



Do It Today

Randy White and Dinah Johnston earn the 2018 Herdsman of the Year Award.

by Kasey Brown, special projects editor

“At the end of the day, we don’t ever leave the barn and say, ‘Well, I’ll do it tomorrow,’” says Randy White, co-winner of the Herdsman of the Year award with Dinah Johnston. The couple, who oversee the sale cattle and show cattle prospects for Pollard Farms, Waukomis, Okla., were honored at the National Western Stock Show (NWSS) in Denver, Colo., before the conclusion of the bull show.

White and Johnston humbly say they don’t differ much from other effective herdsman, but Johnston says White’s “meticulous perfectionism” is a large driver of their success. His incredible work ethic, high standards and unabashed expectations of excellence from others have influenced her own habits.

“He’s instilled a work ethic in me that I can’t say I’ve always had. Never leave things undone till tomorrow. It does make a difference,” Johnston says.

They are always willing to keep learning, and are not afraid to ask others’ opinions and thoughts in a constantly changing industry. She notes that you’re not ever going to agree with everyone, but there is a common ground and mutual respect for those who make this their living.



Dinah Johnston (left) and Randy White (right) of Pollard Farms LLC, Waukomis, Okla., received Herdsman of the Year honors at the 2018 National Western Stock Show Super-Point Roll of Victory Angus Show. Presenting the award is Kallie Knott, Miss American Angus.

White laughs and says there are easier ways to make money, and you don’t enter this business to get rich. However, there is a satisfaction that comes with success as the result of hard work.

That respect proved true, because this award is voted on by their peers. They both say they are humbled and appreciative of the honor, and are quick to thank all of those who helped shape their careers.

“We just go to work every day and

do what we need to do with the tools that we’ve been given. We are very thankful for the people who have given us the opportunities to do so,” Johnston emphasizes. “There are no words to describe what this means to us. There is so much talent in this industry.”

Opportunities

The couple started working at Pollard Farms as temporary help in July 2010 to get ready for the production sale. They came back to help with a couple of pens of bulls in Denver and again the following summer to prepare for the production sale before being hired full-time.

The Pollard Farms show program centers around owner Barry Pollard’s granddaughter Jelani.

Johnston says Jelani is becoming more involved in the operation and is learning that things don’t just happen without hard work. Jelani does most of the showing of Pollard Farms’ showstring at NWSS, Fort Worth Stock Show and the American Royal.

Both White and Johnston believe showing helps teach responsibility. Thus, they are resources for juniors, but they don’t do the juniors’ work for them.

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Each learned these lessons themselves through their varying backgrounds in the cattle industry.

White has been in the cattle industry all of his life and has worked for many prominent cattle operations through the years. An Alabama native, his father was a sheep specialist at the University of Georgia. They sold the sheep when he was rather young, though, and his father went to work on a cattle operation.

White has been involved with showing cattle and working sales ever since. Two of his three



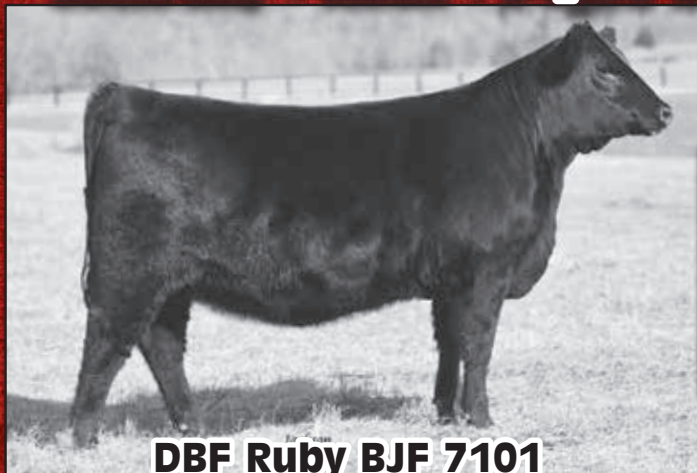
The herdsman's buckle is a coveted prize among NWSS showmen.

children also kept him involved in the National Junior Angus Association (NJAA). Many of the previous winners of the Herdsman Award have either worked with or for White, or for his father.

Johnston, a Virginia native, got involved with showing cattle with her sons in 4-H. She quips that she was the ultimate "Freddy" and learned things the hard way.

Johnston's brothers were involved with registered cattle, and a friend suggested her sons join the NJAA. Being in Virginia, several major shows were nearby,

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DBF Ruby BJB 7101

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She is a February 2017 Connealy Black Granite x Shipwheel Montana x TC Ruby 0096. Her dam is a two-year-old ideal young Angus cow, who was the high-selling female of the 2017 Angus Opportunity to JHL Angus. Owned by Davis Bend Farm and JHL Angus.



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BJF and Shaw Family Angus will be selling a natural daughter and embryos from the 8152 donor x PVF Insight 0129.

including the Mid-Atlantic Junior Angus Classic (MAJAC) and the Eastern Regional Junior Angus Show (ERJAS). She was selling real estate at the time, and that allowed her a flexible schedule for all of the shows.

They both appreciate that the cattle industry has allowed each of them to work with one or more of their children. However, they admit that cattle can take away from spending time with grandkids and immediate family, and they are thankful for their families' understanding so they can do what they do.

Advice for young herdsmen

Both offered advice for young cattlemen entering the business. In this hands-on business, common sense and integrity are imperative. Johnston suggests being willing to take risks and to try new things. Keep an open mind and listen more than you talk. Friends and family are necessary for success.

"You need to be honest, because if you don't, it will catch up with you. Do what feels right in your heart," she says.

Showing cattle can be swayed by trends, and she admits you have to

follow some, but don't be afraid to go back to home base to make things work.

There are so many tools available now, and young cattlemen must do their homework to use them to their full extent.

"Every day is a learning experience. Put those tools in your back pocket and take them with you. You can make it work. There's no reason not to," she says. **AJ**

Editor's Note: Photos by Katy Holdener courtesy American Angus Association.



TC Moonshine 0070

Reg. No. 16764253

CED	BW	WW	YW	MILK	CW	Marb	RE	\$W	\$F	\$G	\$B
+1	+3.1	+64	+113	+28	+39	+35	+52	+55.37	+76.05	+31.62	+125.47

Featuring a January daughter of this powerful TC Total daughter that is a powerhouse donor at Davis Bend

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BJF Princess 1110

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She is a proven producer and has been a many-time champion cow/calf for the Jeffries girls. Selling with her September 2017 Silviera Style bull calf.



Selling a daughter of Rollin Rock Blackbird 2345 (17228668) who is a donor for BJB, Hammer Head and Davis Bend. She was also the pick of the Rollin Rock herd in 2015.

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