

May 2022

# Horizons

A Golden West Customer Newsletter

## That's a Lot of Bull

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# THAT'S A LOT OF BULL

## Ideal Producer Sells Most Bulls in U.S.

The name Jorgensen has been synonymous with the rolling prairie in rural Tripp County since 1909. Now a fourth-generation family business, Jorgensen Land & Cattle in Ideal is best known for its Angus bulls. With a herd numbering near 5,000, they are the largest seller of bulls in the U.S. — but really, they're a triple threat.

“Our logo represents the three facets of our operation,” explains Cody Jorgensen, Chief Livestock Operations Officer. “There’s the bull, the biggest part of our operation. Then the farming side and commercial pheasant hunting.”

It’s that diversity that has served them so well in the past and has them primed for continued success, Cody believes.

“If we can do those three things on an acre of land — hunt it, graze it, and farm it — then that puts us in a good position for generations,” he says. “Plenty of operations can do one of those, perhaps two. But it’s difficult to tackle all three.”

### Innovative Breeding

Cody is the great-grandson of Martin and Gertrude Jorgensen, who first homesteaded within a mile of their present-day location over a century ago. He’s in partnership with his dad



*Jorgensen Land & Cattle tends to a herd of about 5,000 Angus cattle.*

Greg and uncle Bryan, as well as his cousin Nicholas. Together, the four run Jorgensen Land & Cattle (JLC).

It’s a business with a nationwide reputation for genetically superior Angus bulls. That’s thanks to Martin Jorgensen Jr., who pioneered the concept of “stacked performance genetics” in the 1950s. Essentially, it involves using hard data to scrutinize each cow as an individual, looking at their performance, pedigree, and physical traits to ensure quality through successive generations.

“My grandfather was one of the first people to actually study a weaned calf,” Cody says. “He weighed them at weaning time and at birth and kept track of those numbers. He compared the calves to their contemporaries, so he could identify

“Without having Golden West high-speed internet, we would be unable to have this bull sale out here.”

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which one was, for example, 10% above average. He would select ones that were above average in a particular trait and then use them back in the breeding program. So, by identifying the very best cows, you continue to increase the quality of your herd.”

Within a decade, this innovative breeding method earned JLC acclaim as “the source” for performance beef cattle genetics in the U.S. Extensive embryo transfer and artificial insemination programs based on that concept continue to this day.

### 50th Anniversary Sale

Selling more bulls than anybody else in the country is a badge of honor for JLC. The fact that they have been in business so long is one of the biggest contributing factors.

April 11, 2022, marked the 50th anniversary bull sale. The auction has evolved over the years as bulls are now shown online in videos rather than being run through a ring. Still,

*This year marked JLC’s 50th anniversary bull sale.*



*Cody Jorgensen is part of the fourth generation on the Jorgensen ranch.*

the sale remains a popular event – one that takes JLC a full year to prepare for. Cody embraces the new format.

“It’s so much better for the cattle,” he says. “They don’t have to get trucked into the sale barn, sorted out, spend three days away from their feed, and so on and so forth.”

Another reason JLC is able to market so many bulls is its partnership with a network of 15 cooperator herds.

“We can’t create this many animals without them believing in our genetics,” Cody says. “These guys are in it with us.”

### Farming Fulfills Feed Need

Finally, there is approximately 15,000 acres of pastureland available to their cattle. This gives JLC the unique ability to raise and feed their animals with room to spare.

“We sit in an area where we can make a lot of forage,” Cody says. “When you market that many bulls, it takes a lot of feed.”

Farming is a big deal at JLC, and they utilize state-of-the-art precision agriculture. Most of their tractors are equipped with auto-steer capabilities, for instance, and sprayers are

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In addition to the bull sale, JLC relies on fiber optic technology from Golden West for optimum feeding and farming operations.

## That's a Lot of Bull

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adjusted to deliver the ideal combination of herbicides, pesticides, and fertilizer where they are needed most.

“Bryan will scout a field and basically write a prescription as to what that field needs to be sprayed with,” Cody says. “He can literally do that from his phone, and it gets sent to the cloud and, ultimately, to the machine. It’s all very quick and effective.”

### Fiber Optics Help With Operation

The fact that rural Tripp County is served by Golden West fiber optic technology has a huge impact on the operation.

“Without having Golden West high-speed internet, we would be unable to have this bull sale out here,” Cody says. “All the technology you need to operate in today’s world is available with high-speed internet. Even on the feeding side of our operation, everything is done with an iPad. It’s a huge deal.”

### Pheasants Complete JLC Business

Commercial pheasant hunting is the third and final component of JLC’s business. To take advantage of the large pheasant population on their land, they built the Lazy J

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Grand Lodge in 2012 and began offering three-day pheasant hunting packages. In a typical year, they draw about 400 clients from all over the country.

### Carrying on the Family Legacy

The future of JLC looks secure. More expansion is planned, and Cody is confident there will be a fifth generation to continue not just maintaining, but building, the operation. The pride that comes with carrying on a legacy sits well with him.

“It’s an extreme honor,” Cody says. “Anybody who is fourth generation in a family business should feel honored to be part of that business, whatever it is they do. It’s important that I offer the same opportunity to my kids that was offered to me. One of my lifelong goals is to make sure the operation is sustainable for another generation.”

# New Spam Filter IMPROVES SECURITY

Few things are as annoying as unsolicited emails clogging your inbox. Not only is spam a waste of time; it often includes malicious links or attachments that pose threats to your security and privacy.

The only way to avoid it completely is to sell all your possessions and move to a deserted island. But spammers are so clever, they’ll probably figure out a way to embed messages inside the coconuts you crack open for breakfast.



### New Filter Started April 21

Golden West understands your best line of defense is a spam filter that automatically quarantines junk mail, keeping it out of your inbox and providing you with peace of mind. On April 21, we implemented a new spam filter that does exactly that and a whole lot more.

Even in this age of texting, chatting, and instant messaging, email still plays an integral role in allowing you to stay connected. Your email service comes with spam and virus filtering, but spammers constantly find more sophisticated ways to obtain your information.

### New Filter Looks Different

Golden West adopted a new spam filter that offers even more robust protection than before to prevent malicious emails from reaching your inbox. Part of the change is cosmetic in nature.

First, the web address or URL shows as [filter.ispservices.us](https://filter.ispservices.us). Second, email notices read SPAM QUARANTINE REPORT instead of Spam Digest.

The biggest changes occur behind the scenes. The new filter has additional security built in for added protection.

Every email and attachment is closely scrutinized and tested in the cloud prior to hitting your inbox. Think of it as giving a “time out” to an unruly child. Until they prove they can play nicely with others, they’ll remain segregated. This should further reduce the amount of spam you receive.

### Access Old Filter Through May

The old spam filter will be available through May 31, 2022, and can be found at [userinterface.e-filtering.net](https://userinterface.e-filtering.net). If you are missing any important emails, you may need to check both the old and new spam folders during the transition.

If you have any questions or need assistance finding messages caught in the spam filter, call the help desk at **1-855-888-7777, option 1**. Help is available 24 hours a day, seven days a week.

Remember, access the new spam filter anytime at [filter.ispservices.us](https://filter.ispservices.us). Bookmark it! For more information, visit [goldenwest.com/spam](https://goldenwest.com/spam).

## 3 Ways To Protect Your Email

Your spam filter does a great job of blocking junk mail, but there are additional steps you can take to secure your account. After all, cybercriminals are getting craftier every day. The more you can do to protect your personal information, the better!

These additional tips will help ensure your email is secure:

**1 Establish a strong password or passphrase.** Include a mix of numbers, symbols, and both upper and lowercase letters. Never reuse passwords over multiple accounts.

**2 Treat emails from unknown senders suspiciously.** Do not click on links or attachments or respond to messages from people you don’t know without verifying they’re legitimate.

**3 Enable two-factor authentication.** Also known as two-step verification, this provides an extra layer of security. Users must enter both a password and another source of information, typically a numeric code texted to a cellphone.

No solution is completely fool-proof, but the more obstacles you create for hackers, the more secure your data will be.



## Simplify Your Summer

# Use Wi-Fi to Water, Grill & Chill

After a harsh South Dakota winter, we're all ready for sunshine and backyard barbecues. Wiling away the hours swaying in a hammock or floating on the lake sounds great, but they aren't all "lazy days of summer." Chores don't come to a screeching halt just because the thermometer reads 80 degrees.



Fortunately, technology can help! Smart devices paired to your home Wi-Fi can simplify your summer.

### Keep Your Cool With A/C Controls

Summer temperatures are great for outdoor recreation but come with a (literal) price: higher energy costs. Your A/C works hard during those summer scorches. A smart thermostat will boost efficiency and keep you comfortable. Program a schedule to avoid cooling an empty house, and you'll enjoy lower utility bills without sacrificing comfort.

Got window-mounted individual air conditioners instead? No problem. Smart aircon controllers allow you to monitor the temperature anywhere and turn them on or off remotely. Most devices come with temperature and humidity sensors and programmable timers for added convenience.

Smart blinds are another great way to keep your house cool and save you a few dollars. Install these in rooms with large windows, especially those facing south, to control the natural light entering your home. Program them to open and close at specified times or sync them with sunrise and sunset.

### Water, Water Everywhere

When the weather warms up, water use rises, too. People aren't the only ones who get thirsty: lawns, gardens, and flowerbeds need moisture, too. Dragging a hose around is

cumbersome and inefficient, and while sprinklers work fine, chances are you've forgotten to move them or turn them off, resulting in wasted water.

Smart sprinkler controllers provide precise control of how much water your lawn and plants receive based on soil, topography, and weather. Using Wi-Fi, they analyze local weather data to prevent overwatering: if it has rained, you won't end up with a saturated yard or garden. You'll enjoy lower water bills and

happy plants while making your neighbors "green" with envy.

Don't have a built-in irrigation system? You can still take charge of watering with a smart hose timer. This connects directly to your faucet and provides the same benefits as a sprinkler controller at a lower cost.

### Chillin' and Grillin'

There's nothing better than freshly grilled meat once it's warm enough to fire up the smoker. Even the most ardent barbecue enthusiast will admit that perfecting brisket, ribs, and chicken requires a mix of skill and luck.

Improve your odds of turning out succulent steaks and drool-worthy pulled pork with a smart grill. They enable you to monitor the status of your meat over your smartphone. Adjust the cooking temperature, smoke intensity, and more without even lifting the lid. Sensors tell when your pellets are running low or your roast is approaching medium rare.

Prices vary considerably; you can spend a few hundred to several thousand dollars, depending on whether you're an occasional game day tailgater or a pitmaster in training.

You'll still have to master that dry rub on your own, though.



# Warm Up Your Fingers!

## Even Locals Must Dial 605 for All SD Calls

Ten-digit dialing has been optional for Golden West customers for over a year. If you haven't started giving your fingers a little extra exercise yet, you'll want to make the switch soon.

**Beginning June 22, 2022, everybody in the 605 area code will have to dial 10 digits (area code plus telephone number) for all calls – whether the caller is across town, across the state, or across the country.**

The move to 10-digit dialing paves the way for a national suicide prevention and mental health crisis hotline, which goes live in July. To make it easier for individuals in need to find help, the Federal Communication Commission (FCC) designated 988 as a three-digit abbreviated dial code for the hotline. This means all states with a 988 prefix – including South Dakota – must implement 10-digit dialing to ensure calls will be routed to the crisis hotline.

### Update Equipment & Printed Materials

If you haven't done so already, you'll need to reprogram all automatic dialing equipment in your home or business

to dial 10 digits instead of just seven. In addition to phone contact lists stored in telephones, this could include:

- Security systems and gates,
- Medical monitoring devices,
- Fax machines,
- Speed dialers,
- Call forwarding settings,
- Voicemail services,
- And other similar equipment.

You'll also want to update your website, business cards, stationery, advertising materials, checks, and other items to include the area code if it isn't already listed.

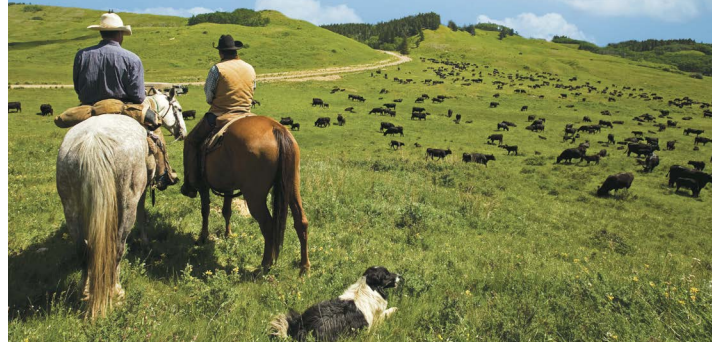
The good news? Your telephone number won't change, and the price of a call and other rates and services will remain the same. What is considered a local call today will remain a local call regardless of the number of digits dialed.

For more details visit [theexchangesd.com/10-digit-dialing](https://theexchangesd.com/10-digit-dialing).

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## Sign Up for AutoPay Now & Get **\$15!**

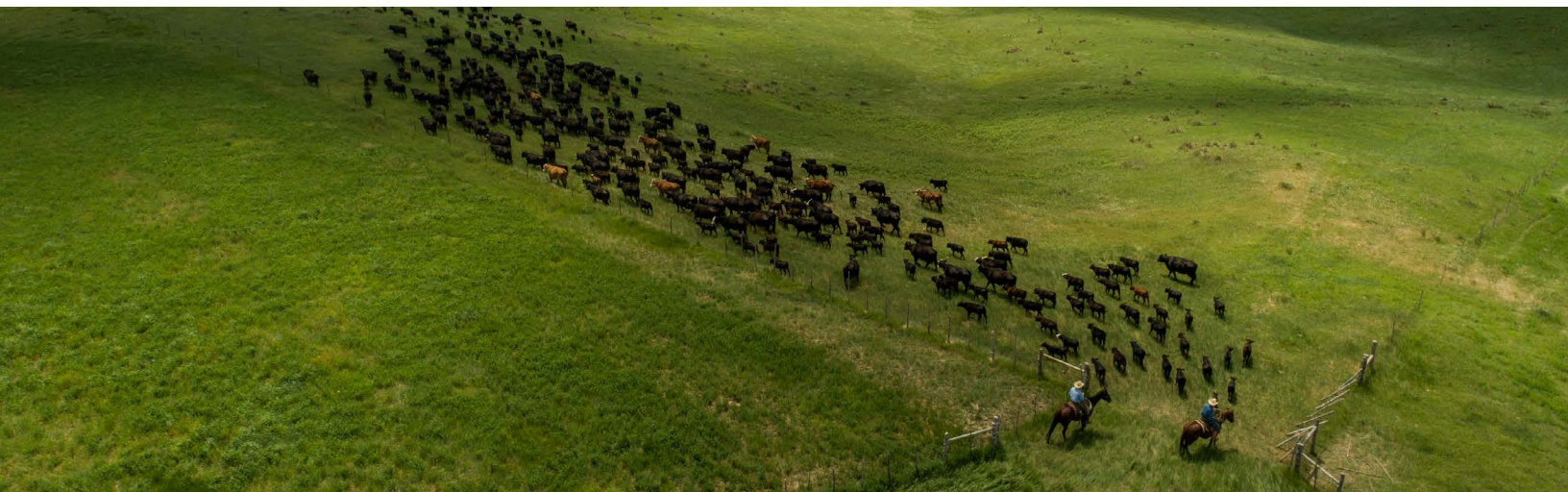
AutoPay is the easiest way to ensure your monthly Golden West bill is paid on time, every time. With AutoPay, your payment will be automatically deducted from your bank account or charged to your credit or debit card – whichever method works best for you!

Payments can be made on the 5th, 10th, 15th, or 20th of each month. When selecting a payment date, be sure to consider your bill due date. You may want time to review your bill before payment while also avoiding late fees.

*Sign up by phone or online today and watch our helpful how-to AutoPay video.*

**1-855-888-7777, option 2**  
[goldenwest.com/autopay](https://goldenwest.com/autopay)

**Promotion expires May 31, 2022.** Golden West processes all payment options at no charge for members. Savings will be applied as a one-time bill credit. Limit one bill credit per account. You must maintain your auto pay status for six months or the promotional offer will be billed back to your account.



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