

Shirley Receives Top Livestock Marketeer Award

BY ERIC GRANT

Jim Shirley, a regional manager for the American Angus Association since 1985, received the 2001 Livestock Marketeer of the Year Award at the 2001 National Western Stock Show (NWSS). The award, which is given annually by magazine field representatives and auctioneers, recognizes excellence in the livestock marketing profession.

"The best thing about this job is the people," says Shirley, who's based in Brookings, S.D., and serves cattlemen in Nebraska, South Dakota and Minnesota for the Association. "If it weren't for the people and the camaraderie of working with the other guys from the other publications, you probably wouldn't do it."

Before joining the Association field staff, Shirley was an advertising salesman and events reporter for the *Farm and Ranch Guide*. He also served as the executive secretary for the American Shorthorn Association and as an area coordinator for the American Polled Hereford Association.

A native of Iowa, Shirley received a degree in animal science from Oklahoma State University. He attended graduate school at New Mexico State University.

During the last 15 years, Shirley has seen significant increases in the demand for Angus cattle. When he first joined the Association, the demand upswing for the breed was just beginning; now the breed registers more cattle than any other breed in the world.

"I think the breed's success can be attributed to the basic, inherent traits of the Angus cow," Shirley says. "Plus our database has helped us to grow. The accuracy and predictability of our EPDs (expected progeny differences) are second to none."



Jim Shirley (center), regional manager for the American Angus Association, received the Livestock Marketeer of the Year Award at the National Western Stock Show. Shown with Shirley are Auctioneer Jim Birdwell (left) and Ron Frye, also a regional manager for the Association, who "roasted" Shirley at the award ceremony.

