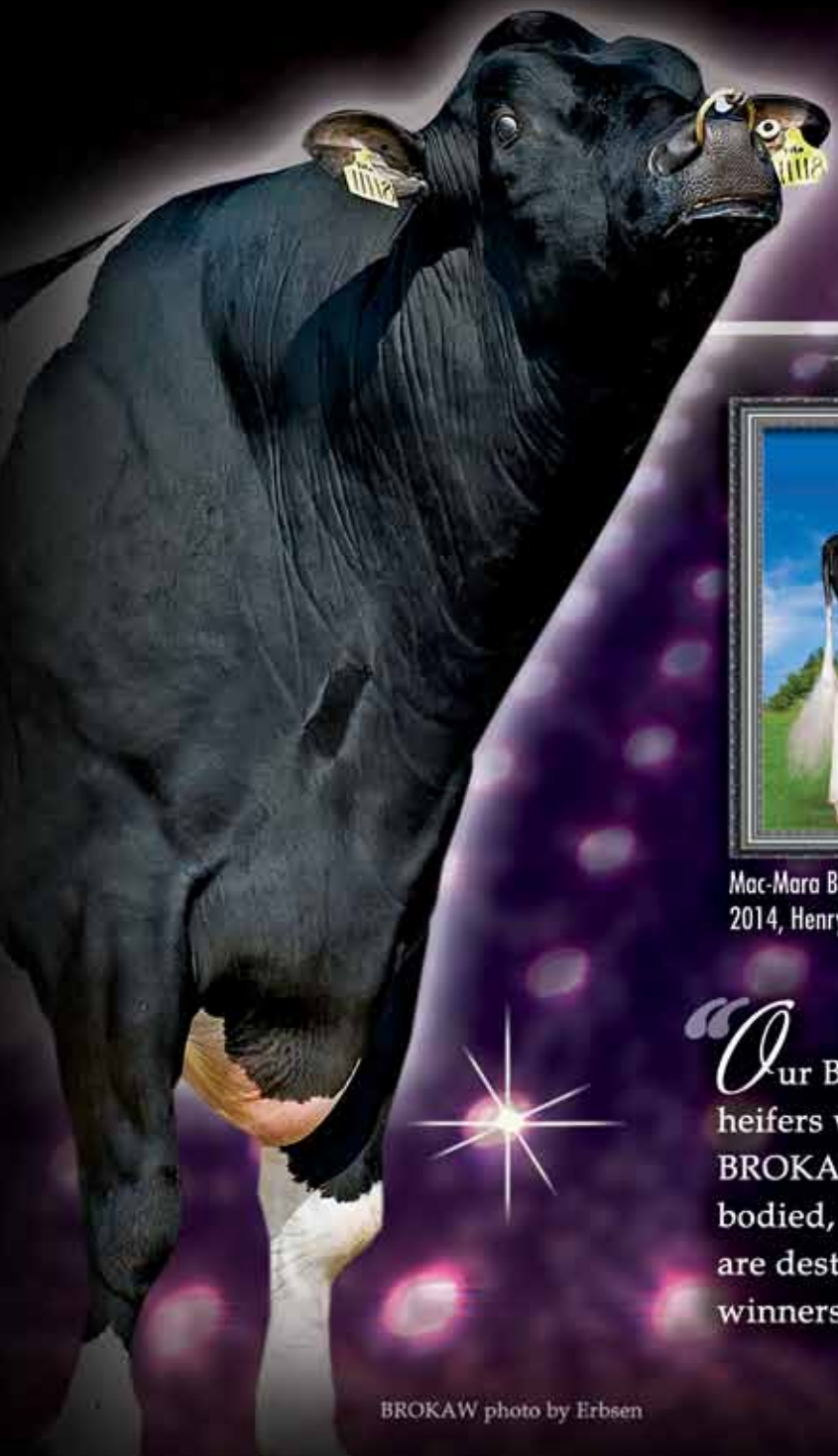
7HO12593 OUR-FAVORITE UNION 142-ET
Doorman x G W ATWOOD x Shottle



Our-Favorite Unlimited (VG-88), dam of UNION

“Sired by Doorman, UNION is the result of taking one of the breed’s highest genomic PTAT females and using a breed-leading Type sire for the next generation of greatness. His dam is a special young cow with tremendous balance. Her photo is great but she is perhaps more impressive in person! Six of his next seven dams are EX and GMD. UNION also has a full sister cut from the same cloth. He should be the perfect UNION on SANCHEZ, ALEXANDER and Sid bloodlines.”

- Kevin Jorgensen, Holstein sire analyst



BROKAW

7HO11118 MR ATWOOD BROKAW-ET (VG-86)
G W ATWOOD x Mac x DURHAM



Mac-Mara Brok Us Big Time, nominated All-American spring calf, 2014, Henry & Carolyn Van Exel, Lodi, CA



Pennwood Brokaw Tiana (VG-88), reserve intermediate champion, Premier National Junior Holstein Show, 2015, Elizabeth M. Stoltzfus, Berlin, PA

“Our BROKAW heifers are standouts in our heifer pens. They are tall, long heifers with great dairy strength and wide rumps. It is easy to see why the BROKAWs are making a big impact in the showring. These long-necked, deep-bodied, open-ribbed heifers are very stylish and have good feet and legs. They are destined to make great cows. From a great cow family and sire that makes winners, BROKAW is a bull for the most discriminating Type breeders.”

- Lynn Harbaugh, Bella-View Holsteins and NorthStar Cooperative

BROKAW photo by Erbsen



Galys-Vray Atwood Guerande (VG-88), intermediate and reserve champion, Swiss Expo, 2015, Mark & Erhard Junker, Thomas Staub, Al. Be. Ro., Switzerland, *Schulze photo*; Jacobs Atwood Vedette, reserve intermediate champion, World Dairy Expo, 2014, unanimous All-American jr. 3-yr.-old, 2014, Ferme Jacobs Inc, Cap Sante, QC, *Fisher photo*.

G W ATWOOD

7HO10506 MAPLE-DOWNS-I G W ATWOOD-ET (EX-90)

Goldwyn x DURHAM x Storm



Ashview-TG Atwood Lilly-ET, reserve junior champion, World Dairy Expo, All-American spring yearling, 2014, Ted, Molly & Tom Norling & Tony Galgowski, Beresford, SD

G W ATWOOD photo by Robinson



“We feel G W ATWOOD is the only bull available that could possibly take over the Premier Sire position at World Dairy Expo from his sire, Goldwyn. In our business of merchandising, we are always looking for G W ATWOOD daughters because of the obvious reason...people want them! He is a specialist in breeding dairy strength starting at the muzzle and carrying back to a huge open, springing rib and onto the wide massive rump. With his world-class maternal line and sire stack, he doesn't miss on the udders. In the sale ring or showing he's as good as they come!*”*

- Chris and Jen Hill, Md-Hillbrook Sales and Service, Thurmont, MD

(EX-95-EX-MS), 1st place jr. 3-yr.-old &

CHROME

7HO12464 WEBB-VUE MCCUTCHN CHROME-ET
MCCUTCHEN x SANCHEZ x Goldwyn 🍀



Webb-Vue Mccutchen 6791-ET (VG-87-EX-MS), full sister to CHROME

CHROME hails from a family that has predictably and consistently delivered great Type and exceptional production. His dam is a wide and powerful SANCHEZ daughter and the combination with MCCUTCHEN added just the right amount of style and a more refined bone quality. His full sisters have the right amount of dairy strength balanced with style. Their udders are shapely and well attached and they have a nearly perfect foot and leg. Based on his linear, expect CHROME to do the same. ”

- Kevin Jorgensen, Holstein sire analyst

COREY

7HO12170 EVEN-PAR COREY-ET
Cameron x ALEXANDER x Bolton 🍀



Even-Par Alex Cienno-ET (EX-91-EX-MS-DOM), dam of COREY

COREY continues to be one of the highest PTAT bulls in the breed not related to Goldwyn, DURHAM or SANCHEZ. Although he doesn't come from generations of All-American dams, his dam is a silky ALEXANDER daughter with an Excellent mammary system who was developed in a large commercial setting. COREY offers a nearly flawless linear profile and is a great option for breeders who want to maintain their 100%-RHA status to use on G W ATWOOD, GOLD CHIP and DEMPSEY daughters! ”

-Rick VerBeek, Holstein sire analyst

*D*EFIANT calves had a great showing last year on the tanbark, displaying outstanding balance, dairy strength and show-ring appeal. Now those fancy heifers are calving in and the buzz on DEFIANT is getting louder! From what I can see and hear, the early daughters have beautiful mammary systems with a lot of quality and great width of rear udder. The bull has a pedigree filled with tremendous brood cows and the indications are he is transmitting that to his daughters. The added bonus is he is making them great in both black and Red!

- Jeff Brown, COBA/Select Sires Inc.

DEFIANT

7H011596 SCIENTIFIC B DEFIANT-ET (VG-85)
BRAXTON x Goldwyn x DURHAM



Photos (l-r): Fancypants Goose Hollie-Red, Julia C. Nunes, Chippewa Falls, WI; Veeman-Dairy D Bordeaux, Veeman Dairy LLC, St. Paul, OR, both photos by Erbsen

ARMANI

7HO11703 MR APPLES ARMANI-ET (VG-87)
Goldwyn x Regiment x DURHAM



Ms Ellee Armani Elysia-ET, reserve All-American and reserve junior All-American fall calf, 2014, Eaton Holsteins, P. Lundy and P. Morrill, Marietta, NY



Ms Stranshome Gucci-Red-ET, reserve All-American winter calf, 2014, Yvonne Preder & William Schultz III, Waldo, WI



Miss Hot Mama-Red-ET, reserve All-American fall calf, 2014, Majestic View, M. & T. Smith, E. Kueffner & P. Vail, Watertown, WI

"I still really love my ARMANI calves! Their style, balance and width always impresses me. Now, I am even more excited with the mammary systems these fancy heifers are calving in with. They are nice young cows that I think will continue to develop into outstanding mature cows."

*- Nathan Thomas, Triple-T Holsteins & Jerseys,
North Lewisburg, OH*

DIAMONDBACK

7HO12587 MR D APPLE DIAMONDBACK

Doorman x Talent x Regiment 🍁



Ms Delicious Apple-Red-ET (EX-94-2E-EX-MS), dam of DIAMONDBACK

“DIAMONDBACK is easily one of the most impressive calves I have had born on my farm. He is wide, deep, square and silky with a tremendous personality. His dam, a full sister to Absolute, is ready to make a run on the tanbark this fall and his maternal sister was recently scored EX-94! In our minds, DIAMONDBACK will have as much impact as ARMANI and Absolute. We plan to use him heavily in our IVF program on our Goldwyn blood and cannot wait to see the Type pattern he transmits.”

- Mike Deaver, Sherona Hill Farm, Edgerton, WI

MALONE-RED

7HO12016 AIR-OSA-MLE MALONE-RED-ET (VG-86)

Larson x Shottle x September Storm 🍁



MsExels Malone Rio-Red, junior champion, CA State R&W Show and CA State Fair, 2015 Henry & Carolyn Van Exel & Triple-T Holsteins, Lodi, CA

“We are excited about our MALONE-RED calves. I think MALONE-RED has what the Red and White breed needs. He has a milk pedigree and more importantly his calves have some slope to the rump and that dairy quality we are looking for. Top that off with his high conception rate and his ability to make the good ones and that is why we are using MALONE-RED throughout the whole herd.”

- Hank Van Exel, Exel Holsteins and Jerseys, Lodi, CA

COLTON

7JE1088 CHILLI ACTION COLTON-ET
ACTION x Connection x First Prize

I started using COLTON as a young sire on the advice of Michael Heath to improve the dairyness and udder traits on my cows. COLTON has not disappointed me at all! His daughters are tall and dairy with exceptional udders. He is the best uddered bull I have used. They are very uniform with snug fore udder attachments, high, wide rear udder attachments, very strong medial suspensory ligaments and close rear teat placement. He also puts that "extra chrome" on their udders that judges like! I am currently milking seven COLTONs with nearly a dozen heifers on the ground and I continue to use him in my breeding program.

- Max Bollenbacher, Bolle-Acres, Argos, IN



Bolle-Acres Colton Valorie (VG-88%), 1st sr. 3-year-old and reserve grand champion, Indiana State Fair Jr. Show, 2015, Max, Carrie Jo, Drew, Jesse, Colten, Nate, Daniel and Karen Bollenbacher, Argos, IN, *Thomas photo.*



Hird's Colton Dream (VG-86), 1st sr. 3-year-old, Spring Dairy Expo, 2015, Jeff & Alta Mae Core, Salvisa, KY

SHOWDOWN

7JE5015 RIVER VALLEY SPICE SHOWDOWN
Premier x Voltage x Deluxe

SHUT OUT

7JE5023 RIVER VALLEY SPICE SHUT OUT-ET
Excitation x Voltage x Deluxe



South Mountain Voltage Spice-ET (E-95%), supreme champion, World Dairy Expo Jr. Show, 2011, dam of SHOWDOWN and SHUT OUT. Pictured in fifth, third, second and first locations. Photos by Cullen and Fisher.

“SHOWDOWN combines two great, E-95% cows from River Valley in his pedigree: Hawarden Jace Pix on the top and on the bottom, two-time All American South Mountain Voltage Spice. This bull comes from a cow family that is proving to be one of the strongest and different in the Type world today. Two generations of Expo winners, four generations of Excellent dams and an all-star cow family anchored by the 10-star brood cow Bri-Lin Imperial Snow. The early SHOWDOWN calves are starting to hit the ground now and they are long, lean, stylish and aggressive young calves.”

- David Jordan, River Valley Farm, Tremont, IL

“SHUT OUT is the bull I've been the most excited to use in the Type matings at River Valley Farm. The pedigree combination of Excitation on South Mountain Voltage Spice seems like a no-brainer. Mix the slow maturing, more compact frames of Excitation with the openness and style of Spice and the results could be epic. I expect super balanced and stylish cows with udders that will win shows. SHUT OUT is backed by a world-class cow family with high-scoring and stylish cows with solid production numbers. SHUT OUT is sure to live up to his name!”

- Nic Sauder, River Valley Farm, Tremont, IL

MAGIC GENIE

7JE5019 RIVER VALLEY MAGIC GENIE-ET
Premier x Vindication x Chairman



Claessic Fields Vindicat Genie (E-93%), supreme champion, World Dairy Expo, Jr. Show, 2010, dam of MAGIC GENIE

*"M*AGIC GENIE will grant your wish of standing in the winner's circle. He's from the best-uddered cow to ever call River Valley Farm home, Claessic Fields Vindicat Genie. We loved this bull's dam and were sad to have lost her so young. Expect MAGIC GENIE to throw daughters with balanced frames, sweet udders and deep rib. Use him when you need a touch of outcross on today's mainstream show bloodlines. I believe he should cross well on daughters of Tequila and Gorgeous sons. When you dream of winning, dream of MAGIC GENIE."

- Nic Sauder, River Valley Farm, Tremont, IL

FIZZ

7JE1486 J-KAY TEQUILA FIZZ
Tequila x Sultan x Avery



Harmony Corners Fozzy-ET (E-95%), reserve sr. champion and Premier Performance Cow, All American Jersey Show, 2014, dam of FIZZ

*"F*IZZ is the Tequila son we have all been waiting for! He combines the breed's top show bull with one of the breed's best uddered cows, Fozzy. FIZZ hails from one of the truest breeding families in the business that knows how to make the big-time kind. He is backed by seven Excellent dams and Fozzy was just raised to E-95%! FIZZ is destined to make the fancy ones and add the pop back into any breeding program!"

- Michael Heath, Spring Valley Jerseys, Westminster, MD

BURDETTE

7AY84 PALMYRA TRI-STAR BURDETTE-ET
TRI-STAR x Reno x Comet

“W

hat started with winning heifers and junior champions has evolved into senior and grand champions at domestic and foreign National shows. From Madison to South Africa, BURDETTE daughters have been impressive and earned the winnings to prove it. Their udders are unmistakable! Similar to his grandsire Trident and sire TRI-STAR, BURDETTE adds extreme height and width to rear udders and adds long, snug fore udders that are arguably the best the breed as ever seen.”

- Adam Oswalt, Ayrshire sire analyst



Photos (l-r): Sunny-Acres TSB Silk (EX-94), All-American 4-yr.-old & grand champion, International Ayrshire Show, 2013, Greg Evans, Georgetown, NY; Thomas; Melody-Lane Burdette Sally, unanimous All-American 5-yr.-old & reserve grand champion, International Ayrshire Show, 2013, Kaylyn Wood, Saranac, NY; Fisher; Hardy Farm Burdette Majestic (VG-88), 1st jr. 3-yr.-old & intermediate champion, Eastern States National, - 2014, Marjorie Hardy and Ryan Rida, South Woodstock, VT; Fletcher.



SHOWCASE



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