



37th Annual July Video Sale

Headliner Sponsor: MultiMin 90

PLEASE NOTE: The Auction and Trade Show will be in the Reno Ballroom (SEE MAP)

The Buyer and Consignor Appreciation Dinner will be in Grande Expo Hall (Silver Legacy)

Sunday - July 12, 2026

3:30 pm Increasing Profitability with Mineral and Fly Control—Hosted by Purina in collaboration with Central Life Sciences (Reno Ballroom)

Monday - July 13, 2026

6:30 am **Continental Breakfast sponsored by American Angus Association**

7:00 am Pre Show

7:30 am Auction Day 1 Featuring:

Plains and Rocky Mountain Yearlings

Great Basin and Western Yearlings and Big Weaned Calves

Lunch sponsored by CattleActive

3:00 pm **Inaugural Western Video Market Dummy Roping sponsored by Cactus Ropes and Resistol with additional support from WSR Insurance**

End of Day 1 Hangin' in There Award—Drawing for WVM Vaccine Cooler **Sponsored by Dunipace and Bar KJ Angus**

5:00 pm **Trade Show Reception with music from Dan Stedman Presented by California Cattle Council**

6:00 pm **Cocktail Hour sponsored by Elwood Ranch**

Buyer and Consignor Appreciation Dinner Presented by Merck

Platinum Sponsors – Tri-State Livestock Credit and Vitalix

● Hirschberg Foundation for Pancreatic Research Fundraiser featuring your choice of a yearling bull sired by SAV Abundance or SAV Courage **donated by Herb Holzapfel** in memory of Andy Peek

● Andy Peek Livestock Scholarship Fundraiser featuring a 100X Resistol Hat Certificate **donated by Dustin Noblitt, Resistol and Pro Equine Group**

Buck Ford Band – Sponsored by Holloway Livestock

Tuesday – July 14, 2026

6:30 am **Continental Breakfast sponsored by American Angus Association**

7:00 am Pre Show

7:30 am Auction Day 2 Featuring:

Lambs

Beef Dairy Cross Feeders

Rocky Mountain and Plains Calves

Great Basin and Western Summer/Fall Delivery Weaned Calves and Yearlings

Lunch sponsored by Hinkle's Prime Cut Angus

End of Day 2 Hangin' in There Award—Drawing for WVM Vaccine Cooler **Sponsored by Dunipace and Bar KJ Angus**

4:00 pm Sustaining Value in a Record Cattle Market— **Hosted by the American Angus Association and IMI Global (Reno Ballroom)**

Wednesday – July 15, 2026

6:30 am **Continental Breakfast sponsored by American Angus Association**

7:00 am Pre Show

7:30 am Auction Day 3 Featuring:

Great Basin/Far West Fall Delivery Weaned Calves and Calves

Lunch sponsored by RCR

Breeding Stock (approximately 3:00 pm Pacific)

End of Day 3 Hangin' in There Award—Drawing for WVM Vaccine Cooler **Sponsored by Dunipace and Bar KJ Angus**

Thank you to our Corporate Partners:

Zoetis • IMI Global • Wraith, Scarlett & Randolph • Purina

Agar Transportation • American Ag Credit