

# Three Honored at Repro Meeting

*The Beef Reproduction Leadership Team recognized those who contributed to the industry during the Applied Reproductive Strategies in Beef Cattle Symposium in Knoxville, Tenn.*

by ARSBC staff

The Beef Reproduction Leadership Team presented Merlyn Sandbulte and Steve Trantham Service to Industry Awards Aug. 20 during the Applied Reproductive Strategies in Beef Cattle Symposium in Knoxville, Tenn. 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.

James Lauderdale was presented the Pioneer Award for his outstanding contributions toward reproductive tools and technology that has broadly benefited the U.S. beef industry.

## Merlyn Sandbulte

Sandbulte, Rock Valley, Iowa, is a beef district business manager for ABS Global and has worked tirelessly with his representatives to grow the use of estrous synchronization in the Dakotas, Montana, Wyoming and Iowa for 30 years.

Early in his career, Sandbulte recognized the powerful financial benefits getting cows bred early would have for cattle producers.



Merlyn Sandbulte

As an advocate for improving reproductive efficiency, Sandbulte has given talks to numerous customer groups. His work to help people understand the effects of improving reproduction has benefitted untold numbers of producers.

“Merlyn speaks at many of our customer meetings where reproduction is a focus. His clear method of communication and exceptional knowledge of the industry makes him a favorite among my clients. Merlyn is also very instrumental in planning regular meetings for the ABS representatives to equip us with the best tools to meet our clients’ needs,” says Kristina Porter, a fellow ABS representative and veterinarian from Huron, S.D.

“His understanding of the industry past the farm gate has allowed Merlyn to be a great asset to producers by improving their bottom line,” says Mark Fulton of South Dakota. “For Fulton Ranch Merlyn has helped us keep on the track for uniformity. He focuses us in on having a program and not being tempted to deviate from the plan. Through his encouragement we have been able to achieve 99% Choice, 25% Prime at 13 or 14 months [of age] and all the while improving our cow herd. The ability to synchronize our cows and use a bull for two years has

improved our uniformity.”

Porter adds, “I am so grateful for the chance to work under and alongside a man of his character, knowledge, and passion for the industry. It is an honor to call Merlyn a friend and my manager. I believe I speak for all the representatives in our district when I say we are better salesmen, technicians and people because of his influence on our lives and businesses.”

## Steve Trantham

Trantham, from Marshfield, Mo., is recently retired from GENEX for which he served 42 years, most recently as associate vice president of regional production services.



Steve Trantham

“In a word, integrity best describes Steve’s performance and his professionalism. I had the privilege of working with him more than 40 years,” says Jim Pipkin of Clearwater Farm, Republic, Mo. “He has been our ‘go-to’ if we ever had reproductive-related issues with any of our bulls. Producing a quality product has always been Steve’s mantra; not only in the cattle business, but also in customer service.”

Jacob Holloway of URUS, Billings, Mont., says, "I don't believe you could meet more of a promoter for the AI industry than Steve. He takes pride in providing ranchers with the opportunity to better their cow herds by using top-end genetics. One of the most rewarding things for Steve is to visit ranches and see progeny of bulls that he has worked with. He is humbled knowing that he was able to be a part of their success."

Sarah Thorson, of GENEX, Glendive, Mont., adds, "Throughout Steve's career one of his greatest passions was to develop the next generation of bull stud employees. Over the course of his tenure, Steve hired more than 50 University of Missouri students at the Stafford collection facility. These students received a lifetime of experience from Steve in bull management, semen collection, processing and exporting semen. In recent years Steve spearheaded the efforts of the GENEX Custom Collection facilities to meet the new inspection requirements developed in the Memorandum of Understanding between APHIS (Animal and Plant Health Inspection Service) and Certified Semen Services (CSS). The written response, authored by Steve, has been used as a guideline in training workshops for APHIS veterinarians that endorse semen or embryo export papers. Steve's dedication to developing young people and ensuring that AI facilities are properly positioned to do business well into the future is just part of what makes him so deserving of this honor."

## James Lauderdale

The Beef Reproduction Leadership Team presented James W. Lauderdale its second Pioneer Award Aug. 20,

during the Applied Reproductive Strategies in Beef Cattle Symposium (ARSBC) in Knoxville, Tenn.

This award was created to recognize outstanding contributions toward reproductive tools, technology, or service that has broadly benefited the U.S. beef industry.

Lauderdale was employed in 1967 by The Upjohn Company as a research scientist and was later named as the company's Director of Research in Growth and Reproduction. Lauderdale's research career with Upjohn focused on improving the efficiency of postpartum cow and sow reproduction; the role of prostaglandin F2 $\alpha$  in regression of the corpus luteum for control of estrous cycles in cattle and mares, and time of parturition in swine; the use of steroids for improved efficiency of production in beef cattle; and development of bovine somatotropin to enhance efficiency of milk production of dairy cows.

Lauderdale's research related to chemical signaling in livestock provided producers with the opportunity to better control estrus and improve production efficiency, which subsequently led to the worldwide approval of prostaglandin F2 $\alpha$  (Lutalyse<sup>®</sup> sterile solution) for use in cattle, mares, and swine.

Lauderdale's bench-to-barnyard approach distinguishes him not only among his scientific peers, but end users of the technologies he helped to develop. To this day, methods used to control estrous cycles of cattle rely on his research.



James Lauderdale

The accomplishments realized over the course of Lauderdale's career improved the efficiency and resulting profitability of animal agriculture in the United States as well as around the world.

Lauderdale has served in an *ad hoc* advisory role with the Beef Reproduction Task Force and Beef Reproduction Leadership Team since their inception in 2002 and 2004, respectively. His enthusiastic support of the ARSBC symposia and invaluable contributions to the Task Force and leadership team are recognized across the country.

In addition, Jim's legacy of commitment to research, education, and transfer of technology to the industry will be formally acknowledged through recognition of graduate students selected to participate in this year's symposium and future conferences known as the ARSBC James W. Lauderdale Scholars. **AJ**

*Editor's note: More than 260 producers, veterinarians and representatives from the AI and pharmaceutical industries attended the ARSBC Symposium. Justin Rhinehart, University of Tennessee (UT) associate professor and beef reproduction specialist, served as chair for the event, which was hosted in part by the UT Department of Animal Science.*

*The Beef Reproduction Leadership Team's mission is to optimize the productivity and improve the profitability of cow-calf operations by facilitating the adoption of cost-effective, applied reproductive technologies.*

*For more information about this year's symposium, visit [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com).*