



Bud at the 1953 Maine field day.



Bud speaking at the 1971 Kentucky junior Hereford field day.



During his tenure Bud traveled to international events numerous times. Pictured here he's at the first Venezuelan National Livestock Show in 1960.



In 1980 Bud was presented the Mills Award for his assistance in organizing the Mid Atlantic Association and for helping Hereford producers in the Mid Atlantic area.



A True Hereford Loyalist

Bud Snidow is known by many and is a friend to all.

by ***Tosha Powell***

This man has seen it all. He was alive when Puerto Rico became a U.S. Territory, when Babe Ruth ruled the diamond and when Walt Disney's first cartoon aired. He survived during Black Tuesday, The Great Depression and World War II. Yes, this man has been alive for almost a century, and he is still going strong.

Mentor, leader, colleague and friend: Burman Cephas Snidow Jr., better known as Bud, begins to tell of his life's adventures. He is not a conceited man; he would much rather talk about the Hereford breed or tell stories of his friends and the people he has met through the years than talk about himself. Here is our story of a well-known friend to the American Hereford Association (AHA), who possesses a generous heart and a wide knowledge of the Hereford cattle industry.

How it all began

Born in 1917 to Burman Cephas (B.C.) and Ida Snidow, Bud grew up in the small town of Hunnington, W.Va. His father was employed in various positions from house painter to forester. He had five sisters and two brothers, and Bud says that they lived a happy childhood together.

“Dad taught us a lot,” he says. “Mom was the sweetest lady. Sure, we had hard times, but we were a happy family.”

After high school, Bud attended Virginia Polytechnic Institute (VPI), Blacksburg, Va., and majored in animal husbandry. While at VPI, he involved himself in collegiate activities such as Block & Bridle, livestock judging and 4-H. He hoped to become a county agent after graduation. Boy, did he sidetrack.

“While at a VPI horse show, the editor of the *Virginia Breeder*, a livestock magazine, asked to see me,” Bud says. “He offered me a position with the magazine as the livestock editor, and like a dummy, I took it.”

He worked for the magazine doing such things as fieldwork, advertising and more for the livestock industry. He made \$100 a month with the magazine providing him with a car and paying for all expenses.

“I was paid good there for those times,” he says. “They really wanted me to work for them. The magazine was primarily a horse production magazine, and I was hired to fill in the other areas of livestock.” Although he says it was a dumb idea, he stayed with the *Virginia Breeder* for 11 years.

While working at the magazine, Bud met Hilda Brown. The two were very compatible, and so began their courtship.

Life changing decisions

Bud worked for the magazine for two years before he joined the U.S. Army to battle in World War II. He was an aircraft mechanic stationed in Alaska during “The Big One.” All the while, Hilda waited for him.

When he returned to Virginia, the couple worked side-by-side for



Chuck Sylvester presents a blue ribbon to Bud Snidow (right), honoring Snidow for managing the National Western Hereford Sale for 33 years.

the next nine years. They continued dating and were married in 1951. Who knew that life could throw them another big change?

Staying in the eastern part of the U.S., Bud then became a field representative with the AHA. He covered North Carolina to Maine and started to learn the history and pedigrees of Hereford cattle.

Meanwhile, Paul Swaffar, Extension livestock specialist, judging coach and lifelong mentor of Bud, had become the AHA secretary. He and Bud had maintained their friendship throughout the years. Swaffar asked Bud if he would be willing to come to Kansas City and work for the Association as the head of the registry department. Bud joined the AHA staff at AHA headquarters in 1955.

“I was supposed to be the head of the registry department,” Bud says. “But, I did a lot more than just records. I did a little bit of everything from shows and auctions to traveling to the foreign market. There were many ladies working in the office too, compiling pedigrees and handling all the paperwork manually.

“I inherited the role of pedigree examiner. I spent hours upon hours managing the pedigree system. I worked to make sure the pedigrees were clean of any dwarf carriers.” Bud examined as many as 52,000 pedigrees in a year.

He jokes, “Assistant secretary



Bud presents one of his famous paintings to the Sidwell family. The painting depicted the Colorado Baldwin-bred bull that was raised and used at Sidwell Herefords in Colorado.



In 2006 the American Hereford Women sponsored the development of “A Hereford Legacy” DVD, which features Hereford history and includes segments about Bud.



In October Bud was selected as the 2008 Livestock Publications Council Headliner award winner. Angie Stump Denton, left, and Diane Johnson, right, congratulate Bud following the announcement during the LPC Gala, which was during the American Royal.

to a large breed organization has the same relationship with members as a fireplug has for a dog.” Along with his other duties, he became the field staff manager. Bud spent time traveling to many of the major shows,

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Visitors to the Association headquarters enjoy looking through the Hereford museum, which Bud helped build and continues to maintain.



Bud continues to visit the office regularly keeping the Hereford history alive and documented.

including the regional merit events, Ft. Worth Stock Show and National Western Stock Show. International travel was also a necessity for Bud. He traveled to many international sites to promote the Hereford registry and Hereford genetics.

He continued this position and his travels until he was 72 years old. Meanwhile, the U.S. Department of Agriculture's (USDA) Foreign Agriculture Service also conducted international marketing of breeding stock. With his role at AHA, Bud formed a working relationship with USDA representatives and became an expert at international marketing. The Beef Breeds Council was formed to promote U.S. beef cattle internationally. Bud was asked to serve as the coordinator and promoter of U.S. cattle marketing. Along with duties at the AHA, he served in this position until retirement in 1983.

Life goes on

Life keeps moving on, and Bud keeps following. He retired from the AHA in 1983, but he is still the historical representative for the Association. Bud gathered newspaper and magazine clippings, photos, trophies,



During his retirement painting has become a passion for Bud. Pictured here is one of his more unusual paintings of a monkey.

etc., which had been stored during the Association office move, and he worked to put them on display at AHA headquarters.

"It was too important to lose what history we had about the breed and breeders," he says. "So we built the Hereford history museum in the current office. Sometimes people will stop by the AHA office and ask about a grandfather or great-grandfather, and I'm one of the few who can tell them about the history or help them locate what they want to know."

Bud has never taken an art class, but art seems to flow through him naturally. His beautiful paintings cover the walls of AHA and many homes of Hereford breeders across the U.S. He began painting toward the end of his career at AHA, but during retirement, it keeps him busy and he loves the challenge.

"I suppose it's just flunky artwork, but I rather enjoy painting the things I know best — livestock," Bud says. "However, a lady asked me to paint a picture of her monkey. If I had known I could make a living painting zoo animals, it wouldn't have taken me so long to get started."

Bud has donated his paintings to the National Junior Hereford Association, Livestock Publications Council, American Royal and to many other organizations and locations. He has even painted a portrait or two for people who are still working at the Association.

His memories of his time in the cattle industry and with the AHA are carried on through his paintings. However, his most memorable experiences come from the people he has met while working.

"We're in a people business," Bud says. "Cattle are important, true, but it's the people that make it worth our time. The people that make the decisions affect the whole livestock industry. I've known some good ones. There will always be good cattle, but it's the breeders that are responsible for those cattle. I am privileged to know some of the good ones by name."

One of the ladies Bud worked with still serves as the receptionist for the Association. Sarah Rodriguez praises Bud for his dedication to the Association and his continued friendship to the people within it. "Bud has never met a stranger," she says. "He is very gracious and thoughtful, a Hereford history guru and an extremely talented artist. He's an all-around good guy. Mr. Snidow is a 'Bud' to all!"

Bud's long-time friend and Hereford breeder, Gene Wiese, Manning, Iowa, says Bud served as more than AHA assistant secretary; he was the catchall for the Association. "Bud served as a stabilizer in many ways for breeders with complicated problems," he says. "When he was confronted with a crisis, he handled it with stride. He had the ability to unravel any seemingly complicated situation, which can occasionally rise in large associations, and he was able to break it down and make sense of it. When nobody else wanted to solve it, Bud took it. His knowledge of the Hereford breed history is overwhelming."

Wiese says that his friendship with Bud dates back to Bud's arrival at the AHA. He says that Bud has such a way with words. "I remember Bud was particularly good at sales," Wiese says. "He knew how to market a product all the way to the sale ring. He was very good at what he did."

Wiese notes that Bud is one for the record books. "Bud Snidow, a true Hereford loyalist, deserves every bit of recognition you could give him," he says. "The friendship I have developed with Bud is greatly valued, as I am sure many other breeders would say the same."

Bud continues to visit the Association office on a regular basis. Hereford breeders, AHA staff and many more who know Bud can say that they too are privileged to know one of the good guys. **HW**