

Kenneth Webb, Burlington, W.Va., won a complete livestock-handling system from Priefert Manufacturing and Tru-Test Group.

by JD Rosman

First-time Angus Convention attendees Kenneth and Carol Webb traveled to Indianapolis, Ind., to learn more about the Angus breed as they establish their own seedstock business in eastern West Virginia. They never imagined they'd be returning home with so much more.

The Webbs were the lucky winners of a complete livestock-handling system, courtesy of Priefert Manufacturing and Tru-Test Group. The grand prize, valued at \$26,700, included state-of-the-art handling equipment, and the latest weighing and electronic identification technology to service up to 35 head at a time.

Angus Convention participants, nearly 2,000 cattle producers nationwide, were able to see the system on display in the Priefert Cattle Handling Demonstration Arena.

"I watched the cattle being worked in here and then walked around the chute, trying to figure out what I could get by with and what would help us out," Kenneth Webb says. "I never dreamed I would own the whole system."

For the past 30 years, Kenneth has worked as a local welder and Carol as an agriculture teacher. The couple says the Angus operation is their retirement plan.

"When my husband's name was called, I was shocked," Carol Webb says. "The Angus Convention, Priefert and Tru-Test are going to make our dreams a reality."

The Webbs recently built a barn and were looking for another Priefert chute to set up on site. The complete system will help them with their farm, and together, they say this will make working cattle much easier and safer.

The cattle handling system included a Priefert Rough Stock Open Corral System for 35 head, a sweep, a 35-foot adjustable alley, Priefert's Model S04 squeeze chute, Tru-Test XR5000 scale indicator, HD1010 load bars, scale mounting brackets and XRS2 EID stick reader.

"We're all trying to do something better tomorrow than we did today," says Chip Tully, vice president of marketing and sales for Priefert Manufacturing. "That's why partnering with the Angus Convention was a great match for us. To have an audience like this, where it's value-added producers, that's huge for us."

Tully explained that Angus producers' willingness to adopt new technology is what led Priefert and Tru-Test to put together this grand prize giveaway.

"Tru-Test was more than happy to contribute here at the convention," says Cliff Cobb, president of Tru-Test. "This technology allows producers to collect, record and manage data which provides valuable and usable information, and we know that everyone who attends the Angus Convention embraces technology."

For more news from the Angus Convention — including summaries, speaker presentations, photos, videos and much more — visit the convention newsroom at www.angus.media/news/Angus-Convention.

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Editor's Note: A student at Oklahoma State University, JD Rosman was Angus Media's 2016 communications intern and was on assignment during the 2016 Angus Convention.

The American Angus Association is the nation's largest beef breed organization, serving nearly 25,000 members across the United States and Canada. It provides programs and services to farmers, ranchers and others who rely on the power of Angus to produce quality genetics for the beef industry and quality beef for consumers. For more information about Angus cattle and the American Angus Association's programs and services, visit www.angus.org.



PHOTO BY LEANN SCHLEICHER

► Kenneth Webb, Burlington, W.Va., won the Priefert/Tru-Test giveaway Nov. 7 at the 2016 Angus Convention in Indianapolis, Ind. Pictured are (from left) Wes Schroeder, Tru-Test Group, Western regional manager; Jason Jones, Tru-Test Group, Eastern regional manager; Kaysi Mulkey, Tru-Test Group, customer service; Cliff Cobb, Tru-Test Group, president; Kenneth Webb, winner; and Chip Tully, Priefert Manufacturing, vice president of sales and marketing.



► JD Rosman interviews the Priefert/Tru-Test giveaway winner Kenneth Webb for Angus Media in this video highlight from the 2016 Angus Convention. View by clicking the image above or opening <https://www.youtube.com/watch?v=jtRrZcSdQP4> in your browser online.