

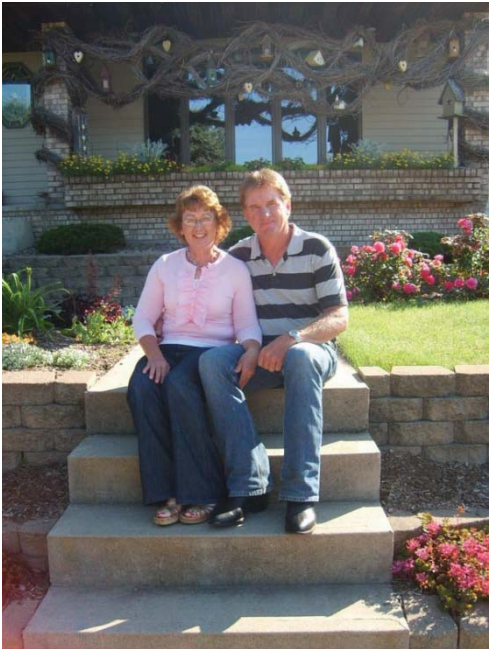
July, 2010 edition

TOP HAND SPOTLIGHT –

Mark and Roxanne Malecek, Redwood Falls, Minn.

Southwestern Minnesota is home to Malecek Feedlot and the farming operation owned by this month's Top Hands, Mark Malecek and his wife Roxanne. As first generation farmers, Mark and Roxanne now own a 500-head feedlot and farm approximately 950 acres. "Since starting out in 1979, we've really seen a reemergence of cattle feeding in this area with the evolution of the ethanol market," say Mark.

A long-time member of his local association, Mark has more recently gotten involved at the state and national level. He has been serving as Region VII director representing Minnesota for the last two years and is also currently serving on the Minnesota Beef Council.



"Until you get involved at this level, it is difficult to sometimes see the whole picture when it comes to the cattle industry," says Mark. "I've gained a new perspective by being more involved with NCBA and my state organizations, and have learned a lot that benefits my own operation as a result."

The couple has recruited 20 new members so far this year. "I've learned a few things to make recruiting more successful," says Mark. "First, be sure to always have membership forms with you. Second, you have to give people good, solid reasons to join. I always talk with people about how important representation in Washington, D.C. is and how organizations like NCBA are critical to representing us in the political arena and with the national media. Having good promotional programs, such as the recent Cydectin® giveaway are also very helpful.

"I really feel we are getting a good bang for our buck as members of NCBA," adds Mark. "The organization has great leadership representation that is down-to-earth and understands the concerns of the average cattle producer. We truly have strength in numbers and we need that as an industry if we are going to tell our side of the story."

Mark and Roxanne have four daughters, ranging in age from 14 to 28.

- by Holly Foster

FY2010 TOP HAND STATS - 318 RECRUITERS, 922 RECRUITS

Top Hand	Membership Organization	Y-T-D
Nate Jaeger	Alabama Cattlemen's Assn	3
Terry Slaten	Alabama Cattlemen's Assn	1
Andy Groseta	Arizona Cattle Growers' Assn	1

Top Hand	Membership Organization	Y-T-D
Cody Comeaux	Arkansas Cattlemen's Assn	12
Adam McClung	Arkansas Cattlemen's Assn	8
Richard Blount	Arkansas Cattlemen's Assn	1
Jim Stroope	Arkansas Cattlemen's Assn	1
Holly Foster	California Cattlemen's Assn	2
Jim Keegan	California Cattlemen's Assn	2
Matt Byrne	California Cattlemen's Assn	1
Matt & Eloise Fischer	California Cattlemen's Assn	1
Michol Jervan	California Cattlemen's Assn	1
Kevin Kester	California Cattlemen's Assn	1
Tom Talbot	California Cattlemen's Assn	1
Todd & Mandy Johnson	Colorado Cattlemen's Assn	2
Lee Leachman	Colorado Cattlemen's Assn	2
David Colville	Colorado Cattlemen's Assn	1
Tim Canterbury	Colorado Cattlemen's Assn	1
Barb Wilkinson	Colorado Livestock Assn	1
Ashby Green	Florida Cattlemen's Assn	7
Jim Handley	Florida Cattlemen's Assn	3
Harrell Phillips DVM	Florida Cattlemen's Assn	2
Dallas Flint	Florida Cattlemen's Assn	1
Kay Richardson	Florida Cattlemen's Assn	1
Benjamin Spitzer	Georgia Cattlemen's Assn	1
Alan Gottlieb	Hawaii Cattlemen's Council	8
Alan Winters	Hawaii Cattlemen's Council	1
Bob Farias, Jr.	Hawaii Cattlemen's Council	1
Robert Ferreira	Hawaii Cattlemen's Council	1
George Wood	Hawaii Cattlemen's Council	1
Jane Toland	Illinois Beef Assn	3
Cimeron & Rachel Frost	Illinois Beef Assn	2
Kathy Faber	Illinois Beef Assn	2
Alan Lyman	Illinois Beef Assn	2
Dale Pfundstein	Illinois Beef Assn	2
Michael Martz	Illinois Beef Assn	2
Max McClelland	Illinois Beef Assn	1
Mark & Cindy Wellman	Illinois Beef Assn	1
Alan & JoAnn Adams	Illinois Beef Assn	1
Jim Brummel	Illinois Beef Assn	1
Bradley Blackburn	Illinois Beef Assn	1
Mark Burling	Illinois Beef Assn	1
Maralee Johnson	Illinois Beef Assn	1
Derek Launius	Illinois Beef Assn	1
Rodney Schrage	Illinois Beef Assn	1
Cliff Schuette	Illinois Beef Assn	1
Rosalee Coleman	Independent Cattlemen's Assn TX	1
Clark Sennett	Indiana Beef Cattle Assn	3
Kent Pruismann	Iowa Cattlemen's Assn	2

Top Hand	Membership Organization	Y-T-D
Beryl Birkland	Iowa Cattlemen's Assn	1
Whitney Rounds	Iowa Cattlemen's Assn	1
Brent Zoske	Iowa Cattlemen's Assn	1
Duane Gangwish	Iowa Cattlemen's Assn	1
Ryan Higbie	Kansas Livestock Assn	22
Mark Smith	Kansas Livestock Assn	13
Wade & Matt Teagarden	Kansas Livestock Assn	11
David Marple	Kansas Livestock Assn	10
Harry & Lisa Moser	Kansas Livestock Assn	10
Rae Luginsland	Kansas Livestock Assn	8
John Donley	Kansas Livestock Assn	7
Dewayne Rosson	Kansas Livestock Assn	6
Kendal Grecian	Kansas Livestock Assn	6
Andrew Sylvester	Kansas Livestock Assn	6
Bill Edwards	Kansas Livestock Assn	5
Ryan & Sharon Breiner	Kansas Livestock Assn	5
Maurice Erickson	Kansas Livestock Assn	5
Mike Froebe	Kansas Livestock Assn	4
Jennifer & Shane Betschart	Kansas Livestock Assn	4
Robert Casey	Kansas Livestock Assn	3
Eldon & Scot Lanham	Kansas Livestock Assn	3
Russell & Pat Winsor	Kansas Livestock Assn	3
Abbie Grossnicklaus	Kansas Livestock Assn	2
Daryl & Jody Donohue	Kansas Livestock Assn	2
John Atwater	Kansas Livestock Assn	2
Brandon Greenwood	Kansas Livestock Assn	2
Jon Bjorklund	Kansas Livestock Assn	2
Michael David	Kansas Livestock Assn	2
Ron & Mona Kramer	Kansas Livestock Assn	2
Sherlyn Kats	Kansas Livestock Assn	2
Tyler Martin	Kansas Livestock Assn	2
Rod Clint & Darrell Sturdy	Kansas Livestock Assn	2
Travis Bryant	Kansas Livestock Assn	2
Mitch Mayer	Kansas Livestock Assn	2
Jim & Lloyd Miller	Kansas Livestock Assn	1
Eric Geesling	Kansas Livestock Assn	1
Harold & Ronald Hazelton	Kansas Livestock Assn	1
Stephen Mangan	Kansas Livestock Assn	1
David Dukart	Kansas Livestock Assn	1
Edward Durst	Kansas Livestock Assn	1
Melvin Gordon	Kansas Livestock Assn	1
Sam Hands	Kansas Livestock Assn	1
Marcella Holbrook	Kansas Livestock Assn	1
Trisha Janssen	Kansas Livestock Assn	1
Randy McCabe	Kansas Livestock Assn	1
Andrew McCurry	Kansas Livestock Assn	1

Top Hand	Membership Organization	Y-T-D
Rick & Jalayne Nelson	Kansas Livestock Assn	1
Brock Nichols	Kansas Livestock Assn	1
Lyman Nuss	Kansas Livestock Assn	1
Shelley Oelkers, DVM	Kansas Livestock Assn	1
Ken Stielow	Kansas Livestock Assn	1
Shane Brueggen	Kansas Livestock Assn	1
Cade Rensink	Kansas Livestock Assn	1
Jeffrey Smith	Kansas Livestock Assn	1
Todd Allen	Kansas Livestock Assn	1
Dale Blasi	Kansas Livestock Assn	1
Vernon Bohn	Kansas Livestock Assn	1
Parry Briggs	Kansas Livestock Assn	1
Tracy Brunner	Kansas Livestock Assn	1
Pat Campbell	Kansas Livestock Assn	1
Lyle Gray	Kansas Livestock Assn	1
Jason Hildebrand	Kansas Livestock Assn	1
Steven Jacob	Kansas Livestock Assn	1
Spencer Jacobs	Kansas Livestock Assn	1
Daniel Kerschen	Kansas Livestock Assn	1
Beau Larson	Kansas Livestock Assn	1
Raymond Larson	Kansas Livestock Assn	1
Kenneth Montgomery	Kansas Livestock Assn	1
Josh Mueller	Kansas Livestock Assn	1
Mark Muller	Kansas Livestock Assn	1
Fred Neufeld	Kansas Livestock Assn	1
Bill Pannbacker	Kansas Livestock Assn	1
Bill Peterson	Kansas Livestock Assn	1
Robert & Michal Ann Russell	Kansas Livestock Assn	1
Randy Ryff	Kansas Livestock Assn	1
Paul Seeley, Jr.	Kansas Livestock Assn	1
Kirk Sours	Kansas Livestock Assn	1
Alan Woodard	Kansas Livestock Assn	1
Fred, Howard & John Woodbury	Kansas Livestock Assn	1
Jason Botts	Kentucky Cattlemen's Assn	4
Don Pemberton	Kentucky Cattlemen's Assn	2
James Coffey	Kentucky Cattlemen's Assn	1
J. David Billingsley	Kentucky Cattlemen's Assn	1
Ken Wininger	Kentucky Cattlemen's Assn	1
Robert Joyner	Louisiana Cattlemen's Assn	11
Tom Ardoin	Louisiana Cattlemen's Assn	7
Jason Joyner	Louisiana Cattlemen's Assn	5
Ricky Lester	Louisiana Cattlemen's Assn	5
Charles Litteral	Louisiana Cattlemen's Assn	4
Joseph Hidalgo	Louisiana Cattlemen's Assn	4
Danny Cole	Louisiana Cattlemen's Assn	2
Vendal Fairchild	Louisiana Cattlemen's Assn	2
Ronnie Bardwell	Louisiana Cattlemen's Assn	1

Top Hand	Membership Organization	Y-T-D
Clayton Brister	Louisiana Cattlemen's Assn	1
Douglas Miller	Louisiana Cattlemen's Assn	1
Jack Cutshall	Louisiana Cattlemen's Assn	1
Maxwell Lea, Jr., DVM	Louisiana Cattlemen's Assn	1
Jessica Lester	Louisiana Cattlemen's Assn	1
Garry Wiley	Michigan Cattlemen's Assn	4
Kenneth & Kelly Osborne	Michigan Cattlemen's Assn	1
Cory Nielsen	Michigan Cattlemen's Assn	1
Randy & Jamie Brooks	Michigan Cattlemen's Assn	1
Steven & Judy Fitzner	Michigan Cattlemen's Assn	1
Dale & Linda Lueck	Minnesota State Cattlemen's Assn	30
Mark & Roxanne Malecek	Minnesota State Cattlemen's Assn	20
Thomas Helfter	Minnesota State Cattlemen's Assn	7
Dennis Sleiter	Minnesota State Cattlemen's Assn	5
Ben & Kristi Dwire	Minnesota State Cattlemen's Assn	3
Mike & Shawn Feikema	Minnesota State Cattlemen's Assn	3
Richard LeCocq	Minnesota State Cattlemen's Assn	2
Ron, Jon, Matt & Ted Reichman	Minnesota State Cattlemen's Assn	2
Davis Wulf	Minnesota State Cattlemen's Assn	2
John & Matt Widboom	Minnesota State Cattlemen's Assn	1
Ardell Amundson	Minnesota State Cattlemen's Assn	1
Paul Boyum	Minnesota State Cattlemen's Assn	1
Clarence Caraway	Minnesota State Cattlemen's Assn	1
Kurt Elbers	Minnesota State Cattlemen's Assn	1
Ron Eustice	Minnesota State Cattlemen's Assn	1
Paul & Bernadine Gerde	Minnesota State Cattlemen's Assn	1
Brian Goihl	Minnesota State Cattlemen's Assn	1
Martin Hennen	Minnesota State Cattlemen's Assn	1
Thomas & Denise Pyfferoen	Minnesota State Cattlemen's Assn	1
Daniel & Karen Schafer	Minnesota State Cattlemen's Assn	1
Ross Waage	Minnesota State Cattlemen's Assn	1
Eric Zeltwanger	Minnesota State Cattlemen's Assn	1
Charles Shaw, Jr.	Mississippi Cattlemen's Assn	10
Sammy Blossom	Mississippi Cattlemen's Assn	5
Greta Thornton	Mississippi Cattlemen's Assn	4
Price Wallace	Mississippi Cattlemen's Assn	2
David Rogers	Mississippi Cattlemen's Assn	1
Archie Miller, Jr.	Mississippi Cattlemen's Assn	1
LeAnne Peters	Mississippi Cattlemen's Assn	1
Scott Vinson	Mississippi Cattlemen's Assn	1
Larry Jefcoat	Mississippi Cattlemen's Assn	1
Jeff Windett	Missouri Cattlemen's Assn	8
Mark & Shire Sconce	Missouri Cattlemen's Assn	5
Jason & Mary Lou McCann	Missouri Cattlemen's Assn	4
Phillip Brooks	Missouri Cattlemen's Assn	4
Lonny Duckworth	Missouri Cattlemen's Assn	2

Top Hand	Membership Organization	Y-T-D
Sheri Spader	Missouri Cattlemen's Assn	2
Justin & Sally Angell	Missouri Cattlemen's Assn	2
Paul & Teresa Carlson	Missouri Cattlemen's Assn	2
Maurice & Sheryl Brewe	Missouri Cattlemen's Assn	1
Steve Willard	Missouri Cattlemen's Assn	1
Steve Hunter	Missouri Cattlemen's Assn	1
Glen Cope	Missouri Cattlemen's Assn	1
Ken Bolte	Missouri Cattlemen's Assn	1
Steven Krueger	Missouri Cattlemen's Assn	1
Steve, Ralph & Barb Scheer	Missouri Cattlemen's Assn	1
Jimmy Long	Missouri Cattlemen's Assn	1
Rick Anstine	Missouri Cattlemen's Assn	1
Greg Buckman	Missouri Cattlemen's Assn	1
A. Gerald Campbell	Missouri Cattlemen's Assn	1
Sam Hostetler	Missouri Cattlemen's Assn	1
Raymond Luthi	Missouri Cattlemen's Assn	1
Chuck Massengill	Missouri Cattlemen's Assn	1
Gerald Newman	Missouri Cattlemen's Assn	1
Wilbur Slocum	Missouri Cattlemen's Assn	1
Russ Snodgrass	Missouri Cattlemen's Assn	1
James White	Missouri Cattlemen's Assn	1
Mike John	Missouri Cattlemen's Assn	1
Bill Donald	Montana Stockgrowers Assn	28
John Goggins	Montana Stockgrowers Assn	1
Leo Barthelmess, Jr.	Montana Stockgrowers Assn	1
Brad Schneider	National Cattlemen's Beef Assn	1
Terry Stokes	National Cattlemen's Beef Assn	1
Scott Knobbe	Nebraska Cattlemen's Assn	6
Bill Rishel	Nebraska Cattlemen's Assn	5
Bill & Larry Bose	Nebraska Cattlemen's Assn	3
Lee & Jennifer Weide	Nebraska Cattlemen's Assn	2
Melody Benjamin	Nebraska Cattlemen's Assn	2
Delbert Puls	Nebraska Cattlemen's Assn	2
Robin Lapaseotes	Nebraska Cattlemen's Assn	2
Eric Ryan	Nebraska Cattlemen's Assn	1
Dan Benes	Nebraska Cattlemen's Assn	1
David Bruntz	Nebraska Cattlemen's Assn	1
Bonita Lederer	Nebraska Cattlemen's Assn	1
Chris Schluntz	Nebraska Cattlemen's Assn	1
Brian Shaw	Nebraska Cattlemen's Assn	1
Mark Spurgin	Nebraska Cattlemen's Assn	1
Bill Weaver	Nebraska Cattlemen's Assn	1
John Hays	Nevada Cattlemen's Assn	1
Philip Keppler	New York Beef Producers' Assn	1
Steve Whitmire	North Carolina Cattlemen's Assn	2
Matt Poore	North Carolina Cattlemen's Assn	1
Jonathan Marohl	North Dakota Stockmen's Assn	2

Top Hand	Membership Organization	Y-T-D
Scott Ressler	North Dakota Stockmen's Assn	2
Kris & Becky Vincent	Ohio Cattlemen's Assn	21
James Campbell	Ohio Cattlemen's Assn	12
Jamie King	Ohio Cattlemen's Assn	10
Bill Sexten	Ohio Cattlemen's Assn	9
Andy Vance	Ohio Cattlemen's Assn	9
Glen Feichtner	Ohio Cattlemen's Assn	7
Tim & Elizabeth Harsh	Ohio Cattlemen's Assn	6
Kevin Miller	Ohio Cattlemen's Assn	6
Sam & Laura Sutherly	Ohio Cattlemen's Assn	5
Michael Carper	Ohio Cattlemen's Assn	4
Michael Bihl	Ohio Cattlemen's Assn	3
Sam Roberts	Ohio Cattlemen's Assn	3
James Rogers	Ohio Cattlemen's Assn	3
Kenneth Stitzlein	Ohio Cattlemen's Assn	3
Jacob & Janice Wolfinger	Ohio Cattlemen's Assn	3
William & Beverly Roe	Ohio Cattlemen's Assn	2
David Felumlee	Ohio Cattlemen's Assn	2
Francis Fluharty	Ohio Cattlemen's Assn	2
John Siegel	Ohio Cattlemen's Assn	2
Bruce Burgett	Ohio Cattlemen's Assn	1
David Clapp	Ohio Cattlemen's Assn	1
Dale Henceroth	Ohio Cattlemen's Assn	1
Neil Lane	Ohio Cattlemen's Assn	1
Eldon Pfleiderer	Ohio Cattlemen's Assn	1
Dave Puthoff	Ohio Cattlemen's Assn	1
James Rentz	Ohio Cattlemen's Assn	1
Stanley & Connie Smith	Ohio Cattlemen's Assn	1
Andy & Jennifer Stirm	Ohio Cattlemen's Assn	1
Dale & Luke Worcester	Ohio Cattlemen's Assn	1
Terry Stuart-Forst	Oklahoma Cattlemen's Assn	3
Tammi Didlot	Oklahoma Cattlemen's Assn	1
Dallas Waters	Oklahoma Cattlemen's Assn	1
Debra Zinke	Oklahoma Cattlemen's Assn	1
Richard McElhaney	Pennsylvania Cattlemen's Assn	10
Jeff & Ann Nogan	Pennsylvania Cattlemen's Assn	6
Paul & Bette Slayton	Pennsylvania Cattlemen's Assn	3
Glenn Eberly	Pennsylvania Cattlemen's Assn	1
Dan Kniffen	Pennsylvania Cattlemen's Assn	1
Robert Spencer	Pennsylvania Cattlemen's Assn	1
Mack Beaty	South Carolina Cattlemen's Assn	9
Roy Copelan	South Carolina Cattlemen's Assn	2
C. W. Senn, Jr.	South Carolina Cattlemen's Assn	1
Scott Jones	South Dakota Cattlemen's Assn	1
Hugh McCampbell, DVM	Tennessee Cattlemen's Assn	54
Steve Scott	Tennessee Cattlemen's Assn	7
Rob Reviere	Tennessee Cattlemen's Assn	5

Top Hand	Membership Organization	Y-T-D
Wesley Parks	Tennessee Cattlemen's Assn	5
Beth Jones	Tennessee Cattlemen's Assn	3
Kenny Gibbs	Tennessee Cattlemen's Assn	2
H. E. Davis	Tennessee Cattlemen's Assn	1
Tommy Mize	Tennessee Cattlemen's Assn	1
DeWayne Perry	Tennessee Cattlemen's Assn	1
Robert Herman	Texas & Southwestern Cattle Raisers Assn	1
Brent Tanner	Utah Cattlemen's Assn	24
Gary Hallows	Utah Cattlemen's Assn	5
Dave & Shane Eliason	Utah Cattlemen's Assn	3
Rex Sacco	Utah Cattlemen's Assn	2
Calvin Crandall	Utah Cattlemen's Assn	1
Charles Rosson	Virginia Cattlemen's Assn	2
Bill McKinnon	Virginia Cattlemen's Assn	1
Deane & Nancy Thomas	Wisconsin Cattlemen's Assn	15
Hank & Charla Handzel	Wisconsin Cattlemen's Assn	1
J. Scott Hoffman	Wisconsin Cattlemen's Assn	1
Roger & Cindy Weideman	Wisconsin Cattlemen's Assn	1
Philip Ellis	Wyoming Stock Growers Assn	4
Jeff Kirkbride	Wyoming Stock Growers Assn	3
Dennis & Sandra Thaler	Wyoming Stock Growers Assn	1
Tom West	Wyoming Stock Growers Assn	1

RECRUITMENT TIPS - Change is Inevitable

With over 25 million copies sold worldwide, *Who Moved My Cheese?* is one of the bestselling books about the one thing we can always take for granted—change. Whether it's your own operation, government policy or the cattle markets, you always know that change is inevitable.

Finding ways to adapt and be prepared for change is one of the best things a cattle producer can do to position his or her operation to be successful, no matter the circumstances leading up to the change. Being a member of NCBA is a great way to be prepared for the changes that come with being in the cattle business.

Who Moved My Cheese? is the story of four characters living in a "Maze" who face unexpected change when they discover their "Cheese" has disappeared. Sniff and Scurry, who are mice, and Hem and Haw, little people the size of mice, each adapt to change in their "Maze" differently. In fact, one doesn't adapt at all... This allegory reveals profound truths to individuals and organizations dealing with change.

Being a member NCBA is one way that a cattle producer can prepare for change, and promoting that fact with a potential recruit might be important. While being a member doesn't prevent change, it can certainly help someone feel better prepared for the changes that are bound to come. Whether it's the producer education opportunities that someone can take advantage of as a member or simply knowing that someone is watching out for your best interests in the ever-changing regulatory environment, can bring a little peace of mind.

Depending on your perspective, change can be either a threat or an opportunity. For those people who actively seek out ways to deal with change as one of the characters in *Who Moved My Cheese?* did, they find ways to succeed and prosper even in a world of change. Visit with a potential recruit about how being a member of NCBA has helped you deal with change in the cattle industry or in your own operation, and it just might be the final selling point for another membership.

-by Holly Foster

RECRUITMENT INCENTIVES...

Thank you to these Top Hand Contest Winners who Recruited 5 new members between
May 1 thru June 30, 2010
and **WON a \$100 Cabela's gift card!!!**

Top Hand	Membership Organization	May	June
David Marple	Kansas Livestock Assn	8	1
Mack Beaty	South Carolina Cattlemen's Assn	8	0
Wade & Matt Teagarden	Kansas Livestock Assn	5	3
Ashby Green	Florida Cattlemen's Assn	5	0
Bill Edwards	Kansas Livestock Assn	5	0
Mark & Roxanne Malecek	Minnesota Cattlemen's Assn	4	3
Charles Shaw, Jr.	Mississippi Cattlemen's Assn	4	2
Rae Luginsland	Kansas Livestock Assn	4	1
Cody Comeaux	Arkansas Cattlemen's Assn	3	4
Dale & Linda Lueck	Minnesota Cattlemen's Assn	1	5

The Boehringer Ingelheim Vetmedica, Inc. Cydectin® Pour-On campaign was a huge success!

The new/reinstated member/recruitment incentive ran January 1, 2010 thru June 20, 2010 and resulted in 2,958 new/reinstated NCBA members. We would like to thank Boehringer Ingelheim Vetmedica, Inc. for partnering with NCBA and the Top Hand Club to increase our membership and for providing such a valuable tool to make our recruitment efforts much easier.

2009 Top Hand Club Champion, Dr. Hugh McCampbell from Sweetwater, Tennessee shared his thoughts on how he has recruited 54 members so far this recruiting year (on top of the 82 members in 2009-wow!):

"Things that encourage, and result in increases in membership numbers need to continue. The most recent very successful "bonus" is the support of Boehringer Ingelheim Vetmedica, Inc. by them donating a 500ml bottle of Cydectin cattle de-wormer to each new member. Many producers already use Cydectin, and to get a free bottle is many times the last little factor that makes them decide to join NCBA. Boehringer Ingelheim Vetmedica, Inc. is to be commended for their role in preserving the beef industry, and putting wholesome food on our tables. I have received several phone calls from my recruits/clients who are excited when they receive their free bottle. Most of them then go to the local co-op or feed store and buy more Cydectin to complete de-worming their herd.

I certainly want to express my appreciation to Boehringer Ingelheim Vetmedica, Inc. for sponsoring the Top Hand Club and giving away the Cydectin. It is a win-win situation all the way around. NCBA gets an increase in membership, which in turn goes a long way to educate the public and preserve the beef industry. Boehringer Ingelheim Vetmedica, Inc. sells more Cydectin by being so generous helping NCBA. The producer gets enough wormer to de-worm 10 cows, and by being a Top Hand recruiter, my wife and I win prizes by recruiting new NCBA members. We really appreciate Boehringer Ingelheim Vetmedica, Inc. making it just that much easier to recruit members."

271 Top Hand recruiters participated. You all worked hard to get the word out on this awesome promotion and we thank you for your ongoing support.

- 3,656 bottles fulfilled 1/1/2010 thru 6/20/2010
- 2,958 members
- Includes 45 states and 1 bottle to Saskatchewan Canada:
 - AL-28; AR-71; AZ-15; CA-89; CO-154; FL-63; GA-42; HI-1; IA-143; ID-42; IL-109; IN-54; KS-519; KY-75; LA-156; MA-1; MD-3; ME-2; MI-52; MN-184; MO-243; MS-130; MT-27; NC-41; ND-18; NE-176; NJ-3; NM-23; NV-18; NY-32; OH-235; OK-110; OR-32; PA-59; SC-35; SD-46; SK-1; TN-216; TX-144; UT-85; VA-71; VT-1; WA-10; WI-38; WV-15; WY-44

A MESSAGE FROM NCBA PRESIDENT, STEVE FOGLESONG - Governance Restructure Update

Recently, NCBA officers along with leaders of the Governance Task Force made a decision to focus efforts in resolving concerns that have been raised regarding NCBA's proposed new governance structure. As a result, we will not be going forward with changes to the bylaws at the upcoming Summer Conference. Our focus is to maintain an industry organization that can efficiently address complex issues impacting the beef industry that have both producer and consumer ramifications. In addition to addressing the legislative and regulatory issues facing beef producers, we must also preserve a sound, legal Federation which will continue to focus on the important work of improving beef demand.

NCBA's partnership with the Federation is an integral element in the state and national delivery of checkoff programs. We can't lose this strong partnership because of misguided perceptions. At no time during the last two years of working on the new governance structure did the Federation itself ever say it wanted to be separate from NCBA. It is disappointing that others continue to try to determine what is best for the Federation when the Federation itself has spoken loudly the last several years via voluntary investments. In fiscal year 2009, 40 Qualified State Beef Councils invested nearly \$10 million. This is a clear signal to that the Qualified State Beef Councils that make up the Federation find value in this current state and national partnership.

Obviously, the 11-member CBB Executive Committee, as an agent of the federal government, and several vocal agricultural organizations are supporting separation of the Federation from NCBA. To that, we say: We've been there. And it wasn't particularly efficient. That's why producer leaders created NCBA by merging the National Cattlemen's Association and the Beef Industry Council, the predecessor to the Federation of State Beef Councils.

Some say things have changed since the merger and we agree. Specifically, the amount of attacks from outside the beef industry have increased significantly. The industry must use all resources wisely and we believe the track record of a coordinated effort between NCBA and the Federation has proven itself. There is no better example of the effectiveness of this merger than NCBA's and its state organizations response, in total, to BSE.

We believe delaying the discussion about our 9(o)-0.9(v)8.1(e)-0.9(r)-6.9(n)-0.9(20.1(l)1.8(sepa).9(n)-0u(e)10.c st)-

"While we're still looking at the details of the proposal, in general, we have serious concerns with any efforts to increase government intrusion in the marketplace," said NCBA President Steve Foglesong. "Cattle producers support free-market principles and we deserve the right to enter into private negotiations between willing buyers and sellers-just like other sectors of American business."

Participants will also have the opportunity to hear from a variety of speakers, including Jude Capper, Ph.D., assistant professor of dairy science at Washington State University; Frank Mitloehner, associate professor and air quality specialist at the University of California; and Jason Clay, senior vice president of Market Transformations, who leads the World Wildlife Federation's forests, fisheries, agriculture, aquaculture and finance initiatives. Temple Grandin will be honored with a Lifetime Achievement Award. Grandin is a world-renowned designer of livestock handling facilities, a professor of animal science at Colorado State University, and one of the world's highest functioning autistics.

Please join us for The Top Hand/YPC Reception Thursday, July 29th, 7-8:00 pm,
South Convention Lobby

Visit www.beefusa.org or call 303-694-0305 for more information. Online registration ends July 13th.

2010 JOHN DEERE NCBA PARTNER DISCOUNT PROGRAM

Partnering for Your Success

NCBA continues to partner with the world's leading manufacturer of farm equipment. Exclusive to NCBA members, John Deere offers this amazing member benefit.




- \$35.00 off Frontier Cutters Models RC2048, RC2080, RC2072, RC2084
- \$50.00 off JD Extended Service Plans (US Only)
- \$75.00 off MX5, MX6, MX7, MX8, MX10 Rotary Cutters
- \$100.00 off Z225, Z245, Z425, Z445, Z465 EZtrak™ Mower
- \$100.00 off Z510A and Z520AZ-Trak Estate Mowers
- \$100.00 off CS & CX Galor
- \$125.00 off Frontier Spreaders - Models MS1102G, MS1105G, MS1108, MS1108G, MS1112, MS1117
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- \$200.00 off X300 Series Lawn Tractors
- \$250.00 off 3 Series Tractors
- \$250.00 off 4120, 4320, 4520, 4720 Series Tractors
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- \$250.00 off 5045D, 5055D, 5045E, 5055E, 5065E, 5075E Tractors
- \$250.00 off 5083E, 5093E, 5101E Limited Tractors
- \$400.00 off 5065M, 5075M, 5085M, 5095M, 5105M Tractors
- \$400.00 off 6100D, 6115D, 6130D, 6140D Tractors
- \$500.00 off 6230, 6330, 6430, Tractors
- \$500.00 off 7130, 7230, 7330, 7430, 7530 Series Tractors
- \$500.00 off 7630, 7730, 7830, 7930 Series Tractors
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