

New Leadership



PHOTOS BY KASEY MILLER

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NCBA

Nebraska cattleman named new NCBA president.

Nebraska cattleman J.D. Alexander was named 2012 president of the National Cattlemen’s Beef Association (NCBA) during the organization’s annual meeting in Nashville. Alexander officially took the reins of NCBA from Bill Donald, a rancher from Melville, Mont.

Elected NCBA president-elect was Scott George, a second-generation Wyoming farmer. Also elected to NCBA posts at the meeting were Bob McCan, Texas, vice president; Craig Uden, Nebraska, Federation Division chairman; Richard Gebhart, Oklahoma, Federation Division vice chairman; Don Pemberton, Missouri, Policy Division chairman; and Philip Ellis, Wyoming, Policy Division vice chairman.

The 2012 Cattle Industry Convention and NCBA Trade Show attracted a record 8,216 attendees. The attendance eclipsed the old record of just less than 7,000, set at NCBA’s 1998 centennial celebration. Alexander said the turnout was representative of the enthusiasm in the industry.

“If you want a voice, want to make a difference and want to ensure that your family operation stays in the family, you must step up to the plate, get off the sidelines and become actively involved in your industry,” he said. “Together — with our state and national partnership — we will be at the table and off the menu.”

Alexander has served as chairman of the Federation Division and on numerous NCBA committees. George was previously NCBA vice president and has also served on the Beef Promotion Operating Committee and as chairman and vice chairman of the Federation Division.

The next generation of cattlemen and women took an active role in the convention, with more than 1,000 young people registered to

attend. Marketing, public speaking, quiz bowl and livestock judging contests were held for youth of all ages.

More than 250 companies and organizations exhibited at the NCBA Trade Show — another record. While convention attendees spent a great deal of time in meetings and at educational seminars, there were multiple entertainment events for them to attend.

Alexander called the 2012 Convention and NCBA Trade Show “a convention of a lifetime” that exceeded expectations.

“There was a lot of optimism and positive energy at this convention,” Alexander said. “We saw a lot of ranchers and farmers — both young and old — looking to the future and the possibilities it holds. We’ve got a lot of momentum in this industry and in NCBA.”

Editor’s Note: This article is adapted from a news release provided by NCBA.



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Beef Board

Wesley Grau elected chairman of the Cattlemen’s Beef Board.

Cow-calf and seedstock producer Wesley Grau from Grady, N.M., was re-elected by fellow Cattlemen’s Beef Promotion and Research Board (CBB) members to serve as chairman in 2012, after fulfilling a partial term at the helm in 2011. The vote came Feb. 4 during the 2012 Cattle Industry Annual Convention in Nashville, Tenn.

Grau was born in New Mexico and traces his cattle-business beginnings to 1960 when, at the age of 9, his father let him start raising show steers. He earned enough money from his show steers to start at New Mexico State University in the fall of 1969, pursuing a bachelor’s degree in agriculture economics.

In 1906, Grau’s grandfather homesteaded on the place where Grau currently resides. His family has accumulated land and grown the ranch to the size it is now. Today, Grau and his brother, Lane, operate

Grau Charolais Ranch, where their primary business is genetics.

Grau started 2011 as vice chairman of the CBB, then finished out a partial term as chairman beginning in August.

"I love to have things run correctly," Grau said as he began his full-year term. "There are right ways and wrong ways to live in this world, and my intentions when I became a Beef Board member were to make sure our producers' money was spent correctly and to make sure we were getting the most mileage out of every dollar being invested.

"I am a peacemaker by heart," he continued. "I love to bring people together and love to have a general consensus on issues."

Given the pre-1985 decline in per capita beef consumption, increasing environmental pressure on beef producers, and the BSE scare of 2003, Grau said had the checkoff not been in existence, he and some of his fellow beef producers may not currently be in the beef business.

"We've got millions of acres in the U.S. that cannot be utilized for food for humans except by cattle or some sort of livestock. And they're not making any more land," Grau said. "So we've got to remember the good things our checkoff does, researching and promoting the nutritional benefits of beef to today's consumer, about our more than 29 lean cuts of beef, and about the fact that beef is one of the best brain nutrients that we have."

For more information about your beef checkoff investment, visit www.mybeefcheckoff.com.

Editor's Note: This article is adapted from a news release provided by CBB.

ANCW

New ANCW president is cow-calf producer and entrepreneur.

Tammi Didlot, Moore, Okla., was elected 61st president of the American National CattleWomen Inc. (ANCW) during the organization's 2012 Annual Meeting in Nashville, Tenn. The ANCW is a voice for women who support and promote the beef industry.

Tammi grew up on a farm and ranch in Southwest Oklahoma.

Her grandparents were in the Oklahoma Land Rush and homesteaded in Altus, where her father still resides and manages the farm and ranch. After spending several years away from Oklahoma, Tammi and her husband, Dale, decided to return home in 2000. They live in Moore, and Dale is high school principal for Mid-Del Schools. They purchased land connected to the family farm and became more actively involved in the cattle and farming business. Currently, Tammi and her father run a cow-calf operation of primarily Angus cattle.

Tammi has a bachelor's degree in business administration from Oklahoma State University. She has completed the Oklahoma Agricultural Leadership Program. Within ANCW, Tammi has served as vice president and president-elect, as well as membership chairperson and on the Budget and Promotions committees.

In addition to working on the farm and helping with the cattle, Tammi owns and operates SelectForce, a company that performs pre-employment screening and drug testing. Prior to joining SelectForce, she worked for ChoicePoint, a data aggregation company, in numerous roles, including vice president of sales and marketing. With those positions she spent time in Oklahoma, Arizona, New Mexico, Nevada, Utah and Kansas.

In addition to serving as president for ANCW, Tammi is the current president for Oklahoma CattleWomen and the president of Agriculture Leadership Oklahoma. Other organizations she supports include the Sirloin Club, Diamond Hats, Oklahoma City Chamber of Commerce, National Cattlemen's Beef Association (NCBA), and Texas and Southwestern Cattle Raisers Association (TSCRA). In 2011 Tammi received the Oklahoma Ag Woman of the Year award.

ANCW's 2012 Executive Committee members are Tammi Didlot, Oklahoma, president; Barbara Jackson, Arizona, president-elect; Patti Buck, Colorado, vice president; D'dee Haynes, Oklahoma, recording secretary; Jill Ginn, Texas, past president; Ann Nogan, Pennsylvania, Region I director; Marcia Callaway, Georgia, Region II director; Penny Zimmerman, Minnesota, Region III director; Desta Crawford, Texas, Region IV director; Peggy Biaggi, Oregon, Region V director; Judy Ahmann, California, Region VI director; Janice Rustad, North Dakota, Region VII director; and Susie Magnuson, Colorado, parliamentarian.

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Editor's Note: This article was provided as a news release by ANCW.

Incoming officers rally producers to cause

Rallying their troops to a common cause, officers of the National Cattlemen's Beef Association (NCBA) and the Cattlemen's Beef Promotion and Research Board (CBB) addressed Thursday's general session of the 2012 Cattle Industry Convention in Nashville, Tenn. NCBA 2011 Vice President J.D. Alexander and CBB 2011 Vice Chairman Weldon Wynn urged beef producers in attendance to become fully engaged in developing policy and programs at the convention, and to encourage involvement among producers "back home."

Borrowing from a previous convention speaker, former Navy SEAL Marcus Luttrell, Alexander exhorted the audience to be "fearless, determined and motivated" in attacking the work ahead. The Nebraska cattle feeder said the convention had attracted record attendance, and active member participation is needed for NCBA to be most effective in defending cattlemen's interests.

"If you're not at the table, you risk being on the menu," stated Alexander. "If you want a voice, get off the sidelines and become actively involved in the organization. Help prevent our industry from being the main course at big government's café."

Alexander reviewed successful NCBA efforts to halt onerous government regulation, including USDA's proposed GIPSA rule, overly ambitious Environmental Protection Agency (EPA) dust regulation and an attempt to make commercial drivers' licenses a requirement for agricultural producers and employees. He said the coming year will find NCBA pushing for elimination of estate taxes that can keep farm and ranch operations from being passed to succeeding generations.

Wynn, an Arkansas cattleman, urged producers to help shape the future by influencing decisions related to CBB

investment of beef checkoff dollars for promotion and education. He suggested they "make it personal" by becoming ambassadors for the industry.

"There's a role for every one of us," said Wynn. "I suggest you participate in our Masters of Beef Advocacy course and get your own 'MBA.' Stand up; be proud of what you do and how you do it. Share it with consumers. Tell the media. And tell the positive story about what the checkoff is doing to your fellow cattlemen. They contribute to the checkoff, so they are part of it."

— by Troy Smith

Editor's Note: This article is part of the event coverage posted to www.4cattlemen.com by Angus Productions Inc. (API). Visit the newsroom at www.4cattlemen.com for comprehensive coverage of the event. For API coverage of other industry events, visit www.api-virtuallibrary.com.