## Scholarships Support Future Leaders



Undergraduates and graduate student receive Colvin Scholarship Awards to further their educational dreams.

by Certified Angus Beef LLC staff



Maci Lienemann

he Certified Angus Beef® (CAB®) brand awarded \$20,000 to six students for their community and beef industry leadership and achievements.

Since its inception in 1999, the Colvin Scholarship Fund has supported nearly 50 future leaders in their endeavors to continue education in agriculture and animal sciences. Developed to honor the brand's founding executive director of 21 years, the fund emulates Louis M. "Mick" Colvin's role in making dreams a reality and inspiring others to do their best.



Kristy Klingenberg

## 2014 Undergraduate Colvin Scholarship Awards:

\$5,000 — Maci Lienemann, Princeton, Neb. \$4,000 — Kristy Klingenberg, Bremen, Ohio

\$3,000 — Katy Satree, Montague, Texas \$2,000 — Brittany Blum, Lubbock, Texas

\$1,000 — Brian Highfill, Enid, Okla.



Katy Satree

## 2014 Graduate Colvin Scholarship Award:

\$5,000 — Nicholas Sevart, Wichita, Kan.

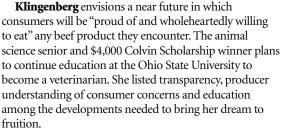
Taking a holistic approach, undergraduate applicants were asked to predict beef industry challenges for the next 10 years, along with how to overcome them and respond to consumer demand to usher in their vision of the industry.





With aspirations to later obtain a master's degree and a doctorate, the Nebraska native serves as the American Angus Association Ambassador, all while maintaining a 4.0 grade-point average.

expand, and education and youth involvement should be



A Texas Tech University senior and winner of a \$3,000 award, **Satree** sees an industry that meets rising global demand by focusing on both cost and quality.

**Blum** drew upon experience with her family's Angus herd in northwest Texas to list the biggest obstacle as maintaining a focus on consumers and "keeping up with demands." The Texas Tech University junior and \$2,000 award winner pointed out not only the demand for pounds of great beef, but also personal demands such as convenience, choices and ease of preparation are among the challenges ahead. The past Student Ag Council

president said, "It's obvious times are changing, so we must

change, too."

"The beef industry's challenge to remain an affordable

and high-quality protein source requires the efficiency of

each individual animal to be increased, while maintaining

a quality meat product," she wrote. Those who are aware

and adaptable will "survive and thrive" amid the changes.

Highfill, an Oklahoma State University junior, said his vision for the future is "merely an acceleration of the path the industry is currently taking." The agricultural economics major and \$1,000 Colvin award winner said more data collection, information sharing and goalspecific production systems will support the industry that is "poised for tremendous growth and profitability."

The Colvin Scholarship Fund began its graduate awards in 2012, opening doors to anyone in a recognized, full-time master's or doctoral program related to high-quality beef

Sevart, second-year master's student at Kansas State University, received the \$5,000 award. He conducted a research study entitled, "Evaluation of chemical antimicrobials electrostatically applied to pre- and postchilled beef surfaces as an effective and cost-effective intervention strategy against Shiga toxin-producing Escherichia coli (STEC) during processing operations." Findings could have far-reaching benefits for food safety.

Sevart said data produced by the study, "will help the beef industry control STEC contaminants across the entire farm-to-fork continuum. In return, this will help the industry produce safe, quality beef." A leader among his peers, the Kansas native plans to further his education with a doctorate before working in the food industry and one day becoming a professor specializing in food safety.

As the top scholarship recipients, Lienemann and Sevart won trips to the 2014 Certified Angus Beef LLC (CAB) Annual Conference Sept. 17-19 in Marco Island, Fla. There they will interact with leaders in the production, packing, retail and foodservice areas of the beef industry.

Launched in 1978 and owned by nearly 30,000 American Angus Association members, CAB is the largest branded-beef program in the world. Fiscal year 2013 saw a seventh consecutive sales record, with 865 million pounds sold through 16,000 licensed partners in more than 46 countries. Learn more about the brand at www.certifiedangusbeef.com. Access producer resources at www.cabpartners.com.



**Brittany Blum** 



encouraged.

Brian Highfill



**Nick Sevart**