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Padre says:

“He must be gentle with children, the elderly and animals.”

Supreme Champion Jersey Cow Owned By WIBW Advertisers Produces Lots Of Milk



A Jersey cow owned by regular AM 580 WIBW advertisers is internationally famous.

Ratliff Price Alicia and her owners, Ron and Christy Ratliff of Garnett made history recently in Louisville, Kentucky.

The five-year-old registered Jersey cow, bred, raised and owned by Ratliff Jerseys, became the first cow in history to be named a three-time national grand champion, and she is the only cow to ever win the coveted supreme champion honors at the North American International Livestock Exposition.

Ron and Christy Ratliff advertised their record-setting Ratliff Proof of Progress Jersey Cattle Sale earlier this year on WIBW. Ron also operates the Anderson County Sales Company, which advertises regular monthly stock cows sales as well as other special cattle auctions on AM 580. Additionally, Ron is an auctioneer for Ratliff & Ratliff Auctions, which conducts many sales advertised on WIBW.

Alicia was selected from nearly 400 Jerseys from across the nation to be named national grand champion for the third consecutive year, and the first cow in the show's 58-year history to capture the title three times.

The very next day, Alicia competed against six other breed champions to be named supreme champion of the show, for the second consecutive time in the two years of the award.

Alicia is appraised Excellent-93%, and she has produced more than 20,000 pounds milk, 1,000 pound butterfat and 760 pounds in her best record. She has placed sons in artificial insemination sampling program throughout the country and Canada.

The Ratliffs are passionate about their Jerseys breeding for high type and high production through an intense embryo transfer program.

Moreover, Ratliff Jerseys collected the best-three-females and premier breeder awards at Louisville and were recognized as the premier breeder at the World Dairy Expo.

Cowboys Get Extreme At Championship



Josh Rushing from Missouri rode Mini Dusty to win the pro division at the Extreme Cowboy Association World Championship. (Merrick Photo)

Extreme Cowboy Association contestants converged on Topeka for the 2010 world championship again advertised heavily on The Big 94.5 Country FM.

More than 140 contestants came from 28 states, Canada and Australia to compete for the title of EXCA World Champion.

Winners received trophy buckles, cash and prizes valued at more than \$30,000. EXCA Founder and 2010 Road to the Horse World Champion, Craig Cameron provided the commentary on each rider.

In the young guns division, Addison Coutts, California, was crowned world champion, and reserve went to Maggie Cincotta, California. The youth world

championship title went to Joseph Visser, California, and reserve was won by Emilie Pennington from Indiana.

In the novice division, the world champion title went to Kelli Miller, Texas, while reserve was won by Bonnie Brown, Colorado. The ride smart division world championship went to Jorge Moser, Missouri, and reserve went to Steve Barrett, Indiana.

In the futurity, world championship was Rick Hoffman, California, and reserve went to Jeff Lebbin, Michigan. Laurie Shelton, Texas, won the non-pro world title, while Joseph Visser won his second buckle as the reserve champion.

World champion in the pro division is Josh Rushing, Missouri, and Runt Rageth, Missouri, won the reserve championship.

'Tis The Season For Parades



The Wonderful Zane had many friends including Eastyn and Elyssa Armstrong, niece and nephew of WIBW AM-FM graphics artist JD Melton, before the Miracle On Kansas Avenue Christmas parade in Topeka. None other than Frankie Jay Buchman, more commonly recognized as a WIBW AM-FM marketing consultant, rode his horse with the WIBW contingency in the annual parade. Of course, Santa Claus and the WIBW radio personalities got their fair share of attention.