

THOMAS COUNTY Herald

Your Source Of News In The Sandhills

THOMAS COUNTY, THEDFORD, NEBRASKA 69166

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Pearson Takes First In Nebraska Beef Ambassador Contest

The Nebraska Cattlemen's NCW Consumer Promotion and Education committee is pleased to announce the results of the 2018 Nebraska Beef Ambassador Contest held June 6, in Grand Island. The Nebraska Beef Ambassador Program provides an opportunity for youth, ages 14 - 24 years old, to become spokespersons and future leaders for the beef industry. The two divisions, senior and collegiate, were judged upon three different areas of the industry consisting of a mock consumer promotional event, media interview and an issues response.

Devin Jakub of Brainard took home the first-place rank in the collegiate division along with a scholarship from the Nebraska Cattlemen Foundation. Devin will be competing in the ANCW Collegiate Beef Advocacy Program. Dakota Lovett, Bladen was awarded second place and Savannah Schaffer, Nehawka came in third place.

Senior contestants Hannah Pearson, Valentine, received first place and Rachel Smith, Osceola, was second place.

The first-place winners of each division were awarded a cash prize and



Hannah Pearson, left, a senior at Thedford High School, took first in the Nebraska Cattlemen's NCW Nebraska Beef Ambassador contest. Rachel Smith, Osceola was second in the senior division.

a custom belt buckle while all winners received a cash prize. The Beef Ambassador will be traveling Nebraska over the next year to promote Nebraska beef and help education students at ag to school programs.

"We had a great contest this year. All of the contestants were very well prepared and their knowledge of the beef industry was very in depth", stated Gina Hudson, NCW chair. "Thank you to the judges and volunteers

that helped with this year's Beef Ambassador contest.

The 2019 Beef Ambassador contest is set for June 4 in Columbus. Contest information can be found at www.nebraskacattlemen.org.

Smith Announces New Staff Member Jacy Spencer

Congressman Adrian Smith (R-NE) announced the addition of Jacy Spencer to his Grand Island staff, who will serve as Community Liaison - Agriculture Specialist.

"I'm happy to announce Nebraska native Jacy Spencer will join my staff," Smith said. "Jacyn will serve as a community liaison focusing on agriculture and I have no doubt she will be a great asset to Nebraska's Third District."

Spencer has strong ties to the Nebraska Sandhills. Her family homesteaded land east of Brewster in 1886 and has been ranching there since. Spencer is a graduate of the University of Nebraska-Lincoln where she studied agricultural economics and minored in animal science and entrepreneurship. She joins Smith's staff after completing policy internships in Washington, D.C. with the



COURTESY PHOTO

Jacy Spencer

National Corn Growers Association, the National Cattlemen's Beef Association, and the Public Lands Council.

Third District residents in need of assistance are encouraged to contact Smith's Grand Island office at 308-584-5900, his Scottsbluff office at 308-633-6333, or his Washington, D.C. office at 202-225-6435.

Eatingers Winners In 2018 Retail Value Steer Challenge

The annual Nebraska Cattlemen Foundation (NCF) Retail Value Steer Challenge (RVSC) winners were honored at the NC Foundation lunch on June 7 during the Nebraska Cattlemen (NC) Midyear Meeting in Grand Island.

The RVSC is the primary fundraiser for NC Foundation with money raised supporting youth & adult educational programs, scholarships, research & infrastructure projects, history preservation and judging teams at colleges in Nebraska.

Three winners of each of the three categories were awarded for their steer's performance in the 19th annual Retail Value Steer Challenge.

First place in the Average Daily Gain category was awarded to the steer owned by Jim Ramm of Atkinson, Don Schmaderer of Stuart and Paul Sedlacek of Pierce.

Second place went to a steer owned by the University of Nebraska Animal Science Faculty and third place was awarded to Loseke Feedlot of Columbus and Folken Feedyard of Leigh. Graff

Cattle of Ogallala owned the steer that won the Carcass Value category with John Schroeder of Cozad and Kelly Bruns of North Platte receiving second with their steer. A steer owned by Miles Cattle Company of McCool Junction and Trampe Cattle Company of Amherst received the third place honors.

First place in the Total Value Category was a steer owned by the Northeast Nebraska Cattlemen Association. Second place went to the steer owned by Berger's Herdmasters of Stapleton and third place went to Wayne & Roxanne Eater of Thedford.

The NC Foundation would like to recognize the support of Darr Feedlot, Cozad, for administration and feeding of the steers that were entered into this year's challenge. In addition, the Foundation appreciates the following sponsors for their support of the Retail Value Steer Challenge: Arthur J. Gallagher & Co., Bill's Volume Sales, Inc., Elanco Animal Health and Zinpro Performance Minerals.

The Story Of The Nebraska Sandhills

Situated on the border of Blaine and Custer counties in the Sandhills of Nebraska, the McGinn Ranch comprises thousands of acres of grazing land. Originally homesteaded in the late 1800's with a single section of land, the ranch has grown and survived over 115 years of crippling drought, torrential rains, extreme heat, and bone-numbing cold, along with the changing diet of the American public for beef.

"A Way of Life: Ranching on the Plains of America," captures the McGinn operation through the eyes of artist/photographer Georg Joutras who captured over 260 images of the ranching operation in an inspirational and natural setting. These photographs present a compelling, multi-year look at the realities of ranching on the plains of America in the 21st century, and was a prerequisite for "Ocean of Grass - Life on a Nebraska Sandhills Ranch."

The experiential, immersive documentary captures a year in the life of the McGinn Ranch and was first shown at the Kansas City Film Festival.

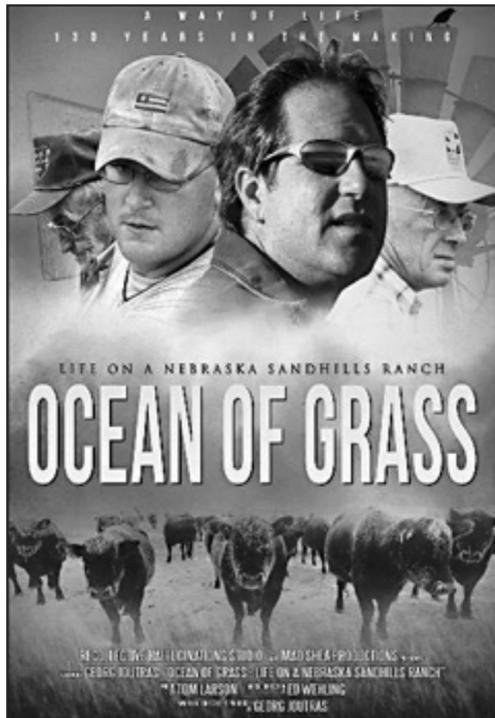
The showing at the Tiffany Theater in Broken Bow was sold out. Proceeds from documentary tickets went to the Custer County Foundation.

Joutras grew up at Ogallala and attended college at the University of Nebraska-Lincoln. One of his classes included film making. He returned as a businessman to Ogallala and worked for a computer tech company before moving back to Lincoln. He sometimes exhibited at the Burkholder project in Lincoln, as did Laron McGinn, an artist from Dunning.

"We met in 2003, hit it off, and when he invited me to stay with him on the ranch if I got out there, I knew the invite was genuine. I had planned on a day or two, and ended up staying for a week."

Joutras continued to come out to the McGinn ranch, camera in hand. His wife and daughter gifted him a video camera and he incorporated it into his trips.

"When I knew this story of hard-working, dedicated people who treasure and nurture their land



and livestock had to be told on a big screen, I purchased better equipment and reshot a lot," Joutras said.

This turned into 22 months of filming and could not have been made five years ago with no drones and no stabilizers

See *Ocean Of Grass* Page 10

-- News Briefs --

Annual Alumni Reunion

The Annual Thedford High School Alumni Reunion was held Saturday, June 16. Over 100 attended this event.

Pictures and a complete story will be featured in the July 5 issue of the *Thomas County Herald*.

National Final Rodeo Qualifiers

The High School National Final qualifiers will be headed to Rock Springs, Wyoming, July 15 - 21, 2018.

For complete results of the Nebraska High School Rodeo finals see page 8 inside this issue.

Notices

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