



NEWS RELEASE

Iowa Cattlemen's Association

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FOR IMMEDIATE RELEASE

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ICA selects Bruce Berven for Hall of Fame

AMES, IOWA – A two-time leader of the Iowa Cattlemen's Association has been inducted into the Iowa Cattlemen's Association Hall of Fame.

Bruce Berven, who led ICA as its top executive from 1978-1984, then again in 2006-2010, provided leadership and organizational skills at key moments for ICA and several other cattle industry organizations for more than three decades. He was presented the award at ICA's 39th annual meeting in Altoona on Dec. 13.

Berven, a native of Hamilton County, earned two degrees at Iowa State University: a bachelor's in animal science and a master's in meat science. Initially, he used that knowledge as a county director and area livestock production specialist for ISU Extension.

Beginning in 1978, Berven's full attention was given to developing organizations that served and represented the cattle industry. That was the year, at age 30, when he began his first stint at the Iowa Cattlemen's Association. As the executive vice president of ICA during the next six years, he honed his talents in financial and personnel management to develop ICA into "one of the best-run commodity organizations in the country," said ICA President Russell Christensen in 1984.

That's because Berven held as the highest priority producer interests and control. As Christensen went on to say, "Bruce does his job with confidence, organization and with the strongest attribute of all...good common sense."

Those three values—producer interests, organization, and good common sense—would be key elements to Berven's work through 2010.

Berven left ICA in 1984 to become the senior vice president at the National Cattlemen's Association, where he led the membership, marketing and meetings sections through 1987. From there he served as vice president of industry relations for the U.S. Meat Export Federation. In 1991 he became the senior vice president of the Cattlemen's Beef Board, and oversaw the early years of the national beef checkoff program. Then it was on to the California Beef Council from 1996-2003, and then the vice president of marketing for Harris Ranch Beef Company, a 120,000-head feedlot in California that had partnerships with 100 cattle ranches in the state.

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After Berven returned to Iowa in 2006, he was asked to again lead the Iowa Cattlemen's Association. The organization needed a trusted friend and steady hand at the time, and Bruce put his financial and management skills to work. In a short time, he began to regain member-support and credibility for the ICA and returned it to a steady base before retiring in 2010.

Berven was nominated for the award by Kent Pruisman, a Rock Valley cattle feeder who is ICA Past President and member of the CBB.

Since 1962, leaders in the Iowa cattle industry have been selected for the Hall of Fame based on: contributions to the beef cattle industry, contributions to the Iowa Cattlemen's Association, community and civic contributions, and cattle business accomplishments.

Other events at the ICA Convention and Annual Meeting held Dec. 12-14 at the Meadows Events & Conference Center in Altoona included tours of cattle facilities, a Cattlemen's College, trade show, several breakout sessions, and policy discussion and adoption.

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(Editor's note: Additional and detailed information about Bruce Berven is attached.)

About the Iowa Cattlemen's Association: The Iowa Cattlemen's Association represents about 9,500 beef-producing families and associated companies dedicated to the future of Iowa's beef industry. ICA's mission is "Grow Iowa's beef business through advocacy, leadership and education."