

# Newsmakers

by Terry Cotton, general manager

## ■ IN THE NEWS

**Bill Fielding** has been named president of the Farmland Refrigerated Foods and Livestock Production Group and executive vice president of Farmland Industries.

Fielding comes to Farmland with more than 30 years of agribusiness experience, primarily in the meat business. He most recently served as a consultant to the meat and restaurant industry. In 1995 Fielding joined ConAgra as president of fresh meat operations. Prior to that, he spent 25 years with Cargill, where he held a variety of positions, including president of Excel and president of Cargill's meat sector.

Fielding is also a cattle rancher and has served as an industry representative on the Board of Directors of the Certified Angus Beef (CAB) Program.

"Bill brings a tremendous amount of experience to Farmland's meat business," said Farmland President and CEO H.D. "Harry" Cleberg. "We are confident his leadership will benefit our producer-owners and consumers around the world who enjoy our Farmland beef, pork and catfish products."

Farmland Industries, Kansas City, Mo., is a farmer-owned cooperative with sales in all 50 states and 60 countries.

**Doug Hoff**, Bison, S.D., was named the *Record Stockman's* 2000 Man of the Year in Livestock. Doug and his wife, Molly, who own and operate Scotch Cap Angus, were featured in the *Record Stockman* Dec. 24, 1999, supplement "National Western Program Issue."

Elected to serve the **Middle Mississippi Angus Association** are **James Townsend**, Woodpile Ranch, Union, president; **Henry Wiltshire**, Wiltshire Angus, Mount Olive, vice president; and **Dolores Townsend**, Woodpile Ranch, Union, secretary-treasurer.

**Michael Bishop** has been promoted to president of Infigen Inc. He was formerly vice president of research. Based in DeForest, Wis., Infigen is a private biotechnology company commercializing its core technologies of nuclear transfer and cloning, gene mapping and discovery, and semen sexing.

**Patti Spengler**, of Woodview Angus, Woodsfield, Ohio, was elected secretary of the Ohio CattleWomen's Association at their annual meeting in January. Serving with Spengler are Lara Sutherly, president; Judy Jackson, vice president; and Dona Tullis, treasurer.

## ■ ANGUS ARRIVALS

**Bill & Edna Shorb**, Hermosa, S.D., announce the birth of their son, Seth Edward, Dec. 13, 1999. Grandparents are Ed & Betty Kanesky of Farmingdale, S.D., and Cliff & Mary Shorb of Hermosa. *Angus Journal* photo coordinator Donna Conley, Conley Angus Farm, Clarksdale, Mo., is Seth's aunt.

**Ed & Mandy Raitel**, Falls City, Neb., announce the birth of their daughter, Miranda Katherine was born at 3:33 a.m. on Jan. 13.

Ed, who is manager at Herbster Angus in Falls City, was in Denver showing heifers on Jan. 12. A phone call and rush to the airport got him back to Falls City in time for the arrival the next morning.

**Tracey & Brett Erickson** of Sterling, Ohio, announce the birth of their daughter, Lindsey Paige, on Jan. 31. Lindsey weighed 6 lb., 12 oz. and was 19 inches long.

Tracey is assistant executive director for the CAB Program in Wooster, Ohio. Brett is advertising manager for *National Cattleman* magazine.

## ■ IN PASSING

**Charles Clayton Jennings**, 86, of Highmore, S.D., died Jan. 27. The fourth child of Charles McClellan & Mary Vogler Jennings, he was born Dec. 13, 1913, on a farm north of Boone, Iowa.

After his father quit farming and was dealing in cattle and hogs, the family moved into Boone in 1920. In 1924 they moved to Livermore, Iowa, where his father started working for Wilson Packing Co. Clayton and his brother, Ted, at the ages of 10 and 12, respectively, took over the business because of their father's failing health.

Clayton moved to South Dakota in 1932, settling in Miller. He and Jim Magness were instrumental in starting the Miller sale barn in 1939. He and Ted bought land and developed the Jennings Brothers' Hyland

## Ad series wins regional NAMA competition

The American Angus Association's 1999-2000 national advertising campaign was recognized in late January by the National Agri-Marketing Association (NAMA).

The organization conducts a "Best of NAMA" competition each year. Members enter advertising, publications, public relations projects, etc., to be critiqued and ranked against efforts of their peers in the agri-marketing business. Not just for the livestock entities, member competitors represent many sectors of agriculture, including crop seeds, crop chemical, farm machinery and equipment, animal health and pharmaceuticals, livestock feeds, and associations.

The American Angus Association placed first in the Region 2 competition for "spread ad—series," which includes two or more advertisements entered as a group. The ads entered were the current campaign, which includes "Never Underestimate the Power of a Female," "It Just Keeps Growing, and Growing, and Growing ..." and "Yes, They'll All Sell ... But Will They All Pay?"

Bob Watkins, advertising consultant from Clarinda, Iowa, did the creative work on the campaign. Susan Waters, director of communications and public relations, wrote the copy.

The ad series will advance to the national competition to compete for overall honors. At press time, the competition was scheduled to take place in late February. The winners will be recognized at the National NAMA Convention in Kansas City in mid-April.

Angus Ranch. The ranch was the first in South Dakota to artificially inseminate (AI) large numbers of beef cattle.

In 1960 Clayton and several investors formed an AI organization, which became known as International Beef Breeders.

In 1963 he sold his share of Hyland Angus Ranch to the Ankony Angus Corp. of New York, then built a home and cattle-handling facility on the edge of Highmore. Clayton and Ted were inducted into the South Dakota Hall of Fame in 1985.

Clayton married Dorothy Fish of Miller in 1946. They had two children, Charles Clayton and Gloria Jean. In 1959 he married Eloise Dwyer of Denver, Colo. They had a son, James Ted. In 1990 Clayton married Carol Lettau of Highmore.

He is the author of three books — *Handshake: Code of the West, Mystery of*

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*Handshake: The Rest of My Story, and Blessings From the School of Hard Knocks.*

He is survived by his wife, two sons, daughter, stepchildren, grandchildren, nieces and nephews.

Memorials may be made to the South Dakota Agriculture Hall of Fame.

#### ■ OTHER NOTABLES

##### Select Sires launches reproductive certification program

To more completely serve their members and customers, Select Sires has initiated a national Reproductive Certification Program.

"The objective in designing this program is to further develop our field staff into complete reproductive resources," says Mel DeJarnette, Select Sires' reproduction specialist. "The days of dropping off semen and leaving a note that you'll be back in a month are long over. Breeders wear enough hats, and it's our job to shoulder the responsibility of learning the details of cattle reproduction.

"Offering up-to-date and practical advice that saves time and money while adding to their bottom line — now that's what producers are looking for," he adds.

Phase I of the certification process requires home study followed by a written exam covering basic concepts of reproductive management. The second phase involves in-depth study on practical reproductive-management systems of both beef and dairy cattle.

##### Ultimate Genetics acquires Medina Valley

Ultimate Genetics of Franklin, Texas, has announced plans to acquire Medina Valley Genetics of Castroville, Texas. According to a company news release, this will allow Ultimate Genetics to expand its range of services to become "one of the most complete, turnkey bovine genetics firms worldwide."

The Medina Valley semen-collection facility is one of the pioneer facilities in the United States and the oldest Certified Semen Service (CSS) facility in Texas. Ken Persyn was named president of Ultimate Genetics.

##### Top steakhouses named

Tom Horan's America's Top Ten Club announced its list of America's Top Ten Independent Steakhouses for 2000:

1. Chicago Chop House, Chicago, Ill.
2. Bobby Van's Steakhouse, New York, N.Y.
3. L.G.'s Prime Steakhouse, Palm Desert, Calif.

4. Charley's Steak House, Orlando, Fla.
5. Bob's Steak & Chop House, Dallas, Texas
6. Metropolitan Grill, Seattle, Wash.
7. Sam & Harry's, Washington, D.C.
8. RingSide, Portland, Ore.
9. Dickie Brennan's Steakhouse, New Orleans, La.
10. (tie) Jackson's Steakhouse, Fort Lauderdale, Fla.
10. (tie) Plaza III, The Steakhouse, Kansas City, Mo.

Tom Horan's America's Top Ten club receives recommendations from many avenues, including members, associate food critics and those in the food and beverage industry, in compiling its list. For more information, call (713) 940-0645.

##### Beef appeal rejected

The Feb. 10 *Kansas City Star* reported that a federal appeals court said Oprah Winfrey "melodramatized" the scare about bovine spongiform encephalopathy (BSE) but did not give false information about it or defame cattle producers.

According to the article, "the 5th U.S. Circuit Court of Appeals in New Orleans upheld a verdict two years ago by a federal jury that rejected cattlemen's claims against the talk-show host, her production company and vegetarian activist Howard Lyman."

## CAB Program signs on as an Olympic supplier

The Certified Angus Beef (CAB) Program is joining the team of Olympic suppliers as the official branded-beef supplier for the 2002 Olympic and Paralympic Winter Games. The company also becomes the official supplier of packaged and processed beef of the U.S. Olympic teams.

In its agreement with the Olympic Properties of the United States (OPUS), a joint marketing effort between the Salt Lake Organizing Committee (SLOC) and the U.S. Olympic Committee (USOC), the CAB Program will provide *Certified Angus Beef*™ frankfurters, barbecue beef and Quick-N-Easy™ pot roast and a variety of *Certified Angus Beef* deli products for the 2002 Olympic and Paralympic Winter Games. The products will be served at all venues, the Olympic Village and sponsor-hospitality areas.

The CAB Program will be an official supplier to the U.S. Olympic Team through Dec. 31, 2004, supporting the team in the 2000 Olympic Games in Sydney, Australia, the 2002 Olympic Winter Games in Salt Lake City, and the 2004 Olympic Games in Athens, Greece.

"The *Certified Angus Beef* brand symbolizes a quality product, and the Salt Lake Organizing Committee is committed to staging quality games at every level," said Mitt Romney, SLOC president and CEO. "We assure the best

possible products are being served to athletes, officials, spectators and the media by joining forces with the CAB Program."

"The United States Olympic Committee is proud to recognize the CAB Program for its contributions to the athletes of America's team," added Dick Schultz, USOC executive director and OPUS president and CEO. "As an official supplier to the U.S. Olympic team, the CAB Program will play an important role in maintaining the competitive excellence of the athletes who hope to one day represent our country in Olympic competition."

"We are proud to be joining the Olympic and Paralympic teams. What has made the CAB Program the leading branded-beef program is our commitment to providing an enjoyable beef-eating experience," said Jim Riemann, executive director for the CAB Program. "Consumers know they can rely on *Certified Angus Beef* products' consistent quality. That has made us 65% of the branded-beef market."

*Certified Angus Beef* products are available through licensed retail stores and restaurants throughout the United States and in 51 international markets from Japan to the Bahamas. Only licensed packers, fabricators, distributors, restaurants and retail stores may use the *Certified Angus Beef* trademarks to promote the brand.



**Jim Riemann, executive director of the CAB Program, announced the Program's status as an Olympic supplier at a news conference during the Cattle Industry Annual Convention and Trade Show in Phoenix, Ariz. (See page 261 for more convention highlights.)**

The CAB Program becomes the 11th OPUS supplier. Overall, OPUS has 27 corporate participants to date for the 2002 games, including suppliers and sponsors. For more information, contact Caroline Shaw or Frank Zang for SLOC at (801) 212-2002; Eileen Keller for the CAB Program at (330) 345-0801, Ext. 283; or Darryl Seibel for the USOC at (719) 575-4112. A complete archive of SLOC news releases is available at [www.slc2002.org](http://www.slc2002.org).

## STATE HIGHLIGHTS

### ■ Georgia

**Whitner & Lewis Farm**, Dahlonega, consigned the high-indexing bull to the 1999 Georgia Angus Association Performance +II Bull Sale, Oct. 30, in Irwinville. The bull, WL EXT Nrthldr 301-710, is an Oct. 1997 son of N Bar Emulation EXT.

This year, the Walt Helmreich family presented a plaque in Walt's honor to the consignor of the high-indexing bull. Walt and his family are longtime Angus breeders, and Walt was instrumental in developing the sale. He passed away in May 1999.



Pictured from left, at the awards presentation, include **Ralph Bridges**, sale co-chairman; **Virginia Whitner** and **Sue Lewis**, both of Dahlonega; **Elma Helmreich**, Crawford, Walt's wife; **Janice Fickett**, Savannah, Walt's daughter; **Dennis Helmreich**, Lexington, Walt's son; and **John Fickett**, Savannah, Walt's son-in-law.

### ■ Indiana



These Angus producers were elected to serve as officers and directors of the Indiana Angus Association at its annual meeting Dec. 30, 1999. Officers (seated, from left) include **Michael Haag**, Plymouth, president; **Duane Jackson**, Anderson, first vice president; **Samuel Carter**, Upland, second vice president; **Cathy Watkins**, Middletown, secretary; and **David Smith**, Greensburg, treasurer. Directors (standing, from left) include **Jim Amsden**, Millford; **Jerry Otte**, Seymour; **Doug McGuire**, Rolling Prairie; **Richard Wessel**, Trafalgar; **Les Carmichael**, Bloomington; **Chris Wickard**, Greenfield; and **Paul Hart Jr.**, Montgomery.



(l) Newly elected officers of the Indiana Angus Auxiliary, from left, are **Liz Jensen**, Greencastle, president; **Lisa Robertson**, Marysville, first vice president; **Virginia Hart**, Thorntown, second vice president; **Heidi Zenor**, Williamsport, third vice president; and **Karen Smith**, Greensburg, secretary-treasurer.



The Indiana Angus Association presented **Mary Watkins**, Middletown, left, with an appreciation award for Web site design and implementation. Robert Ramsey, 1999 Indiana Angus Association president, made the presentation.



**Rachael Jensen**, Greencastle, left, was presented the Hoosier Excellence Award. Lisa Robertson, Indiana Angus Auxiliary first vice president, made the presentation.

### ■ Kansas

These men and women were elected to serve the Kansas Angus Association at its annual meeting Jan. 21 in Hutchinson. Seated, from left, are **Noel Zahn**, Burdett, director; **Cecil McCurry**, Mount Hope, American Angus Association director; **Sharon Lindell**, Leonardville, secretary/field representative; **Damon New**, Leavenworth, vice president; **Gary Johnson**, Dwight, president; **Fred Holder Jr.**, Milton, treasurer; and **Gordon Stucky**, Kingman, past president. Directors (standing, from left) include **Randy McCabe**, Elk City; **Larry Powell**, Kalvesta; **Dan Larson**, Sharon Springs; **Kevin Hunt**, South Haven; **Todd Kohart**, Meade; **Everett Benoit**, Esbon; **Michael Molitor**, Zenda; **Dave Nichols**, Manhattan; and **Barbara Downey**, Wamego.



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## Employees Recognized for Years of Service

A new program to recognize employee service was unveiled at the 1999 American Angus Association Employee Christmas Banquet.

"Our company is very fortunate to have a large number of employees who have invested many years in serving the membership of the American Angus Association and the Angus breed," said Susan Waters, director of communications and public relations. The Angus Service Award Program recognizes employees for their time, dedication, hard work and continuous loyalty to the Angus breed.



(l) Recognized for five to nine years of service were (front row, from left) **Brenda Schafer, Gina Weigart, Lori Sticken, Judy Steinman** and **Jean McGuire**; (back row, from left) **James Fisher, Bruce Buntin, Pat Musil, Janice Blair, Bill Bowman, Ruth Gibson** and **Deborah Wilson**.

(r) Recognized for 10-14 years of service were, from left, **Susie Brown, Lauralee West, Janet Herkelman, Beverly Curran, Rose Mary Hoyt, Ginette Kurtz, Lea Ann Maudlin, Marcia Roberts, Mary Pepple** and **Sharon Mayes**.



Recognized for 15-19 years of service were, from left, **Trish Runde, Lou Ann Adams, Kris Cole** and **Gloria Hurlbut**.



Recognized for 20-24 years of service were, from left, **Joyce Watts, Sherri Curran, Shirley Holland, Terry Cotton, Cheryl Oxley** and **Leota Wilson**.



Recognized for 25-29 years of service were, from left, **Karen White, John Crouch** and **Carol Waller**.



Recognized for 30-34 years of service were, from left, **Fred Pepple, Marg Dreesmann, Janet Shackelford, Loretta Wheeler, Rich Wilson** and **Richard Spader**.



(l) Recognized for 35-39 years of service were, from left, **Chris King** and **Phyllis Breckenridge**.



Recognized for 40 or more years of service were, from left, **Dean Hurlbut, Donna Holmes, Barbara Kelly** and **Don Painter**.

