

# Elite Company

Jake Scott receives the Association's Herdsman of the Year Award.

by Eric Grant



PHOTO BY SHAUNA ROSE HERMEL

NATIONAL  
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There's little doubt Jake Scott will remember the 2007 National Western Stock Show (NWSS) for three reasons:

First, frigid temperatures made life tough not only getting to and from Denver, but also during preparations for the Angus pen and carload shows in the historic stockyards.

Second, Rolling RRR Ranch LLC, the operation Scott manages, took home grand champion and reserve grand champion honors in the pen-of-three competition.

And third, Scott's peers recognized him as the American Angus Association's Herdsman of the Year. It's an award he says he's honored to receive, but, he adds, it's more of a reflection of the hard work and dedication of the good people he works with.

"You're only as good as the people you have around you," says Scott, who is general manager of the Edmond, Okla.-based Angus ranch.

"This award," explains Rod Wesselman, Association regional manager, "recognizes an exhibitor who works diligently during the year preparing Angus cattle at the shows. Jake's hard work and dedication are exemplary for the Angus breed."

### Crème de la crème

Scott is a graduate of Oklahoma State University, where he competed on the livestock judging team and earned a degree in animal science and business.

His first job out of college was with Nebraska-based Whitestone-Krebs, where he successfully managed the ranch's showbarn activities.

In 2003 he joined Rolling RRR Ranch LLC, where he oversees the management of the operation's 800 Angus cows, and coordinates production and marketing activities with two cooperator herds. These cooperator herds provide both recipient

cows for the ranch's embryo transplant (ET) program and purebred Angus cattle.

Rolling RRR, which is owned by Marc Rowland, teamed with Express Ranches to form a marketing alliance known as Express Genetics. The bulk of bulls and females produced by Rolling RRR are marketed through Express Ranch's Angus sales, although the ranch does offer some cattle private treaty.

"When Marc and Express first formed this partnership, it made a lot of sense for both of us. It still does today," Scott says. "Express helped shape the Rolling RRR breeding program, and we are able to produce a volume of cattle that are similar to Express' both genetically and in kind. Therefore, it is still a good fit today."

As part of the ranch's customer service, the ranch offers show preparation services to buyers of its elite cattle. That means Scott and others with the company spend a great deal of their time helping their customers prepare their cattle for exhibition and competition.

"It's a niche market for us," Scott explains.

Rolling RRR exhibits cattle at only one show each year, however, and that's why the marketing exposure at Denver has come to play such a critical role for the ranch's success.

"Denver is the crème de la crème," Scott says. "For the Angus breed as a whole, it's



PHOTO BY ERIC GRANT

► Jake Scott, Rolling RRR Ranch LLC, Edmond, Okla., was named Angus Herdsman of the Year at the 2007 National Western Stock Show.



enormous. There are trends that come and go, but the one thing that's been a mainstay in this business over the years is that people still enjoy the competition, and they still enjoy looking at phenotypically superior cattle. They get to see the best of the best."

This year, they got to see the best Rolling RRR Ranch had to offer. And the company met and exceeded every expectation by exhibiting both the grand champion and reserve grand champion pen of three. The grand champion pen consisted of January 2006 sons of EXAR New Look 2971, BR Midland and EXAR Lutton 1831. They posted an average weight of 1,413 pounds (lb.) and first won early calf champion pen.

The reserve grand champion pen first won late calf champion pen. The February 2006 progeny of BR Midland and EXG Osage N112 R3 posted an average weight of 1,313 lb.

For Scott, he takes it all in stride.

"It's an honor to be recognized by my peers in this business," Scott says. "There are a lot of very deserving, hard-working people who deserved it as much as I did. But the award is not a reflection on me; it's a reflection on the program and the people we've assembled around us."

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PHOTOS BY SHEILIA STANNARD, AMERICAN ANGUS ASSOCIATION

► Scott receives the Herdsman of the Year Award from Rod Wesselman, Association regional manager, during the 2007 NWSS Angus Herdsman Banquet Jan. 8 in Denver, Colo.



► Above: Scott says Rolling RRR exhibits cattle at only one show each year, which is why the marketing exposure at Denver has come to play such a critical role for the ranch's success.

► Left: Rolling RRR took home grand champion and reserve grand champion honors in the pen-of-three competition.