



Two Honored at Repro Meeting

The Beef Reproduction Leadership Team presented Tammy Wallace and Larry Rowden Service to Industry Awards Aug. 29 during the Applied Reproductive Strategies in Beef Cattle Symposium (ARSBC) in Ruidoso, N.M. This award recognizes outstanding contributions by individuals working in the artificial insemination (AI) industry toward the application or increased use of AI and estrous synchronization by beef producers.

by Angie Denton, Kansas State University

Tammy Wallace

A dedicated GENEX Cooperative employee for more than 15 years, Tammy Wallace, Stotts City, Mo., began as an independent contractor. She worked her way up the ranks to become one of the most successful territory sales managers in the company. She sold approximately 35,000 units of semen and performed nearly 25,000 AI breedings in the last four years.

Her success is not only measured by what she has produced, but also in regard to the team she leads. Comprised of 30 independent contractors, together the team provides world class genetics, superior customer service, synchronization and AI services to

clients in the states of Missouri, Arkansas and Oklahoma.



In a letter of support, Alan Mead and Jennifer Russell of Barnett, Mo., wrote, "This letter cannot begin to express how much Tammy means to the success of our seedstock business. Her customer service has gone above and beyond the call of duty every

time we have called on her."

Greg Wilmoth, a commercial producer from Mount Vernon, Mo., says, "Because of her expertise and knowledge of genetics, we have seen annual improvement in our benchmark numbers, as well as weaning weights and visual appeal of our cattle. With her help, we are meeting our goals at a much more rapid pace than expected. Tammy is a joy to work with, and we greatly appreciate all of the time she dedicates to continually improving our breeding program."

She has worked closely with University of Missouri (UM) personnel on several synchronization trials, including sexed semen and split-time artificial insemination. She

is consistently involved in providing educational opportunities to producers who want to breed their own cattle herds.

“Tammy has been actively involved with herds enrolled in the Show-Me-Select program in southwest and southcentral Missouri and contributed greatly to the success of their AI programs,” says Dave Patterson, UM animal science professor. “Virtually everyone you meet in Southwest Missouri interested in or having experience with using AI in their herds know and think highly of Tammy. She is a consummate professional in every sense of the word and is respected across the state for her contributions in improving the genetics of cow herds all across the state.”

Larry Rowden

Serving the AI industry for 35 years, Larry Rowden, Broken Bow, Neb., is currently the district service manager for ABS Global in Broken Bow. Active on the Beef Reproduction Leadership Team since its inception, Rowden is committed to the efforts of developing practical synchronization systems with predictable results.

“He is appreciated and respected by not only his team of professional ABS representatives and employees, but also his colleagues working in

with competitive organizations and reproductive professionals in



Tammy Wallace, Stotts City, Mo., (left) was presented the 2018 Service to the Industry Award by Sandy Johnson (right), Kansas State University, Colby, Kan., and Beef Reproductive Task Force award committee co-chair.

academia,” says Todd Sears, the director of beef sales for ABS Global North America.



Larry Rowden, Broken Bow, Neb., (left) was presented the 2018 Service to the Industry Award by Sandy Johnson (right), Kansas State University, Colby, Kan., and Beef Reproductive Task Force award committee co-chair.

ABS Global U.S. Beef Product Manager Doug Frank describes Rowden as, “a rock for our organization for over three decades. Larry always looks at things from a practical viewpoint with the commercial producers’ interest and perspective at the forefront. His

leadership and practical experience have been an invaluable resource for both our customers and ABS personnel.”

Rick Funston, University of Nebraska – Lincoln reproductive physiologist, says “Larry’s efforts to simplify synchronization systems has allowed for greater adoption of the programs.” He also commented on Rowden’s friendly demeanor, adding “I have never seen Larry without a smile on his face

and he is always friendly and willing to help in any way he can for the betterment of the beef industry.”

The mission of the ARSBC is to optimize the productivity and improve the profitability of cow-calf operations by facilitating the adoption of cost-effective, applied reproductive technologies. The goal is to educate beef cattle producers on sustainable reproductive management systems to maintain U.S. leadership and competitiveness in

the world beef supply market.

For more information about this year’s symposium, visit www.appliedreprostrategies.com. 