



# Saturday, September 23 Wisconsin State Fair Park West Allis, Wisconsin

Breeders and Club Calf Consignors,

We are extending our personal invitation to consign your very best to the Silver Anniversary WBE Showcase Multi-Breed and Club Calf Sale this fall. The Showcase sale enables cattlemen the marketing opportunity to showcase their genetics or breeding stock or club calf prospects to the world. The Belted Galloway's will have their Midwest National Sale in conjunction with the WBE Showcase Sale.

Early consignment of your featured lots with a professional picture insures sale promotion in upcoming Livestock media and websites on [www.worldbeefexpo.com](http://www.worldbeefexpo.com) and [www.larrymartinlivestock.com](http://www.larrymartinlivestock.com) and LiveAuctions.tv.

The 2017 WBE Showcase Sale will be held in the Coliseum after all Breed Shows have been completed. Sale cattle will be displayed in one of the show rings.

Consignments can be entered on the enclosed entry forms or you can go online at [www.worldbeefexpo.com](http://www.worldbeefexpo.com) or [www.larrymartinlivestock.com](http://www.larrymartinlivestock.com). Consignors must forward \$100.00 entry fee per lot applicable to commission. The 2017 sale commission will be 14% which includes sale expenses and LiveAuctions.tv. **Sale entry consignments are due on or before Aug. 21, 2017!**

If you have questions or need assistance in consigning, please call LMCS at 217-422-0242 or Greg Miller, Sale Consultant at 608-778-8785. Casey Jentz, representing the American Angus Association will be providing ring service and John Meents, representing the American Hereford Association will be involved with our sale this year.

Last year we had a great sale with several winners coming out of our sale, this year the sky is the limit! Cattlemen throughout the Midwest attend and select future genetics at this Expo.

Belted Galloway entries will be sent to LMCS and please contact Greg Hipple, president of the Belted Galloway Society, Inc. at 319-430-6664 for questions.

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