

BEEF COUNCIL bullhorn

BEEF



Mary Lynn Roper: Beef Backer 2011

Mary Lynn Roper, General Manager of KOAT-TV Channel 7, is the recipient of the 2011 Beef Backer Award for her longtime and ongoing work in support of the beef industry. The Beef Backer Award is presented annually by the New Mexico Beef Council for outstanding efforts that result in the advancement of the New Mexico beef industry through education, promotion and research.

Roper is well known for her work as a radio personality, television reporter, and as general manager of KOAT-TV Channel 7. The New Mexico Beef Council appreciates her attention to issues that affect rural communities throughout the state. Thanks to her sharp eye, rural stories that produce public awareness are told and heard. Her sense of fairness has produced responsible media depictions of the beef industry in New Mexico by highly professional and capable reporters.

She has sent talented, reliable reporters to cover the NMBC's Gate-to-Plate tours and the Youth Ranch Management Camp at the Valles Caldera last summer.

Born and raised in Raton, Mary Lynn graduated Raton High, but not before learn-

ing about radio from the inside out by working in her family's radio station. In back of the radio station tower, KRTN, were horses she and her friends loved to ride. "I always loved riding," she says, "and I did a little barrel racing."

She recalls memorable influences on her own path to becoming a television pioneer. "Growing up, I always watched the great horsewoman Sally Schwartz," and she was and is very good friends with Candy Christmas and Gretchen Sammis and Ruby of the Chase Ranch in Cimarron. "Watching Gretchen and Ruby Gobble gave me the feeling that a woman can accomplish anything. I actually got to go to the Cowgirl Hall of Fame with them once. "I'm proud that I know four Hall of Famers — Gretchen, Ruby, Linda Davis and the photographer Barbara Van Cleve."

"The industry is changing, and for ag, the drought is tough," she says. "I don't have any answers, but I am sensitive to it.

"I'm proud that I came from a small town in New Mexico," she says. "I've spent a great deal of my career giving small towns a hearing. I bring that perspective because that's how I grew up. I wouldn't change anything."

Dina Chacon-Reitzel Honored by NMDA



"Each year, we present an award to an industry partner who truly goes above and beyond in advancing New Mexico agriculture. Dina is a true advocate for the beef industry. Through her creativity, drive, and passion, she has developed NMBC programs that benefit all New Mexico agriculture. Examples include the Gate-to-Plate tour, coordinated advertising campaigns and state fair promotions. She is a true partner of the industry and NMDA," Jeff M. Witte, Director/Secretary, NM Department of Agriculture. (l to r) Jeff Witte, Dina Chacon-Reitzel, Tom Bagwell.

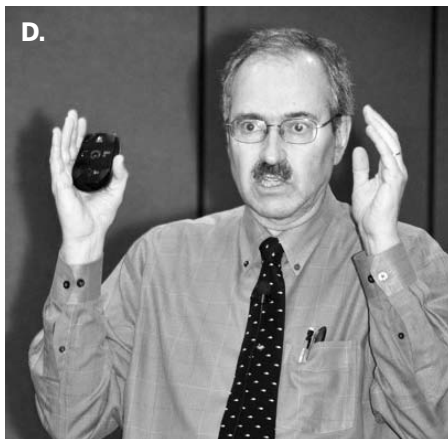
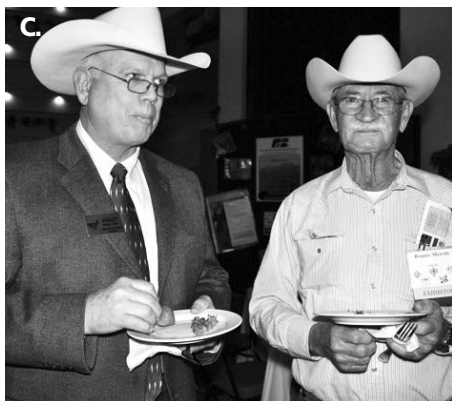


(Above) Outgoing CowBelle President Linda Lee and NMBC Chairman Jim Bob Burnett on NMBC Labatt Food Service tour.

(Left) Jim Bob Burnett, Chairman, NMBC; Dina Chacon-Reitzel, Executive Director NMBC; Mary Lynn Roper, General Manager KOAT TV7; Mark McCollum, NMBC director; Darrel Brown, Vice-Chairman, NMBC.



NMBC Attends 2011 Joint Stockman's Convention



A. The NMBC meeting included a tour of Labatt Food Service plant, guided by Rick Legg, District Sales Manager.

B. Tom Bertelle, Labatt's Center of the Plate Specialist (right) and Daniel Chavez, COP Manager, explain the source-verified Heritage Beef program, which includes several NM ranches.

C. Wesley Grau, Chairman, Cattlemen's Beef Board, and Ronnie Merritt do what Joint Stockmen's is all about – share some quality time together.

D. NMBC-sponsored speaker John Lundeen, Executive Director of Market Research, NCBA, offered an in-depth view of the value of branding beef for the marketplace.

E. Monte Faulkner, son of Sage and Shane Faulkner, enjoys dessert at the NMBC welcome reception.

F. Tom Bagwell, retiring Deputy Director of NMDA, is honored for his service by the NMBC. (l to r) Dina Chacon-Reitzel, Jim Bob Burnett, Tom Bagwell.

G. CBB Director Tammy Ogilvie visits with Jim Bob Burnett, current Chairman.

H. Bob Ricklefs, NM Cattle Growers' Cattleman of the Year with NMBC Director Bruce Davis at the NMBC-sponsored welcome reception in the Albuquerque Marriott Pyramid.



2011-2012 DIRECTORS – CHAIRMAN, Jim Bob Burnett (Producer); **VICE-CHAIRMAN**, Darrell Brown (Producer); **SECRETARY**, Bernarr Treat (Producer).

NMBC DIRECTORS: Andres Aragon (Producer); Bruce Davis (Producer); Alicia Sanchez (Purebred Producer); Art Schaap (Fluid Milk Producer); David McSherry (Feeder); Mark McCollum (Feeder)

FEDERATION DIRECTOR, Jane Frost (Producer) **U.S.M.E.F. DIRECTOR**, David McSherry **BEEF BOARD DIRECTORS**, Tammy Ogilvie (Producer), Wesley Grau (Producer).

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