



Newsmakers

► Items of interest **about** and **for** members of our Angus family. *Compiled by Linda Robbins.*

IN THE NEWS

American Angus Association members **Bailey Harsh**, Radnor, and **Jeff Moore**, Cheshire, were among the participants selected for the 2011 Ohio Cattlemen's Foundation Young Cattlemen's Conference (YCC) Aug. 11-13. The three-day leadership development program, made possible by Pioneer, the Ohio Soybean Council, Farm Credit Services and Monsanto, brought together 14 young cattlemen and women from across the state to develop future spokespeople for the beef industry.

The conference kicked off Thursday evening with dinner in Columbus. The dinner was made possible by event sponsors and the Ohio Cattlemen's Association. Participants were also witness to the 2011 Ohio State Fair Commercial Cattle Show carcass awards presentation.

Guest speaker Barb Wilkinson, executive director of governance and leadership development for the National Cattlemen's Beef Association (NCBA), followed the awards presentation with a presentation challenging young producers to get involved in the opportunities of today's beef industry.

Friday morning, delegates participated in a spokesperson training program led by Daren Williams, executive director of communications for NCBA. Williams led participants through mock media interviews and provided them with the tools necessary



► Young Cattlemen's Conference participants enjoyed the opportunity to learn about issues in the beef industry at the Ohio State House. Pictured are (front row, from left) Patrick Barker, Montgomery County; **Bailey Harsh**, Delaware County; Sarah Wireman, Auglaize; Casey Holton, Stark; (second row, from left) Natalie Hammer, Stark; Suzanne Watson, Licking; Neill Fowler, Greene; (third row, from left) Jason Gibbs, Shelby; Andrew Hammer, Stark; Danielle Everett, Butler; (fourth row, from left) **Jeff Moore**, Gallia; Ryan Bapst, Pike; Michael Everett, Butler; and Alan Watson, Licking.

to effectively share their story with any consumer audience.

Following lunch, participants traveled to the Ohio State House where they met with Rep. David Hall (97th District), chairman of the House Agriculture and Natural Resources Committee. Rep. Hall spoke about current Ohio legislation affecting the beef cattle

industry and the future of agriculture in Ohio.

Next, delegates arrived at The Ohio State University (OSU) where they were led through a mini Beef 509 course taught by Henry Zerby, OSU Meat Science instructor. The group learned about the leading factors affecting meat quality, grading, price, flavor and tenderness. They also had the unique opportunity to observe the grand and reserve champion beef carcasses from the 2011 Ohio State Fair.

Early Saturday morning, Daren Williams provided insight into the U.S. Farmer and Rancher Alliance (USFRA). Williams led the discussion on how attendees could utilize their presence within the industry to connect with consumers and extend the campaign's initiatives.

Ohio Farm Bureau Federation's Dan Toland took the stage to provide delegates with an overview of the social media environment. Toland shared his knowledge of Facebook and walked participants through the enrollment process and demonstrated how to utilize the tools in order to educate consumers about the beef industry.

Following lunch, the Ohio Department of Agriculture's Mike Bailey shared a Livestock

Iowa State Fair Angus Show, Aug. 16, Des Moines, Iowa



► **Gene Knop**, Knop Angus Farm, Ida Grove, Iowa, received the Historic Angus Herd Award and the Lyle Herring Award. Pictured are (from left) Paul Stueland, presenting; Danny Knop, Gene Knop, Kolton Knop, Colleen Knop, Mark Leonard, Sheryl Leonard; and Robert Schlutz, Iowa State Fair director.

Care Standards Board update and provided further insight into the progress that has been made by the board. Bailey encouraged the young producers to attend meetings and further familiarize themselves with the new practices that may affect their operations.

Ohio Beef Council (OBC) staff led attendees through a discussion regarding OBC's role in checkoff collection and current beef promotional efforts in Ohio. The conference concluded with a discussion led by Ohio Cattlemen's Association (OCA) staff highlighting the value of membership.

Association members **Linda Gordy**, Clark County, and the **Posler family**, Harrison County, were among the 46 inductees to the Missouri 4-H Hall of Fame Aug. 14 during the Missouri State Fair. Inductees from 35 counties established a legacy totaling 1,600 years of service to 4-H. A record crowd of 650 family members and friends attended the fifth annual event.

IN PASSING

Harry "Red" Weining, 84, formerly of Louisville, Ky., died July 21.

Harry was a member of the Church of the Annunciation in Shelbyville, Ky.

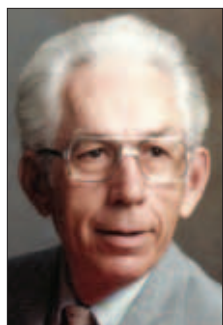
He played football at the University of Louisville, including the undefeated team of 1947. He was a Navy veteran of World War II.

Harry became a partner in Loudon Sheet Metal Co. until his retirement. After retirement, he became a successful breeder of registered black Angus cattle, receiving the Kentucky Angus Association Lifetime Achievement Award.

Harry is survived by his wife, Nancy; daughter Deborah; and sister Marcella.

Albert John Maurer, 93, Bryan, Texas, died Aug. 10.

He was born to Albert R. and Mary Maurer in Beaver Dam, Wis., April 21, 1918.



He served in the 6th Infantry Division in the Pacific during World War II.

Maurer loved his family, friends, Angus cattle and his country. He spent his entire working life in the pursuit of producing better beef cattle through improved genetics. Both of his sons benefited from his love of Angus cattle to continue five generations of serving the cattle industry.

He had been a life member of the American Angus Association since 1952, a life member of the Houston Livestock Show,

the American Legion and the First United Methodist Church in Bryan.

Maurer is survived by his wife of 64 years, Betty; sons John and Matthew; daughters Mary and Teresa; seven grandchildren; and eight great-grandchildren.

INDUSTRY EXTRAS

Pablo Pinedo has accepted the position of assistant professor in ruminant animal health with Texas AgriLife Research in Amarillo. He will serve as project leader for planning and conducting research in ruminant animal health involving beef, cow-calf, dairy, feedlot and stocker industries in the Texas High Plains region. He began his new position Aug. 1.

Amber Itle and **Eric Behlke** were recipients of the 2011 AgriLabs Dr. Bruce Wren Continuing Education awards at the annual meeting of the American Association of Bovine Practitioners (AABP). Each \$5,000 award will be used by the winners to make possible the professional continuing education proposals they submitted. Itle works with dairy cattle at the Kulshan Veterinary Hospital, a mixed practice in Lynden, Wash. Behlke works for Feedlot Health Management Services primarily in animal health and feedlot production in the United States, Canada and Mexico.

Lorna Marshall, Burlington, Colo., has been hired as senior North American beef account manager by Genex Cooperative Inc. She will share her 15 years of experience and expertise in the bovine artificial insemination (AI) and genetics industry within the

cooperative's beef marketing and sire acquisition programs.

Mark Lyons has been named vice president of corporate affairs and **Geoff Frank** has been appointed manager of North American sales as part of a company directorship realignment for Alltech to take strategic advantage of emerging opportunities.

Debra Kearney was selected by the Nutrients for Life Foundation as regional representative in Iowa to provide educational, grassroots and public awareness services to the state. Her primary role will be to work with educators in the school system in the promotion of the Foundation's plant and soil science curriculum, *Nourishing the Planet in the 21st Century*, work with industry members in sharing the Foundation's core programs and enhance community relations.

Karl Barnhart has been named chief marketing officer for Brandt Consolidated Inc. He will lead the company's corporate marketing efforts across its three operating divisions – retail, agronomy, specialty formulations and dealer support. His responsibilities will include the company's sponsorship of NASCAR Nationwide Series driver Justin Allgaier.



Editor's Note: This column is compiled by Assistant Editor Linda Robbins. To submit your "Newsmaker" item, email lrobbins@angusjournal.com or call 816-383-5245.