

# Hall of Fame, Merit Inductees Honored

## Hall of Fame Recipients

George and Harry Tjardes, Gibson City, Ill.; Denny Hoffman, Thedford, Neb.; Guy Colyer, Bruneau, Idaho; and Mark Cooper, Willow Creek, Mont., were inducted into the Hereford Hall of Fame during the American Hereford Association (AHA) Hereford Honorees awards ceremony during the AHA Annual Membership Meeting and Conference.

The Hall of Fame award is presented annually and recognizes dynamic breeders who have influenced the advancement of the Hereford breed.

## George and Harry Tjardes

Starting out with 10 cows their father purchased, the late George and Harry Tjardes of Gibson City, Ill., began raising Hereford cattle in 1946 and built a nationally recognized herd. Harry always took a “think before you do” approach, while George was known for “measuring out” every decision for the operation.

“The Tjardes boys,” as many knew them, decided to purchase a herd bull

to take their genetics to the next level, which led them to purchase Beau Aster Hervalation 14th from Leland Herman, Wayne City, Neb. George wanted to exhibit the offspring at local county fairs to help put the Tjardes name on the map. Despite not being old enough to drive, George strategically bummed rides to 14 different fairs.

In 1955, the dynamic duo began exhibiting at the Illinois State Fair. The brothers would go on to have a champion, or at least a reserve bull or heifer, every year until 1966. The 1958 state fair was especially notable as the duo claimed champion and reserve

bull, champion and reserve female, get-of-sire and best six head — a feat still unmatched to this day. Their national show career peaked in 1975 when they exhibited the national champion female and reserve national champion bull in Kemper Arena in Kansas

City, Mo. Outside the showring, George and Harry hosted major successful sales averaging more than \$5,000 multiple times in the late '70s, opening the door to partnership opportunities across the U.S.

George and Harry were also known for taking time to help young

agriculture and cattle enthusiasts. Scott Torrance, Media, Ill., interned for Tjardes Farms and later partnered with the brothers. Scott considered their operation the “golden standard” in Illinois.

“The system and methods of George and Harry, and their drive for perfection have had a lifelong impact on me,” Scott says. “They truly upheld the highest ideals of a man and his livestock. George and Harry were true visionaries and role models for a generation.”

The brothers each served as president for the Illinois Polled Hereford Association and both of their wives were active in the Illinois Poll-Ettes. George attended the University of Illinois, and Harry, Oklahoma State University. George and his wife, Marilyn, and Harry and his wife, Gale, have raised their children and grandchildren to be Hereford breeders, farmers, rural bankers, veterinarians, ruminant nutritionists, accountants and engineers.

Illinois breeders commend the Tjardes brothers for advancing the cattle industry as a whole, for fostering immense passion for agriculture and, most of all, for passing those qualities to future generations.



## Denny Hoffman

What started as a 4-H project, grew Denny Hoffman into a herdsman, manager and now owner of Hoffman Herefords



**George and Harry Tjardes**, Gibson City, Ill., were inducted into the Hereford Hall of Fame. Pictured (l to r) are: 2019 AHA President Pete Atkins, Michelle Tjardes, Sawyer Tjardes, Harper Tjardes, Lawson Tjardes, Kent Tjardes, Kristin (Tjardes) Bartlett, Kara (Tjardes) Dimoush, Lori Tjardes, Kurt Tjardes, Marilyn Tjardes, Jeremy Tjardes, Mary Kay (Tjardes) Leathers, Phil Tjardes, Jayne Tjardes, Ashley (Tjardes) Hedge, Jan (Tjardes) Pfeiffer, Dave Hedge, Jane (Tjardes) Noyd, Larry Pfeiffer, Marcia (Leathers) Pesci, Taylor Tjardes, Eric Pfeiffer, Heather Pfeiffer and AHA Board director Mark St. Pierre.



**Denny Hoffman**, Thedford, Neb., was inducted into the Hereford Hall of Fame. Pictured back row (l to r) are: Pete Atkins, Jennifer Goodman, Junior Deniz, Shayne Myers, Cody LaFrentz, Randy Myers, Stephanie Myers, Dixie Hoffman, Denny Hoffman, Kaycee Hoffman, Jason Hoffman, Kirk Hain, Raegan Hain, and Mark St. Pierre. Pictured front row (l to r) are: Kennedy Hoffman, Lily Hain, Hayden Hoffman, Haxton Hoffman and Logan Hain.

in Thedford, Neb., along with his wife, Dixie. The operation — which includes Denny’s son, Jason, and his wife, Kaycee, and their children, Haxton, Kennedy and Hayden. Other family members include Denny’s daughter Stephanie and her husband, Randy Myers, and their daughter, Shayne; daughter Regan and her husband, Curt Hain, and their children Lilly and Logan. And finally, daughter Jennifer Goodman and her children Garrett and Parker — runs 300 Hereford cows, a herd of Angus and a set of commercial cows for an extensive embryo transfer (ET) program. The Hoffmans host two sales each year and exhibit cattle at national shows across the country and are very involved in helping their younger buyers become successful in the showing.

With more than 60 years of active involvement in the breed, Denny began the early part of his career as a herdsman for Stone Herefords, Hermiston, Ore., where he fit several champions both on the “Hill” and in the “Yards” at the National Western Stock Show (NWSS) in Denver. He also judged the national Hereford show on the Hill in 1989. He served on the AHA Board of Directors from 2006-2010 and held a position on the board for the California-Nevada Hereford Association. His extensive mentorship also includes helping several young herdsman, many of whom went on to be named Herdsman of the Year in Denver.

On a courageous leap of faith, Denny moved the family operation

from California to Nebraska in order to grow and to sustain the business for the next generation. Longtime customers Will and Jennifer Harrison from Montague, Calif., note, “We do not feel there is a more fitting example of a gentleman who has built his legacy the ‘all-American’ way through hard work and determination with his family at his side.”

Beyond the Hereford breed, Denny is very active in the beef industry and the Thedford community. His passion for mentoring youth has resulted in roles as a 4-H leader, FFA advisor and Little League baseball coach. Before making the move to Nebraska, he was CEO of the Intermountain Fair for 17 years and has since held multiple leadership roles with the Nebraska State Fair.

He is known for his personable character and is respected for his

honesty, openness and integrity with customers and other breeders.

“[Denny] is an aggressive thinker with their breeding program and is always looking for something different to help improve their genetics, their customers and the industry,” shares Marie Farr. “Denny has a lot of pride in what he does and also in his family. [He] once said, ‘I have failed a lot of times, but I believe you need to get up as many times as you have been knocked down.’”



### Guy Colyer

Guy Colyer began his registered herd as a 4-H project while growing up on his family’s commercial Hereford ranch. In 1976, the same year he married his wife, Sherry, they purchased cattle from the Stone



**Guy Colyer**, Bruneau, Idaho, was inducted into the Hereford Hall of Fame. Pictured (l to r) are: Pete Atkins, Katie Colyer, Kyle Colyer, Piper Colyer, Guy Colyer, Cruz Colyer, Sherry Colyer and Mark St. Pierre.

Hereford dispersion and BB Cattle Co. and the entire cow herd from Tom and Ardis Dashiell. Together, they built the ranch and cow herd to what it is today. Colyer Hereford and Angus in Bruneau, Idaho, consists of 300 registered Hereford cows and 75 replacement heifers. Guy's parents, the late Ray and Bonnie Colyer, began building the Angus herd in 1993 to provide two breeds for their commercial customers.

The Colyers have been producing ET calves since 1983, and now more than 90% of their calf crop is a result of artificial insemination (AI) or ET. Always on the cutting edge, the Colyers hosted the very first Internet sale in 2003 to market their females. In October, they hosted their 18th annual female sale and this coming February, the Colyers will host their 40th annual bull sale. Their main objective is to produce a volume of range bulls, but they are also proud to have produced the world-record-selling Hereford bull as well as four of the six Hereford bulls that have been two-time Denver champions.

A graduate of the University of Idaho's animal science department, Guy helped start its "Steer-A-Year" program. He was awarded the U.S. Livestock Industry Leader of the Year honor in 2017 by the NWSS. Colyer Hereford and Angus was recognized

as the U.S. Senate Small Business of the Month for March 2018 on the Senate floor.

Guy has represented the breed in many capacities, including having served on the AHA Board from 1992-1998. He served on the merger committee during that time and also chaired the nominating committee in 2006. He attended the World Hereford Conference in Uruguay in 2017 and went on a trade mission to Mexico in 2018. Being major proponents of Hereford youth, the Colyers have hosted the Idaho Junior State Hereford Field Day and Show for four years and the Northwest Regional Show for two years. They have also hosted the Faces of Leadership Conference, then known as PRIDE.

Guy is quick to note Colyer Hereford and Angus is a family operation with everyone working together. He, Sherry, and their children, Kyle and Katie, along with Kyle's wife, Bobby Jean, and their children Piper and Cruz, all play an active role in keeping the operation at the forefront.

"You can find Guy driving around in his Jeep Cherokee chewing Redman while checking on cattle any given day, unless there is a Yankees game on TV," notes Aaron Wilbourn with

W6 Herefords. "All kidding aside, Guy is an example of what I think a good cowman is. His family is his priority and what a great family he has."



### Mark Cooper

Mark Cooper was raised on his family's cattle ranch in southwestern Montana and spent his formative years digging in the soil, stretching wire, and learning the

true art of growing crops and breeding cattle from his father and uncles. Mark was very fortunate to "learn by doing" and has worked alongside some truly amazing gentlemen, including his father, Jack Cooper, and uncles, Les Holden, Dr. Ray Woodward and Dr. Scott Cooper. Each of these men was instrumental in shaping Mark's life. Their guidance and wisdom undoubtedly contributed to Mark's success as a rancher and farmer.

Mark's love of ranching influenced him to attend Montana State University, where he focused his studies on animal science and agronomy. He returned home to the ranch in 1977 and settled into the day-to-day operation alongside



**Mark Cooper**, Willow Creek, Mont., was inducted into the Hereford Hall of Fame. Pictured (l to r) are: Pete Atkins, Dave Hanson, Kelsy Cooper, Luke McDonagh, Katie Cooper, Tracy Schopp, Mark Cooper, Cristy Cooper, Tad Kovarik, Jaks Kovarik, Natalie Kovarik, Luke Kovarik and Mark St. Pierre.

his father and mentor, Jack Cooper. For more than 30 years, the two worked side by side to expand their farming operation, settled in 1914, and to grow their registered Hereford operation, which Jack and his wife, Phyllis, started in 1946.

Cooper Hereford Ranch has been a pioneer in the beef industry since its inception. As charter members of both the Montana Beef Performance Association and the AHA's Whole Herd Total Performance Records (TPR™), both Jack and Mark recognized the importance of integrating new tools and tests set forth by breed associations and the cattle industry at large. With more than 70 years in the seedstock business, the operation remains a go-to source for premium Hereford genetics.

In March of 2020, Mark and his wife, Cristy, will host the operation's 54th annual production sale. "The Cooper Hereford Ranch production sale has been and continues to be a benchmark sale for the breed," says Mark St. Pierre and Gino Pedretti of Pedretti Ranches. "The Coopers have produced bulls and females that have impacted the Hereford breed since the '70s."

Over the years, Mark has contributed greatly to the Hereford breed on state, national and international levels. He does his best to break down walls between breeds and to encourage collaboration for the betterment of the beef industry as a whole, which has earned him

great respect from the agricultural community of Montana and has led to his participation on numerous boards. Many young and seasoned producers alike turn to Mark for guidance as he is always giving of his time and humble in his mentorship.

"His high level of commitment to all pursuits, his passion for the agriculture industry as a whole and his personal qualities make him a model breeder," says Kenneth Coleman with Coleman Herefords. "It is my pleasure to have him as not only a friend, but he has become someone I admire for his immense leadership in our Association."

### Hall of Merit

Jack Chastain, Ft. Worth, Texas, and Jim Reed, Green Ridge, Mo., were honored by the AHA as the newest members of the Hereford Hall of Merit. This prestigious award commends those who have played an avid role in shaping the Hereford breed and cattle industry.

### Jack Chastain

Known across the country as the face of the Texas Hereford Association (THA), Jack Chastain is considered the driving force behind the Hereford breed in the Southwest.

An admired ambassador of the breed, Jack began his storied career

more than 50 years ago when he was named the executive secretary of the THA in 1973. He has spent his dynamic lifetime promoting and supporting Hereford producers at every level from purebred to commercial breeders to Certified Hereford Beef markets. His ability to effectively network with all segments of the industry has been a binding force as the THA continues to be a national leader in junior and senior memberships and registrations.

As many put it, when you think of the THA, you think of Jack. He has played a huge role in elevating the national Hereford show at the Fort Worth Stock Show and in building its prestige. The Texas membership meeting at the Fort Worth Stock Show is a true testament to the Chastain family's passion, enthusiasm and drive to better the THA and the breed.

Jack has traveled countless hours to sales and shows across the country to keep THA and AHA members at the forefront of the industry. In fact, when he first took office, he journeyed throughout the state to meet every producer in the THA membership to study each individual's herd. When not on the road, he can be found in the Ft. Worth office organizing the THA magazine and striving to get new members for the adult and junior associations.

Jack and his wife, Lyn, are recognized as some of the most



**Jack Chastain**, Ft. Worth, Texas, was inducted into the Hereford Hall of Merit. Pictured (l to r) are: Pete Atkins, Robert and Marjorie (Chastain) LaFont, Lyn and Jack Chastain, Lee, Griffin, Jackson and Candace Chastain and Mark St. Pierre.

generous and proactive youth supporters in the breed and are longstanding Texas Junior Hereford Association advisors. They have operated Mockingbird Hill Herefords since their marriage in 1975 and this year added their son, Lee, daughter-in-law, Candace, and their two grandsons, Jackson and Griffin, to the operation, now called Chastain Cattle Co. Their grandsons are the sixth generation to operate the land deeded to the Chastain family in 1853, which has been home to Hereford cattle since 1930.

Together, the family has built a legacy of Hereford cattle reaching far beyond their roots in Ft. Worth. Their devotion to serving the membership and progressing the THA and the breed as a whole is unrivaled. Kyle and Michael Pérez of Pérez Cattle Co. note, "When Jack finally decides to retire, there will be a hole as large as Texas in the association that may never be totally filled. There has never been anyone more deserving and dedicated to this great breed."



### Jim Reed

Born and raised as the fourth generation of his family to live in Green Ridge, Mo., Jim Reed and his wife, Linda, began raising

Hereford cattle in 1962. For the last 44 years, Reed Enterprises has been the operation's genetic marketing arm by providing semen and AI certificates. The couple also operates Midwest Cattle Service and Reed Farms.

At the request of Mark Dempsey with the *Missouri Ruralist*, Jim worked his first sale as a college student for Harry and Hal Nichols in 1963. From that moment, he was forever hooked as a ringman.

Jim came on board as the Beef Superintendent for the Missouri State Fair in 1972, where he dedicated 17 years to serving fairgoers and the beef industry. One of his most memorable moments was President Ronald Reagan's visit to the fair, where Reagan's secret service took over the beef cattle office. Another iconic moment was the fair's 1974 Hereford show, which featured 411 head of polled Herefords and more than 100 head of horned Herefords. Jim now serves on the Missouri State Fair Foundation board of directors, where he remains dedicated to cultivating the next generation of agriculture through preservation, education and improvement initiatives.

In partnership with close friend Bill Maerli of Owensville, Mo., Jim and Linda formed Midwest Cattle Service in 1975 to manage polled Hereford and Simmental sales throughout the U.S. Although Bill

left to pursue other interests, Jim and Linda continued to grow the business as a husband-and-wife team and have helped market millions of dollars' worth of Hereford genetics over the last 57 years. Jim has worked with breeders to hold successful production and consignment sales, has organized small groups of breeders to host joint sales, and has screened cattle and has managed major sales throughout the country.

Jim has been a trustworthy source for information and trends across the breed, and many aspiring Hereford breeders have sought his advice on sale cattle selection and production sale traditions. A testament to his commitment to Hereford breeders is his ability to remember the names, hometowns and even street addresses of his peers. He continues to serve as a consultant and ringman at sales nationwide while producing and promoting Hereford genetics everywhere he goes.

"Jim is a true influencer of the breed," says Marty Lueck, manager of Journagan Ranch of Missouri State University. "Jim and Linda have supported our Hereford breed for a lifetime. They continue to be a catalyst for the Hereford breed and our breeders' programs." **HW**

**Jim Reed**, Green Ridge, Mo., was inducted into the Hereford Hall of Merit. Pictured (l to r) are: Pete Atkins, Natalie Reed, Mallory Reed, Craig Reed, Maggie Reed, Jim Reed, Linda Reed, Macy Reed, Brian Reed and Mark St. Pierre.

