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DON LONGLEY MEMORIAL SCHOLARSHIP RECIPIENTS ANNOUNCED

2010 National Junior Shorthorn Show & Conference



OMAHA, Neb., (July 8, 2010) – At the 2010 National Junior Shorthorn Show and Conference, held in East Lansing, Mich., scholarships were awarded to several commendable individuals. The Don Longley Memorial Scholarship is a \$1000 scholarship awarded to four high school seniors or college freshmen based upon their Shorthorn interest, grades, need and participation in other activities. The following four deserving individuals received the award: Cheyenne Starman, Camp Point, Ill., Blake Wieland, Hydro, Okla., Cody Korthaus, Moulton, Iowa and Coltyn Jack Pritchard, Winters, Texas.

The Don Longley Memorial Scholarship is awarded through the Shorthorn Foundation in honor of Don Longley, past publisher of the *Shorthorn World* magazine. He followed his father's footsteps and continued the empire of the Shorthorn magazine, insisting his staff attend every Shorthorn show, sale and conference possible in order to bring Shorthorn breeders the most accurate and expansive information of the time. He worked effortlessly to promote the breed, and his greatest delight was to publish a journalistically superior book. The *Shorthorn World* was never the same after the Longley era, with more than 50 years of father and son work towards the magazine and breed.

Starman, 18, is the daughter of Gary and Marilyn Starman of Camp Point, Ill. She is planning to attend Lakeland Community College with a major in Agricultural Business. Starman has been attending Shorthorn Junior Nationals since 2002 and has made many friends while being a part of the breed. She has also been active in her community by volunteering for several the Salvation Army and the Red Cross.

Wieland, 18, is the son of Charlie and Denise Wieland of Hydro, Okla. He first became involved in the Shorthorn breed at the age of eight, when he received his first Shorthorn heifer as a 4-H project. Since that time, he has developed a herd that has proved successful in the show ring like the Reserve Champion Shorthorn Market Steer at the Arizona National Livestock Show. Wieland plans on attending Oklahoma State University and majoring in Agricultural Communications.

Korthaus, 18, is the son of Marlan and Brenda Korthaus of Moulton, Iowa. He has been involved in both the Iowa and American Junior Shorthorn Association for ten years. Through his involvement with the organization, he has

taken part and been successful in several contests and shows. This includes the Reserve Champion Bred & Owned Steer and Champion Prospect steer at the 2006 Junior National. Korthaus plans on attending Iowa State University with a major in Agricultural Studies..

Pritchard, 17, is the son of Johnny Bob and Deb Pritchard of Winters, Texas. He has been exhibiting Shorthorn heifers for ten years with his family. Pritchard is also very involved in school, earning Valedictorian of his graduating class. In addition, he has held several officer positions through his 4-H, FFA and school activities, including Class President, FFA President and Student Council Secretary. Pritchard plans on attending Texas Tech University with a major in Architecture and a minor in Business Management.

Applications for the 2011 Don Longley Memorial Scholarship are due May 1, 2011, to the ASA office located in Omaha, Neb. For more information, contact Amanda Reeson or visit www.shorthorn.org.

The mission of the ASA is to contribute to the profitability and quality of life of its members and their customers by maintaining, protecting the vulnerability and enhancing the value of the herd book and performance database for Shorthorn cattle. The ASA is headquartered in Omaha, Neb., and was founded in 1872 with herd book records going back to 1822. As one of the oldest American breed associations, the ASA provides services for more than 6,000 junior and senior members who register nearly 18,000 cattle annually. The American Junior Shorthorn Association promotes personal development through youth activities and educational events. The AJSA is dedicated to the betterment of its members, promotes valuable skills, and fosters friendships that will last a lifetime. To learn more, contact the ASA office or visit www.shorthorn.org.

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A photo of these scholarship recipients is available upon request.