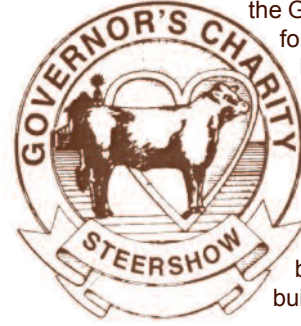


# A bit of history...

Twenty-nine years ago, the Iowa Beef Industry Council and the Iowa Cattlemen's Association joined forces with Former Governor Terry Branstad and organized the Governor's Charity Steer Show. At the Governor's request, the designated charity for the first-time event was the Ronald McDonald Houses of Iowa. Houses are now located in Des Moines, Iowa City and Sioux City. These facilities house the family members of seriously ill children being treated in area hospitals. Today, the proceeds from the sale of one steer will benefit the Iowa State Fair Blue Ribbon Foundation, which is working to rebuild the Fairgrounds.

Governor Terry Branstad generously opted to continue the tradition and host this event. He says he's excited about hosting the show, which will support two important causes



with which he associates — children and high quality Iowa food products.

The first Charity Steer Show and the next 26 events have raised more than \$1.83 million for charity. We look forward to another top-notch event.

## 2010 Recap

Last year's 28th annual Governor's Charity Steer Show raised \$108,430 for the Ronald McDonald Houses of Iowa received.

The judge for last year's show was Brad Hook from Humeston, Iowa. The judge selected the steer "Grassley Works," shown by Senator Chuck Grassley, for overall grand champion honors. Vermeer Corporation sponsored the Senator's steer. McDonald's Restaurants including Iowa City, Coralville, West Branch, Williamsburg and Washington purchased the steer at the auction for \$3,100. Trace Ticknor of Bridgewater owned the steer.

## Quick Facts About Beef

- Beef is 27 percent leaner today than it was in 1986, as purchased at the store.
- Beef has ZIP - Zinc, Iron and Protein
- For low calorie meals, start with extra lean beef and grill or broil.
- There are now 29 lean cuts of beef.
- Zinc is a vital mineral that works with more than 70 enzymes in our body and helps our immune systems. Beef is among the richest suppliers.
- Keep an eye out for the skinniest six cuts of beef: eye of round, top round, round tip, sirloin, top loin and tenderloin. They're all under 180 calories per 3 ounce serving.

- For low calorie meals, start with extra lean beef and grill or broil.
- Beef tops the list when it comes to iron. The iron found in beef is heme iron, which is five to 10 times more easily absorbed than non-heme iron.

- Zinc is a vital mineral that works with more than 70 enzymes in our body and helps our immune systems. Beef is among the richest suppliers.

- Visit [beefitswhatsfordinner.com](http://beefitswhatsfordinner.com) for more information on great tasting beef.
- Visit [explorebeef.org](http://explorebeef.org) for more information on how cattle are raised.



**Iowa Beef Industry Council**  
P.O. Box 451, Ames, IA 50010  
515-296-2305  
[www.iabeef.org](http://www.iabeef.org)



**Iowa Cattlemen's Association**  
2055 Ironwood Court, Ames, IA 50014  
515-296-2266  
[www.iacattlemen.org](http://www.iacattlemen.org)



# Twenty-ninth Annual Governor's Charity Steer Show

for the Ronald McDonald Houses of Iowa

**Saturday, August 13, 2011 • 4 p.m.**

Pioneer Livestock Pavilion, Iowa State Fair  
auction to follow in Penningroth Center



Year	## of Steers	\$ Rasied	Judges Choice: Sponsor	Judges Choice: Show Person	Judges Choice: Buyer	Sales Price
1983	24	\$22,423	Production Credit Associations Of Iowa	Allison & Eric Branstad	Patterson Supply Company	\$1,359
1984	16	\$22,825	Iowa Charolais Breeders Association	Mark Pearson, WHO Radio	Kinze Manufacturing	\$2,250
1985	20	\$31,035	Iowa Bankers Association	Robert Ray, Life Investors Insurance	Life Investors Insurance Co.	\$4,100
1986	20	\$37,550	IBIC & ICA	Terry Branstad, Governor of Iowa	Des Moines McDonald's	\$6,200
1987	19	\$35,920	IBIC & ICA	Terry Branstad, Governor of Iowa	McDonald's of Coralville / Iowa City	\$4,300
1988	20	\$52,600	The Des Moines Register	Don Muhm, Des Moines Register	McDonald's Restaurants of Greater Des Moines	\$7,750
1989	20	\$42,625	Syntex Animal Health	Gordon Eaton, President, ISU	Monfort, Inc. Ken Nickless	\$3,300
1990	16	\$43,296	Rolscreen Company	Senator Charles Grassley	Monfort, Inc. Ken Nickless	\$3,750
1991	13	\$41,400	Syntex Animal Health	Martin Jischke, President, ISU	Monfort of Des Moines	\$7,400
1992	16	\$51,335	Central Iowa Power Cooperative	Senator Charles Grassley	McDonald's of Iowa City/Coralville/Williamsburg	\$8,000
1993	19	\$44,800	Microbial Genetics Div. Pioneer Hi-Bred	Terry Allen – UNI Football Coach	Microbial Genetics Div. Pioneer Hi-Bred	\$4,250
1994	17	\$52,450	Microbial Genetics Div. Pioneer Hi-Bred	Chris Ritrvei, Athletic Dir., UNI	Prima Corporation	\$5,500
1995	19	\$40,900	Pioneer Hi-Bred International	Chuck Johnson, Pres. Pioneer Hi-Bred	Pioneer Hi-Bred, International - Dave Knau	\$3,250
1996	23	\$38,100	Central Iowa Power Cooperative	Representative Ron Corbett	Featherlite, Inc. Patsy Clement	\$2,000
1997	19	\$67,550	IGF Insurance	Mark Pearson, WHO Radio	IBP, Inc	\$6,500
1998	24	\$124,675	IBIC & ICA	Terry Branstad, Governor of Iowa	Dorothy O'Brien	\$11,500
1999	30	\$66,400	The Des Moines Register	Barbara Henry, President & Publisher	Dunlap Livestock	\$3,000
2000	25	\$67,950	IBIC & ICA	Governor Thomas Vilsack	Excel, Inc. & Iowa Cattlemen's Association	\$5,500
2001	22	\$65,200	Dee Zee	Richard Johnson, State Auditor	Friends of Dee Zee	\$8,500
2002	26	\$66,400	IBIC & ICA	Governor Thomas Vilsack	Featherlite	\$4,500
2003	25	\$102,950	Dunlap Livestock Auction	Jon Schaben	Jim & Ruth Schaben	\$11,000
2004	26	\$93,250	Iowa Maine-Anjou Friends of Bret Golightly	Carolyn Nicholas, Miss Iowa	Ritchie Industries	\$4,700
2005	23	\$71,550	Iowa Farm Bureau Federation	Bernie Saggau, ISHAA	Iowa Farm Bureau, District 5	\$8,000
2006	26	\$95,500	Land O' Lakes	Morgan Bromgren, VP, IHSRA	Jim and Karen Baker, McDonalds Restaurant	\$5,000
2007	26	\$119,394	Dee Zee Manufacturing	Sandy Hatfield Clubb, Drake	Friends of Dee Zee	\$9,000
2008	25	\$100,350	Friends of Floyd County	Bill Northey, Secretary of Ag	Floyd County Coalition	\$9,000
2009	25	\$123,150	Iowa Bankers Association	Mark Pearson, WHO Radio	Featherlite Coaches	\$5,000
2010	25	\$108,430	Vermeer Corporation	Senator Chuck Grassley	McDonald's Restaurants	\$3,100

## 2011 Charity Steer Show Sponsors

## Celebrity Showperson

## Steer Name

## Steer Owner

## Makin' it happen in '11

Iowa Beef Industry Council/Iowa Cattlemen's Association	Governor Terry Branstad	Ferdinand	Kori Jeanne McLaughlin, Mediapolis
Tyson Fresh Meats & Crawford County Cattlemen	Governor Shomei Yokouchi of Yamanashi Prefecture Japan	Swag	Nick Fitzsimmons, Vail
Northwest Iowa Cattlemen's Associations	Heidi Gansen, Miss Rodeo Iowa 2011	Kaboom	Catherine Punt, Alton
Davis County Beef Promoters	Troy Dannon, UNI Athletic Director	Stich	Madison Snyder, Bloomfield
Case IH Dealers of Iowa	Lieutenant Governor Kim Reynolds	Powerhouse	Patrick Frank, Keota
Prairie Meadows Race Track & Casino	Major Dwayne Bechtol, US Army Veterinary Corp.	Major Vet	Lori Dvorak, Bondurant
Southern Iowa Merchants	Charity Howk, Miss Tean Rodeo Iowa 2011	Lenard	Lex Judy, Fremont
Iowa Farm Bureau Federation	Brian Waddingham, Executive Director of CSIF	ANF Angus	Cole Lauterbach, Van Meter
Des Moines Area Community College	Rob Denson, President, DMACC	Opportunity	Wendy Wiggins, Mitchellville
Dee Zee Inc.	Major J.D. King, U.S. Army (retired)	Old Yeller	Kyle Andrews, Allerton
Iowa Bankers Association	Mark Pearson, WHO Radio	Watson	Francesca DeVore, Promise City
Volunteer Boards of Iowa Ronald McDonald Houses	Trevor & Teri Meers Family	Thanks A Million	K.J. McCrea, Eddyville
McDonald's of Eastern Iowa	Terry Brands, University of Iowa Asst. Wrestling Coach	Mocha McMoo	Kallie Burns, Bloomfield
McDonald's of Central Iowa	Daryl Strohhahn, 2011 ICA Hall of Fame Inductee	Golden McNugget	Danielle Esbeck, Brayton
McDonald's of Northwest Iowa and Dr. Pepper	Lacy Stevenson, Iowa State Fair Queen 2010	Encore	Taylor Pudenz, Carroll
Friends of Floyd County, Land O Lakes Purina Feed, QLF	Bill Northey, Iowa Secretary of Agriculture	Cowboy	Jennifer Wicks, Rockford
Monroe County Cattlemen & Supporters	Billy Huber, Professional PRCA Calf Roper Champion	Pat's Choice	Brandi Jo Lawless, Albia
Benton County Cattlemen	Senator Tim L. Kapucian	Gilligan	Tayte Lindemier, Watkins
Iowa County Beef Supporters	Rick Wanamaker, Iowa Realty	Chumley	Kaleb Gorsh, Marengo
These Progressive Hereford of Iowa	Ray "Bubba" Sorensen, The Freedom Rock Painter	Gilbert	Claire Solsma, Greenfield
Yellowstone Boys & Girls Ranch of Billings, MT	Gary Adams, Director of Yellowstone Boys & Girls Ranch	Almighty	Hunter Dyer, Chariton
Marshall County Beef Supporters	Dr. Cathann Kress, Vice Provost, ISU	Big Guy	Tamera Harre, Gillman
Friends of Jackson & Clinton County	Jon Reader, 2011 ISU 174# National Champion	Big John	Garrett Moeller, Miles

### Steer Show Judge

John Hinners .....Denver, CO

### Showmanship Judge

Brad Skaar .....Story City, IA

### Show Emcees

..... Bob Quinn, WHO Radio  
 ..... Andy Petersen, WMT Radio

### Auctioneer

..... Phil Schooley, Bloomfield Livestock Market

### Ringmen

..... Tom Rooney, Midwest Marketer  
 ..... Mike Sorensen, Livestock Plus  
 ..... Jason Lakin, Tama Livestock Auction  
 ..... Ross Butler, Livestock Plus

### **Thank You**

*A big thank you to the staff at the Iowa Beef Industry Council and the Iowa Cattlemen's Association for making this year a success! We also want to thank the Collins-Maxwell FFA Chapter for refurbishing the gates, plant stands and poster boards.*

