



"Serving Michigan's Cattlemen Since 1960"

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MICHIGAN CATTLEMEN RECOGNIZE INDUSTRY LEADERS

OKEMOS - (June 27, 2014) – Four distinguished individuals and an agriculture business were recognized for their contributions and dedication to the beef industry during the [Michigan Cattlemen's Association](#) (MCA) Summer Round-Up. MCA "Member of the Year" was awarded to Bill Sheridan from Mason; "Agribusiness of the Year" belongs to Merck Animal Health, Jimmy Lambert of McBain was awarded "Young Cattleman of the Year"; Brian Plank from Crystal received "Purebred Breeder of the Year"; and "Cattle Businessman of the Year" was awarded to Dr. John Gunter of Mason.

Member of the Year

The Michigan Cattlemen's Association's (MCA) "Member of the Year" is Bill Sheridan. Bill Sheridan has been an integral part of MCA for over twenty five years. His ideas, expertise and passion for the industry have paved the way for many successes of the association. Bill helped organize the first Michigan Beef Expo and served as the committee chairman for a number of years. He has also been an essential part of the MCA-MSU Bull Evaluation Program. Bill has called every Bull Evaluation Program sale since the program began. He is an industry ally to all Michigan cattle producers.

Agribusiness of the Year

The Michigan Cattlemen's Association (MCA) awarded the distinction of "Agribusiness of the Year" to Merck Animal Health. MCA and Merck Animal Health have a strong partnership, fostered by Senior Territory Manager, Jeff Leininger. Merck has partnered in many ways with Michigan cattlemen, including Cattle Vaccination Programs, Bull Evaluation Health Programs, Summer Round-Ups and a number of regional cattlemen meeting sponsorships. Merck Animal Health is committed to providing the science of healthier animals through innovative products and solutions. Merck provides one of the most comprehensive and diverse product offerings in the marketplace.

Young Cattleman of the Year

The Michigan Cattlemen's Association (MCA) awarded the "Young Cattleman of the Year" honor to Jimmy Lambert. Growing up in the auction business, Jimmy began conducting estate, farm, and consignment auctions at an early age. Jimmy is currently Michigan's Marketing Representative for Superior Livestock where he represents cattle throughout the state and provides order buying and private treaty services. Jimmy supports MCA activities and encourages young producers to take part in the association.

Purebred Breeder of the Year

The Michigan Cattlemen's Association (MCA) awarded Brian Plank of Plank Simmental Farms the honor of "Purebred Breeder of the Year." Brian's family entered the Purebred Simmental business in 1981. Brian now runs 75 Registered Simmental and Simm-Angus cows with his fiancée Sam, his son Hunter and twin daughters, Cory and Brooke. Brian's work and knowledge of Purebred cattle is essential to the success of the MCA-MSU Bull Evaluation Program. In addition to his daily management responsibilities, Brian works with consignors to ensure requirements are met and bulls are properly marketed.

Cattle Businessman of the Year

The Michigan Cattlemen's Association (MCA) selected Dr. John Gunther as "MCA Cattle Businessman of the Year." Dr. Gunther completed his DVM at Purdue University in 1971 and went on to teach large animal reproduction at Michigan State University before gravitating toward a career as an Embryo Transfer Practitioner. In 1983 he started GGS Genetics, a company that has been serving the embryo transfer needs of the cattle industry all around Michigan for 31 years. Dr. Gunther has been active in providing his services and knowledge to 4-H and FFA members, and various clubs dealing with embryo transfer and the health care of small and large animals. Dr. Gunther is a member of the Michigan Chi-Maine Association, and conducts AI trainings for producers and students alike.

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The Michigan Cattlemen's Association is an affiliate of the National Cattlemen's Beef Association and represents all segments of the beef cattle industry including cattle breeders, producers and feeders. It is a grassroots policy development organization for the beef business. Through the Michigan Cattlemen's Association, cattle producers work to create a positive business environment, while providing consumers with a safe and wholesome product.



MCA Director Dale Oeschger (rt) presented the MCA Member of the Year award to Colonel Bill Sheridan.



Jeff Leininger (l) of Merck Animal Health received the MCA Agribusiness of the Year award presented by MCA Director Kevin Gould.



MCA Director Jeff Kala (l) presents MCA's Young Cattleman of the Year award to Jimmy Lambert.



MCA Director Monte Bordner (rt) presents the MCA Purebred Breeder of the Year award to Brian Plank.



MCA Director Brian Plank (l) presents the MCA Cattle Businessman of the Year award to Dr. John Gunter.