

# Excellence Honored

## Cattlemen honor standout achievement among their peers.



Cattlemen gathered Feb. 1-4 at the 2006 Cattle Industry Annual Convention and Trade Show in Denver, Colo., to reward dedication and innovation in various aspects of the beef industry.

### Pioneers share vision award

Dean Davis, Pingree Design and Equipment, Greeley, Colo., shares this year's Beef Industry Vision Award with Jim Odle and Buddy Jeffers, founders of Superior Livestock Auction, Fort Worth, Texas.

The Vision Award, sponsored by Micro Beef Technologies, was established to recognize the best beef innovator of the year. Recipients are individuals whose innovations have been incorporated into their operations and enhanced their individual businesses, as well as the cattle industry overall. Nominees were evaluated on the basis of effective use of technology, effect on production costs, ingenuity of implementation, innovative marketing, effect on the industry and optimum resource management.

Davis' innovations have touched almost every aspect of the beef production and meat packing industries. His inventions include the walking beam, hide and down pullers, and curved feedbunks. All have been used across the nation to reduce costs, decrease injuries, and improve the safety and quality of beef.

Odle and Jeffers founded Superior Livestock Auction in 1987 as the nation's first satellite video cattle auction. It has now grown to become a leader in the cattle marketing industry, with 400 field representatives working across the nation. It manages all aspects of cattle transactions, from contract to delivery and payment.

The satellite auctions founded by Odle and Jeffers benefit both buyers and sellers of cattle by bringing them together regardless of geographic location. They were also instrumental in developing national standards for preconditioning calves, and have been leaders in developing age and source verification methods for cattle.

Other finalists for the 2006 Vision Award include Stevenson Basin Angus, Hobson, Mont.; Kent Haden, MFA Inc., Columbia, Mo.; Bud Adams Jr., Adams Ranch, Fort Pierce, Fla.; John Brethour, Kansas State University Ag Research Center, Hays, Kan.;

Roy Moore, Maverick Ranch Natural Meats, Denver, Colo.; and Michael and Phillip Mosner, David Mosner Inc., Bronx, N.Y.

### Lightsey family named 15th ESAP winner

Representing the National Cattlemen's Beef Association (NCBA) Region II, Lightsey Cattle Co. was named the 2005 Environmental Stewardship Award Program (ESAP) national winner. The award program is sponsored by NCBA, Dow AgroSciences and the U.S. Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS).

"For generations, the Lightsey family has made extensive and innovative efforts to preserve their thousands of acres of pristine natural landscapes in the Lake Wales, Florida, area," explains Stacey Katseanes, NCBA ESAP program coordinator. "They are proactively involved in raising national awareness about the importance of land conservation, reaching out directly to educate even the urban folks and working intently with conservation groups."

"This operation has increasingly faced the pressures of urban sprawl, and they fought back to keep the land intact and make land preservation a top priority," says Jim McAdams, NCBA outgoing president. "The family is a vocal advocate for preserving and enhancing cattle producers' way of life. Touring their operation, you will find an amazing abundance of wildlife."

Lightsey Cattle Co. is a diverse operation with three locations. Duties include managing a cow-calf operation and preconditioning feedlot, tending to citrus groves and timber cutting, and guiding guests on hunting and ecological tours of the ranches. The land has been with the family since the mid-1800s.

Other finalists for the ESAP award include Li'l Ponderosa Ent. of Carlisle, Pa.; Faris Farms of Mount Ayr, Iowa; Richards Ranch in Jacksboro, Texas; Simms Cattle Co. LLC of McFadden, Wyo.; Prather Ranch of Fall River Mills, Calif.; and Gates Angus Ranch of Coldwater, Kan.

### Outstanding CattleWoman named

Vicky Fick of Lake City, Minn., was named the Outstanding CattleWoman of

the Year during the American National CattleWomen Inc. (ANCW) awards banquet. Bayer Corp. sponsored the award, which is given to a cattlegirl who has excelled at beef promotion on the local, state and national level, while contributing dedication, commitment and support to the ANCW.

Fick is an active member of the Minnesota CattleWomen and ANCW, having served both organizations in various leadership positions. She chaired the Beef Cook-Off program in Minnesota for eight years. She served on the Minnesota Beef Council for 19 years and was a board member of Minnesota Ag in the Classroom.

Fick has appeared at many health fairs, promoting healthy eating and beef's role in a healthy diet. She has been a classroom presenter for more than 15 years and reached more than 1,900 students in 13 schools in one year. She is a certified trainer for the Food, Land and People program, and conducts workshops for teachers using this curriculum.

Fick and her husband operate a family farm in southeastern Minnesota where they raise crops and commercial beef cattle.

### Trailblazer honored

Jackie Moore, co-owner of Joplin Regional Stockyards of Carthage, Mo., was given *Beef* magazine's 2005 Trailblazer Award.

This award is presented annually to an individual whose industry contributions and leadership were instrumental in pushing forward research, programs or projects that benefited the industry and improved U.S. beef producers' production and profit environment.

Moore was lauded for his years of progressive innovation and leadership in the livestock auction facility he co-owns with brother-in-law Steve Owens. In the past decade, Moore has been the nation's most visible commercial champion of calf-management programs designed to improve calf health and value.

