

>> Billy Jaynes and his Exclusive Genetics partners, Jerry Nelson, David Simpson and Gene Baker realized



Will Moyer from Pine City, Minn. had draft pick No. 8 and chose pregnancy No. 9 which is carrying a bull calf sired by Avalanche. The dam of the calf is BBD721 (a Houdini daughter). His bull will be named Momma's Boy.

Get In On The Game

By Cindy Gotoski

Exclusive Genetics is raising the bar when it comes to offering opportunities to become involved in the bucking bull industry. Billy Jaynes (The Jaynes Gang and Bucks by Design) and his Exclusive Genetics partners, Jerry Nelson (Frontier Rodeo), David Simpson (Diamond S) and Gene Baker (Homestead Genetics) realized the need to make the bucking bull accessible to the many fans of the sport who wanted to get involved.

That mutual desire led to Exclusive Genetics joining forces with PBR to create an exciting avenue for fans to have a more

hands-on experience with the bucking bull side of the sport, providing investment opportunities to those who want to be more than just a fan.

That avenue is the Million Dollar Bull Futurity, an idea borne out of Jaynes' desire to expand the bucking bull industry.

Beginning in 2011, Exclusive Genetics will be presenting the world's first Million Dollar Bull Futurity with \$500,000 going to the winning 2-year-old bull.

"Almost 90% of the participants in the Million Dollar Futurity are diehard PBR fans," asserted Jaynes, who has years of experience in the bucking bull business. "So it

only made sense to partner with the PBR."

Exclusive Genetics also provides a variety of breeder services, including consignment, flushing, training, collection and storage. They also hold an annual sale that features some of the top bloodlines in the country from the Exclusive Genetics partners, which is another great opportunity for people new to the industry to buy top-notch animals. Some of these same exclusive bloodlines offered at the Mega Genetics Sale are also the bloodlines that the participants in the Million Dollar Futurity get to choose from.

The Million Dollar Futurity works this

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way: Each participant will purchase a draft pick. When it is time for the draft, participants choose an embryo based solely on genetics. For example, the sire might be Big Bucks and the dam could be a full sister to Reindeer Dippin'.

When the bull calves are born, the owners will have the choice of taking the calf after weaning or leaving him with the experts for a monthly fee. When the bull is 2, he will compete in Las Vegas at the Million Dollar Futurity during the PBR Finals. Money will be paid to the top 25 spots, with the winner being awarded a \$500,000 check in the arena.

At the 2008 PBR World Finals, participants chose their embryos in front of the audience at the Enterprise Stage at the FanZone, where participants also announced the names they had chosen for their future competitors.

Two of those participants are Pat McDonald and Lea Williams, sisters also known as the Canadian Twisted Sisters. They are thrilled to cross over from being self-described "ultimate PBR fans" to legitimate stock contractors. The two had always wanted to own a bull, but never thought they actually could. Then they saw a sign in the FanZone in 2007 reading: "No Truck or No Trailer? Well No Worries! You can take your bull home or leave him with the experts and just GET IN ON THE GAME."



The Canadian Twisted Sisters, Lea Williams, left, and Pat McDonald.

"We talked to Billy last year at the Finals," explained Williams, "and found out more about the Million Dollar Futurity. We learned we could choose champion bloodlines and buy an embryo bull. We had a lot of questions and Billy took the time to really help us understand this industry, he also explained the risk involved. He was really patient and helpful. Now we're partners on bulls that we can see, touch and name!"

Jayne's idea of helping to grow the bucking bull industry by offering partnerships is already coming to fruition. Approximately half of the people who have bought a Million

Dollar Futurity pick have also become members of American Bucking Bull Inc. (ABBI), and over 25% now own an interest in at least one bull that will be competing in ABBI Futurity or Classic Events in 2009.

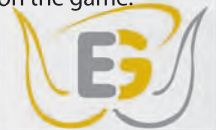
The first Million Dollar Bull Futurity won't take place until 2011, which means the calves that will get to compete at that landmark event will be born this year. But excitement has been building since the announcement of this flagship event and many fans first purchased a spot in the event last year for 2011. In 2009, fans can purchase a draft pick for the 2012 Futurity.

"Basically, we have the facilities and abil-

ity to allow PBR fans to do whatever it is that interests them," explained Jaynes. "They can own a bull, own some embryos, flush a cow, take care of their Million Dollar Bull Futurity calf or whatever works best for each individual fan."

So instead of just sitting on the sidelines, more and more fans are taking advantage of the opportunities offered by Exclusive Genetics and several other stock contractors and breeders who offer partnerships. If you are ready to become an integral part of the bucking bull business, there has never been a better time to get in on the game.

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photos by exclusivegenetics (bulls in pasture and facility)