

SELECT SIRES
MEMBER
COOPERATIVE



STRAIGHT FROM

THE CHUTE

FEBRUARY 2024



Welcome TO THE CHUTE THE OUTLOOK ON BEEF IN OUR NEW COOPERATIVE

By: Devin Albrecht, V.P. of Operations and Talent Management/Beef Sector Market Manager, SSMC

Welcome to the 2024 Spring edition of The Chute from Select Sires Member Cooperative (SSMC). 2023 was an exciting year for our new cooperative – which officially formed on October 1st, 2023, from the former COBA/Select Sires, Minnesota/Select Sires, Select Sires MidAmerica and All West/Select Sires. We have experienced much change in the past few months, but you can trust that our focus on serving our member-customers with breed leading genetics and exceptional service has remained constant.

Our new cooperative has placed a specific focus on the beef market segment. While our industry continues to evolve and change, our board of directors and leadership recognize the importance of our continued expansion into the beef market. Among our 31 member-directors who are elected by the membership, there will be two directors who are strictly in the beef on beef business that will sit on the cooperative's 10-member executive board. The input and voice of these beef directors will be valuable as they seek to guide and direct SSMC in this important market segment!

Additionally, this cooperative represents a very large portion of the U.S. beef market with over 20 million of the country's beef cows, and 45 of the top 50 beef cow counties reside in our market area. Our

board of directors and leadership continues to be excited about the opportunities to grow and expand SSMC's presence in this market. Our entire field staff, support staff and Beef Sales Representatives (BSR) stand ready to assist you with reaching your genetic and reproductive goals – let us know how we can be of assistance in helping you attain them!

Select Sires Inc. also experienced another exciting year in the beef department. We had four of the top 10 Angus sires for registrations. The four sires are: #1 7AN528 GROWTH FUND, #2 7AN580 HOME TOWN, #5 14AN502 TAHOE and #9 7AN466 RAINFALL. In the Red Angus breed, we had two of the top five sires for registrations. These two sires are: #1, 7AR86 STOCKMARKET and #4 7AR87 FRANCHISE. The team continues to seek quality sires to maintain a variety of offerings to ensure there is an option for everyone. Some of the notable recent releases include 7AN768 RISE ABOVE, who offers a stacked pedigree and is sired by STAGECOACH, another release in the Angus breed is 7AN797 DISCIPLINE, check out his full package of traits. The end of 2023 also brought multiple new releases in other breeds, such as, Herefords, Charolais, and Simmental –you can read more about two recent Simmental releases on page four.

Since our territory has expanded, there are many of you receiving The Chute for the first time. The Chute is a newsletter created to keep our SSMC customers in the loop with all things BEEF! You'll see a variety of content – from informational articles on the latest in Artificial Insemination (A.I.) to customer testimonials and updates from our stacked team of beef specialists. It is a tool to help identify the best bulls as we move into breeding season. In this edition of The Chute, Oregon Large Herd Specialist, Clint Sexson, shares his answer to the common question of "How can we get more out of our investments and inputs?". Backed with data and testimonials, Clint shares how the continued process of A.I. will pay long-term dividends, and SSMC is here to help you achieve your goals. A handful of our beef specialists from across the nation weigh in on a few bulls, including the familiar favorite, 7AN698 IRON HORSE, and a new release, 7AN773 SQUARE DEAL. Area Sales Manager Kevin Hinds provides a look into a cow-calf confinement operation in his territory of northeast Ohio. We also share a glimpse of a new facet of our business, SSMC Sire Services, which offers custom collection services for the public collection of bulls. This edition is packed full of good reads and updates for our beef member-customers. ♦



Consistency BREEDS SUCCESS

By: Clint Sexson, Large Herd Specialist, Oregon, SSMC

I often pose questions to other vendors and producers at trade shows, conventions and bull sales: What is essential to your operation? What makes a difference in your operation? Is it new technology, genetics, marketing, health, etc. that moves the needle of effective and sustainable operations? The common answer is **more** return for our invested inputs. How do we get **more** dollars for our high-quality calves? How do we get **more** pounds per cow exposed or **more** pounds per acre? How can we get help to market our calves?

As simple as it may seem, verifying genetics and a condensed calving window is the strong argument I present. It means at least \$1,500 to \$3,000 more for registered operations' A.I. sired bulls on sale day because of identifiable A.I. sires. At the video auction or the local barn, there is at least an additional 60 pounds of calf to sell for every early calf born compared to those born just four weeks later. In terms of numbers, bigger load lots with weight uniformity increase value. Moving weights up allows for more pounds to spread over truckloads with hopes of no split-sex loads, and thus moving the needle in the operation's gross income. In the simplest terms, 60 pounds of additional weight valued at \$2.50 per pound yields another \$150 per head value for those early calves. If you couple this discussion with the video auction results of this past summer, you will see the value of verified genetics when paired with additional verification programs. In many cases, the lots with genetic verification are selling for 20 to 30 dollars per hundredweight above other more conventional lots. These lots are verified with programs that promote the genetic value of the calves offered. Some of the recognized programs include Anguslink, Top Dollar, Red Angus Feeder Calf Certification, Allied Genetic Resources, CharAdvantage and many other genetic marketing drivers.

Where is the balancing act between cost of additional input and return on investment in genetics? It is a day-one or front-loading approach. We will capture the genetic value with proven A.I. sires linked with estrous

synchronization. We may exercise one or the other, but the true value couples the two tools as one. The process of synchronization starts the cowherd on its way to the day-one opportunity. The opportunity to A.I. to a specific sire or group of sires multiplies the effects of synchronization to meet your goals. Longtime SSMC customer and A.I. advocate, Gene Stahl of Deerfield Colony, echoes the message, noting the impact of females from the A.I. program and their value.

"I have seen them bring between \$250 to upwards of \$750 over the value of bull-bred females at the same sale. To be realistic, the value of a set of A.I. sired females stemming from a well-disciplined A.I. program with multiple generations of great maternal cows who are A.I. mated to proven bulls is invaluable," says Stahl. This is a long-term progression of consistency and resilience to reap the financial benefits and rewards to the program.

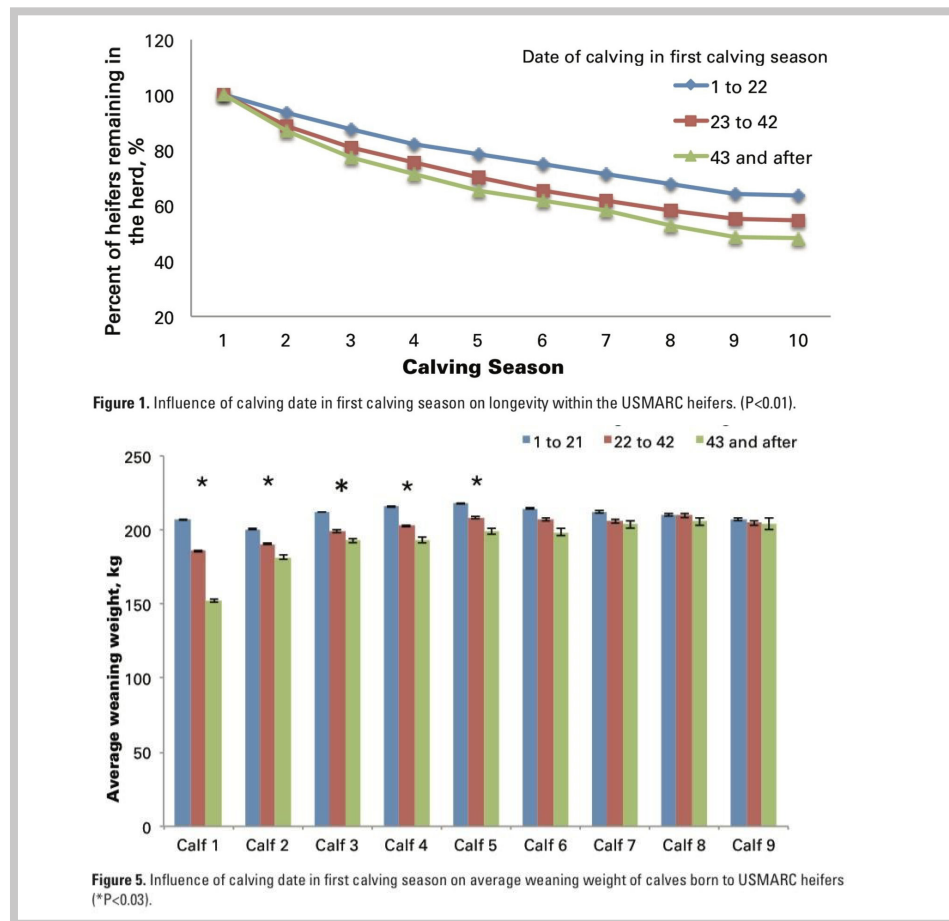
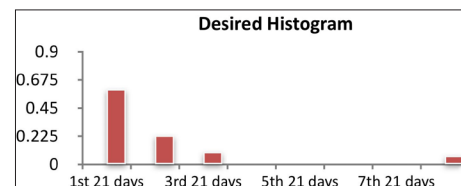
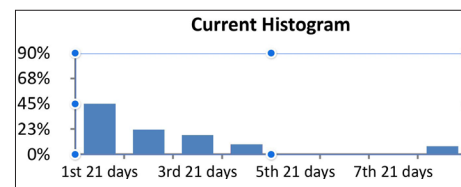


Gene Stahl, Deerfield Colony, speaking to a group of Select Sires Beef Specialists on the 2023 Beef Tour.

"A WELL-DISCIPLINED A.I. PROGRAM WITH MULTIPLE GENERATIONS OF GREAT MATERNAL COWS WHO ARE A.I. MATED TO PROVEN BULLS IS INVALUABLE."

- Gene Stahl

As an example, the typical commercial cow herd may have 45-50% of the cows calving in the first 30 days of the season. Let's say we are having one or two calves per day over the first four weeks of the calving season. For each passing day, those first-born calves are gaining at least an additional **two** pounds per day over their herdmates. You will see that compounding result for these calves over their lifetime. Heifer calves will be more mature at weaning and reach puberty earlier, resulting in the valuable opportunity to conceive early and continue to conceive early in her productive life. Male herdmates will be ahead their entire life. Steers will wean more pay weight and have the potential to yield heavier and more valuable carcasses. Bull calves in registered operations will have the greatest potential to excel at all weighing periods. Additionally, they will have the greatest opportunity to generate revenue in their sale season.



Synchronization is the first step to swinging the pendulum in the direction of front-loading the calving season. The benefits of more verifiable genetics, more productive females and more pay weight is allowing your cow herd to conceive on day one of the breeding season. The goal is to improve the percentage of cows calving in the first 30 days. If 50% of cows calve in the first week, you are well on your way to boosting the percentage of calves born in the first month to 75-80%.

If you utilize the Kansas State University pregnancy distribution calculator, it may increase overall calf values by at least \$40 per head. This number is the average value increase across the entire calf crop. Note that you are increasing the number of eligible replacement heifers with age advantages and increasing pay weight of terminal calves. Multiple producers I have spoken with are strongly in favor of the value of A.I. genetics in an early-born replacement heifer and the immeasurable financial impact her lifetime production has on their operations.

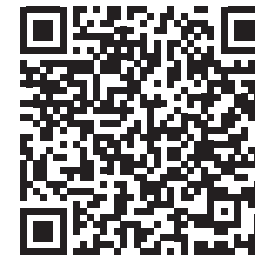
Cushman et al. demonstrated that heifers that calved within the first 22 days of their first calving season stayed an extra year

in the herd on average, thus producing the equivalent of an extra calf (\$1500 to \$1900 value in today's market) (2013).¹ Further, they demonstrated that the heifers that calved early also weaned a heavier calf compared to heifers that calved later for their first six calving seasons. In another study, heifers that were born early had increased pregnancy rates and more of those heifers were pregnant within the first 21 days of breeding season compared to heifers that were born later. If you really look at the results of year after year use of A.I. and synchronization, the percentage of eligible replacement heifers increases with time. In this ensuing market, there may be potential to market extra replacement quality females to others. The terminal progeny in this process brings more sellable pounds to the scale. In large herds, it is attainable to increase enough pay weight to deliver loads that exceed the 50,000 pound load. As important, those pounds may push the scale down to deliver more loads at a single delivery.

A.I. is a process of continuous improvement and the results you want may just be a generation away. The process is at least a

ADDITIONAL INFORMATION AND RESOURCES:

Scan the QR code to view and download the 2024 Synch Protocol Sheets.



Scan the QR code below to utilize the Kansas State University Pregnancy Distribution Calculator referenced in the article.



five-year continuous, repeating process, but the benefits and returns pay dividends to the long-term success of the program.

Select Sires Member Cooperative believes our role is to help you succeed. We offer proven genetics, expertise in synchronization and the best people to install those genetics. We are ready and at your service to take your herd to the next level. ♦

¹Effect of heifer calving date on longevity and lifetime productivity. E.M. Mousel, Extension Cow-Calf Educator, University of Minnesota, Grand Rapids, MN; R.A. Cushman, Reproduction Research Unit, USDA-ARS, U.S. Meat Animal Research Center, Clay Center, NE; G.A. Perry and L.K. Kill, Department of Animal Science, South Dakota State University, Brookings, SD

Photos by Karen Hiltbrand.





New SIMMENTAL RELEASES

By: Jon Herrick, SSMC District Sales Manager, Nebraska and Select Sires Inc., Beef Sire Analyst

7SM133 GOLD STRIKE was the Lot #1 and feature bull of the 2022 Triangle J Production Sale. His sire, TJ Gold, has been extremely popular and we believe that GOLD STRIKE takes it to the next level. He is $\frac{3}{4}$ Simmental, $\frac{1}{4}$ Angus, and is backed by a beautiful proven cow, TJ 52A who is also the dam of TJ Chief. His dam, 52A, has impressive ratios for BW at 92 and WW at 113 on seven calves. In addition to his modest BW and excellent calf vigor, he excels for growth, ranking in the top 15% of the breed for both WW and YW. Indicated by his added muscle shape in phenotype, he also ranks in the top 5% of the breed for REA. He is Homozygous Black and Homozygous Polled, and offers lots of mating flexibility that makes him a must-use sire in our Simmental lineup.



7SM140 DUTTON was a feature lot in the Lassle Ranch Simmental Sale in Montana. This bull offers lots of genetic merit as he has 10 EPD traits that are in the top 10% of breed. He is a Purebred Simmental that is Homozygous Black and Homozygous Polled. This high Docility bull not only offers added growth, but also ranks near the top of the breed for all three carcass traits including Marbling, REA, and Carcass Weight. A complete phenotype package, DUTTON offers added muscle shape with lots of depth of rib. His dam is a beautiful uddered cow with a WW ratio of 108. Her first seven sons averaged \$16,500 with several going to purebred breeders. This bull offers a combination that will add pounds and value to your calf crop while still making functional replacement females.



SSMC BEEF SPECIALISTS

ANDREW SWANSON • Ivanhoe, MN
507-829-4133 ♦ aswanson@mns.coop

7AN773 Deep Creek SQUARE DEAL

is an exciting addition to our Select Sires Lineup! SQUARE DEAL is an outcross pedigree, excellent phenotype, great feet! This bull is wonderfully balanced from a maternal and carcass standpoint. His Pathfinder granddam stuck to an A.I. service 10 years in a row while ratioing 117 at weaning and maintaining a 365 day calving interval. Now as a donor, she is a proven cow for fertility, longevity and production. SQUARE DEAL ratioed 173 for IMF and 107 for REA. SQUARE DEAL is the real deal!



DAN CURTIN • Elida, NM
928-368-3634 ♦ dcurtin@cobaselect.com

7AN768 Stellpflug Hoffman RISEABOVE

is an exciting new sire that checks all the boxes. Phenotype paired with big-time carcass traits translates to attractive and functional cattle. Combine that with 105 \$M (top 1%) and you will be glad you kept these heifers for years to come! RISEABOVE's pedigree is proof enough that he is a cow-maker with superior terminal traits to create the ideal calf crop. RISEABOVE the competition this year with this elite sire.



STUART RASMUSSEN • Rushville, NE
308-360-1362 ♦ srasmussen@ssmidamerica.com

7AN757 Yon SALUDA

brings great genomic balance in an attractive and sound package. Every cow should be a mating option for SALUDA. He is strong in feet, fertility and end-product value. This bull screams cow-maker! He is bolstered by a proven dam who also brought us 7AN604 TOP CUT. Sired by Sitz Stellar, SALUDA offers even more performance and marbling than his sire. I would highly recommend you put this genetic potential to work.



DILLON PONDER • Leedey, OK
918-508-8922 ♦ dponder@cobaselect.com

7AN691 EZAR STEP UP

has been lighting the Angus world on fire over the past year, siring high sellers from coast to coast! He has an extremely rare combination of phenotype, carcass traits, real world performance and foot quality that is almost impossible to find. The consistency of the STEP UP sired cattle is something to really admire. Their added depth, bone and muscle shape paired with breed leading carcass traits means they will bring top dollar whether through the ring or on the rail!



JIM RAY • Salem, OH
614-205-7176 ♦ jim@cobaselect.com

7AN595 Baldridge MOVIN ON

offers a popular and fresh pedigree to our customers. Sired by the popular Baldridge Alternative, he offers double-digit Calving Ease with a moderate birth rate. He is an excellent choice for heifer breeding projects with calves born easy and are vigorous at birth. One of our best bulls for docility with an EPD of 27. MOVIN ON shines on the maternal side as he is top 2% for \$M and top 2% for \$W.



DAN BUSCH • Columbia, MO
573-289-2058 ♦ dbusch@ssmidamerica.com

7AN698 BIGK/WSC IRON HORSE

offers an outcross pedigree with proven performance. His double-digit Calving Ease offers the opportunity to use him in heifers without sacrificing any performance. Calves hit the ground and start packing on the pounds with his WW and YW in the top 5% of the breed. IRON HORSE's progeny exhibit consistent phenotype that are deep bodied, easy fleshing and on a good foot shape. I've had much success using this bull in timed-A.I. heifer projects and customers are very happy with their progeny.



Stay Up-To-Date WITH SELECT SIRES BEEF



View the 2024 Spring Beef Directory by scanning the QR code.

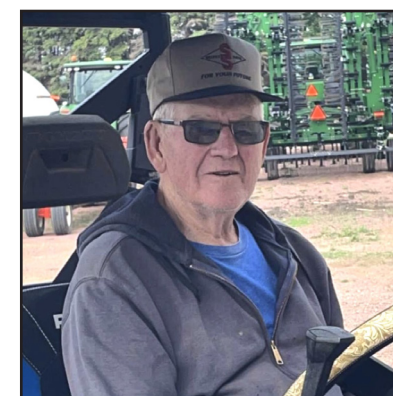


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www.youtube.com/@SelectSiresBeef/videos
Don't miss the 2024 Select Series videos!

Customer TESTIMONIAL:



"Working with Select Sires Member Cooperative has been a blessing for our farm. The **connections, relationships** and **quality of work** are what stick out the most. As the industry evolves, so has SSMC, which has benefited the cattle industry as a whole."

- Brady Rasmussen

The Rasmussens run 100 commercial cows in Southern Minnesota and are a three-generation operation. Pictured to the left, is Harlan Rasmussen, Brady's grandfather.

TALKING SOME BULL



Profits and Partnerships IN A COW/CALF CONFINEMENT OPERATION

By: Kevin Hinds, Area Sales Manager and Beef Specialist, Ohio, SSMC

Tom and Kelly Esselburn and their family reside in Shreve, Ohio, with 70 head of cattle. The herd is primarily Angus and Shorthorns with a few Simmentals in the mix. What makes their operation unique is how they've taken steps to adapt to a confinement facility. This type of beef operation is uncommon in the rolling hills of eastern Ohio, but has given them the ability to see success with their A.I. program as well as their overall profitability. Esselburn has kept an open-mind when evaluating the operation seeking information and advice about adjustments that can be made to remain competitive. He understands that he can't do things the way his grandpa did, but needs to be open to adapting to whatever helps the operation be economically strong. This is still a family farm, Esselburn's five grown children work off the farm, but contribute time and fresh ideas from their differing employment experiences for the operation.

A major advantage of the confinement operation comes from the nutrition and resulting energy level of the cows. Controlling of the nutrients the cows receive allows the herd to maintain better body condition and energy level especially after calving. The cows are well-bedded by straw, and they will eat it, but Esselburn knows straw is not enough for lactating beef cows. So, they feed a total mixed ration (TMR) with good-quality hay, which adds a little more

expense but more nutrition. He aims to keep variable cow cost to \$1.85/day or less. His goal is a \$700 variable cost to produce a feeder calf. With pasture, it is much more difficult to determine the breakdown of costs, but there's no doubt pasture land and taxes contribute greatly to operational costs. Esselburn realized he could build the confinement facility for less than buying land, which further drove his decision to make the initial switch. Studies completed on confinement operations have shown high energy diets to be efficient and beneficial, and typically cost less per cow (Trubenbach et al., 2015). Esselburn has reinforced these studies, sharing that when all variables are considered, the cows ability to use higher quality feeds that are energy-dense is cost effective. Opting for the less expensive feed sources when possible, they still see the result of more energy out of the cows and increasing milk production. Consequently, he's seen how the added nutrition brings more success with A.I. and better growth in the calves. Additionally, they like to use free choice organic trace mineral sources for the added advantages to breeding, such as stronger heats and better conception rates.

Because they have good weather protection for the cows, Esselburn likes to calve in January, February and March. The reduced bacteria growth during that time due to the weather is an added benefit. That along with being able to assist cows in the calving

pens results in very little loss at calving. Having the cows in individual calving pens also reduces the chances of the cows orphaning the calves. The pairs get a half day in the calving pen for bonding before the cows rejoin the herd. Esselburn's have also initiated a creep area for the calves. Calves started gravitating towards the creep area the same day it was completed. They recognized the opportunity to enjoy a dry and safe area away from the cows. By using the creep area, Esselburn can feed the better-quality alfalfa grass/hay and know it is being consumed by the calves and not the cows.

There's also a balance of finding the right feed that provides the proper nutrition to be efficient in production but still avoiding wet manure. He desires dry enough manure that you can avoid scours and other negative effects that come with constantly wet manure. Over time, they have found the balance of keeping protein at 16-18% helps to avoid the calves being surrounded by wet manure. To further avoid bacteria and scours, their calving season runs January through March, when it is still cold enough to help create a more sanitized environment. Esselburn shares that they have seen very little health issues within their operation.

The confinement facility also allows the cows to become comfortable around people. Esselburn says he strives to have a place that people want to come visit, and having cows that are not as skittish helps people not worry about visiting their operation. He values the relationships with veterinarians and his A.I. technician, and wants to create a conducive environment to do their job. Esselburn can easily have a cow ready in the chute for his A.I. technician, Jacob Weinman. Weinman knows a stop at the farm is consistently quick, and in turn, Esselburn knows he is likely to receive a prompt response from Weinman when he's got a cow in heat. Esselburn's relationships are built upon respect, both with Weinman, SSMC, local packers and other industry partners. Their facility allows people to do their job to the best of their abilities, while feeling respected and trusted as a partner in the business. ♦



From left to right: Area Sales Manager Kevin Hinds, Justin Esselburn and Tom Esselburn

Introducing SSMC SIRE SERVICES

SELECT SIRES
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SSMC SIRE SERVICES

SSMC is now offering a full range of custom collection and storage options for beef and dairy producers. Located in Hampshire, Illinois, we offer expanded semen collection options in modernized facilities. Fertility is of the utmost importance, our lab is highly trained and experienced at evaluating, extending and getting the product frozen to enhance the viability of all sperm cells. We are laser-focused on producing straws that will get cows pregnant. We have recently remodeled and expanded our housing capacity to make this a viable option for many more customers desiring to have their beef or dairy bulls collected for both CSS* and non-CSS** semen.

*Certified Semen Services (CSS) provides objective facility and processing audits and to help the industry self-regulate semen production, sire health and identification for bovine producers. The SSMC facility has been collecting, evaluating and producing CSS certified semen under these guidelines for decades. If you are looking to export semen, then you need to go through an isolation process to have the semen collected under CSS guidelines. Working with Sexing Technologies for sorting capabilities, semen that is collected under the CSS guidelines can also be gender sorted for additional fees. **The non-CSS facility is capable of housing up to 16 sires for custom collection five days a week. This non-CSS option does not require isolation of sires before semen can be collected, evaluated and frozen. This enables producers to have quicker access to the genetics as well as requiring less days off farm. Any semen collected non-CSS is able to be stored and shipped anywhere in the United States.



SSMC sire services facility in Hampshire, Illinois - now scheduling!

Scan the QR code or call
Logan Ridge, 740-262-6475,
for more information
on scheduling, pricing
and full service offerings!



CONVERT™

NEW COLOR
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CONVERT™ Day-One Gel

- ♦ Administer 5 to 15 cc of gel at birth.
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MULTI-DOSE TUBES
(60CC)



SINGLE-DOSE TUBES
(15CC)

HELP US HELP YOU!

If you are a current customer, please scan the QR code to ensure we have the most up-to-date contact information. Because we are a new business entity, we also need all customers to sign the necessary forms to continue receiving liquid nitrogen.



<https://bit.ly/SSMCaccountinfo>
If you have already completed this survey, you only need to do so once. Website address is case sensitive.

Inside This Issue

Intro to The Chute/SSMC Beef Sector Outlook.....	1
Consistency Breeds Success	2-3
Beef Specialist Bull Talk	4-5
Cow/Calf Confinement Operation	6
SSMC Sire Services	7

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