

by Allen Moczygemba
CEO, American Angus Association



Forging her own trails

The second Saturday of February was cold and windy across much of the country. While there were areas of the country much colder farther north, it was a blustery and bone-chilling day at the Bradley 3 Ranch near Memphis, Texas.

It was sale day. While that's certainly not unusual in late winter, this year was different. Minnie Lou Bradley, the matriarch of the Bradley 3 Ranch, marked 2018 as the 60th year since the Angus purebred operation began on the ranch.

Minnie Lou's family has a long history in the Texas cattle industry, tracing back to the famous XIT Ranch in the Texas panhandle. While that history is large enough to fill a column by itself, this story isn't about family history, but rather a ranch woman who more than six decades later continues to leave her mark on the industry.

Like most historical ranches in Texas, the family originally managed Longhorns, then later commercial Herefords. In the mid-1950s, Ms. Minnie Lou arrived and was instrumental in integrating Angus genetics by introducing Angus bulls to the ranch's cow herd.

While today the black baldie is as common in the commercial sector as drought is to West Texas, that wasn't the case back then. Likewise, it wasn't the norm when the purebred Angus operation began in 1958.

A true pioneer

Ms. Bradley has never been about following others.

Minnie Lou grew up in western Oklahoma. At 9 years old she was a 4-H member, unable to participate in FFA because she wasn't a boy. After

high school, she attended Oklahoma A&M (now Oklahoma State University), where she became the first female to major in animal husbandry.



Minnie Lou Bradley stands in front of the 60 roses sent by the Association in honor of the ranch's 60th anniversary.

As the purebred operation grew, so did Minnie Lou's influence in the beef industry. In the mid-1980s, the Bradleys built a beef-processing facility. B3R Country Meats was a branded-beef program that sold product across the country, including beef that qualified for the *Certified Angus Beef*[®] (CAB[®]) brand Natural product. More importantly, B3R rewarded ranchers with a value-based marketing system. B3R provided customers with carcass information on their cattle, which allowed producers to truly measure the genetic value of their cattle.

I first met Minnie Lou and her

daughter, Mary Lou, at the 1988 Oklahoma Farm Show. I had just begun my career, and B3R was an exhibitor. Ms. Bradley reminded me of my grandmother in south Texas — hard-working, strong and solid. By solid, I mean if they told you something, you could take it to the bank.

Through the years, our paths continued to cross, and, like most folks, I watched Minnie Lou continue to blaze trails. In 2002, B3R Country Meats was sold, which allowed the family, including future son-in-law James Henderson, to turn its full attention to the ranch.

Two years later Minnie Lou became the first — and, to date, only — female president of the American Angus Association. In 2014 she became only the second woman ever inducted into the Saddle & Sirloin Portrait Gallery.

Sale day this year was just like 27 others, albeit with its diamond celebration and the 60 roses that the Association delivered to honor the day. Ms. Bradley was holding court, giving out hugs along with ample advice on how to produce superior Angus cattle, just like she's done for more than 60 years. Just like you'd expect.



allenm@angus.org

STAFF LISTING

ANGUS JOURNAL

1-800-821-5478

www.angus.org/Media/About/AngusJournal.aspx

facebook.com/AngusJournal

twitter:@AJeditor

Rick Cozzitorto, *president*
Sara Reardon, *general manager*
Grant Schwader, *operations manager*

EDITORIAL

Shauna Hermel, *editor*
Linda Evans, *assistant editor*
Kasey Brown, *special projects editor*
Mary Black, *graphic artist*
Craig Simmons, *contract designer*
Barb Baylor Anderson, *field editor, Edwardsville, Ill.*
Kindra Gordon, *field editor, Whitewood, S.D.*
Becky Mills, *field editor, Cuthbert, Ga.*
Paige Nelson, *field editor, Rigby, Idaho*
Troy Smith, *field editor, Sargent, Neb.*

ADVERTISING

Kathy LaScala, *corporate sales manager*
Jodi Hovden-Huff, *account executive*
Doneta Brown, *coordinator*
Karri Mildenerger, *coordinator*
Carol Beckett, *proofreader*
Monica Ford, *graphic artist*
Mike Bush, *graphic artist*
Jacque McGinness, *production coordinator*

PRINT SERVICES

Gail Lombardino, *director*
Sharon Mayes, *coordinator*
Julie Martinez, *coordinator*
Adrianna Aarons, *contract coordinator*
Susan Bomar, *graphic artist*
Leann Schleicher, *graphic artist*
Melinda Cordell, *proofreader*

WEB SERVICES

Andy Blumer, *team lead/developer*
Alex Blake, *digital specialist*
Bruce Buntin, *coordinator*
Lauren Hitch, *designer*
Derek Richey, *developer*

PHOTO SERVICES

Kathrin Gresham, *coordinator*
Erin Sherwood, *assistant*

BOARD OF DIRECTORS

John Pfeiffer Jr., *chairman*
Allen Moczygemba, *vice chairman*
Rick Cozzitorto, *president*
Kenny Miller, *secretary-treasurer*
James Coffey, **Richard Dyar**, **Chuck Grove**
Mike McCravy, **Barry Pollard**
Mitch Rouda, *industry representative*

AMERICAN ANGUS AUXILIARY OFFICERS

www.angusauxiliary.com

Leslie Mindemann, *president*
Cindy Ahearn, *president-elect*
Gina Hope, *secretary-treasurer*
Julie Murnin, *advisor*

AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703

Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

email: angus@angus.org • home page: www.angus.org

facebook.com/americanangusassociation • [twitter: @AngusAssoc](https://twitter:@AngusAssoc)

ADMINISTRATION

Allen Moczygemba, *CEO*
Kenny Miller, *CFO*
Chris Stallo, *vice president of operations*
Ellen Cassady, *executive assistant*
Ladena Keuhn, *director of human resources*
Diane Strahm, *executive administrative assistant*

DEPARTMENT LEADERS

Lou Ann Adams, *director, information systems*
Tara Adwell, *director, finance*
Jerry Cassady, *director, member services*
Jaclyn Clark, *director, events and education*
Ginette Gottswiller, *director, commercial relations*
Clint Mefford, *director, communications*
Jason Kenyon, *assistant director, information systems*
Brenda Weigert, *operations coordinator, member services*

REGIONAL MANAGERS

David Gazda, *director, field services*
(see page 158 for a complete listing)

BOARD OF DIRECTORS

Kevin Yon, *president and chairman of the Board, South Carolina*
John Pfeiffer Jr., *vice president and vice chairman of the Board, Oklahoma*
Don Schiefelbein, *treasurer, Minnesota*

TERMS EXPIRING IN 2018

James S. Coffey, *Kentucky*
Chuck Grove, *Virginia*
Mike McCravy, *Georgia*
Don Schiefelbein, *Minnesota*
Mick Varilek, *South Dakota*

TERMS EXPIRING IN 2019

Richard M. Dyar, *Alabama*
Dave Hinman, *Montana*
Alan Miller, *Illinois*
Jonathan Perry, *Tennessee*
Barry Pollard, *Oklahoma*

TERMS EXPIRING IN 2020

Jerry Connealy, *Nebraska*
David A. Dal Porto, *California*
John F. Grimes, *Ohio*
James W. Henderson, *Texas*
Dave Nichols, *Iowa*

INDUSTRY APPOINTEES

CAB Board, **Dwight 'Kip' Palmer**, *Palmer Food Services, New York*
AGI Board, **Larry Kuehn**, *U.S. Meat Animal Research Center, Nebraska*
Foundation Board, **Lamar Steiger**, *Bentonville, Ark.*
API Board, **Mitch Rouda**, *Farm Journal Media, Ill.*

ANGUS FOUNDATION

www.angusfoundation.com

Milford H. Jenkins, *president*
Rod Schoenbine, *director of development*
Kris Sticken, *administrative assistant*

ANGUS GENETICS INC.

www.angus.org/AGI/

Dan Moser, *president*
Stephen Miller, *director of genetic research*
Kelli Retallick, *director of genetic service*

CERTIFIED ANGUS BEEF LLC

206 Riffel Rd., Wooster, OH 44691-8588; 330-345-2333; fax: 330-345-0808; www.cabpartners.com

John Stika, *president*
Brent Eichar, *senior vice president*
Tracey Erickson, *vice president, marketing*
Mark Polzer, *vice president, business development*
David MacVane, *vice president, retail*
Mark McCully, *vice president, production*

SUPPLY DEVELOPMENT DIVISION

Justin Sexten, *director*
Marilyn Conley, *administrative assistant*

Kara Lee, *production brand manager*
17309 Dakota Dr., Leavenworth, KS 66048
Paul Dykstra, *beef cattle specialist, Chappell, Neb.*

PRODUCER COMMUNICATIONS DIVISION

Miranda Reiman, *director, Cozad, Neb.*
Steve Suther, *senior editor, Onaga, Kan.*
Laura Conaway, *producer communications specialist, DeLeon Springs, Fla.*
Nicole Erceg, *producer communications specialist*

NATIONAL JUNIOR ANGUS BOARD

www.njaa.info

TERMS UP IN 2018

Madison Butler, *Indiana, chairman*
Will Pohlman, *Arkansas, vice chairman*
Catie Hope, *Virginia, communications director*
Corbin Cowles, *Kentucky, Foundation director*
Jordyn Wagner, *Montana, leadership director*
Michaela Clowser, *Nebraska, membership director*

TERMS UP IN 2019

Dawson Dal Porto, *California*
Hayley DeHaan, *Oregon*
Brody Fitzgerald, *Pennsylvania*
Sydney Gerken, *Oklahoma*
Jera Pipkin, *Missouri*
Madison Sundsbak, *North Dakota*

For more detailed contact information, access the "contact" tab on the blue navigation bar at www.angus.org.