

Bill Bedingfield Retiring

Bill Bedingfield has given of his knowledge and service to the American Angus Assn. the past several years and this year reigned as president. Bill is a family man, a businessman—a man who has unselfishly devoted time to the betterment of the Angus industry. He recently appeared on an Oklahoma television station and had the opportunity to reach outside the Angus industry and promote our product to consumers. Being proud of the fact that the American Angus Assn. is the world's largest purebred breed association, Bill noted the Certified Angus Beef program now enables the Association to oversee a quality end product placed in restaurants and food stores worldwide at a current rate of one million pounds a month.

Conveying a positive attitude to everyone he comes in contact with, Bill has been a strong asset to the business. Joyce Nelson sums it up well:

"He has demonstrated his love for the Angus industry by the sacrificial manner in which he has represented us. Bill is an example of inspiration to all he leads."

by Lori Riffel

Not only has Bill Bedingfield of Wil Mar Angus, Yale, Okla., spearheaded changes and progress of the American Angus Assn. this past year as president, he has watched programs born and prosper for the last seven years as a member of the Association's board of directors.

Seven years can bring a lot of variability within any constitution of people and interests. In that period of time, Bill had a firsthand view of and played a direct role in many Association changes and improvements. Such influence is difficult to pinpoint, but the results touch all breeders.

Bill believes the highlights during his years on the board include the blood-typing rule which was passed and put into effect in 1978, and more recently of course, the birth of the Certified Angus Beef program. CAB's goals and profits are now escalating and Phase II of the program is already in the pilot stages. Most of all, Bill points to the acquisition of the Angus Journal in 1979

as a major boost to the Association.

"They (these programs and others) all have been assets and I can't visualize what we would have done without them," says Bill.

And this year we have seen perhaps more developments within the Angus industry than ever before: a possible program for members to produce and record cattle with an Angus base; discussion of a merger with the Red Angus Assn.; and approval to register Angus steers are just a few milestones considered in the last 12 months.

A commitment

In deciding to run for the board, Bill knew this job would take a total dedication.

"It takes a lot of time and effort. Those who serve on the board of directors or are an officer give up most of their own time in dedication to their position," says Dick Spader, executive vice president. And Bill knows it was worth it.

"I felt I had the time and that I could possibly contribute something to the American Angus Assn.," says Bill. "This was a way I could repay some of the things the Angus people had given me." In all, Bill has traveled to nine foreign countries and he has been in nearly half the states just this year.

Bill was first actively involved in the Oklahoma Angus Assn. and served as its president and delegate to the national annual meetings.

Joyce Nelson is one of the proud congregation that knows the potential of Bill Bedingfield.

"This is one leader who gives 100 percent. He's not only a leader, but a worker," says Joyce. "We in Oklahoma respect Bill for his devotion to the state and national associations."

Integrity is the key

Bill is a true businessman. He has been involved in the construction business all his life, and in the Angus business for 20 years. In both, the key factor to his success is integrity.

"Integrity is the name of the game. In either one, cattle or construction, you've got to have friends and people that believe in you," says Bill.

Bill began with a commercial cow herd, but it wasn't long before he knew he wanted to produce higher quality animals. The resulting move was to registered Angus.

"I've spent a great deal of time and money improving the herd up to the present time—and we are still improving," says Bill. The numerous sales he has attended is vivid in his mind, but he's always strived to select the better-type animals which may not have always been the highest-priced lots.

"This, I believe, is reflected in my sales," says Bill, "and I'd be a little hesitant to think I've done it all on my own because I've had a great deal of help from various regional managers and friends of mine in the cattle business. It's been a team effort, which includes my wife (Cecilia) very much."

The bloodline base of the Wil Mar herd is Emulous breeding. The Emulous line was developed in Oklahoma, and Bill believes for that reason he can sell more in Oklahoma.