



## **2024 AMSS Bull Book Information Sheet**

Bull Name \_\_\_\_\_

Reg # \_\_\_\_\_ DOB \_\_\_\_\_ Color \_\_\_\_\_

NAAB Code \_\_\_\_\_ Picture(s) Available \_\_\_\_\_  
(Please submit digital photos)

Sire \_\_\_\_\_ Reg# \_\_\_\_\_

Dam \_\_\_\_\_ Reg# \_\_\_\_\_

Triple A Rating \_\_\_\_\_ A2A2 \_\_\_\_\_ Exportable(yes/no) \_\_\_\_\_  
Countries \_\_\_\_\_

Additional Information to be Published:

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Website \_\_\_\_\_ Farm Logo (yes/no) \_\_\_\_\_  
(Please submit digital photos)

Contact Info for Semen Purchase:

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Please Choose:

1 Bull \$150 \_\_\_\_\_ 2 or More Bulls \$110 Each \_\_\_\_\_ Only Listing \$30 \_\_\_\_\_  
(5 or more listed - \$10)

Half Page (No Photos) \$90 \_\_\_\_\_ Business Card \$100 \_\_\_\_\_

For Questions, please contact:

Allen Hess, Chair, (301) 991-2194, [ahess@milkingshorthorn.com](mailto:ahess@milkingshorthorn.com)

Matt Henkes, (563) 880-8614, [mhenkes@milkingshorthorn.com](mailto:mhenkes@milkingshorthorn.com)

Please submit all info to: American Milking Shorthorn Society  
P.O. Box 21  
Beloit, WI 53511  
(608) 365-6644 (FAX)  
[registrations@milkingshorthorn.com](mailto:registrations@milkingshorthorn.com)

**\*\*\*DEADLINE IS March 1, 2024\*\*\***

Revised 2021



## **Let the AMSS help market your Bull!**

**\*\*\*DEADLINE IS MARCH 1, 2024\*\*\***

The AMSS Board of Directors is in the process of creating the next edition of the bull book to further our breed promotion. This book will feature all collected bulls, in some form, available to maximize the genetic diversity and potential in your herd. We printed our first issue in 2015 and it was a resounding success. All bulls must be registered with the AMSS (GE, GR, G1, G12, EXP or Full Herdbook), have a proper NAAB code, be DNA tested, and have available semen. The Bull Book will have a variety of different marketing opportunities for you to promote your genetics. The size of a page will be approximately 4.25 X 5.5 inches. The cost for advertising will be as follows: 1 Bull = \$150, 2 or more Bulls \$110 per page, half page ads, cost is \$90, no photos or discount for this option, business card ad \$100. We will present as much information as possible on the bulls. In addition to the advertised bulls, we will have a listing of bulls in the back of the catalog for \$30, or 5+ for \$10 each. This listing will have minimal information about the bull. The April 2024 sire proof updates will be used. Copies of this publication will be printed and it will be made available at the National Convention, all National Shows, to all the members of the AMSS and anyone else who requests a copy. Deadline for submitting info is March 1, 2024.

For Questions, please contact:

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Matt Henkes, (563) 880-8614, [mhenkes@milkingshorthorn.com](mailto:mhenkes@milkingshorthorn.com)

Please forward all interests and available sire listings to:

American Milking Shorthorn Society

P.O. Box 21

Beloit, WI 53511

[registrations@milkingshorthorn.com](mailto:registrations@milkingshorthorn.com)

Fax: 608-365-6644

We look forward to partnering with you to promote the genetics within your herd and the Milking Shorthorn breed!

Deadline for submitting your info is **MARCH 1, 2024.**