

Hereford Hall of Fame, Merit Inductees Honored

Roger Stuber of Stuber Ranch, Bowman, N.D., was inducted into the Hereford Hall of Fame Oct. 31 at the Hereford Honoree Reception during the American Hereford Association (AHA) Annual Meeting. Also during the Annual Meeting, John Ascuaga, Carson City, Nev., was honored with the Hereford Hall of Merit Award.

The Hall of Fame honor annually recognizes breeders who've dynamically influenced the direction and advancement of the Hereford breed. Hall of Merit inductees aren't necessarily Hereford breeders but have, in their own ways, greatly influenced the Hereford breed and cattle industry.

Roger Stuber

Roger operates Stuber Ranch on the same land where he was born in 1940. His grandfather established the ranch there in 1909. After graduating from the University of Wyoming in 1962, Roger joined his brother, Richard, and father fulltime on the ranch.

Today, the operation is run by Roger, Richard's son, Duane, and Duane's wife, Dana, and includes about 1,000 head of cattle, with a third of them registered. Since 1969 the Stuber family has hosted an annual bull sale on the ranch the third Saturday of April.

"Without a doubt one of Roger's greatest attributes is his honesty and



dedication to the Hereford breed," says Mark Cooper of Cooper Hereford Ranch, Willow Creek, Mont. "Whether it is standing by the reputation of the Stuber program or in his dealings with the American cattle industry, Roger has been a very influential voice.

He has been steadfast and non-compromising in his integrity."

Roger was elected to the AHA Board in 1972 and served as president in 1977. He served on the former National Cattlemen's Association (NCA) board and served as that organization's president in 1993.

As NCA president, Roger initiated the formation of an incorporated,

nonprofit legal-defense fund to wage precedent-setting cases of importance to the U.S. beef industry in the courts. For his instrumental role in establishing the CATL (Cattlemen Advocating Through Litigation) Fund, Stuber was recognized with the Trailblazer Award presented by BEEF magazine in 1995.

Roger served on the North Dakota Stockmen's Association board of directors for eight years, with two years as president. He also served on the North Dakota Beef Commission and the founding board of North Dakota Natural Beef.

Roger was named Agriculturalist of the Year in 1980 by the North Dakota State University Saddle & Sirloin Club and in 2007 by the Bowman Chamber of Commerce. In 2011 he was inducted into the North Dakota Cowboy Hall of Fame.

Roger Stuber, Bowman, N.D., was inducted into the Hereford Hall of Fame Oct. 31, 2014. Pictured (l to r) are: Craig Huffhines, AHA executive vice president, Kansas City, Mo.; Roger's nephew, Duane Stuber, and his wife, Dana, Bowman, N.D.; Roger Stuber; Steve Lambert, 2014 AHA president, Oroville, Calif.; and Eric Walker, 2015 AHA president, Morrison, Tenn.



John Ascuaga

John owned John Ascuaga's Nugget hotel and casino in Reno, Nev., for more than 50 years, which has hosted the Western Nugget National Hereford Show for more than 45 years. The son of a Basque immigrant sheepherder, John is a self-made man who built an entertainment empire in Reno as well as a large ranching enterprise.

His father emigrated from Spain in 1914; his wife joined him two years later, and they raised John and his three siblings on a farm in Idaho. John started in the hotel industry as a bellman in McCall, Idaho, while attending college.

He followed family friend Dick Graves to Nevada. Dick opened the Nugget in 1955, and three years of growth later, moved it across the street to its current location. By 1960 Dick was ready to retire and sold the business for \$3,775,000 to John, who at the time was only 34 years old. He put nothing down on the loan and still managed to pay it off in seven years.

In 2007 John was honored as a Lifetime Cattleman by the Western States Hereford Association during the Western Nugget National Hereford Show and Sale in Reno.

Cheryl Thomas, Western States Hereford Association secretary/treasurer, says, "John is the reason the Western Nugget National Hereford Show and Sale takes place. It all started with a Hereford bull sale in a tent in the Nugget parking lot in 1967, which evolved into the sale on the stage inside."



John, and his wife of 56 years, Rose, live at their Jacks Valley Ranch, 50 miles south of Reno near Carson City, Nev. That ranch is one of three originally owned by John. At one time they had 1,700 head of Hereford-based commercial cows and a small flock of sheep. Today the ranch includes 300 head of Herford cattle. In Cheryl's nomination,

she quoted John's son Stephen, writing, "Dad is 89 years young and still continues to be actively involved with ranch activities including checking cattle and changing water. Although the casino was the reason many know dad's name, ranching has always been his passion and the foundation of it all."

As of Jan. 1, 2014, the Ascuaga family sold the Nugget to Global

Gaming & Hospitality. Under John's leadership, the casino had grown into one of the largest northern Nevada hotel casinos with more than 1,600 hotel rooms, 75,000 square feet of casino gaming, nine restaurants and much, much more.

"Even though I missed John's tenure in the registered Hereford business with Jacks Valley Ranch, it has been a pleasure to get to know him," says Mark Holt, AHA western region fieldman. "Watching his face fill with pride as the curtain rises, and the Nugget stage is filled with Herefords, has been one of my more memorable moments the last 12 years while serving as fieldman. John's dedication to the Hereford breed in the West is second to none."

John and Rose have four children — Camille, Michonne, John and Stephen. **BW**



John Ascuaga, Carson City, Nev., was inducted into the Hereford Hall of Merit Oct. 31, 2014, in Kansas City, Mo. Pictured (l to r) are: Eric Walker, 2015 AHA president, Morrison, Tenn.; Craig Huffhines, AHA executive vice president, Kansas City, Mo.; John Ascuaga; Michonne Ascuaga, Reno, Nev.; and Steve Lambert, 2014 AHA president, Oroville, Calif.

