

# The Winners

Organizations reward excellence by naming award winners throughout the 2007 Cattle Industry Annual Convention.



► **Left:** Thaler Land & Livestock Co. of Lagrange, Wyo., was named the 2006 Environmental Stewardship Award Program (ESAP) national winner during a special reception for media and program alumni. Dow AgroSciences and the U.S. Department of Agriculture (USDA) Natural Resources Conservation Service (NRCS) sponsor the program to honor cattle producers whose stewardship practices are inventive, cost-effective and contribute to environmental conservation. The Southeastern Wyoming feedlot and backgrounding operation was nominated by the Wyoming Stock Growers Association.

PHOTOS BY SHAJUNA ROSE HERMEL



► **Left:** Winner of the 2007 National Collegiate Beef Quiz Bowl is Penn State University, represented by team members Debbie McAlister, Ben Cloninger, Kyle Grim and Douglas Sattazahn. Dan Kniffen served as team advisor. The Quiz Bowl is a joint program of the American Society of Animal Science (ASAS) and the National Cattlemen's Foundation (NCF). Teams earned the privilege of competing Feb. 2 in the national finals by winning the Academic Quadrathlon at their ASAS sectional meeting. The four regional winners qualifying to compete at this year's convention were Michigan State, Penn State, Texas A&M and Utah State.

PHOTO BY MICKY WILSON



► **Left:** Winning the first-ever National Stocker Award is Hughes Cattle Co., John and Robert Hughes, Bartlesville, Okla. Pictured are (from left) Wes Ishmael, *BEEF* Magazine; John; Robert; and Todd Ferkins, Elanco Animal Health.

► **Below:** Winning the Trailblazer Award at the 2007 Cattle Industry Annual Convention is Bob and Nancy Montross, DeSmet, S.D. Pictured are (from left) Bob; Nancy; and Joe Roybal, editor of *BEEF* Magazine, presenting the award.



## Beef Backers named

National Beef Backer Award winners were announced Feb. 1 by the Beef Checkoff Program at the Cattle Industry Annual Convention in Nashville, Tenn. The Beef Backer Award recognizes chain and independent restaurant operators who excel in menuing and marketing beef. This year's national winners included Buckhorn Steak & Roadhouse of Winters, Calif., in the "Independent" category; O'Charley's of Nashville, Tenn., in the "Chain" category; and Mortimer's of Boise, Idaho, as the "Innovator of the Year."

The National Beef Backer contest solicits restaurant entries through state beef councils. Oklahoma cattleman Brian Healey, chairman of the Joint Foodservice Committee notes, "It is important for beef producers to identify and honor those operators who continue to raise the bar in preparing and promoting beef on their menus. In 2006, more than 8.38 billion pounds of beef were served in the foodservice channel. This is a clear signal that today's consumers expect and are willing to pay for a memorable beef-eating experience away from home — the kind of experience they can count on at these National Beef Backer restaurants."



► Winning the Beef Backer Award for Independent Restaurant of the Year is the Buckhorn Steak & Roadhouse, Winters, Calif. *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) is a star on the Buckhorn menu.



► Winning the Beef Backer Award for Restaurant Chain of the Year is O'Charley's of Nashville, Tenn.



► Winning the Beef Backer Award for Innovator of the Year is Mortimer's of Boise, Idaho.

## Winners not pictured

**Top Hand.** The Top Hand Club was created in 1982 to recognize members who give of their time and effort to increase membership and strengthen the National Cattlemen's Beef Association (NCBA) organization. Members earn Top Hand Club status by recruiting at least three members within the past year. For their efforts, they earn incentives ranging from apparel to convention packages, made possible by sponsorship from John Deere.

The top two membership recruiters for 2006 were recognized at Saturday's awards luncheon. This year's top award went to David Fitzpatrick, Winchester, Ky. Fitzpatrick recruited 72 new members. This is the fifth time he has won the award. Dale Lueck, Aitkin, Minn., was the runner-up, recruiting 52 new members.

**CattleWoman of the Year.** Paulette Keller of Lloyd, Mont., was named the 2006 Outstanding CattleWoman of the Year during the American National CattleWomen's awards reception Feb. 1. Bayer Animal Health sponsored the award.

The award is given to a cattlegirl who has excelled at continued beef promotion on the local, state and national level, while contributing dedication, commitment and support to the American National CattleWomen

Inc. (ANCW). Keller was recognized for her beef promotion efforts and support of the National Beef Ambassador Program on both the state and the national level.

**Auctioneer Championship.** Gene Klaft of Los Alamos, Calif., was named the Champion Cattlemen's Auctioneer Jan. 31 at the Cattlemen's Championship Auctioneer Contest. The first-time event was hosted by the NCBA Livestock Marketing Council (LMC) and conducted in conjunction with NCBA's PAC bull auction at the NCBA Trade Show. Auctioneers sold bulls and sale credit lots during the auction. All lots were donated by NCBA members, with proceeds benefiting NCBA's Political Action Committee Fund (NCBA-PAC).

Klaft was sponsored by Templeton Livestock Market and Visalia Livestock Market, both of California. Reserve Champion Jay Romine of Mount Washington, Ky., was sponsored by Blue Grass Stockyards, Lexington, Ky. Second Runner-up Joel Martin of Williamston, S.C., was sponsored by Martin & Martin Cattle Co. Inc., Williamston, S.C.

Corporate sponsors providing prizes and awards included IMI Global, North Country Ethanol and Cline Wood Agency.



PHOTO BY MICKY WILSON

► Matt Perrier, Dalebanks Angus Ranch, Eureka, Kan., won the Max Deets Scholarship Program Award. Established by the Kansas Livestock Association and the NCBA in honor of 1997 NCBA President Max Deets, the award is presented to the Young Cattlemen's Conference (YCC) participant selected by their peers to chair the following year's weeklong tour.

