



**CATTLE FEEDERS
HALL OF FAME**

News Release

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Cattle Feeders Hall of Fame Calls for Nominations from Industry

*Cast your nominations for the Industry Leadership Award and
Arturo Armendariz Distinguished Service Award NOW!*

Kansas City, Mo. (Jan. 5, 2011) — The Cattle Feeders Hall of Fame is asking the cattle-feeding industry to submit their nominations for the 2011 Industry Leadership Award and the Arturo Armendariz Distinguished Service Award nominees.

Nomination and voting process

To nominate an individual for the Industry Leadership Award and/or the Arturo Armendariz Distinguished Service Award, go online to www.cattlefeeders.org or submit by e-mail at info@cattlefeeders.org.

Nominations will be accepted for the Industry Leadership Award until Jan. 21, 2011. Starting Monday, Jan. 31, the industry will be able to vote by ballot at the National Cattlemen's Beef Association tradeshow, as well as online at www.cattlefeeders.org through Feb. 28, 2011. The ballot will include nominees for the 2011 Hall of Fame inductees and the Industry Leadership Award recipient.

Cattle feeders wanting to nominate an employee to be the first recipient of the Arturo Armendariz Distinguished Service Award can send in nominations through Feb. 28, 2011.

Both awards will be given on behalf of the cattle-feeding community during the Cattle Feeders Hall of Fame annual banquet on June 30, 2011 in Denver, Colo.

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About the Industry Leadership Award

Within the cattle-feeding industry, advocates are as critical to success as the cattle feeders themselves. Their unconditional passion for the cattle-feeding industry should not go unnoticed. So each year the Cattle Feeders Hall of Fame will give the Industry Leadership Award to a deserving industry advocate. In 2010, Richard McDonald was honored as the first recipient of the award.

The Industry Leadership Award is given to distinguished individuals, like Richard, who have demonstrated outstanding leadership, provided exemplary service and have made significant contributions to the advancement of the cattle-feeding industry. These individuals are the core of the industry and provide information and counsel that contributes to the success of cattle feeders nationwide.

About the Arturo Armendariz Distinguished Service Award

This award was developed to honor the heart and soul of the cattle-feeding industry — feedyard employees. These men and women are the driving force for implementing innovative ideas that not only improve the industry, but better the quality of beef available to American families.

The Cattle Feeders Hall of Fame established the award in honor of the late Kansas resident and long-time employee at Poky Feeders, Arturo Armendariz. Armendariz, who passed away in August 2008, spent nearly three decades at Poky Feeders, helping grow the business from a 17,000 head capacity to 63,000. Under his skillful management, Poky Feeders' mill output reached 2 million pounds per day.

His role as devoted employee, family man, friend and longtime member of the beef industry made him the perfect namesake of the Distinguished Service Award. The Cattle Feeders Hall of Fame is proud to continue to recognize leaders such as Armendariz who dedicate their careers to the cattle-feeding industry in his name.

For more information on the inductees and award winners, or about the Cattle Feeders Hall of Fame, visit www.cattlefeeders.org, www.facebook.com/cattlefeeders and www.twitter.com/cattlefeeders.