

# Five Inducted into Livestock Marketeers Hall of Fame

The Livestock Marketeers added five industry professionals to their Hall of Fame wall at the National Western Stock Show Club Jan. 14.

The Livestock Marketeers — an informal fraternity of livestock fieldmen, auctioneers, sale managers and related livestock business leaders — met for their 47th annual banquet, honoring some of the legends in the profession. The event is hosted by American Live Stock in conjunction with the National Western Stock Show (NWSS) in Denver, Colo.

The Livestock Marketeers group was started in 1965 to provide a fraternal organization of livestock professionals and to make annual awards in order to encourage younger members of the industry to succeed in their chosen profession.

This year's honorees included Don Cagwin of Virginia, Ill.; Dick Carmichael of Springfield, Tenn.; and Jay George of Lebo, Kan. Posthumous additions included Walt Browarny of Calgary, Alta., and Ed Huff of Warrenton, Va.

## Don Cagwin

Don Cagwin was born Aug. 3, 1939, in Lockport, Ill., and raised on a livestock feeding farm. He exhibited cattle nationally through Illinois 4-H and FFA for many years, winning championships at the American Royal, Chicago International, NWSS, Fort Worth and San Antonio shows.

Don did stints as a herd manager and fieldman for the American Shorthorn Association before establishing Cagwin Cattle Services Inc. in 1971 as a sale management firm to serve the Maine-Anjou and Shorthorn breeds. Don was responsible for importing the first Maine-Anjou into the United States, as well as the first Irish Shorthorn cattle. He purchased a packinghouse that added more depth to his dedication to the beef industry.

The firm continues the management of Shorthorn sales today. In 1993, Don took over as publisher of *Shorthorn Country* magazine.

Cagwin currently owns and operates a Shorthorn farm in Virginia, Ill. This herd was established in



► The Livestock Marketeers inducted three members of their fraternity — Don Cagwin, Dick Carmichael and Jay George — into the Hall of Fame during the 2012 National Western Stock Show in Denver, Colo. They're shown with the friends who "roasted" them (left to right), Craig Reiter of Elmore, Ohio; Delvin Heldermon of Sulphur, Okla.; Dick Carmichael of Springfield, Tenn.; Lynn Weishaar of Reva, S.D.; Jay George of Lebo, Kan.; Gary McDonald of Benson, Ariz.; Don Cagwin of Virginia, Ill.; Sherman Berg of Blair, Neb.; Bruce Brooks of Marietta, Okla.; and Neil Orth of Kansas City, Mo.

1973. He lives on the farm with his wife of 51 years, Kathleen. They have three children (Cindy, Jeff and Amanda) and five grandchildren.

## Dick Carmichael

Richard "Dick" Carmichael grew up on a family-owned farm near Bloomington, Ind., raising, fitting and showing purebred Angus cattle for competition at local, state and national shows. His fascination with purebred livestock auctions began at an early age, attending sales with his father, Elsworth.

Dick earned a degree in animal science from Purdue University, where he was an active member of the Collegiate 4-H and Block and Bridle clubs.

He started his career as a field representative for *The Drovers Journal*. That position laid the groundwork for Dick to later work for the *Charolais Banner*, Shawnee Mission, Kan., as field representative, director of field staff and

eventually part owner. In time, the American International Charolais Association (AICA) started the *Charolais Journal*, and Dick served as field representative for the new publication.

In 1979, Dick and his wife, Ruth Ann, formed Carmichael Enterprises, an independent Charolais sales management business. During the next 15 years, he conducted and managed more than 200 auction sales throughout the United States and Canada. They managed consignment sales hosted in conjunction with several major livestock shows, including the NWSS.

Eager to return to the ring and to deal with all breeds and species of livestock, Dick took a position as livestock advertising representative for the *Wallace's Farmer*, *Missouri Ruralist* and *Wisconsin Agriculturalist* in 1994. In 1999, Farm Progress Companies acquired several farm publications in the southeastern United States and selected Dick to head up the livestock advertising sales for all those magazines under the umbrella of the *Southern Beef Producer*.

In 2004, Dick became an independent,



full-time ringman, once again operating as Carmichael Enterprises. While the purebred beef cattle industry remains his main focus, he branched out in 2006 and works with Williams & Williams Auction Co. of Tulsa, Okla., taking bids at the firm's real estate auctions across the country.

Dick and his wife reside in Springfield, Tenn. He continues to work the ring at more than 150 sales annually.

### Jay George

Kansas native Jay George understands that livestock producers have a passion for what they do, and he brings a matching respect and enthusiasm to marketing their stock. His career has encompassed the entire spectrum of livestock marketing: breed association fieldman, professional sales management, ring service, livestock photographer, sale catalog and advertising design, order buyer, livestock evaluator and event manager.

A 1973 graduate of Kansas State University (K-State), Jay was a member of K-State's livestock and meats judging teams, the Block & Bridle Club, and a student employee at the K-State Purebred Beef Barn. Jay built his career as an American Hereford Association (AHA) fieldman and with United Livestock Brokers Inc. sales management. He also worked as field staff director for *Tri-State Livestock News* for four years. Jay spent a term as Black Hills Stock Show (BHSS)/Central States Fair board director, where he initiated the Stockman's Hall of Fame and Banquet, the BHSS Foundation and helped start the Cowboy Heritage Old West Collector Auction.

Ten years with AHA laid the foundation for his career as a marketeer, Jay says. He started in the upper Midwest and then moved to the North and South Dakota territory. Jay was recognized as a "breeder's fieldman," focused on building AHA's Total Performance Records program and expanding its use as the primary tool for breeder herd improvement; using performance-proven bloodlines; promoting Hereford as the commercial cow herd crossbreeding sire of the black baldie; and maintaining a Hereford "presence" at commercial cattlemen's events.

Jay joined the United Livestock Brokers (ULB) Inc. sales management firm established in 1970 by Gary McDonald. ULB's main focus has been on Hereford breed sales, but has also included Angus, Red Angus, Charolais and Salers cattle, and in the mid-1990s expanded with the management and promotion of ranch and performance horse sales.

"For ultimate success in this business, as a breeder or marketeer, you must 'talk' purebred

but 'think' commercial," Jay quotes McDonald. "Remember that in the end, commercial cattlemen drive everything we do."

In accepting his award, Jay pointed out the industry leaders and mentors he's been privileged to work with during his career.

"Any man's success is due to the foundation upon which he started, and the team of people by which he is surrounded. I have experienced some of the best," Jay explained. "I have been fortunate to be surrounded by many livestock industry leaders, breeders and marketeers who built the foundation, set the standards and have served as mentors. Any career success I may have experienced can be attributed to their guidance and support."

He credits his father, Phillip, and uncle, Jackson George, for instilling a work ethic and a profound passion for Hereford cattle, along with a host of other industry leaders.

Jay George maintains a full ULB sales schedule. And after 30 years in western South Dakota, he has returned to the George family's Kansas ranch, breeding commercial Hereford cattle and performance Quarter Horses.

See the YouTube presentation about Jay George from the Livestock Marketeers banquet at [www.youtube.com/watch?v=3xeGq79uHQk](http://www.youtube.com/watch?v=3xeGq79uHQk).

### Walt Browarny

For more than 40 years, Walt Browarny set the standard for livestock photography. Born and raised in Calgary, Alta., Canada, Walt began his career at Imperial Oil, where he worked for 14 years. He began to branch out into freelance photography, working for *The Albertan Daily* newspaper. Some of his assignments were to attend rodeos; the newspaper was most impressed and he won a Canadian Press Award for one of his rodeo photographs. Walt became well-known for his rodeo photography.

Walt was hired to photograph the first World Charolais Show and Sale in 1967. In 1969, he went into photography full-time. He went to Denver for the NWSS and from there on, he was committed to livestock photography.

Walt traveled the world with his job, shooting livestock in their natural environment — from the Alberta foothills to the dairy barns of Europe and grassy pastures of South America. He spent long hours in showrings around the globe, photographing champions of all breeds. Walt photographed for all the breed associations and publications, and was recognized by them all. Walt was honored as the *Record Stockman's* Canadian Man of

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the Year at the NWSS in Denver in 1998.

Developing a number of techniques to get just the right shot, Walt changed the angle of his camera to depict an animal's muscle, used mirrors to get its attention and brought a natural profile pose to his photos. The Browarny look became the cattle industry's standard worldwide.

Walt died in Calgary Aug. 24, 2011, at 75 years of age. In addition to his wife, Marie, Walt is survived by daughter Shannon, son Allan and two grandchildren.

Allan is carrying on the tradition as a livestock photographer.

Thousands of images from the Walt Browarny Legacy Collection remain as testimony that the animals, landscapes, faces and the moments captured by Walt Browarny are truly one of a kind. Visit [www.browarny.com](http://www.browarny.com) or [www.showchampions.com](http://www.showchampions.com).

## Ed Huff

Ed (Erskine) Huff of Warrenton, Va., established and led a long tradition of livestock fieldmen in the southeastern United States. He was a pioneer who worked for the *Eastern Breeders Journal* and the *Livestock Breeders Journal*, and is remembered as a great mentor and teacher to future generations of fieldmen in that region.

For more information on the Livestock Marketeers, visit [www.livestockmarketeers.com](http://www.livestockmarketeers.com).

