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Contact: Doc or Patricia Spitzer  
[spitzeranch@mindspring.com](mailto:spitzeranch@mindspring.com) or  
(864)972-9140 or (864)710-0257

## **Spitzer Ranch is Pleased to Announce Their New Website at [www.srbulls.com](http://www.srbulls.com)**

Professional cattlemen are always seeking to expand their knowledge base and they understand more than anyone that timely information is absolutely the key to success in the complex beef industry of tomorrow. In their continuous effort to communicate with and provide useful information and opportunities for commercial cattle producers, the folks at Spitzer Ranch have recently developed a presence on the World Wide Web at [www.srbulls.com](http://www.srbulls.com). The website is developed and hosted by Ranch House Designs, a national leader in website development for agricultural operations.

Keeping it simple, the site contains four visually dominant and easy to navigate page tabs - **WELCOME - GENETICS - SALES AND NEWS - CONTACT US**. The **WELCOME** page gives an outline of the philosophy of Spitzer Ranch as well as their Purpose and Mission statements. Additionally are explanations of “Warrior Genetics” and the exclusive Spitzer Ranch Curve Bender Index (CBI), as well as pertinent information on the CBI and suggestions on how to use the CBI for profitable bull selection. This page gives readers a feel for what has motivated the Spitzers to be Brangus Seedstock Producers for some 28 years.

The **GENETICS** page lists and pictures sires currently in use in their breeding program with complete EPDs and an abbreviated pedigree. Many of these bulls have semen available at reasonable prices (10 to 30 Straws @ \$25/Unit, 40 to 50 Straws @ \$20/Unit and 60+ Straws @ \$18/Unit). Also listed are Reference Sires that have contributed to the foundation of the performance driven genetic package that is the Spitzer Ranch cow herd. Of special interest to

commercial cattlemen that might utilize AI is a listing of bulls that, while no longer used in their registered program, still represent useful genetics for the commercial industry. Semen on these bulls is available for the Bargain Basement price of \$7/Unit. Eventually the Genetics page will also feature some of the foundation cows to the program as well as dams currently making their mark raising those bulls with sought after genetics.

The **SALES AND NEWS** page contains exactly what it says and more. It is meant as a direct contact between Spitzer Ranch and potential customers with a listing of upcoming sales and will eventually host a “Clearing House” for those either searching to purchase or offering to sell those powerful Brangus influenced commercial females. Beginning with the February 2011 Spitzer Ranch Professional Cattlemen’s Brangus Bull Sale there will no longer be a mass mailing of the Bull Sale Catalog. The catalog will appear on this page in an easily downloadable format giving customers real time access to the catalog. Printed Catalogs will still be mailed on request, but will be instantly available to those with an internet connection. This page also archives all press releases and Newsletters for reading at your leisure. The Educational and Organizational contact links will be constantly expanded and updated as tools for continuing education for all involved in the beef industry.

Finally the **CONTACT US** page provides all pertinent information in the way of address, telephone and email contacts. It even contains an interactive map that will give you detailed driving directions on how to find Spitzer Ranch from your home. From their standpoint this page also contains the most important link for you to contact the ranch directly via email and a place for you to comment, ask questions or give suggestions as to what else you would like to see contained within [www.srbulls.com](http://www.srbulls.com). Facebook users can also link to the Spitzer Ranch Facebook page from the site and become a Facebook Fan.

Doc and Patricia are really excited about the new website. “A great deal of time, effort and a piece of us went in to our new web presence. We plan to constantly work to improve and to be innovative on our site and we have only just begun. In coming months, we will be rolling out new features and information that we hope will make our site an exciting experience. We encourage you to visit Spitzer Ranch “on the web” and please send feedback. Our goal is for this website to inform, educate and provide a forum where we will all learn how to be more profitable and just plain have fun being in the cattle business.”

All are reminded to mark-your-calendar for the 18<sup>TH</sup> Annual BRANGUS Bull Sale and Commercial BRANGUS Female Sale to be held at the ranch in Fair Play, SC on Saturday, February 26, 2011. And beef producers who are serious about being profitable in the cattle business are encouraged to sign up for a printed copy of the popular Spitzer Ranch Newsletters. These Newsletters always provide current Bull Test Performance Reports as well as educational tips, inspiration and insights into a wide variety of timely topics of interest to those cattlemen whose goal is making money. Just call 864/972-9140, write SPITZER RANCH, 1511 HWY 59, Fair Play, SC, 29643 or email [spitzeranch@mindspring.com](mailto:spitzeranch@mindspring.com) to be added to their mailing list; and be sure to visit their new Website at [www.srbulls.com](http://www.srbulls.com).

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