

Counting Blessings

The Angus Foundation receives an extended donation.

Story & photo by *Corinne Blender*

One man's blessing may soon be counted many times over as blessings by members of the National Junior Angus Association (NJAA).

Bob Norton, president of Biozyme Inc., says he hopes to follow the same path that Biozyme founder Larry Ehlert took while working in the beef industry.

"Larry Ehlert felt it a special blessing to be in this industry. Like our current Board president, Leroy Baldwin, Larry also believed that we have a responsibility to be good stewards of that with which we are entrusted," Norton says. "For Larry Ehlert, that responsibility meant producing the highest-quality products for his customers. It also meant giving back to those (the community) from which he received."

Norton says he believes one way Biozyme can give something back is to support the youth in the beef industry by contributing a portion of Biozyme's profits to the Angus Foundation. At the 2002 National Junior Angus Show (NJAS) in Milwaukee, Wis., Biozyme announced its intention to dedicate to the Angus Foundation a percentage of the product sales it makes to Angus members.

Dedicated to youth

"Larry had a special fondness for the young folks in production agriculture. It was a community that he embraced, and they embraced him back. Larry always looked to the future, and our

young people are the center of that future," Norton adds.

He says the Angus Foundation's direct link to the future of the Angus industry is one way to ensure that future is bright.

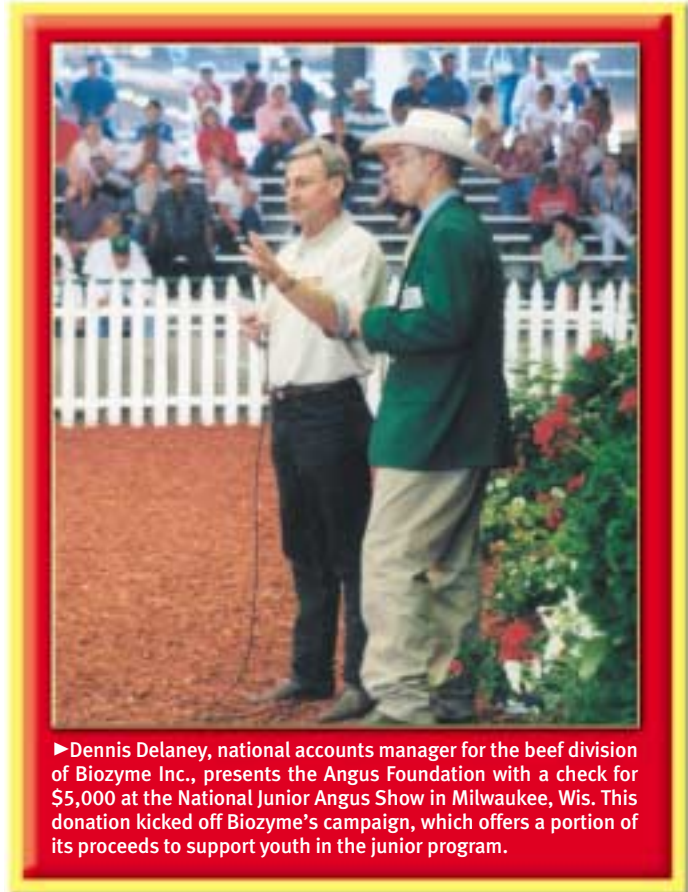
"It is an excellent vehicle for Biozyme to utilize in addressing our responsibility to our Angus customers and their children," he says.

Norton adds that it is a donation that really has the potential to grow. Biozyme's commitment to the Angus Foundation isn't set up to be short-lived.

"I have the privilege of committing our company to this program for as long as I preside," Norton says. "We (Association members and Biozyme) have the opportunity during the next few years to provide really significant financial support to the Foundation and the young people it serves."

Bryce Schumann, director of member services and office management for the American Angus Association, has been working with Norton to create the partnership between Biozyme and the Angus Foundation. He says the Angus breed has a high-quality reputation that allows it to align itself with other companies that have the same high-quality values. He hopes others will take notice.

"This is a great model for other companies," Schumann says. "If our membership shows some loyalty to this product, and if they are already using the products and find the benefits good, then they can benefit the



► Dennis Delaney, national accounts manager for the beef division of Biozyme Inc., presents the Angus Foundation with a check for \$5,000 at the National Junior Angus Show in Milwaukee, Wis. This donation kicked off Biozyme's campaign, which offers a portion of its proceeds to support youth in the junior program.

youth of the breed through the activities of the Foundation."

Character through leadership

Norton's relationship with the Association goes beyond this new donation. He has also served on the Board of Directors for Certified Angus Beef LLC (CAB). "My special tie, however, is with each American Angus Association member with whom I share this opportunity of stewardship," Norton says.

"I believe that in addition to the experience of fellowship and leadership that our young people gain through the junior Angus programs, the Association also

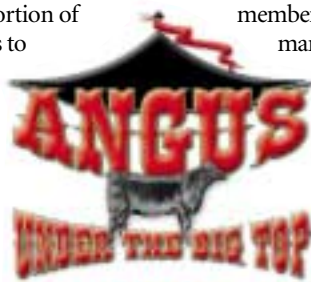
teaches our young people about character," he adds.

Working with Association employees like James Fisher, Bryce Schumann, Dick Spader and John Crouch, Norton says, has allowed him to see the strong character of Association leadership that is passed on to the junior members.

"Those young people who remain in production agriculture, along with those who pursue other careers, will surely guide this country someday soon," Norton says. "And now, more than ever, we need leaders with strong character."

Norton's own character

CONTINUED ON PAGE 274



Counting Blessings CONTINUED FROM PAGE 273

resembles the leadership in whose path he has followed.

“He’s very respectful of the history Biozyme has and that its founder went out of his way to support youth,” Schumann says. “And I think he feels that it’s part of their corporate culture, and they want to continue to try to find ways that they can to

support the young producers of tomorrow.”

Both Norton and Schumann say that giving to the Angus Foundation supports youth who will remain involved in agriculture, but it will also influence those involved in the NJAA who seek other endeavors.

“I view people who are

involved in the National Junior Angus Association, or children of Angus breeders who choose not to be involved in agriculture as they grow, as really a part of our ambassadorship,” Schumann says. “If you grew up around cattle, or if you grew up on a farm or a ranch, you know how agriculture works and you can be

a great spokesperson for the industry, even if you are not involved in it from an occupational standpoint, because you know the difference between misinformation and the facts.”

Your role

The partnership is set up to recognize Angus breeders who

purchase Biozyme products, with a portion of Biozyme's proceeds going to the Angus Foundation. Schumann says breeders must make their dealers aware that they would like their purchases to be tabulated for the Foundation donation.

The completion of a proof-of-purchase form will be required

and may be requested from the Biozyme Web site (www.biozymeinc.com) or the Association Web site (www.angus.org) or by calling Biozyme at 1-800-821-3070.

"The only stipulation we requested was that each year's donation be spent during the following 12 months in support

of scholarships, leadership conferences or any other current activities of the NJAA," Norton says.

Biozyme donated a \$5,000 advance at the NJAS to kick off the program.

"It means a lot to the Foundation," Schumann says.

"Partnerships such as this allow

us to better reach the goals for the Foundation that are outlined in our charter. These types of funds can be used for the education of young people who are involved in our breed and can really start to enable us to do much more with the Foundation."

