

CATTLE AUCTION GUIDE

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MC Marketing Management

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MC MARKETING MANAGEMENT

Providing Valuable Marketing Insight for Cattle Producers



By Steve Weisman

“Making good breeders better and making good cattle marketable.” That’s the goal of Kiley McKinna, owner of MC Marketing Management. Headquartering out of Dakota Dunes, South Dakota, McKinna works tirelessly helping his clients year-round creating a product of value that’s economically relevant and positioning their respective programs for success in today’s marketplace. Regardless of the client, McKinna believes that the foundation of MC Marketing Management revolves around building a positive relationship based on integrity, honesty and trust.

So, how did the 31-year old McKinna reach this level in the livestock marketing industry at such a young age? Well, you could say it all goes back to his roots.

GROWING UP

McKinna has always been involved in the livestock industry. He grew up on a farm/ranch in southeast Saskatchewan, Canada and learned early on the importance of marketing and the results of good breeding. He also learned the importance of being able to work with others and to establish a working relationship based on honesty and trust.

When it came time to go to college, McKinna chose to attend Nebraska College of Technical Agriculture in Curtis, NE before transferring to and graduating from Fort Hayes State University in Fort Hays, KS. With a degree in Agricultural Business, McKinna has always had a special knack for being able to evaluate cattle as evidenced by his success on collegiate livestock judging teams.

After graduation, McKinna began working for Limousin World, the official breed publication of the North American Limousin Foundation. During that time, he worked as a territory manager in the western half of the United States and Canada, expanding sales and establishing solid business relationships with cattle producers throughout his territory. So, in 2013, when he decided to leave his position and start his own marketing firm, it was a natural step.

Charles Linhart, owner of Linhart Limousin near Leon, IA, smiles when he looks back on McKinna’s decision. “Kiley has always had a good eye for analyzing cattle, going back to his college judging days. I’ve known Kiley from his years at Limousin World, and I knew it was only a matter of time before he went out on his own.

WHAT MC MARKETING OFFERS TODAY’S CATTLE PRODUCERS

First off, it’s about building a level of trust. For many of his clients, McKinna has already done this during his years working with Limousin World. McKinna says, “Realizing that each client’s situation is unique, we offer a full range of management and marketing options — whether you need assistance merchandising cattle at public auction, on-line or privately we can meet your needs. Our approach is the same with every client, we sit down with each individual producer and discuss goals and assess the current state of the program. It’s from there we jointly formulate a plan designed to increase profitability through a combination of a product improvement, individualized branding and marketing.”

MC Marketing Management is there when a client needs sound, reliable, reality based seedstock industry insight when it comes to building a successful breeding program, purchasing genetics and planning an auction event.

At the same time, MC Marketing Management provides a unique service that reaches beyond the borders of sale management, encompassing not only the sale elements of a specific program but, also the day-to-day marketing and branding needs. "Simply put, we help clients sell their program, build a quality product and provide effective marketing management oversight throughout the year."

Here it is in a nutshell: Marketing Made Simple

- ◆ **MARKETING:** Make it happen. One step at a time.
- ◆ **SERVICE:** Expect it. We'll provide it.
- ◆ **REALITY:** It's our currency. Real world marketing for serious cattlemen.

WHAT THE MC MANAGEMENT CLIENTS SAY

Linhart Limousin (www.linhartlimousin.com) is a family owned and operated farm located just north Leon, Iowa in the heart of cow/calf country of southern Iowa and Northern Missouri. The purebred herd began in 1979 with the purchase of five head. Since then it has grown to approximately 350 females. Charles Linhart says, "Kiley has taken over a lot of our advertising duties. Of course, I've known Kiley for a lot of years, so we already had a solid relationship. He is very good at analyzing cattle, whether it's on the buying or the selling end." Linhart notes that McKinna works very well as a third party. "He receives and handles a lot of phone calls on our behalf. He is definitely someone I feel that I can trust." Basically, McKinna is there to perform whatever marketing tasks that the Linhart operation needs. Whether it's print advertising, developing the sales catalog or simply giving input into the Linhart website to make sure it is on the cutting edge.



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Hager Cattle Company (www.hagercattlecompany.com) is a fourth-generation farming and ranching operation headquartered near Karlsruhe, North Dakota. According to Austin Hager, "North Dakota winters are tough, which means our cattle have to be built tough to thrive in our environment. We have worked diligently to breed more rib shape, capacity and fleshing ability into our Limousin cattle. At the same time, we work hard to increase performance levels, while holding birth weights modest and keeping maternal traits high." HCC is using cutting-edge purebred and Lim-Flex genetics to provide customers with genetics that will allow them to be profitable in the cattle business.

Hager, too, has known McKinna from his time with Limousin World. "That really helped make it an easy transition when Kiley started MC Marketing." Once again, McKinna helps develop and implement the Hager Cattle Company's marketing strategies. "He especially helps us with the sale of our elite genetics," says Hager. "Kiley and I are in contact weekly, additionally will visit us twice a year. First he comes in the fall after we wean our calves and then in late February/early March to see our bulls."

Wieczorek Limousin (www.wieczoreklimousin.com) is a fourth generation operation located in southeastern South Dakota near Mount Vernon. The main headquarters are located on the original tract of land homesteaded in 1882





by ancestors who came here from Germany. Curt Wieczorek says, "We have utilized artificial insemination since 1968 to advance the quality of our cow herd, and in 1972 we expanded our existing multi-breed herd with Limousin sires." Their inaugural bull sale was hosted in 1980 and several customers that bought bulls at that first sale are still purchasing WZRK genetics today. This year is our 35th production sale.

Wieczorek notes that Wieczorek Limousin is enlisting the help of MC Marketing for the first time this year. "Kiley has given us excellent promotional insight for our production sale. He has been polishing our advertising and has coordinated all of our website activities. He is also handling our catalog layout and design."

Wulf Cattle (www.wulfcattle.com) out of Morris, Minnesota began more than 50 years ago. The operation ranks in the National Cattlemen's Beef Association's Top 25 Seedstock Producers and markets more than 40,000 head annually of value added fed cattle, including 22,000 head of Limousin and Limousin-cross. Casey Fanta, seedstock manager for the past three years, says Wulf Cattle's goal is to help customers become more than commercial ranchers. Customers are part of an integrated production system producing quality beef for target markets. "Kiley has been a very important part of these efforts," says Fanta. "He is always looking for ways to better market our cattle and always spreading the word about our product."

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McKinna has worked with Wulf Cattle for several years, first with Limousin World and now through his own consulting firm. Fanta adds, "Kiley has been instrumental in putting together groups to buy some of our top end herd sire prospects. He works well with customers that purchase our more elite cattle and with commercial producers as well."

THE BOTTOM LINE

McKinna reflects on the bottom line. "Our approach with each client is simple — it's goal oriented, straight forward, honest and professional. The bottom-line is this: MC Marketing Management provides a unique service that reaches beyond the borders of traditional sale management and encompasses not only the sale elements of your program but, also your day to day marketing and branding needs. Simply put, we'll help you sell your program, create a quality product and provide effective marketing management oversight throughout the year."

MC Marketing Management — Making Good Breeders Better and Making Good Cattle Marketable! ♦



1,500 Bulls

The number we represent annually at public auction and privately.
Let MC Marketing be your trusted link to reputable seedstock suppliers and quality herd bulls.

Call, text or e-mail anytime, we appreciate it.

Upcoming Sales

- 2.27.15 Wieczorek Limousin Annual Bull Sale
Corsica, South Dakota
- 2.28.15 Lonely Valley Limousin Annual Production Sale
Creston, Nebraska
- 3.22.15 Magness Land & Cattle Annual Bull Sale
Miami, Oklahoma
- 3.23.15 Hager Cattle Company Annual Bull Sale
Mandan, North Dakota
- 3.25.15 ROM'N Limousin 'Where Class Meets Carcass' Bull Sale
Madison, South Dakota
- 3.27.15 Wulf Cattle's Opportunity Sale of 2015
Morris, Minnesota
- 3.31.15 Coleman Limousin 37th Annual Production Sale
Missoula, Montana
- 4.7.15 Future Direction Elite Online Genetic Sale
www.mcmarketingmanagement.com
- 4.8.15 Peterson's L7 Bar Annual Bull Sale
Pukwana, South Dakota
- 4.21.15 Linhart Deadline Divas Online Fallborn Show Heifer Sale
www.mcmarketingmanagement.com
- 4.25.15 Englewood Farms Production Sale
Lancaster, Kentucky
- 5.9.15 Magness Land & Cattle Female Sale
Miami, Oklahoma



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