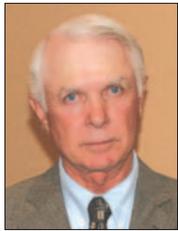




National Awards



John V. Robbins Distinguished Service Award

Frank Wedel
*Presented by Steve
Andras*

John Robbins, in his president's column in the Nov. 1992 issue of ARA, talked about things he hoped would never change in the RAAA or its membership.

In an auction to make money for the building fund at the 1981 Convention, John Robbins purchased the donation heifer from John Lambrecht. Upon delivery, Mr. Lambrecht brought two heifers and stated that John had paid too much for just one heifer. In 1992, a group of breeders sold some very rare semen and gave the proceeds to a new member's son that had brain cancer. At the NILE this same year, Melvin Leland won the donation heifer and immediately donated the heifer to the same boy with cancer. John Robbins said that "the best thing about this business is the friends we have made in the Red Angus Association." People that are willing to go the extra mile is, in my opinion, what the John Robbins Award is, and should be about.

This year's recipient is one of those that have given unselfishly of his time and talent for the betterment of our Association. Specifically, he has spent countless hours advising and helping in the formation of our data management program. I am proud to count him as a friend, and Frank Wedel is most definitely deserving of this prestigious award.



Pioneer Breeder of the Year Award

**Dennis and Clifford
Halfmann**

*Presented by Betty
Grimshaw*

The award I am proud to present this evening is given to two people who are true Pioneers. They have been in the Red Angus cattle business for 40 plus years. They have worked in the Red Angus Association in their hometown,

state and national levels through the years. They have been generous with their time, animals and treasures ever since they first were introduced to the Red Angus breed. Their home is a welcome haven for anyone wanting quality animals whether in the states or out of the country. They have shown animals in all areas of the Red Angus show circuits. They are very family oriented.

As a board member one of the individuals never missed a national Red Angus board meeting. He helped with many conventions, shows and sales. A few years ago both of these individuals had to have open heart surgery and I am sure the doctors didn't take anything of out their hearts, but only made them strong for their love of family, friends and especially their love of the Red Angus breed.

It is my pleasure to ask Clifford and Dennis Halfmann to come up and receive this year's Pioneer Breeders of the Year award.



Industry Service Award

**Meyer Natural
Angus
Blake Angell and
Jim Norwood**

*Presented by Greg
Comstock*

The industry service award recognizes that Red Angus' growth depends on relationships, and is annually presented to an individual or organization that has gone above and beyond to advance the Red Angus position within the beef industry. The team receiving this award is more than deserving. Their efforts represent an investment in the Red Angus mission statement. They support our efforts both physically and fiscally.

- They Add Value to our Genetics through buying our customers' cattle
- They fund Red Angus Leadership development through their sponsorship of Young Guns.
- And, they promote the brand equity represented in the "Yellow" tag. During the past Fiscal Year, our 2007 industry service winner paid tag reimbursements to producers which equaled 10% of the total producer investment in FCCP.

However, even if I were totally unaware of the efforts of our industry service award winner during the past year...the character of the people they hire would tell me all I needed to know.

For nearly eight years, Blake Angell helped build Red Angus marketing programs, and everyday rode for the brand...Today he rides for a different brand, but he and his colleagues at MNA have continued that service to our breed's commercial marketing effort. For that, MNA is the very deserving recipient of the 2007 Red Angus Industry Service Award.



Commercial Breeder of the Year Award

Mary Otley
*Presented by Frank
Wedel*

Harold and Mary
Otley own and oper-
ate Otley Brothers

Cattle in the high desert country near Diamond, Ore. Harold is 90 and Mary is 85 and neither shows any signs of slowing down. Their ranch includes sons Harry and Fred, and daughter Sherrie and their families. The cowherd is mostly Red Angus with some South Devon influence. Their calves are marketed through Superior Livestock and represented by Jim Davis.

Mary makes the genetic decisions and purchases all the bulls for the ranch. Her philosophy is that the cattle need to work not only for them but also for the feedlot as well as the end consumer whether that is an American housewife or someone on the Pacific Rim. Mary will call at times and talk about how to make the cattle better and tell me that she has so much to learn. After the call, I realize that it is me that has much to learn.

When I called Mary and told her that their ranch was being awarded the Commercial Producer of the Year award she said that she felt that there were others that were more deserving. I cannot think of anyone more deserving. Their quest for excellence in their cowherd, their quest to make their product excellent for the feedlot and for the consumer, and their outspoken promotion of Red



Angus cattle make them deserving of this award.

I will close with a Mary story. Several years ago there was a bull in a sale in Montana that I thought would work in my herd. I called a sale representative and gave him what I thought was plenty of money to buy the bull. When I called that night I was informed that I came in second to Mary Otley. Later I called Mary and told her that I was runner up bidder on her bull and she told me "I probably paid too much for the bull, but when you are 80 years old you should be able to buy the bull that you want, so I did."



Personality of the Year Award

Connie Mushrush
Presented by Kevin LeMaster

The recipient of the 2007 Personality of the Year Award is

very dear to me. We've been working together for over 10 years now, and I must say, she's one creative individual.

She's also very commanding... and sometimes just a little crazy.

So what happens when you combine: CREATIVE, COMMANDING and CRAZY?

Well, you get something like a photo of her husband in a hot tub...

That she publishes in their ARA Magazine ad...

That's mailed to 10,000 homes.

I told her I'd get her in Dodge!

Pen after Pen, Year after Year, you ROCK OUR WORLD Connie Mushrush!



Outstanding Junior Member Award

Amber Leaf
Presented by Dawn Bernhard

This year's Outstanding Junior

Member was a bit of a late bloomer in Red Angus terms but a strong and beautiful JRA member has unfolded since most of us met her at Round-Up in Montana.

Prior to Montana, the Red Angus seed was already planted and a strong root system was developing. She was introduced to Red Angus by neighbors who recruited her to wash cattle at their county fair. That introduction, combined with a strong state junior program laid the foundation for a strong stem - a support that has been continually strengthening by all her JRA involvements: she was one of the first to receive a Traveling Female, the progeny of which she exhibited and sold in the Great Northern Sale; she was a representative in the American/Canadian Exchange Program; she has been exhibiting and selling her own cattle throughout her state; she assisted with the Junior Stockgrower Contest; she attended the Youth Beef Industry Congress and served as the JRA



President.

The petals that make up this lovely late bloomer are impressive and include: strong leadership; encouragement to other juniors; empathy and compassion for those who may be struggling; poise; confidence; communication skills and enthusiasm.

Every plant sports leaves that help gather energy and fuel its growth. There have been leaves of change for our late bloomer: the first was transitioning from junior member to junior leader and as president, she accomplished this change with grace, enthusiasm and skill; the second was transitioning from junior member to adult member - from college student to employee - where she landed a position as an Ag Engineer for industry giant - Caterpillar, Peoria, Illinois. Again, she handled the transition, the move and the change with skill and grace.

We recognize this year's Outstanding Junior Member - a late bloomer who has

brought strength and beauty to the JRA - Miss Amber Leaf, Jacobson, Minnesota.



**International Service Award
Stefan Schneider**

Presented by Linda Andersen

I first met Stefan Schneider in 1996 when he was 16. He and his mother visited us after buying one of our heifers in the Cattlemen's Classic Sale

In 2002, Bob and I traveled to Brazil to attend Expointier, the Angus breeds most prestigious Brazilian show. While there, Stefan gave us a tour of Cabanha Santa Barbara, the family's farm/ranch operation. What an amazing experience to see one of the best Angus herds (red and black) in the world in a beautiful and historic setting, and to see how they cultivate rice and watermelons along with corn. One interesting thing I learned was that cattle will eat water-

melons.

At Cabanha Santa Barbara, the Schneiders were the first to import Angus cattle into Brazil, the first to use EPDs and the first to sell cattle with this information.

Stefan studied Law at the Pontifical Catholic University of Rio Grande del Sol, graduating in 2004 and receiving the title of "Lawyer" in 2005.

During this time, Stefan was chosen Coordinator of the Brazilian Angus Association newspaper, the *Angus News*. He also became the Association International Secretary, a position created to exchange information with foreign breeders and associations.



**Breeder of the Year Award
Larry and Jean Croissant**

Presented by Donnell and Kelli Brown

It is said amongst



cattle breeding circles that there are multipliers and then there are breeders (of which our award winner tonight fits into). The recipient's web site states that their goal is to produce the best possible seedstock in a commercial production environment without excess feeding and pampering. They follow a disciplined approach to AI selection, management practices and data collection from birth to harvest, to describe their seedstock in the best possible way. Their advertising reads "No Fads/No Extremes". After attending their spring bull sale, a very respected industry specialist said, "...best kept secret in the breed". Many are led to look at this herd because their cattle survive and thrive on the short grass country of north central Colorado, but customers return to their ranch because of their integrity, customer service and honest, predictable cattle. One member of their team has served on our National

Board of Directors. We found him to be informed, direct and knowledgeable. He still serves our Association as a member of the intellectual, objective individuals who make up the Technical Committee. It isn't often that one of the most prestigious award recipients (as selected by contemporaries ...Breeder of the Year) is also honored with the award for the end product through the Gridmaster Award all in one night; but, that alone is a testament to this family. I guess the secret is out - Croissant Red Angus, Briggsdale, Colo.



Length of Service Recognition

Dr. Bob Hough presented Kay Hurley and Kevin LeMaster with plaques recognizing them as ten year employees with the Red Angus Association.

GridMaster Awards



The GridMaster Award recognizes cattle that have achieved carcass excellence when sold on either the Angus America or Meyer Natural Angus fed cattle pricing grids. For a complete list of 2007 GridMasters, refer to page 12 in the September 2007 ARA Magazine.