



2010 Award Winners



Breeder of the Year Award

Lynn and Sue Pelton

Presented by Willie Altenburg

Lynn and Sue Pelton, on behalf of Pelton's Red Angus of Burdett, Kan., were presented the Breeder of the Year Award by Willie Altenburg of Fort Collins, Colo.

Peltons run 500 head of registered and commercial cows in their spring and fall-calving programs. Their mission statement is to produce beef that will be genetically profitable for their customers and enhance a desirable eating experience for consumers.

Peltons earned the coveted GridMaster Award in both 2009 and 2010 for producing superior product with their Red Angus influenced cattle. Cattle enrolled in the Red Angus Feeder Calf Certification Program (FCCP) are eligible for the GridMaster Award if they exceed quality requirements. The Grid Score balances high percentages of Premium Products, Yield Grade 1s and 2s and USDA Choice-Grade cattle with minimal percentages of Yield Grade 4s.

Peltons not only produce premium product with their own cattle, but are committed to helping their customers market their calves through various avenues. In the past three years, they have developed two alliances that provide feedlot and carcass data for their customers' cattle.

Lynn sat on the Beef Improvement Federation (BIF) board and served as BIF president in 2005. "He was one of the great leaders of the performance movement and an enthusiastic president," said Altenburg who also served as BIF president. "As I got off the board, it was great to watch Lynn provide dependable and enthusiastic leadership."

Pelton was also involved in BIF's strategic planning and is currently a member of the RAAA Alliance Committee. Peltons were recognized in 2007 as BIF's Seedstock Producer of the Year. They are also founding stockholders in U.S. Premium Beef and the Kansas Red Angus Association.



Red Angus Commercial Producers of the Year

George Brown, Hoodoo Ranch

Presented by Myron Edelman

George Brown, the retiring manager of the Hoodoo Ranch, Cody, Wyo., has managed the cowherd since the late 1960s on the rugged hills and mountains between Cody and Yellowstone National Park.

From the early 1970s until 2000, Hoodoo's cattle were registered Charolais. At that time, they started breeding their cattle to Red Angus bulls and found the crossbred cattle were more productive and

efficient. They have used Red Angus bulls ever since and today all 3,500 mother cows are sired by Red Angus bulls.

More than 1,500 head of Hoodoo steers were fed at Chapel Feedyard, Chapel, Neb. They converted feed at less than 5.5 pounds of feed to 1 pound of gain. Three loads of cattle, converted at a ratio of 4.8 to 1. The carcass data is also good, reaching over 90 percent Choice with very few Yield Grade 4s.



Pioneer Breeder of the Year Award

John and Judy DeLong

Presented by Frank Wedel

John and Judy DeLong of Winnemucca, Nev., represent the fifth generation of ranchers on the Black Rock Desert. Their son Will and his family are the fifth and sixth generations, respectively.

DeLongs have been buying Red Angus bulls for 20 years and they study EPDs as well as the cattle when making their purchasing decisions. Their diligence in purchasing quality bulls results in a superior end product that earned the DeLong Ranch the prestigious Red Angus GridMaster Award for four load lots in 2010.

In the tough, dry desert terrain, DeLongs estimate 200 acres of pasture to run one cow a year. They have improved this stocking rate from 300 acres per cow by implementing rotational grazing and other management practices.

"DeLongs calves are the benchmark in that whole area," said RAAA past president and seedstock supplier Frank Wedel of Leoti, Kan. "When you go to the Winnemucca sale, folks ask, 'What did John's calves bring?' Everyone's success is measured by the price of DeLong's calves."



Personality of the Year Award

Joan Ludvigson and Joann James

Presented by Kyle Gilchrist

Joan Ludvigson, Cushing, Iowa, and Joann James of Searsboro, Iowa, were recognized as the Red Angus Personalities of the Year at the National Red Angus Convention.

"These ladies have contributed to the breed not only through their breeding programs but through volunteer work and adding enthusiasm and liveliness to the Red Angus events that they attend," said Gilchrist. "As a young breeder from the Midwest, these two people inspired me to work harder at breeding cattle, to work harder at promoting the Red Angus breed, and to enjoy life a day at a time."

Ludvigson and James have remained active in the breed despite the loss of their husbands, Lars Ludvigson and Rex James, years ago. "This is our eleventh year of coming to

as a cross on their Hereford cows. They began adding Red Angus cows and built up a herd of registered stock.

"They developed one of the most data-intensive programs in the breed with many years of successful sales," said Leland. "Their reputation as seedstock producers is widely known and respected with years of accumulated carcass and feedlot data."

"While Darrell was the face and voice that most knew as Schuler-Olsen Red Angus, his late wife Mary Lou was the backbone, holding everything together," said Kenda Ponder, RAAA Member Services Director.

Mary Lou was meticulous in everything she did whether she was in the A.I. corral or maintaining the bookkeeping and cattle registrations. Her son, Butch, continues her tradition of analytical thinking and attention to detail.

Butch grew up with Red Angus as a member of the Junior Red Angus Association. Today, he has established a worldwide presence in the breed, serving on Marketing and Technical Committees and played a key role in many Brain Trust Sessions. He is currently serving on the Breed Improvement and Strategic Planning Committees, as well as the Technical Advancement Committee. Butch's wife Susan contributes to the ranch through the day-to-day activities as well as raising their family. She currently serves on the Registration Committee and provides valuable input to help guide RAAA policy.

"The Schuler family continues to value the same hard work and dedication to producing consistently functional cattle that help sustain their customers' profitability. Today, Butch, Susan and family continue the Schuler-Olsen legacy of commitment to the beef industry as one of Red Angus' elite seedstock producers," concluded Ponder.



Pioneer Breeder of the Year Award

Schuler-Olsen Ranch

Presented by Melvin Leland and Kenda Ponder

Melvin Leland of Sidney, Mont., and Kenda Ponder of Denton, Texas, presented the award to Darrell and the late Mary Lou Schuler, their son Butch and his wife Susan.

"Schulers represent a long-established Red Angus Program that exemplifies the commitment and dedication of so many of the pioneer breeders in our breed's history," said fellow seedstock producer Melvin Leland.

Schulers were first introduced to Red Angus when they purchased yearling grass cattle and were unable to sell the Red Angus heifers with the rest of the group. They kept them in their commercial herd and were so impressed with their calves that they purchased Red Angus bulls to use

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"This is our eleventh year of coming to



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the convention together and we love every minute of it," said Ludvigson.

"It gives me great pleasure to know the people, see the improvements over the years and to be a Red Angus breeder," said James.



Outstanding Junior Member

Alyssa Looney

Presented by Dawn Bernhard

Alyssa Looney of Denton, Texas, was honored as the 2010 Outstanding Junior Red Angus Member at the National Red Angus Convention. She is the daughter of Floyd and Robin Looney.

Looney is active in the Junior Red Angus Association of American (JRA) serving as the public relations director in 2009 and, more recently, as the JRA president. One of her accomplishments as public relations director was to build a JRA page on the social network, Facebook, and keep it updated.

"I really appreciate Alyssa's willing leadership and wonderful example to the other young people in our association," said Bernhard. "Her enthusiasm for and excitement about the Red Angus breed is contagious and she is always willing to share that message."

Looney and her twin sister Alyzabeth represented the JRA and Red Angus Association of America in the American-Canadian Exchange Program. Looney also received the Merit Award Program, which awards juniors for their Red Angus involvement and academic accomplishments.

She's exhibited Red Angus for many years and used her Red Angus herd for her Supervised Agriculture Experience (SAE) in FFA where she received four beef proficiency awards, her state FFA degree and, in 2009, her American FFA Degree.

"She's quite accomplished and brings national recognition to our breed through her involvement," said Bernhard.

Currently, Looney is a junior at Texas A & M, majoring in ag business, with minors in German and economics, and a certificate in international agri-business.



Industry Service Award

Roger Jacobs

Presented by Clint Berry

Roger Jacobs of Billings, Mont., was honored with the Red Angus Association of America (RAAA) Industry Service Award at the National Red Angus Convention,

Jacobs is an auctioneer for some of the breed's most notable Red Angus programs in the northern tier. He also sells Red Angus feeder calves through Northern Livestock Video Auction's sales.

"Roger is one of the strongest Red Angus promoters we've seen in the last decade," said Berry. "His work to promote our breed through the terms he uses and the talks he gives from the auction block have opened avenues that have helped Red Angus breeders succeed on a level we are undeniably thankful for."

Jacobs' first Red Angus sale was for the late John Robbin's Double Fork Ranch of Victor and Dillon, Mont., over 20 years ago.

Jacobs could not attend the Award's Banquet, but sent his acceptance remarks via a video.

"Because of the leadership of the RAAA, your total herd reporting and the common-sense approach that most Red Angus breeders have to breeding cattle, Red Angus now has the most predictable product in the industry," said Jacobs.

He added that the RAAA and breeders have made it easy to emphasize the breed's leadership role in the industry and to promote Red Angus cattle as one of the common denominators of the beef cattle business.



John V. Robbins Distinguished Service Award

Forest Dunning

Presented by Greg Comstock

Forest Dunning of Sheridan, Wyo., was honored with the Red Angus Association of America (RAAA) John V. Robbins Distinguished Service Award.

Dunning envisioned a secure financial future for the Red Angus breed and worked to draft the by-laws of the Red Angus Foundation, Inc. (RAFI). He also drafted a joint investment policy between the RAAA and the RAFI that the finance committee will oversee.

"Forest has a unique skill set that he brought to Red Angus and, through dogged perseverance, molded a very secure financial future for our breed," said Comstock. "This was a mission of his and because of his work and the generous donations of our breeders, the RAFI will ensure that those monies will not only serve the breed immediately, but will remain and grow to serve our breed for future generations."

The RAFI kicked off its fundraising efforts by acquiring \$28,000 at the RAAA national convention through the auction of seven signed and numbered prints of Tim Cox's limited-edition "Where Change Comes Slowly."

Dunning also retired from the RAAA board of directors, having served an additional year of his term in order to complete his work establishing the RAFI by-laws.

The John V. Robbins Distinguished Service Award is named for a past RAAA president who epitomized service to the industry and the Red Angus breed. Robbins, along with other Red Angus leaders, worked diligently to preserve the financial security of the Red Angus breed. The award is presented to a family or individual who has emulated Robbin's selfless contributions toward the greater good of the Red Angus breed and its Association.



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 feedyard.



2010 GridMaster Winners Conventionally Fed



2010 GridMaster Winners "All Natural"