

Love That Lasts

Angus Media celebrates Julie Martinez's 15 years of service to the Angus breed.

by Megan Silveira, assistant editor

Surrounded by fellow cattle breeders and quality livestock they hope to soon call their own, members of the Business Breed listen closely to the chant of the auctioneer. In their hands they hold a folded sale book, pages dog-eared to easily locate significant lots.

This printed document has held great significance since the first fall of the auctioneer's gavel. Julie Martinez is one of the individuals entrusted with the creation of these sale books, and after 15 years serving as a print services coordinator at Angus Media, she will retire this December.

"The American Angus Association is a wonderful company to work for, and right now is a very exciting time in my department," Martinez says. "But the older I get, the more I realize that I need more physical activity than sitting in front of a computer screen. I need to be playing with grandkids and working in the yard."

Coming home to cattle

Before joining the Association in Saint Joseph, Mo., Martinez worked for a seed company. She says it was her work producing a seed catalog that actually prompted staff at Angus Media to call her in for an interview.

While new to the world of black-

hided cattle, Martinez was familiar with the day-to-day work required on a cattle operation. Growing up, her family farmed and had a herd of Hereford cattle.

She says her work at Angus Media broadened her knowledge of the industry, but she most enjoyed the faces behind the sale books. Working in the print services department, Martinez assists with the production of sale books, postcards and brochures.

"You're working alongside people while they're busy calving and trying to get their sale organized," she says. "You learn about the weddings, the babies and other joys, and tragedies. You're there when the next generation becomes involved in the management and eventually takes over. It seems more like being their neighbor than someone they've hired."

It's this deep appreciation of the Angus family that Martinez says is her favorite part of the position — and it's what her co-workers and Angus breeders across the country have always seen within her.

"Julie is very dedicated to her job and our Angus Media clients," says Gail Lombardino, print services team lead. "Working on a sale book is a very stressful time for our ranch owners — Julie tries very hard to make that experience as pleasant and easy as it can be."

Lombardino says Martinez's dedication to detail and excellence is obvious in each of the sale books that pass through her hands.

"Julie has been a central fixture in the print services team," says Brett Spader, president of Angus Media. "Her dedication to excellence and her deep understanding of the experiences and challenges breeders face have created a sense of incredible appreciation from all who have worked with her."

Martinez is trading time with the Angus family for the members of her family. She says her first grandchild will be arriving in January.

"I've had the pleasure of working with Julie for 15 years. She has been a huge asset to our department," adds Sharon Mayes, senior print services coordinator. "She's put her heart and soul into the job, and her retirement is well deserved."

Martinez will miss the hustle and bustle of sale season, but she is eager to spend time at home outside in her backyard and with the new baby.

"For more than 100 years, our arm of the Angus enterprise has served the needs of Angus breeders," Spader says. "Julie is an exemplary example of the passion and devotion it takes to make our breeders' lives better."

Next year and beyond, the world of cattle auctions will go on. Although sale books won't have Martinez's fingerprints on them, her love and passion for the cattle industry will continue to live on. 

