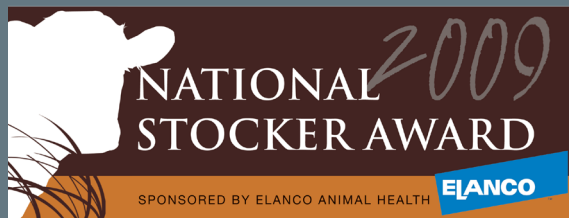


BEEF magazine presents...

BEEF MAGAZINE PRESENTS...

NATIONAL STOCKER AWARD



OFFICIAL NOMINATION FORM

BEEF magazine and Elanco Animal Health developed the National Stocker Award to showcase the best of the best in stocker management and to highlight this critical segment of the beef cattle industry.

Although you will see this official nomination form requires plenty of effort, the reward is plentiful, too: the first-place winner receives a \$5,000 CASH PRIZE; second-place and third-place receive \$1,000 each, sponsored by Elanco Animal Health. The overall winner also receives a trip to the 2010 National Cattlemen's Beef Association annual meeting and convention, sponsored by Elanco.

**\$5,000
GRAND PRIZE
WINNER**

Here's how the contest works: three finalists will be selected based upon this application (from the entire pool of nominations, regardless of category). These finalists will then be asked to submit profitability metrics for up to five groups of cattle managed during the contest year (see www.nationalstockeraward.com for the Phase II information that will be asked for at that time). Based upon all the information provided, the selection committee will choose 1st, 2nd and 3rd place winners.

As you complete this application, either nominating your own program or nominating someone else's operation, keep in mind that you are encouraged to enlist the expertise of folks who you consult with in your business, such as extension agents, veterinarians, sales representatives and others.

You can find a completed sample application at www.nationalstockeraward.com. You may find this sample application useful in completing the application. A Word document version of this nomination form is also available on the website.

SUBMISSION INSTRUCTIONS

Complete the form by typing or handwriting* the answers, and send via mail to:

Debbie Weinhold, BEEF magazine
7900 International Drive, Suite 300
Minneapolis, MN 55425

**Please note that all handwritten entries must be legible. Illegible entries will not be judged.*

Please use additional paper to fill out the essay questions. The judges may call you to gain more clarification when they are evaluating your nomination.

Inquiries can be made to Wes Ishmael, BEEF magazine's National Stocker Award coordinator at 817-249-4545; wesleysink@aol.com. All nominations become the property of BEEF magazine.

Please visit www.nationalstockeraward.com for a complete set of contest rules.

NOMINATIONS ARE DUE MAY 1, 2009

WWW.NATIONALSTOCKERAWARD.COM

GENERAL INFORMATION

50 POINTS

Provide a brief review of the general nature, history and production of the nominee's operation.

1. Percentage of total cattle revenue generated by stocker/backgrounding business in 2008-2009? _____

To be eligible for the National Beef Stocker Award, the nominated operation must derive the majority of its cattle revenue from the stocker/backgrounding operation.

2. How many years has the nominee been involved in the stocker/backgrounding business? _____

3. During this period of involvement, has the scope of the nominee's stocker/backgrounding operation (select only one):

Grown Declined Remained Static

4. How many head were part of the nominated program in 2008-2009 (i.e., only the cattle included in the winter forage stocker production phase program if that is the category of nomination)? _____

5. Percentage of total stocker revenue derived from nominated category. _____

6. Primary challenge to the stocker/backgrounding operation in 2008-2009, and how you dealt with it. _____

7. Including the nominee, how many individuals are involved in handling the day-to-day operation of the enterprise? (fill in appropriate numbers):

Full-time: _____

Part-time: _____

8. What is the expected evolution in the next three years? _____

9. What is the nominee proudest about when it comes to his/her stocker operation? _____

10. What is the most valuable lesson learned during the nominee's stocker career? _____

11. What role does the nominee believe his/her operation serves in the U.S. cattle/beef business? _____

12. What are key changes/challenges the nominee believes the U.S. stocker industry faces in the next three years and how will his/her operation address them? _____

OVERALL

50 POINTS

Provide an overview of your operation, philosophies, goals and how you do business.

This overview should include:

- **Why the operation is being nominated**—What sets the nominee apart from the others in this segment of the stocker industry, (i.e., what aspects of the operation are different from or allow the nominated operation to be more competitive than peers engaged in the same stocker category?)
- **Procurement**—How cattle are typically procured (i.e., sources, typical distance hauled, whether previous health history is required, whether you purchase with value-added markets in mind, etc.)
- **Management**—Data routinely tracked and monitored, at what stages cattle are weighed, whether cattle are managed individually or as groups, etc.

- **Health**—Objectives of the nominee's health program, including the role of the veterinarian. The description should include:
 - Receiving and processing protocols (if using metaphylaxis, please cite the specific products used)
 - Vaccination program
 - Pull and treat protocol
 - Implant protocol
 - When and how you utilize a veterinarian
 - Any other details that help the evaluation committee understand how you apply health management.
- **Nutrition**—Explain the nominee's nutrition program and how it fits with the land resources that are available. The description should include:
 - Techniques used to optimize gain per day
 - Supplement strategies
 - Who you consult with to build rations (e.g. consulting nutritionist, feed company representative, etc.)

Please consider (type in name of operation): _____

for the **2009 National BEEF Stocker Award** in the following Stocker Production Phase (select only one).

Programs can be nominated in only one category — nominations in multiple categories will be ineligible.

The nominated operation understands that the award evaluation committee may contact it for further information. Further, the nominated operation understands if selected as a Phase I finalist, they will be required to provide Profitability Metrics for up to five groups of cattle managed during the contest year (see www.nationalstockeraward.com for the information that will be asked for at that time). If selected as a Phase II finalist, the nominee understands that *BEEF* magazine will conduct an on-site interview and take photos for an article to appear in *BEEF* magazine and through other media. If selected as a National Stocker Award winner, the nominee agrees to attend the 2010 NCBA Convention to accept the award sponsored by Elanco Animal Health. Information provided in this application will be used solely by the evaluation committee and held in the strictest confidence by *BEEF* magazine. Should the nominee earn the national award, the nominee and *BEEF* will agree upon what specific details can be shared about the nominee's operation.

Select one phase:

- Summer Stocker program** (forage-based) e.g. calves purchased or retained for grazing from approximately April 1 to August 30.
- Fall /Winter Stocker program** (forage-based, including crop residues such as corn stalks) e.g. calves purchased or retained for post-weaning gain, primarily using standing forages such as winter wheat or ryegrass pasture, or crop residues such as corn stalks, from approximately September 1 through March 31.
- Backgrounding / Drylot Stocker** (feed-based) e.g. calves purchased or retained for pre-stocker backgrounding and/or postweaning gains primarily using feeds other than forage.
- Combination Stocker**, e.g. cattle procured and carried across two or more of the above stocker phases (applicants need to make clear how the nominated group(s) of cattle were managed during each phase).

Name of nominated operation

Contact person at nominated operation

Address (headquarters) _____

City _____ **State** _____ **Zip code** _____

Phone (____) _____ **Fax** (____) _____

E-mail _____

Name of person submitting application (if different from nominated operation)

Address (headquarters) _____

City _____ **State** _____ **Zip code** _____

Phone (____) _____ **Fax** (____) _____

E-mail _____

Relationship to nominee _____

I, _____, (signature) agree that the information on this nomination form is accurate, timely, and not fabricated.
Please visit www.nationalstockeraward.com for a complete set of contest rules.

RULES

1. *BEEF* Magazine, a publication of Penton Business Media, Inc. (“Sponsor”) is offering the “National Stocker Award” contest (“Contest”). **NO PURCHASE NECESSARY. A PURCHASE DOES NOT IMPROVE THE CHANCES OF WINNING. CONTEST VOID WHERE PROHIBITED.**
2. Contest will be open to stocker operators who are 18 years of age and older as of February 1, 2009 who are legal residents of the fifty (50) United States and the District of Columbia. Employees of Penton Media, Inc., Sponsor. And their respective parents, subsidiaries, affiliates, advertising and promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) of such employees and/or those with whom such employees are domiciled are not eligible to enter. Void outside the fifty (50) United States and the District of Columbia and where prohibited, taxed, or restricted by law. All federal, state, and/or local rules and regulations apply.
3. Contest begins 12:00:01 a.m. E.T. on **February 1, 2009** and ends at 11:59:59 p.m. E.T. on **May 1, 2009**.
4. Enter by filling out an official entry form available at www.nationalstockeraward.com and providing the requested information about the nominated stocker operation on the entry form. Entries should be submitted to *BEEF*—postmarked no later than 5:00 p.m. E.T. on May 1, 2009 — Attn: Debbie Weinhold, 7900 International Drive, Suite 300, Minneapolis, MN 55425. Entries are limited to one per person. No automated entry devices and/or programs permitted. Sponsors shall not be responsible for lost, late, illegible, stolen, invalid, misdirected, technically corrupted or garbled, mutilated or misdirected entries. Entry forms or requests that are tampered with, illegible or incomplete are not eligible. Proof of submission will not be deemed to be proof of receipt by Sponsor. In the event an insufficient number of entries are received, Sponsor reserves the right to cancel the Contest and shall be under no obligation to award the prizes. By entering, all entrants warrant and represent that their respective entries are their own fully original creations, and their respective Entries (including but not limited to any materials integrated into their Entries) will not infringe or violate the rights of any third parties, including but not limited to copyrights, trademarks, and/or rights of publicity/privacy. Sponsor reserves the right to reject any entries that it deems, in its sole discretion, to be inappropriate, for any reason whatsoever. Each entrant selected as a potential winner must comply with all terms and conditions set forth in these Official Rules, and winning is contingent upon fulfilling all such requirements.
5. Overall winners will be selected by the judging committee, based on the criteria that are presented on the nomination form. Participants agree to be bound by these rules and the decision of the judges; said decisions are final. Winners will be notified via telephone and/or e-mail. Winners will be honored at the NCBA Annual meeting to be held in 2010. Each winner will be featured in the October issue of *BEEF*. To obtain a list of winners, send a self-addressed, stamped envelope, after October 15, 2009, to *BEEF*, Attn: Debbie Weinhold, 7900 International Drive, Suite 300, Minneapolis, MN 55425.
6. All entries and requests become the property of Penton Business Media, Inc., and will not be acknowledged or returned. Penton Business Media, Inc. will have the right to photograph the winner. Entry constitutes permission to use the winner’s name, picture, likeness and city and state of residence for purpose of trade, publicity or promotion for no additional compensation except where prohibited by law. All entries must be original, may not have previously won the overall award, and must not infringe on any third-party rights. Submission of an entry constitutes entrant’s consent to irrevocably assign to Penton Business Media, Inc. any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Penton Business Media, Inc. and its agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
7. All entrants release Penton Business Media, Inc., its affiliates, parents, subsidiaries, directors, officers, employees, and agents, and all others associated with the development and execution of this contest from any and all liability from injury, loss or damage of any kind resulting from participation in this contest.
8. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
The Sponsor of this Contest is Penton Media, Inc., 7900 International Drive, Suite 300, Minneapolis, MN 55425.