

Red Angus Awards Committee Guidelines

Committee Members

Sam Lorenzen, BOD chair
Kelli Brown
Craig Bieber
Clint Berry
Larry Keenan, staff

Purpose Statement

To recognize and give tribute to individuals or companies for their excellence in their field of endeavor and involvement with Red Angus and the beef industry.

Population of the Committee

The Awards Committee shall be populated by the RAAA President during the annual January Board meeting and approved by the Board of Directors.

The Committee shall consist of four to six RAAA members with at least one currently serving RAAA Board member who will serve as the committee chair.

At least two committee members should be retained from the previous year's Awards Committee.

Committee Responsibilities

The Awards Committee shall act as an unbiased body identifying individuals or groups that have demonstrated excellence and aptly match the approved definition of each respective award.

The committee shall accept nominations from RAAA members but the ultimate selection of the recommended recipient is to be solely determined by the Awards Committee.

The committee shall deliver the recommended award recipients to the RAAA Board of Directors in the form of an official motion from the Committee no later than 30 days prior to the National Red Angus Convention. As with all motions, the RAAA Board can elect to accept, modify or reject the proposed motion.

Selection of Award Recipients

Through the selection process, the Awards Committee shall review the past award winners and the previous

year's list of candidates. RAAA staff shall maintain an official copy of these respective lists that can be viewed at redangus.org/association/history.

Only under an exceptional scenario shall a past award recipient receive the same award multiple times.

1) Through the selection of the Pioneer Breeder of the Year Award, the committee shall recognize generational turnover at the ranch and, in these cases, the younger generation shall not be considered to be a previous winner; thus resulting in the ranch to be an eligible candidate for receiving the award multiple times.

2) Breeder of the Year Award, where the most recent accomplishments of the nominee are heavily weighted, make it possible for members to earn this award more than once, even repeatedly, assuming the committee feels the nominee is the most deserving.

Individuals serving on the RAAA Board or the Awards Committee during the selection process are not eligible for being an award candidate.

Red Angus Advocate

Recognizes a special Red Angus member or commercial producer who passionately expresses support of the Red Angus breed to seedstock producers, commercial producers, industry partners and/or consumers.

Pioneer Breeder of the Year

Recognizes long-time members of RAAA who over the years have maintained the quality and excellence of their herds through diligent breeding practices, always keeping Red Angus cattle at the forefront of their breeding programs.

Breeder of the Year

Recognizes members who have contributed to and maintained an excellent standard of quality in breeding Red Angus cattle. Recipients are preferred to have had notable recent success in their operations.

Commercial Producer

Recognizes commercial producers who have successfully used Red Angus genetics in their operation. Qualifying recipients should have a history of using RAAA commercial marketing tools which add value to their calf crop. This award is not restricted to one recipient a year.

John V. Robbins Distinguished Leadership

Recognizes Red Angus members or individuals of the RAAA who have contributed to the betterment of services offered by the Association. Anyone who has contributed time or talents to enhance the services provided by the RAAA to its members. Recipients are not required to be RAAA members.

Industry Service Award

Recognizes an individual, company, beef industry association or academic community who has helped RAAA achieve excellence in the beef cattle industry during the past year or more.

Outstanding Red Angus Junior

Recognizes an outstanding JRA member who has contributed his or her services to the betterment of the national JRA throughout the past year.

Melvin Leland Innovative Leadership

Recognizes Red Angus members or individuals of the RAAA who have had a positive impact on the Association through serving in a leadership role. Qualifying candidates should have served on an RAAA committee(s) for at least five years and preferably were previous recipients of the John V. Robbins Distinguished Service award.

The International Marketing Award and International Service Award recognize individuals from other countries for their promotion and marketing of Red Angus. These awards are presented as deemed worthy.

Please submit nominations by July 1 to Committee Chair Sam Lorenzen, lorenzensam@gmail.com or 541-215-2687. ■