

In 1969, Phil Schooley arrived in Bloomfield from the University of Northern Iowa. His plan was to continue his career in the livestock business at the Davis County Sale Co. with the Reno family.

Within a short time, Arthur and Carmen Schooley, Phil's parents, made the move from the Wayland Livestock Auction in Wayland to join Phil in Bloomfield. The business was leased from the Reno's and continued until incorporation in 1971 as the Bloomfield Livestock Market, Inc.

About this time second son Wayne relocated to Bloomfield to join in the growing family business. Wayne worked at revamping the facilities to handle the growing feeder cattle numbers.

Brother Ron followed after attending college at Northern Iowa. He worked as a field man and learned the business under the guidance of his dad and older brother.

Dave joined the family firm in 1978 after graduation from Northern Iowa and two years with Pella Windows. He relieved his mother of her bookkeeping duties.

After less than ten years and some difficult times in the cattle business, Bloomfield Livestock was set for better markets and growth in numbers. The facilities have changed dramatically in the past 32 years. The market can now handle 3500-4500 cattle.

Phil has always been an innovator. From preconditioned calf sales in the 70's to IMBIO calf sales in the mid 90's, BLM has been at the forefront of feeder cattle marketing in southern Iowa and northern Missouri.

Phil has competed several times in the World Livestock Auctioneer championships being a finalist and placing 3<sup>rd</sup> a few years back.

Ron's son Roman joined the firm in 2003 after graduating from Southern Illinois University with a degree in Agricultural Studies. He makes country calls and is a skilled cattle sorter.

Ron's second son Tyler returned to Bloomfield after his graduation from Southern Illinois University and a short career in the Auto industry. Tyler's responsibilities include facilities, maintenance, and personnel.

The Bloomfield Livestock Market, Inc. appreciates your business and looks forward to serving your cattle marketing and procurement needs in the future.