

They Made a Difference

Five individuals who have each made significant contributions to the Angus breed were selected by the American Angus Association Board of Directors for induction into the Angus Heritage Foundation. This foundation identifies and honors those who have dedicated their time to the improvement and advancement of the Angus breed in the United States.

Special ceremonies honoring the inductees were conducted during the American Angus Association's annual banquet Nov. 16 in Louisville, Ky.

The 1998 inductees include Tom Elliott, Grass Range, Mont.; Keith Evans, St. Joseph, Mo.; Larry Leonhardt, Cowley, Wyo.; Bob Thomas, Baker City, Ore.; and Lewis Pierce, Crestion, Ill., who was inducted posthumously.

Each inductee, or his family, received a framed Angus Heritage Foundation certificate. Their names will be engraved on a permanent Heritage Foundation plaque in the American Angus Association headquarters in St. Joseph, Mo.

Photos and brief biographies of the inductees will be included in the 1999 edition of the Angus Heritage Foundation booklet, which lists the inductees from the Foundation's beginning in 1983.

A short biography of each 1998 Angus Heritage Foundation inductee follows.

Tom Elliott, Grass Range, Mont., has been the general manager of his family-owned N-Bar Ranch located in central Montana since 1976. Under his management the N-Bar Land & Cattle Co. has become one of the largest producers in the United States of functional Angus seedstock for the commercial industry. The ranch ranked seventh in the number of Angus calves registered in fiscal 1998 with 757 head.

Elliott also has developed some of the breed's top genetics, including N-Bar Emulation EXT, the nation's leading sire for number of calves registered in the past three years. N-Bar Emulation EXT has sired 19,125 registered calves since 1996. In fiscal 1998 he sired 8,787 calves, exceeding the next-highest sire by more than 6,200 progeny.

Born in Santa Fe, N.M., Elliott is an activist in the sustainable-agriculture movement. He has been involved in a wide variety of grassroots efforts to develop food and farming systems that improve and sustain ecological, economic and social health.



TOM ELLIOTT

Keith Evans, St. Joseph, Mo., dedicated 35 years of his life to promoting Angus cattle. Evans joined the American Angus Association staff in October 1962 as the assistant director of public relations. He was named associate director and manager of the Association's national advertising program in 1968, and in 1978 he was promoted to the department's director. He served in that capacity until April 1998.

Under Evans' direction the Association has won numerous first-place advertising awards. In 1984 he started the "Merchandising" column in the *Angus Journal* to help breeders better understand marketing and advertising and to help them do a more effective job in their own herd advertising. The Livestock Publications Council (LPC) recognized his column as the best regular column for several years. Two editions of the book *How to Sell Angus Cattle*, which include material from Evans' "Merchandising" columns, are in print and available to members.

Evans has worked closely with Angus cattle associations around the world. He has taken part in every World Angus Forum since the first one was held in the United States in 1973, and he recently spoke on herd and Angus association advertising at the 1997 World Angus Forum in Sydney, Australia.



KEITH EVANS

Larry Leonhardt, Cowley, Wyo., has been breeding cattle to fit the industry's needs for quite some time. He was born in Gering, Neb., in 1934, and he founded his Shoshone herd in Wyoming's Big Horn Basin in 1965. During his first 15 years of breeding Angus, Leonhardt emphasized increased performance. For the past 20 years he has changed his focus from individual performance to the genuine need for the development and stabilization of specific biological strains to enhance commercial production efficiency while trying to improve the consistency and quality of the final product.

"The objective is to offer an industry a more affordable and dependable production system via line crossing as opposed to the limited benefits and product inconsistency from today's general outcross or crossbreeding systems," Leonhardt says. "The theory is simple; the challenge is in the development."



LARRY LEONHARDT

Bob Thomas, Baker City, Ore., founded Thomas Angus Ranch with his wife, Gloria, in 1947. Since then, Thomas Angus Ranch has become a multifaceted beef seedstock company with a proven track record.

In 1995 and 1996, *Directions*, the National Cattlemen's Beef Association's (NCBA) magazine, recognized Thomas Angus Ranch as one of the top 25 seedstock operations in the industry. Thomas registered 580 Angus calves in fiscal year 1998, ranking his ranch among the top 15 in registrations for the year.

Thomas has taken active leadership roles at various levels in the industry. He served six years as a director for the American Angus Association. He is also a past director of the Western States Angus Association and Oregon Angus Association.

Thomas Angus Ranch was a 1997 co-winner of the Beef Improvement Federation's (BIF) Seedstock Producer Award, an honor that encompasses all breeds and is given to the most progressive seedstock producers in the United States and Canada. The National Junior Angus Association (NJAA) inducted Bob and Gloria into the Honorary Angus Foundation in 1997.



BOB THOMAS

The late Lewis Pierce, Crestion, Ill., represents the third generation of the Pierce family to receive induction into the Angus Heritage Foundation. He was the son of Stanley and grandson of B.R., who established Woodlawn Farms—one of the nation's oldest Angus herds—in 1881. His father and grandfather were inducted into the Heritage Foundation in its inaugural year, 1983.

Lewis was no stranger to quality Angus cattle. He judged major cattle shows across the United States and Canada. He also showed 15 consecutive pen bull championships at the National Western Stock Show in Denver.

Lewis took an active part in the Angus industry, serving as president of the American Angus Association in 1959. He was the final president of the International Livestock Show held in Chicago.



LEWIS PIERCE