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## Five Students Earn Colvin Scholarships from Certified Angus Beef LLC

*Editor: Photos are available for download:*

<http://www.certifiedangusbeef.com/photos/Lindsay-Garrett.jpg>

<http://www.certifiedangusbeef.com/photos/Jamie-May.jpg>

<http://www.certifiedangusbeef.com/photos/Haley-Rieff.jpg>

<http://www.certifiedangusbeef.com/photos/Christopher-Perry.jpg>

<http://www.certifiedangusbeef.com/photos/Samantha-Plaggemeyer.jpg>

**WOOSTER, Ohio—Feb. 10, 2010**—The *Certified Angus Beef*<sup>®</sup> brand recently awarded five scholarships to students pursuing careers in the agricultural industry.

“We are pleased to be able to award \$12,000 from the Colvin Scholarship Fund – \$3,000 more than last year,” said John Stika, Certified Angus Beef LLC president. “It’s an honor to recognize these young people, who are truly examples of determination with a commitment to succeed. They are already forging paths in the beef industry, and I’m confident they’ll continue to make their mark as beef industry leaders in the coming years.”

2010 Colvin Scholarship Awards:

- \$5,000 – **Lindsay Garrett, Canton, Texas** – Texas A&M University
- \$3,000 – **Jamie May, Randolph, Minn.** – North Dakota State University
- \$2,000 – **Haley Rieff, Bentonville, Arkansas** – Oklahoma State University
- \$1,000 – **Christopher Perry, Bethel, Mo.** – University of Missouri
- \$1,000 – **Samantha Plaggemeyer, Fort Collins, Colorado** – Colorado State University

The Colvin Scholarship Fund began in 1999 when Louis M. “Mick” Colvin retired as Certified Angus Beef LLC executive director. The scholarships recognize his role in making dreams a reality and inspiring others to be their best. Colvin co-founded the Certified Angus Beef Program in 1978, leading the company to establish the *Certified Angus Beef*<sup>®</sup> brand as the world’s leading brand of fresh beef.

Scholarship applicants wrote an essay addressing the following: Certified Angus Beef LLC has been the most successful branded beef company in the marketplace. What must the *Certified Angus Beef*<sup>®</sup> brand do to continue to be the market leader?

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Top applicant **Lindsay Garrett** wrote, “*The Certified Angus Beef<sup>®</sup> brand must maintain its strict, quality standards and the 10 stringent qualifications now in place. The program and the Angus breed have made a commitment to quality. I believe it is paramount to the future success of the brand to maintain that trust with the consumer, ensuring a positive eating experience.*”

She also recommended the brand expand its marketing focus to a younger generation of beef eaters, and tell consumers how America’s farmers and ranchers are committed to quality. Garrett is an agricultural communications major at Texas A&M University and received the \$5,000 scholarship. Upon graduation, she plans a career in public relations, promoting agriculture and beef production.

**Jamie May** is a senior agriculture communications major with an advertising minor in animal sciences at North Dakota State University. Upon graduation, she plans to pursue a career that enables her to promote the agriculture industry. May has been involved in 4-H and FFA, and is an NDSU agriculture ambassador. She is also a member of the Saddle & Sirloin Club, NDSU Judging Club and Agriculture Communicators of Tomorrow (ACT). May received a \$3,000 scholarship.

**Haley Rieff** is a senior agricultural communications major at Oklahoma State University. She is currently pursuing options for her master’s degree in business administration, public relations broadcast news or marketing. Rieff received the National Junior Angus Association’s Outstanding Leadership Award and is also active in numerous community organizations. She received \$2,000.

**Christopher Perry**, a senior animal science major at the University of Missouri, plans a career in veterinary medicine. Perry’s focus will be food animals, specifically beef cattle and swine. He also plans to work in production agriculture, continuing his family farm and a herd of centennial Angus cattle. Perry is a \$1,000 scholarship recipient.

**Samantha Plaggemeyer** is a senior animal science major at Colorado State University. She plans to attend graduate school for meat science, focusing her studies on beef research. Plaggemeyer is a leader on the Colorado State University Seedstock Merchandising Team and Animal Sciences Executive Council. She is also past president of Collegiate CattleWomen. Plaggemeyer received \$1,000.

Generous fundraising efforts from the brand’s licensed partners continue to grow the Colvin Scholarship Fund. One of the largest fundraisers is a golf tournament and auction, held each year in conjunction with the brand’s annual conference. Donations in 2009 set a near-record \$66,640.

The *Certified Angus Beef<sup>®</sup>* brand is a cut above USDA Prime, Choice and Select. It has offered consumers quality, consistency and integrity since the first pound sold in 1978. Enjoyed for its flavor, tenderness and juiciness, the brand is *Angus beef at its best<sup>®</sup>*. For more information, visit [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com). Follow the brand on Twitter: [www.twitter.com/CertAngusBeef](http://www.twitter.com/CertAngusBeef) or become a fan of: “Certified Angus Beef<sup>®</sup> brand” on Facebook.

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