



Loni Woolley
Grandview, Texas
Texas Tech University



Meghan Blythe
White City, Kan.
Kansas State University



Bailey Harsh
Radnor, Ohio
The Ohio State University



Lindsey Grimes
Hillsboro, Ohio
The Ohio State University



CAB Rewards Student Colvin Scholarships

Seven students receive undergraduate and graduate scholarships for industry commitment and scholastic achievement.

by *Emily Krueger, Certified Angus Beef LLC*

Seven university students from across the United States have won \$21,000 through the *Certified Angus Beef*® (CAB®) brand Colvin Scholarship. The awards recognize their commitment in both activities and scholastic achievement.

“These students are the future of the beef industry,” said John Stika, Certified Angus Beef LLC (CAB) president. “This year’s graduate-level scholarship is an exciting addition to the program, and we are happy for the opportunity to extend a helping hand for tomorrow’s leaders.”

2012 Undergraduate Colvin Scholarship Awards:

- \$5,000 — Loni Woolley, Grandview, Texas — Texas Tech University
- \$4,000 — Meghan Blythe, White City, Kan. — Kansas State University
- \$3,000 — Bailey Harsh, Radnor, Ohio — The Ohio State University
- \$2,000 — Lindsey Grimes, Hillsboro, Ohio — The Ohio State University
- \$1,000 — Wyatt Bechtel, Eureka, Kan. — Kansas State University
- \$1,000 — discretionary award to Faith Jurek, Lubbock, Texas — Texas Tech University

2012 Graduate Colvin Scholarship Award:
\$5,000 — Rebecca Acheson, Windsor, Colo. — Colorado State University

The scholarships began in 1999, when CAB co-founder and executive director Louis M. “Mick” Colvin retired. The nonprofit company and its licensed partners worldwide acted to honor Colvin’s inspiration for others to be their best and make their dreams a reality.

A portion of the undergraduate selection criteria was based on an essay titled, “Describe the variety of branded beef programs in today’s marketplace and how they help or hinder the consumer.”

Among a variety of perspectives, the \$5,000 undergraduate winner Loni Woolley wrote, “The average consumer wants to feel good about the purchase of a branded product.” Those may tout taste, tenderness, organic, antibiotic-free, grass-fed or any number of attributes. “Brands allow consumers to choose which of those traits appeal to them and most fit their lifestyle,” she wrote. Once they find that fit, “they will

become a repeat buyer that relies on the excellence of that particular brand.”

The Texas Tech University (TTU) senior in animal science, meat business emphasis, plans to continue her meat science education in graduate school there. Woolley, Block and Bridle president and member of the American Meat Science Association, was part of the TTU 2011 National Champion Livestock Judging Team.

Meghan Blythe, a junior in agricultural economics at Kansas State University (K-State), expanded that field all the way to Brazil in January and will study international animal science and agribusiness in China this May. The president of the Kansas Junior Angus Association and board director of the National Junior Angus Association (NJAA) was awarded a \$4,000 Colvin Scholarship.

Bailey Harsh is an Ohio State University (OSU) junior in both agricultural communications and animal science with a meat science emphasis. She is an OSU College of Food, Agricultural and Environmental Sciences (CFAES) ambassador and member

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Faith Jurek
Lubbock, Texas
Texas Tech University



Rebecca Acheson
Windsor, Colo.
Colorado State University

Commitment with

of the OSU Meats Judging Team. After earning a graduate degree in agricultural communications, Harsh plans to work in agricultural public policy. She received a \$3,000 Colvin Scholarship.

Lindsey Grimes, a junior at OSU in animal science with an emphasis in meat science, earned the \$2,000 Colvin Scholarship award and hopes to obtain a master's degree in meat science at K-State. In December 2010, Grimes studied human and animal interactions in New Zealand. She is the Foundation director for the NJAA Board, an OSU CFAES ambassador, and committee chairman for OSU Saddle & Sirloin Club.

Wyatt Bechtel, a senior in agricultural communications and journalism at K-State, is the National Agricultural Communicators of Tomorrow (ACT) editor and a partner in his family's commercial cow-calf and stocker cattle operations. Upon graduation, the \$1,000 Colvin Scholarship winner plans to work in the communications field for the beef industry.

Faith Jurek, TTU agricultural communications major, hopes to move on to graduate school in meat science there after graduation in December 2012. Jurek is the president of the university's ACT club and the agricultural council representative for the TTU Meat Science Association. Last summer, she competed in the Australian International Meat Judging Contest and gained a global perspective of the beef industry. She received a \$1,000 Colvin Scholarship.

Rebecca Acheson is the \$5,000 graduate-level Colvin Scholarship recipient, and was a top undergraduate scholarship winner in 2008. She conducts doctorate-level research

at Colorado State University in the area of beef-cut nutrition.

As consumer dietary concerns continue to increase, "it will be essential that branded beef programs add a nutritional side to their marketing plan," wrote Acheson, describing the benefits her research will have on high-quality beef production. "This project has been designed to encompass all parts of our industry, which includes companies that produce the highest-quality beef." When her work is completed, the public will have nutritional information for "every cut of beef from the Select to upper-two-thirds Choice quality grades."

Following graduation in August 2013, Acheson plans to work in beef research and development, and to become an active spokesperson for the beef industry.

The CAB Annual Conference golf outing and auction raise these Colvin Scholarship funds. Top undergraduate and graduate recipients win all-expense-paid trips to the 2012 Annual Conference in White Sulphur Springs, W.Va., where they can interact with leaders throughout the production, packing, retail and foodservice industries.

The CAB brand, owned by the nearly 30,000 members of the American Angus Association, works with ranchers across North America to provide consumers with the most consistent, highest-quality beef available. For producer information, visit www.cabpartners.com; or for consumer information, www.certifiedangusbeef.com.



Editor's Note: Emily Krueger is the industry information intern at Certified Angus Beef LLC.