

# BEEF COUNCIL bullhorn



## Joint Stockmen Convention Highlights

**I**t was a reunion of sorts for ranchers across the state to reconnect with friends and family from whom they've been separated due to the pandemic. It was also a cause for celebration as the Beef Checkoff celebrated 35 years of Checkoff Successes. We hope you'll see some faces you recognize.



1. NMBC Directors, Zita Lopez and Kenneth McKenzie serve beef appetizers and try out new headwear at the Welcome Reception.
2. NMBC Executive Director, Dina Reitzel, and Council member, Kenneth McKenzie, meet guests.
3. Dan Bell, Zita Lopez, and Matt Ferguson serve up beef and smiles at the Welcome Reception.
4. Can't have a 35th Anniversary without cake!! EAT BEEF!
5. NMBC Directors Celebrate 35th Anniversary Year of the Federal Beef Checkoff!
6. NMBC Chairwoman, Zita Lopez, presides over the Opening Session at the Joint Stockmen Convention.
7. Dan McCarthy, NCBA, provided an update on Policy and Legislative programs on behalf of the beef industry.
8. Nick Frazzini, NM Department of Agriculture, discusses packing plant capacity in New Mexico.
9. Marisa Pooley, Director of Issues Management, NCBA, discussed the importance of vigilant tracking in managing all issues related to beef, strategic management of the issues effecting the industry, and proactive issues programs that provide protection of the industry.





10. Jason New and Juan Sanchez, both from NMDA, catch up with Matt Denetclaw at the Welcome Reception sponsored by the NM Beef Council.
11. Alisa Ogden and the Knight family enjoy the reunion!
12. Past NMBC Chairman, John Conniff, and his lovely wife, Laura enjoy the Welcome Reception.
13. New friends... all were happy to be together.
14. Patty Waid updates the New Mexico Beef Council on Beef Checkoff Education, Health and Foodservice programs at the NMBC meeting held in conjunction with the Joint Stockmen Convention.
15. The Beef Checkoff celebrated 35 years of Checkoff Successes. Here's to 35 more!!
16. Old friends catch up at the Welcome Reception which kicked off the Joint Stockmen Convention.



## A Big Thank You

I'd sure like to thank some of the people I work with. I sure owe them for all the help and kindness they've shown me. A million thanks to all of you and my sincere wish for a MERRY CHRISTMAS to all of you!

- Cathy Truby

## Livestock Inspector of the Year

New Mexico's Livestock Inspectors are the unsung heroes of the State's robust cattle industry. We are pleased to recognize Cathy Truby for her years of work as a Livestock Inspector in the Four Corners. NMBC Council member, Marjorie Lantana nominated Cathy for her helpfulness and positive attitude. Congratulations, Cathy, and thank you for your years of service.

For more information about your beef checkoff investment visit [MyBeefCheckoff.com](http://MyBeefCheckoff.com)



**2021-2022 DIRECTORS – CHAIRPERSON**, Zita Lopez (Feeder); **VICE-CHAIRPERSON**, Cole Gardner (Producer); **SECRETARY**, Marjorie Lantana (Producer).

**NMBC DIRECTORS:** John Heckendorn (Purebred Producer); Jim Hill (Feeder); Dan Bell (Producer); Matt Ferguson (Producer); Kimberly Stone (Producer); Joel Van Dam (Dairy Representative)

**BEEF BOARD DIRECTOR**, Bill King (Producer) **FEDERATION DIRECTOR**, Zita Lopez **U.S.M.E.F. DIRECTOR**, Kenneth McKenzie (Producer)

**For more information contact:** New Mexico Beef Council, Dina Chacón-Reitzel, Executive Director  
1209 Mountain Rd. Pl. NE, Suite C, Albuquerque, NM 87110 505/841-9407 • 505/841-9409 fax • [www.nmbeef.com](http://www.nmbeef.com)

Find us on   