

2010 Quarterly Newsletter

Welcome to the second quarter newsletter from Moss Livestock Services. As the summer rolls on and the show season hits full stride we look forward to an even more exciting fall sale season. I have seen enough great young cattle this summer to know that it should be one of the best to date.

Regardless of the state of the economy we can't live in fear each day as to what might happen. We should continue to seize the moments that present themselves to us. Buying opportunities like the ones we have experienced recently come along once in a lifetime.

I think we have all become a lot more conscious of where each dollar goes, and that isn't a bad thing at all. We all know that every dollar counts and we should use those dollars wisely. When it comes to selling cattle we must find ways to advertise and to get the most exposure to our customer base.



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Many avenues come to mind for advertising but nothing gets more attention than a simple picture. We can study pedigrees, EPDs, and footnotes all day long but nothing reveals the full potential of an animal quite like an actual picture of the animal themselves.



BOOTIE BABE, SHULTZ RANCHES

I have been traveling around the country for the last year taking pictures for some of the elite cattle operations in the country. I have thoroughly enjoyed not only seeing some great cattle but meeting and getting to know the even better people behind them.

Meeting farmers and ranchers from all across the country and hearing their stories of success and perseverance never gets old to me. Nothing makes me prouder to be part of the agriculture industry than the spirit of those who have paved the way for us and those who continue to do so in these recent tough times.

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ABOUT US

I want to take an opportunity to give you a brief history of myself and Moss Livestock Services.

Born and raised in central Kentucky I grew up on a small farm just south of Lexington in Nicholasville, Kentucky. We raised tobacco and commercial cattle, baled hay, and I got into the show ring with Shorthorns as an FFA member. After high school I attended the University of Kentucky College of Agriculture pursuing an Animal Science degree.

While at UK, I was a member of the 2003 Livestock Judging Team, met a beautiful young lady that would become my wife, and achieved a Bachelors of Science degree in Animal Science.

After graduation Kristen and I got married and after a couple of years as a monogastric research technician at Alltech Biotechnology we moved to Indiana for me to accept an assistant

manager position with an Angus operation just south of Indianapolis.

We still live in Indiana but since that time we have had an addition to the family and Hallie is now two and half years old. She is more joyous and wonderful than anything we could have ever imagined. We can't imagine life without her.

As the last couple years have evolved I have dedicated more and more of my efforts to my cattle photography business. For something that began as a hobby it has quickly become the definate career of choice.



HALLIE KATHRYN MOSS



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ABOUT US, CONT.

Since I was very young I have had a passion and a desire to be successful in the livestock industry. I have pursued a career in this industry for many years. I have tried many different facets of the cattle business but nothing has been as fulfilling as this newest venture as a photographer. One thing I have learned over the course of the last several years is to never say never because only God knows what he has in store for us. We certainly can't go it alone and no matter how hard we try to shape and mold our lives in the way that we want them He always seems to do what is right regardless of what we think should happen.

I have been truly blessed to have been raised by a family that taught me more about life than any textbook could ever begin to. I have a wife that has been nothing but amazing in everything she does not only for me but for our entire family. And our daughter is just icing on the cake. She is the light of all of our lives. I can't wait to get up each morning to see her.

I often stop and think about what all we have been given in this life and I am in awe of the wonder that surrounds us each day. I am not one to sit around and let life pass me by and think "what if" or "I wish I could do that". I've always tried to live by the old saying, "Live each day as if it were your last and prepare as if there will always be a tomorrow."



We can certainly never be too prepared especially in this day and time. But we should never let fear get in the way of our entrepreneurial spirit. Regardless of the economic instability and all the worlds troubles we should never lose site of our goals and dreams. It was innovation and that same spirit that built this country, got us out of the depression, and continues to make the United States THE global superpower. Have that same spirit not only in yourself but in this, the greatest country in the world.

HAVE A HAPPY INDEPENDANCE DAY, AMERICA!!