

# Making a Living by Giving

*BioZyme Inc. owners, Bob and Lisa Norton,  
desire to serve and to give to Hereford youth.*

by *Katie Roberti*

For many years, BioZyme Inc. has been supporting young people interested in production agriculture as well as youth raising and showing livestock around the world. Hereford youth are no exception.

It's now been a decade since BioZyme Inc. became the title sponsor of the Junior National Hereford Expo (JNHE). The National Junior Hereford Association (NJHA) and VitaFerm® work together to enrich the lives of Hereford youth and JNHE participants, but there are two humble people primarily responsible for this unique partnership. Bob Norton, BioZyme Inc. president, and his wife, Lisa, the company's vice president, have built the foundation for this relationship out of their commitment, generosity and service to Hereford youth.

## **Perfect partnership**

The Nortons partnership with the NJHA goes back beyond the 10 years that the VitaFerm banner has hung in JNHE show rings. This partnership is the product of a special relationship that was built more than 25 years ago.



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in giving and the  
feeling you get back.”

— Lisa Norton

In the late 1980s and early 1990s, Bob was working in the meatpacking business when he met Hop Dickenson, the American Hereford Association (AHA) executive vice president at the time, and Craig Huffhines, former AHA executive vice president who was in the Certified Hereford Beef (CHB®) director of feedlot and carcass programs role at the time. The two were looking for a place to process CHB. This introduction would lead to big things for future Hereford youth.

Years later, after Bob returned to St. Joseph, Mo., he reengaged with Huffhines to talk about possible opportunities to be involved in supporting young people. The partnership came as a result of contact and context, Bob says. Since its beginnings, Bob's support and service to the organization has only continued to grow. While he was at the forefront of the partnership with the NJHA,

Lisa is responsible for much of the development as well.

“I may have started it,” Bob says, “but Lisa took the reins and has a huge hand in what we experience today.”

She has a background in education, and Lisa saw the JNHE as a perfect place for educating youth after she attended the JNHE for the first time in 2008. Since then, Lisa has focused on ramping up the program with sponsorship and educational opportunities. The SureChamp wheel, which gives juniors a chance to test their animal science knowledge, was added to VitaFerm's booth at the 2010 JNHE as one product of Lisa's vision.

“After attending and seeing the amazingsness of JNHE you feel like part of the family,” Lisa says. “I see

it beyond supporting. It's being a contributing member of the family."

Bob also feels this sense of family. The Nortons say they have built a great relationship with the Hereford family, and this relationship is not done growing. In September, BioZyme Inc. took its sponsorship to the next level as the Nortons joined forces with AHA and HYFA to launch the "Feed the Future" program. Through "Feed the Future," BioZyme Inc. will contribute \$1 to HYFA for every bag or tub of eligible BioZyme supplement bought by AHA members through 2017.

"This program is another way for our company to support the organization on an ongoing basis," Lisa says.

The Nortons hope the outcome of this program will exceed their expectations. Additionally, they believe it is a good model, as it will continue to help more and more people.

Through doing programs such as "Feed the Future," with the AHA and the HYFA, Bob says he and Lisa have also gotten to know people and to make connections that have developed into long-term relationships they value. But stronger than the depth and scope of these relationships that have continued to grow is Bob and Lisa's desire and drive to raise, protect, teach and educate youth.

"When it comes to young people, they reach a point in their lives when they recognize how very special they are," Bob says. Making the decision to support and give to youth isn't something he nor Lisa has to think about or to consider. Ultimately it is just who the Nortons are. They believe giving is just a form of serving.

"It's who we are because we had somebody who taught us these same things and most of the time we get taught by example, by sharing, caring and loving," Bob says.

"Bob and I believe in giving and the feeling you get back," Lisa says.

Two years ago Bob was able to start serving in a new way when

he became a director on the HYFA board.

"I was grateful that I was given this opportunity to serve with a great group of people. People that understand that wealth doesn't come from your wallet, but wealth comes from your heart," Bob says. "And the ability you have to give back and to pay it forward... and I can't think of any better place to do that than with young people."

### Lifestyle of giving

Bob and Lisa believe it is important to support this lifestyle and the sustainability of this lifestyle because kids learn from being involved in agriculture. Being able to watch young people grow without even recognizing it amazes Bob and Lisa and is one of their favorite parts of giving to youth programs.

"They are our legacy, you know, and one of the joys of being involved with this organization, again, is watching these young people grow up and watching them do the same things that we're doing and having the same opportunities," Bob says.

The couple say they are fortunate and proud to receive hundreds of thank you notes from youth each year. The joy and good feelings the Nortons get from these notes amazes them. One particular note they received illustrated exactly why they give.



To kick off the Feed the Future program, a pallet of VitaFerm Concept-Aid® mineral was auctioned off at The Harvest II event Aug. 27 in Sonoma, Calif.

T.R. Putz, a young NJHA member from Iowa, wrote thanking the Nortons for supporting youth. In addition to thanking Bob and Lisa, T.R. wrote in the note that he had a steer and then he explained the process of raising the animal. From putting the halter on to taking him to the washrack for the first time, it

*continued on page 60...*



The SureChamp wheel at JNHE gives juniors a chance to test their animal science knowledge.



Bob Norton, BioZyme Inc. president, says values youth gain from being involved in programs like NJHA are important.

was evident T.R. had spent many hours with his steer. T.R. told the Nortons that he would be selling his steer at a fair soon and that all the funds would go to the Ronald McDonald House Charities of Iowa. In response to selling his steer, T.R. wrote, "I will be very sad, but proud."

This is the type of learning that makes it all worth it for Bob and Lisa.

"This young man is figuring it out," Bob says. "It's amazing for us to see this happening and learning at their age the importance of life. When we see people like T.R. recognize it, that's what it is all about."

There are many lessons to be learned in life which Bob believes these youth learn in the showing. They learn about life, relationships and friends. They learn about losing and winning. And in addition to learning lessons, they are gaining values along the way.

"Our country is at a crossroads — things have changed, values have changed," Bob says. "The values young people gain from being involved in production agriculture, and organizations such as junior programs are very important."

Youth with backgrounds in agriculture quite possibly learn these lessons and values a little earlier in life because of events like the JNHE, and that is why Bob and Lisa continue to support and give to them.

"Our Lord was here to serve us and he gave to serve us," Bob says. "Giving is just a form of serving."

There is no way to know how many lives the Nortons have influenced by giving and serving in so many ways, not just to Hereford youth but the entire livestock industry. The "Feed the Future" program is just one more way Bob and Lisa will give and continue to do what makes them happy while being an example for all.

"What provides great joy to our hearts and our spirits is serving," Bob says. "Just like T.R. Putz has learned." **HW**

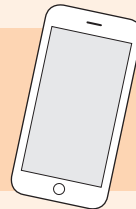
## Step by step to "Feed the Future"

Send your proof of purchase to [hereford@biozymeinc.com](mailto:hereford@biozymeinc.com)



**Step 1:** Select the correct BioZyme supplement to maximize the potential of your cow herd. Eligible brands include VitaFerm®, Sure Champ® and Gain Smart. Contact Erin Creason, inside sales coordinator at 816-238-7084 or visit [VitaFerm.com](http://VitaFerm.com) to learn more about the products and find a dealer near you.

**Step 2:** Each time you purchase an eligible BioZyme product, take a picture of your invoice with your smart phone or camera and email a copy of the invoice to [hereford@biozymeinc.com](mailto:hereford@biozymeinc.com).



**Step 3:** BioZyme will donate \$1 per bag or tub with the proof of purchase to the Hereford Youth Foundation of America. Donations will be made annually.



BioZyme Inc., founded in 1951, develops and manufactures natural, proprietary products focused on animal nutrition, production, microbiology and reproduction. With a continued commitment to applied research, BioZyme offers a complete line of high density, highly available vitamin, mineral, trace mineral and protein supplements for a variety of animals including cattle, pigs, poultry, sheep, goats, horses and dogs. BioZyme brands include Amaferm®, Amasile™, VitaFerm®, Vita Charge®, Sure Champ®, Vitalize®, LiquiFerm™, Digest More™ and Peets Feed. Headquartered in St. Joseph, Mo., BioZyme reaches a global market of customers throughout the U.S., Canada, South America, Europe, Asia and the Middle East. For more information about BioZyme, visit [BioZymeInc.com](http://BioZymeInc.com). **HW**