

A look back through the years...

Take a look at the past 35 years. Listed below are the Judge's Choice sponsor and showman as well as the buyer and sale price of the steer.

1983 Raised: **\$22,423**
Sponsor: Production Credit Associations of Iowa
Showman: Allison & Eric Branstad
Buyer: Patterson Supply Company
Steers 24

1984 Raised: **\$22,825**
Sponsor: Iowa Charolais Breeders Association
Showman: Mark Pearson, WHO Radio
Buyer: Kinze Manufacturing
Steers 16

1985 Raised: **\$31,035**
Sponsor: Iowa Bankers Association
Showman: Robert Ray, Life Investors Insurance
Buyer: Life Investors Insurance
Steers 20

1986 Raised: **\$37,550**
Sponsor: IBIC & ICA
Showman: Governor Terry Branstad
Buyer: Des Moines McDonald's
Steers 20

1987 Raised: **\$35,920**
Sponsor: IBIC & ICA
Showman: Governor Terry Branstad
Buyer: McDonald's of Coralville/Iowa City
Steers 19

1988 Raised: **\$52,600**
Sponsor: The Des Moines Register
Showman: Don Muhm,
Des Moines Register
Buyer: McDonald's Restaurants of Greater Des Moines
Steers 20

1989 Raised: **\$42,625**
Sponsor: Syntex Animal Health
Showman: Gordon Eaton, President, ISU
Buyer: Monfort, Inc. Kenn Nickless
Steers 20

1990 Raised: **\$43,296**
Sponsor: Rolscreen Company
Showman: Sen. Charles Grassley
Buyer: Monfort, Inc. Kenn Nickless
Steers 16

1991 Raised: **\$41,400**
Sponsor: Syntex Animal Health
Showman: Martin Jischke, President, ISU
Buyer: Monfort of Des Moines
Steers 13

1992 Raised: **\$51,335**
Sponsor: Central Iowa Power Cooperative
Showman: Sen. Charles Grassley
Buyer: McDonald's of Iowa City/Coralville/Williamsburg
Steers 16

1993 Raised: **\$44,800**
Sponsor: Microbial Genetics Division Pioneer Hi-Bred
Showman: Terry Allen, UNI Football Coach
Buyer: Microbial Genetics Div. Pioneer Hi-Bred
Steers 19

1994 Raised: **\$52,450**
Sponsor: Microbial Genetics Division Pioneer Hi-Bred
Showman: Chris Ritnvei, Athletic Dir., UNI
Buyer: Prima Corporation
Steers 17

1995 Raised: **\$40,900**
Sponsor: Pioneer Hi-Bred International
Showman: Chuck Johnson, Pres. Pioneer Hi-Bred
Buyer: Pioneer Hi-Bred, International-Dave Knau
Steers 19

1996 Raised: **\$38,100**
Sponsor: Central Iowa Power Cooperative
Showman: Rep. Ron Corbett
Buyer: Featherlite, Inc., Patsy Clement
Steers 23

1997 Raised: **\$67,550**
Sponsor: IFG Insurance
Showman: Mark Pearson, WHO Radio
Buyer: IBP, Inc.
Steers 19

1998 Raised: **\$124,675**
Sponsor: IBIC & ICA
Showman: Governor Terry Branstad
Buyer: Dorothy O'Brien
Steers 24

1999 Raised: **\$66,400**
Sponsor: The Des Moines Register
Showman: Barbara Henry, President & Publisher
Buyer: Dunlap Livestock
Steers 30

2000 Raised: **\$67,950**
Sponsor: IBIC & ICA
Showman: Governor Thomas Vilsack
Buyer: Excel, Inc. & ICA
Steers 25

2001 Raised: **\$65,200**
Sponsor: Dee Zee
Showman: Richard Johnson, State Auditor
Buyer: Friends of Dee Zee
Price: \$8,500

2002 Raised: **\$66,400**
Sponsor: IBIC & ICA
Showman: Governor Thomas Vilsack
Buyer: Featherlite
Steers 26

2003 Raised: **\$102,950**
Sponsor: Dunlap Livestock Auction
Showman: Jon Schaben
Buyer: Jim & Ruth Schaben
Steers 25

2004 Raised: **\$93,250**
Sponsor: Iowa Maine-Anjou Friends of Bret Golightly
Showman: Carolyn Nicholas, Miss Iowa
Buyer: Ritchie Industries
Steers 26

2005 Raised: **\$71,550**
Sponsor: Iowa Farm Bureau Federation
Showman: Bernie Saggau, ISHAA
Buyer: Iowa Farm Bureau, Dist. 5
Steers 23

2006 Raised: **\$95,500**
Sponsor: Land O' Lakes
Showman: Morgan Bromgren, VP, IHSRA
Buyer: Jim & Karen Baker, McDonald's Restaurant
Steers 26

2007 Raised: **\$119,394**
Sponsor: Dee Zee Manufacturing
Showman: Sandy Hatfield Clubb, Drake
Buyer: Friends of Dee Zee
Steers 26

2008 Raised: **\$100,350**
Sponsor: Friends of Floyd County
Showman: Bill Northey, Secretary of Ag
Buyer: Floyd County Coalition
Steers 25

2009 Raised: **\$123,150**
Sponsor: Iowa Bankers Association
Showman: Mark Pearson, WHO Radio
Buyer: Featherlite Coaches
Steers 25

2010 Raised: **\$108,430**
Sponsor: Vermeer Corporation
Showman: Sen. Charles Grassley
Buyer: McDonald's Restaurants
Steers 25

2011 Raised: **\$107,220**
Sponsor: IBIC & ICA
Showman: Governor Terry Branstad
Buyer: McDonalds'-Coralville/Iowa City
Steers 23

2012 Raised: **\$150,860**
Sponsor: Iowa Bankers Association
Showman: Mike Pearson & Betsy Pearson
Buyer: Linda Juckette
Steers 25

2013 Raised: **\$186,339**
Sponsor: Iowa Farm Bureau
Showman: Craig Hill, IFBF President
Buyer: Iowa Farm Bureau, Dist. 5
Steers 25

2014 Raised: **\$229,041**
Sponsor: Crawford Co. Cattlemen/Tyson Fresh Meats
Showman: Lt. Governor Kim Reynolds
Buyer: Cookies BBQ
Steers 25

2015 Raised: **\$223,486**
Sponsor: Des Moines Area Community College
Showman: Dr. Rob Denson
Buyer: Des Moines Community College
Steers 25

2016 Raised: **\$247,761**
Sponsor: District 20 Cattlemen's Associations
Showman: Dr. Steven Leath, President, Iowa State University
Buyer: Friends & Family of District 20 Cattlemen's Associations
Steers 25

2017 Raised: **\$274,970**
Sponsor: Iowa Beef Industry Council and Iowa Cattlemen's Association
Showman: Governor Kim Reynolds
Buyer: McDonald's of Iowa City, Coralville, Ames and Des Moines (including JKB and J&D Resaturants)
Steers 25

Join us at the sale

Follow along during the sale and enter the sale price for each steer.

Governor's Steer \$ _____
Judge's Choice \$ _____
People's Choice \$ _____
Showmanship \$ _____
Volunteer Board \$ _____
Steer #: _____ \$ _____
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More information:



Iowa Beef Industry Council
 PO Box 451 | Ames, IA 50010
 515.296.2305 | www.iabeef.org



Iowa Cattlemen's Association
 2055 Ironwood Court | Ames, IA 50014
 515.296.2266 | www.iacattlemen.org



36th Annual GOVERNOR'S CHARTIY STEER SHOW

for the Ronald McDonald House
Charities of Iowa

Saturday, August, 11, 2018 | 4 p.m.
 Pioneer Livestock Pavilion, Iowa State Fair
 auction to follow in the Penningroth Media Center



A bit of history...

Thirty-five years ago, the Iowa Beef Industry Council and the Iowa Cattlemen's Association joined forces with 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 House Charities of Iowa. Houses are now located in Des Moines, Iowa City, and Sioux City and house the family members of seriously ill children being treated in area hospitals.

Governor Reynolds generously opted to continue the tradition and host this event. She says she's excited about hosting the show which will support two important causes with which she associates -- children and high quality Iowa food products. The previous 35 years has raised more than \$3.2 million for this charity. We look forward to another top-notch event!

Last year's 35th annual GCSS raised nearly \$275,00 for the Ronald McDonald House Charities of Iowa. The judges, Mark Core and Bailey Boyert from Pleasantville, Iowa selected the steer "Smokin' Willie" shown by Governor Kim Reynolds, for overall grand champion. The Iowa Beef Industry Council and Iowa Cattlemen's Association sponsored the steer and McDonald's of Iowa City, Coralville, Ames and Des Moines (including JKB Restaurants and J&D Restaurants) purchased the steer for \$17,000. The steer was raised by Cody Von Glan of Vail.

Who's making it happen in 2018?

Steer Show Judge: Chuck McCullough, Allerton, IA

Showmanship Judge: Jennifer Carrico, Redfield, IA

Show Emcees: Bob Quinn, WHO Radio
Michelle Rook, WNAX
Andy Peterson, WHO & WMT Radio

Auctioneers: Phil Schooley, Bloomfield Livestock
Will Epperly, Dunlap, IA
Jared Miller, Leon, IA
Russele Sleep, Bedford, IA

Ringmen: Tom Rooney, Midwest Marketer
Mike Sorensen, Livestock Plus
Jason Lakin, Tama Livestock Auction
Austin Brandt, Livestock Plus

1 **Sponsor:** Iowa Beef Industry Council & Iowa Cattlemen's Association
Celebrity: Governor Kim Reynolds
Steer Name: Jet
Steer Owner: Tyler Pudenz | Story City, IA

2 **Sponsor:** Nor-AM Cold Storage & Crawford County Cattlemen
Celebrity: Lt. Governor Adam Gregg
Steer Name: Captain
Steer Owner: Luke Staley | Charter Oak, IA

3 **Sponsor:** Davis County Beef Promoters
Celebrity: Dr. Mike Lewis, VP Cargill
Steer Name: Chance
Steer Owner: Alex Lynch | Bloomfield, IA

4 **Sponsor:** Mahaska County Cattlemen & Southern Iowa Merchants
Celebrity: Holly Brink, Candidate Representative District 20
Steer Name: Moo Moo
Steer Owner: Taylor Rozenboom | Bussey, IA

5 **Sponsor:** Central Iowa County Farm Bureaus
Celebrity: Craig Hill, Iowa Farm Bureau President
Steer Name: Century Strong
Steer Owner: Caroline Ehn | Webster City, IA

6 **Sponsor:** Des Moines Area Community College
Celebrity: Rob Denson, President, DMACC
Steer Name: Top Chef
Steer Owner: Emily Washington | Elkhart, IA

7 **Sponsor:** Dee Zee Mfg. (The Quality Truck Accessory People)
Celebrity: Leslie Priddeau, Director of UNI Alumni Association
Steer Name: Apollo
Steer Owner: Dawson Minor | Bondurant, IA

8 **Sponsor:** Iowa Bankers Association
Celebrity: Mike Pearson, Co-Host of the Ag News Daily Podcast a Founder of the Global Ag Network
Steer Name: The Banker Beast
Steer Owner: KJ McCrea | Eddyville, IA

9 **Sponsor:** Volunteer Boards of Iowa
Ronald McDonald House Charities
Celebrity: Katie Cedar
Steer Name: Thanks a Million
Steer Owner: Rory McClellan | Armstrong, IA

10 **Sponsor:** McDonald's Restaurants of Eastern Iowa
Celebrity: Patrick McNamara, MD, Director of the Division of Neonatology
Steer Name: Quarter Pounder
Steer Owner: Grant Garman | Keota, IA

11 **Sponsor:** McDonald's Restaurants of Mid-Iowa
Celebrity:
Steer Name: Big Mac
Steer Owner: Nicholas Carlson | New Hartford, IA

12 **Sponsor:** McDonald's Restaurants of Northwest Iowa
Celebrity: Jenna Kool, Miss Rodeo Iowa 2018
Steer Name: McMuffin
Steer Owner: Quinn Byker | Sioux Center, IA

13 **Sponsor:** Friends of Floyd County
Celebrity: Mike Naig, Iowa Secretary of Agriculture
Steer Name: Bugs
Steer Owner: Alec Staudt | Rockford, IA

14 **Sponsor:** Monroe County Cattlemen & Supporters
Celebrity: Joe Milledge, Owner, KIIC Thunder Country
Steer Name: ThunderStruck
Steer Owner: Brayton Striegel | Moravia, IA

15 **Sponsor:** Iowa County Beef Promoters
Celebrity: Jim Field, President, Ag & Turf, John Deere
Steer Name: Chip
Steer Owner: Emma Sinclair | Williamsburg, IA

16 **Sponsor:** Foster and Evelyn Barkema Charitable Trust & Franklin County Supporters
Celebrity: Tate Manahl, Tates Army
Steer Name: Teddy
Steer Owner: Kaylie Lundt | Rockwell, IA

17 **Sponsor:** Iowa Hereford Breeders Association
Celebrity: Kaylee Tremel, Miss Teen Rodeo Iowa
Steer Name: Famous Amos
Steer Owner: Kennedy Rife | Columbus Junction, IA

18 **Sponsor:** Benton County Cattlemen & Local Supporters
Celebrity: Dr. Joe Colletti, ISU Interim Dean of Agriculture & Life Sciences
Steer Name: Ku jo
Steer Owner: Josh Wiley | Walker, IA

19 **Sponsor:** Iowa Corn Promotion Board
Celebrity: Duane Aistrop, President, Iowa Corn Promotion Board
Steer Name: Blue
Steer Owner: Keaton Kralik | Creston, IA

20 **Sponsor:** Johnson County Cattlemen/Sundown Fireworks & Iowa City Ready Mix
Celebrity: Lexi Marek, FarmHer
Steer Name: Fergie
Steer Owner: Kelly Marshek | Iowa City, IA

21 **Sponsor:** Jackson County Cattlemen and Friends of Jackson County
Celebrity: Gary Dolphin, "The Voice of the Hawkeyes" Iowa Hawkeyes Radio Broadcaster
Steer Name: Watt
Steer Owner: Kinnick Paulsen | Preston, IA

22 **Sponsor:** Iowa Veterinary Medical Association & ISU College of Veterinary Medicine
Celebrity: Congressman David Young
Steer Name: Cyclone
Steer Owner: Ally Bedwell | New Virginia, IA

23 **Sponsor:** Beck's Hybrids
Celebrity: Bret Metcalf
Steer Name: Big Mack Attack
Steer Owner: Arianna Frerk | Paulina, IA

24 **Sponsor:** District 20 Cattlemen's Associations
Celebrity: Delaney Howell, Market to Market
Steer Name: Ozzie
Steer Owner: Gavin Hunt | Columbus Junction, IA

25 **Sponsor:** Channel Seeds
Celebrity: Ray "Bubba" Sorenson, Freedom Rock Artist & Candidate for Iowa House Dist. 20
Steer Name: Bear
Steer Owner: Abbi Pfeifer | Russell, IA