



You have to have a **“DREAM”**  
have a **“PLAN”**  
have to **“WORK HARD”**  
have a **“NEVER QUIT”** attitude  
and believe in **“MIRACLES”**

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about 10 years ago Terry Bailey and James Butler sat staring at a wheat field while on a hunt for whitetail deer. Terry had become interested in starting a whitetail deer operation on his property near Center, Texas. As they waited for the prime hunting hour to arrive, Terry started a conversation about deer breeding and asked James if he was interested in being involved. James didn't know a lot about the business and volunteered to investigate the industry to see if it was a legitimate way to have financial success doing something he thought he would love. After researching for about a month, James reported back that he believed there was the possibility to be very successful in the new venture of starting a breeding operation. After the research he had done, James believed the genetic potential was just being tapped and the ability to take it to another level was there if cards were played correctly. A **“DREAM”** was born, and it appears they have played their cards well.



## FEATURED BREEDER - HIGH ROLLER WHITETAILS



James had been involved in hunting his entire life and when he was a young adult, he had raised coonhounds. The knowledge learned about the pedigrees of animals and how to breed for downline success in coon dogs would prove very valuable in the deer breeding operation that lay ahead. He knew the importance of the female for producing great offspring in every other species he had dealt with and believed that whitetail deer would be no different. He knew he had to “DOE UP” and find the best buck possible to cover them. James knew that it is a lot easier to breed genetic traits for looks than it is to breed for performance. Together the team decided to breed for everything, performance and conformation! The **“PLAN”** was made and it was simple; grow the best pedigreed deer, with detail for conformation and the most powerful does in the world!

James embarked on a mission to find the right does that would begin the program he and Terry had envisioned. He knew it would be impossible to find just the right does, but his plan was to purchase a high number of doe’s, breed them to the best bucks he could find, and keep whichever does produced the best fawns. He only wanted to have great deer and **“WORK HARD”**. After much research, James visited some breeders. He tried to buy a large number from one but there was not enough DNA to trace the pedigrees to the depth that he wanted. Then he and Dustin, Terry and Pam’s son, set out to RW Trophy Ranch’s production sale with a \$100,000.00 budget. After the dust cleared at the auction, they placed the call to Terry to inform him that they had gone a little over budget. “What do you mean you went over budget?” Terry asked. “Well, about \$227,000.00 over budget,” was the number Dustin told him. Terry never said a word because he believed in stepping up to the plate and swinging for the fence on everything he did. Do it right from the beginning and **“NEVER QUIT”**!

The property had come along beautifully with several manicured pens and a working facility that was second to none. The deer were delivered and soon the total doe herd of 122 animals was being AI’d to the best available genetics in the country. The entire crew was excited, but then two weeks later deer started dying. They had done all they knew to do and then Terry pulled up to the gate after a call from James. Without getting out he asked what was up and James informed him that deer were dying every day and they didn’t know what to do. Over 30 had already died. Terry looked

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James in the eye and said, "If every one of them die, we will go to a sale next week and buy twice as many". The deaths ended, and little did they know the success that lay ahead. James had added several does from every major breeder in the state and two of the most famous does in Texas history were in the group, Tasha and Holly.

Most people know the story of how the 'High Roller' ranch name originated, but for the sake of history, here's how the story goes. Terry and James purchased all of the semen rights to the biggest deer they knew of; a buck at Dean Borntreger's farm in Ohio whose name was 'Highroller'. They wanted to promote the buck and realized it would be hard to come up with a better name for their operation than "High Roller Whitetails"! Most people don't realize the major breed bucks across Texas that are out of that same buck, 'Highroller'. Some of the most prominent does in Texas and the nation are packing a large amount of 'Highroller' in their pedigree whether its direct daughters or out of 'Highroller's' magnificent producing sons. Miss Texas, one of the top does in the country, is a prime example of 'Highroller's' production.

High Roller Whitetails was off to a good start, but it was only the beginning. James knew that big deer were special and was determined to learn what made them that way. He came up with a strategy that is still used on the ranch to this day. The strategy being that if someone else produced an extraordinary deer, celebrate with them by buying into that deer whether it be to buy the entire buck, a partnership in the

buck, some of the semen, or to buy the mother, sisters or the well-pedigreed daughters. One such buck was 'Yardstick'. James bought Yardstick, his mom and all of his sisters from Chris Timmons at Circle J&B Ranch. After getting home, he received a call from Chris saying there was one more sister that he had held back. She had broken her jaw in the past and he didn't offer her originally because of the injury. He told James that if he wanted her, he would sell her at a reduced price. James agreed and went to pick her up and the reward that High Roller Whitetails received from that doe is financially staggering.

Everything seemed to be falling in place for this new ranch, but Terry and James knew there were a few other things required to make High Roller Whitetails the great ranch that they had dreamed of. One very important thing was that they needed the right people working in the deer pens who could keep the animals in the best health possible. Gradually, the "High Roller Team" has been carefully assembled and is second to none. James also knew, being a customer himself, that to give your customers the treatment they deserve long after the purchase, would add value to their animals. High Roller Whitetails wants to help their customers be successful! They have developed a great marketing strategy and are always on the cutting edge of technology. They have built a magnificent lodge and high-fenced property for a hunting facility where hunters enjoy the opportunity to harvest the bucks of their dreams. Their offices are

*"A big buck can put you on top... great does will keep you there"*

*- High Roller Whitetails*



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positioned with an observation area where the mounted animals from their operation adorn the walls. Large windows give you an awesome view of the pens.

High Roller Whitetails has focused on 'exposure' by being involved in everything, whether in Texas or outside of Texas. When they exploded onto the scene, there were fireworks, and the fireworks have never stopped! Predictable and consistent production on top and bottom of their pedigrees make it seem as if a **"MIRACLE"** has been performed! Their success started to build and the monsters started being produced. High Roller Whitetails was making a name for itself across the nation. Support for organizations representing deer breeders at the state level through donations of semen and sponsorships put their name in the spotlight and the beam continues to shine brighter each year. The consistency of High Roller Whitetail animals was showing in full force. Super does and monster bucks became the norm. People began to realize the importance of great on great on great, and their deer now set the standard for the top end market. They strengthened their herd and pedigrees with partnerships across the country. They have arrived and to some untrained eyes it probably looks like luck. Nothing could be

further from the truth. The truth is that they worked extremely hard and luck was the result of hard work and the right attitude!

With bucks like Yardstick and many others in the pens, the addition of a couple of super sires; 20/28 and Express added fuel to the fire. Express will go down as one of the greatest producing bucks in history and 20/28 will go down as a doe producing machine! They added another buck that is one of the most consistent monster buck producers in the country and that is, Sundowner. Sundowner, it seems, has almost been a secret in the industry. Production of wide bucks with unreal frames and the right kind of extras are so consistent that it's practically automatic and results are expected. He has been overlooked by far too many breeders who need what he produces.

### ***A few of the bucks in the High Roller Whitetail walk of fame are:***

Highroller, Yardstick, Express, 20/28, Sundowner, Sunrise, Tebow, Triple Crown, Overnight Express, Sudden Express, Blue Chip, Excess, Junk Yard, Triple Ex, Freeze Frame, Kid Rock, Unforgiven, Big Sir, Horsepower and many more were

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produced and sold to breeders across the state and nation.

*A few of the does are:*

Holly, Tasha, Whitney, Stacy, Amber, Brandi, A-225, A-206, Tiffany, Lauren, and PK3072.

In January of 2017, High Roller Whitetails put together the greatest buck draft in history selling 55 choices out of an amazing array of dazzling pedigrees from close to 200 different bucks, including several from the ranch, 'Highroller North'. Production came off without a hitch and it was one of the most fun events in the history of the deer industry. Rumor has it that there are big plans for the 2018 draft and the wheels continue to turn and ramp up more enthusiasm than ever with what is hiding behind the feeders and trees in the pens of High Roller Whitetails, class of 2017!

Sadly, after a Valentine's Day dinner on February 14th of 2017, we as an industry lost a couple of hero's. Terry and Pam Bailey were tragically killed in an accident. The magnitude of the impact this couple had on our industry, the community, friends and family will be hard for most to understand. Honestly, that's how they would have wanted it anyway. They were givers in every aspect of their life and they are forever receiving the reward they so richly deserve.

Terry and Pam's son, Dustin, has assumed their role and is more than capable of assisting James and the High Roller Team with a continuation of greatness. The future has never looked brighter, the plan continues, the dream has never been stronger, the work will go on, they will never quit and the miracles will become even more frequent!

