

## National Awards



### Personality of the Year Award

John and Jane Piccatto

*Presented by Esther and Ron Fischer*

We go to conventions to gain knowledge, but sometimes it is the off beat tidbits that remind us of a specific convention. Ann and Betty and I were visiting about this this morning and mentioned some of the things we remembered. Sometimes something crazy happened, or we had heard a weird sound or just some special fun. The people we are honoring tonight have seen lots of changes, especially in cameras and how we print and save photos. I know they have taken a lot of pictures and have the albums to prove it. I guess if you have 31 years of continuous attendance at Red Angus Conventions, you probably have seen a lot of changes!!! I am sure this is some sort of convention record. It is indeed a pleasure to present the 2008 Personality of the Year Award to John and Jane Piccatto.



### Outstanding Junior Member Award

Amber Boyles

*Presented by Dawn Bernhard*  
The 2008

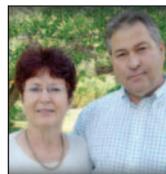
Outstanding Junior Member award was presented to Amber Boyles, Kernersville, North Carolina. Boyles has been an active member and leader in the Junior Red Angus Association (JRA) since attending her first Round-Up in 1995, at the young age of 8.

Her tenure in the JRA includes serving on the JRA Board, both as

Public Relations Director and as President; attending and participating in 10 Round-Up events; winning the Best-All-Around award at Round-Up in 2008; representing the JRA and RAAA in the American/Canadian Junior Exchange Program by traveling to and competing in the Canadian Junior Angus Showdown in New Brunswick; receiving three RAAA Junior Scholarships and entering a variety of JRA contests during the years. She has been an active recruiter of youth into the JRA and encourages junior members to participate in all events, programs and contests.

In May 2008, Boyles received a Bachelor's degree in Ag Education from North Carolina State University, Raleigh, and is currently attending Texas Tech University, Lubbock, in pursuit of a Master's degree in Ag Education.

Congratulations to Amber!



### Pioneer Breeder of the Year Award

Tony and Karen Messmer

*Presented by Greg Comstock*

The 2008 Pioneer Breeder Award recognizes a Northern Plains family that is now in their fourth generation of supplying the beef industry with superior Red Angus genetics. During that time, herd sires they have bred or owned have graced the pages of A.I. stud catalogs and their Messmer Red Angus herd has gained the reputation for producing problem free, easy fleshing range bulls who sired optimal levels of growth, milk and carcass performance.

Tony and Karen Messmer's love for their cow herd, and commitment to the continued growth of the Red Angus breed was evident not only in the quality seedstock and after the sale service provided to customers of the annual Messmer bull sale, but also in the legacy of leadership Tony provided both local

and National Red Angus Associations. Tony represented his fellow breeders as Region B Director and First Vice President on the RAAA board, and served on the finance committee during a formative time. He was part of the committee that helped implement the strategic plan's goals of building cash reserves equal to fifty percent of the Association's annual budget.

Their belief in Red Angus' future extends to their support of Junior Red Angus functions. At this year's National Convention in Cheyenne, the Messmer's donated the "Pick" of their 2008 heifer calf crop, which was auctioned off with proceeds going to the JRA.

Certainly, this recognition of a lifetime's contribution to Red Angus is bittersweet for Tony and Karen. Time has caught up, and without a second generation to take the reigns, the Messmer Red Angus herd will be dispersed at an October 20th sale. However, we can rest assured that the new herds that spring from this dispersal and existing herds that fortify with Messmer genetics will move forward with a solid foundation laid by these Red Angus pioneers. It also follows that with the cows sold, the spring 2009 Messmer bull sale will be the last. However, we can be confident that the bulls leaving Dickinson, North Dakota with a Messmer prefix will continue to enhance Red Angus' reputation and build loyal customers out of Northern Plains' ranchers...just like they've done for the last 36 years!



### Commercial Producer of the Year Award

John Hanks and John Price

*Presented by Clint Berry*

The Red Angus Association of America (RAAA) bestowed the 2008 Commercial Producer of the Year Award to two ranchers from the front range of Colorado. John Price and John Hanks are friends, neigh-



bors and fellow cattlemen from Deer Trail, Colo. Hanks and Price are long time Red Angus customers who have taken advantage of the Red Angus Feeder Calf Certification Program (FCCP) to reap additional value for their calves by verifying at least 50% Red Angus genetics, age and source. They market their calves annually with Superior Livestock Auction at the Steamboat Springs, Colo., Sale, where they continually produce sale topping lots.

The ranches that Price and Hanks own and operate were established by their families in the late 1890's and have been handed down through the generations. They began using Red Angus bulls to breed their heifers in the early 1980's, and after seeing the resulting calf crops, replaced their entire bull batteries with Red Angus. These two friends and ranchers can be found together on most days checking cows, mending fences or attending cattlemen functions. As neighbors, they have shared the enjoyment of their ranching lifestyle, experienced the good and bad throughout the years and taken it all in stride with a smile. Their spirit of cooperation is a daily occurrence, except for one day out of the year. That's the day they sell their calves on the video and compete for the top selling lot. RAAA is proud to announce that both John Hanks and John Price have received the 2008 Commercial Producer of the Year Award.



**Industry Service Award**

Century Feeders  
*Presented by Frank Wedel*

This year's Industry Service Award goes to Century Feeders, Goodland, Kansas. Representing Century Feeders is Dick Short and his wife

Sarah. Century Feeders is a 10,000 head feedlot located NW of Goodland, Kan. At first glance, it looks just about like a lot of other feedlots that dot the landscape of Kansas, Colorado, Nebraska and the Panhandle. It is extremely neat and well kept with a leg and bunker silo and an office that gets dusty when the wind blows. But there is something different about Century. First, they are aggressive in their pursuit of Red Angus genetics whether they are calves or feeders. Second, they are also very vocal in their support and appreciation of Red Angus cattle and the ranchers with whom they establish relationships. And third, Century also knows how to feed cattle. In fact, since the GridMaster Awards were established in 2003, 42 lots of cattle have been identified for their carcass excellence. Of the 42 lots, fourteen have been fed at Century Feeders. That is one third of the award winners from one feedlot! Congratulations to Century Feeders, you are very deserving of the Industry Service Award.



**Breeder of the Year Award**

Larry Lorenzen  
*Presented by Kenda Ponder*

The Breeder of the Year Award annually recognizes a Red Angus seedstock operation whose program best embodies the concept of Full Service Genetic Provider through providing innovative solutions to customer challenges. The 2008 recipient of this award has emulated that very goal since he took the reigns from his father, himself the 1987 Red Angus Breeder of the Year. Since then they have received the Pioneer Breeder of the Year in 1998 and were named one of the 50 Most Influential in 2004.

Over the past several years, they have grown from selling just over 100 bulls a year, to one of our

largest suppliers of Red Angus genetics with over 300 bulls being marketed annually through their February sale and private treaty offerings.

Their core business reads like a who's who of the largest ranchers of the high desert country. Loyalty to their brand is a function of his commitment to customers' success. The 250 bulls that make it into his sale catalog are the product from well over a 1000 registered Red Angus females; his customers are not given the opportunity to buy bulls from the bottom half of the calf crop.

Working in alliance with Beef NorthWest Feeders - a 100,000 head capacity yard, he negotiated a proprietary fed cattle pricing grid which provides quality and yield premiums as well as age and source verification incentives. The effect of which has been to create added value for calves produced by their Red Angus bulls. Even more significant than the GridMaster winners achieved through this alliance, has been the momentum gained by the Red Angus FCCP among ranchers in the Northwest, as the "yellow tag" plays an integral role in identifying eligible cattle.

As past Red Angus Association committee and board member, he supports the ideals of our strategic plan, and understands the commitment to this breed and that its purpose must be maintained in the future. His son recently attended our Young Guns conference and already plays an integral role in the operation.

On Monday morning, I will be back in Texas and he will still be on the top 10 trait leader list of high maintenance members. No amount of peanut M&Ms could change that fact. But, tonight, I am humbled to call Larry Lorenzen my dear friend, and proud to present him as the 2008 Red Angus Breeder of the Year.



**John V. Robbins  
Distinguished  
Service Award**

Kelli Brown

*Presented by Rita McPhee*

This year's recipient of the John V. Robbins

Distinguished Service Award is a person who is extremely knowledgeable about the beef industry and plays an active role in it. They have a strong faith in God, Red Angus cattle and our beef industry. They have a passion for Red Angus cattle that is unmatched. Because of that passion, I am confident they will forever strive to keep Red Angus in the forefront of our industry. They are a person who wears many hats competently and is a vital asset to each task they attempt. Some of their most cherished jobs are wife and mother. It is my honor and privilege to present this award to Miss Kelly Brown.



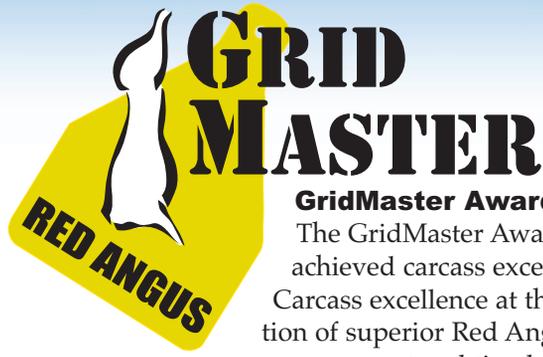
**Length of Service Recognition**

Greg Comstock presented Jeanene McCuiston, Angelia Brooks and Kenda Ponder with plaques recognizing them as ten year employees with the Red Angus Association.



**40 Years of Service**

Greg Comstock and Darrell Schuler present Betty Grimshaw with an award recognizing her 40 year tenure with the Red Angus Association.



**GRID  
MASTER**  
RED ANGUS

**GridMaster Awards**

The GridMaster Award recognizes cattle that have achieved carcass excellence when harvested. Carcass excellence at this level requires the combination of superior Red Angus genetics with skilled management and timely marketing at the feed yard.

