



# The Bulletin

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SaddleandSirloinPortraitFoundation.org

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## Celebrating 50 Years of the NAILE at Louisville

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## A WORD FROM THE CHAIRMAN

## CELEBRATING NAILE

As preparations are being made to conduct and celebrate the 50th Anniversary of the North American International Livestock Exposition (NAILE), a look back at how we got here seems appropriate.

The process began in 1972 when a group of influential livestock breeders realized that the International Livestock Exposition in Chicago would soon cease to exist due to its location and value of the property for other uses. They pitched the idea of a major livestock show to then Governor Wendell Ford which would fill the void of the eventual closure of the International. This new Livestock show would be held at the Kentucky Exposition Center in Louisville.

After receiving a positive reaction from Governor Ford, a press conference was held in June of 1973 where Governor Ford announced the formation of a new Livestock Show and directed the Kentucky Department of Agriculture to handle the planning. The Planning Committee was made up of the Commissioner of Agriculture, the Director of Shows and Fairs, Jack Ragsdale, Lonnie Tomes and myself among others.

The Committee selected the dates of the week before Thanksgiving and named it the North American Livestock Exposition. The first Exposition was a Beef Cattle show only. Jack Ragsdale assumed Chairmanship of the North American Executive Committee and held that position for the first 40 years of the Expo., then moved into the Chairman Emeritus role until his death in 2021.

Under Jack's leadership the Exposition grew quickly, with the addition of Sheep in 1975.

**On the cover:**

**Bill G. Maxwell of Minnville, TN with his Angus heifer Lady Jean was the first exhibitor to enter the ring at the North American Livestock Expo.**

In 1977, Dairy and Swine were added to the expo. In 1977, Quarter Horses were added and the expo was expanded to two weeks. Livestock divisions continued to grow with the addition of Draft Horses in 1983, Dairy Goats in 1988, Llamas and Alpacas in 1992, Boer Goats in 2000 and a Mule and Donkey Show in 2007.

Judging contests have long been a staple of the expo. 1974 marked the first year that the National 4-H Livestock Judging contest was held in Louisville. The National Senior Collegiate Livestock Judging was added in 1975. The National Junior Collegiate Livestock Judging Contest followed suit in 1976 and the National Dairy Judging Contest was added in 1977.

In 1976 the Saddle and Sirloin Portrait Gallery was relocated from Chicago to the North American/Kentucky Exposition Center and the show's name was expanded to include the word "International".

Under Chairman Ragsdale's leadership almost all National Shows for Beef, Dairy and Sheep Breeds were hosted at the annual Exposition. Entry numbers continued to increase each year to well over 20,000 and the North American became known as the number one Purebred Livestock Show in the world.

As we look forward to the 50th Anniversary of the North American International Livestock Exposition, we must recognize, applaud and appreciate the past leadership and bold decisions made by the Executive Committee and the Advisory Committees. Especially that of Chairman Ragsdale who appreciated all species of livestock and who laid the foundation for the NAILE to continue to be successful for many decades into the future.

*Harold Workman was inducted into the Saddle & Sirloin Portrait Gallery in 2003. Workman is a national leader in managing the NAILE and transforming the Kentucky Exposition Center.*

**Mission**

The mission of the Saddle and Sirloin Portrait Foundation is to maintain, preserve and promote the Saddle and Sirloin portrait collection of over 370 oil paintings honoring individuals' contributions to the agriculture industry worldwide.

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# HOW WE DETERMINED OUR PRIORITIES: SWOT ANALYSIS AND STRATEGIC PLAN GOALS

by Gary L. Minish, Ph.D.

In this second issue of *The Bulletin* as chair of Development and Fund-Raising I would like to give two big shout-outs. The first is a big "Thank You" to all who have contributed to our new Foundation. You will find the names listed on pg 8. We very much appreciate the monetary gifts and especially the support for our Foundation goals.

A second big shout-out and "Thank You" to the Breed Association leaders who have supported our Foundation goal of a Jack Ragsdale Saddle & Sirloin Portrait Banquet Room in the Exposition Center to showcase the portraits and trace the history from its origins in Chicago to Louisville. Especially do we thank leaders representing the Angus, Charolais, Hereford, and Shorthorn beef breeds and the Duroc, Hampshire, Landrace, and Yorkshire swine breeds. The support letters underscore the interest in and need for showcasing the portraits in a new venue.

Since we have been talking a lot about our goals and priorities, I thought in this issue you might be interested in the process Saddle & Sirloin members used to write our strategic plan.

In Round #1 we asked all 12 living Saddle & Sirloin members to write what they see as the Strengths, Weaknesses, Opportunities, and Threats for the existing Portrait Collection. The results are in the column on the right of this page.

In Round #2 we drafted possible goals resulting from the SWOT information. The draft goals were sent to all members, and they were asked to rank from most to least important. The resulting goals are as follows in priority order:

## PRIORITY GOALS

- Establish the Jack Ragsdale Saddle & Sirloin Portrait Gallery Banquet Hall
- Establish a centralized Portrait Gallery in the Kentucky Exposition Center
- Present a history of the Portrait Gallery on a Jumbotron
- Establish kiosks with bios of each inductee and location of their portrait
- Restore and repair damaged portraits over a 5–10-year period
- Develop a fundraising and marketing program to support Gallery goals



**Kiosks with detailed biographies are planned.**

Lastly, we wrote a Mission Statement for the Foundation to reflect our goals and priorities for improving the Saddle & Sirloin Portrait Gallery "Livestock Hall of Fame" in the Kentucky Exposition Center.

"THE CENTRAL PURPOSE of the

Saddle and Sirloin Portrait Foundation is to focus on enhancing the display, security, maintenance and stature of the 350+ portraits hanging in the Livestock Industry Hall of Fame at the Kentucky Exposition Center. We will achieve our purpose by partnering with the Kentucky State Fair Board, U.S. Livestock Industries, and the Land Grant and State University Colleges of Agriculture to continue the legacy of sustaining the largest collection of oil paintings representing a single industry in the world. We will also achieve our purpose by establishing an endowment fund that will provide long-term support for our goals of improving and sustaining this national treasure for years to come."

*Gary L. Minish was inducted into the Saddle & Sirloin Portrait Gallery in 2012. Dr. Minish is a nationally and internationally renowned educator, university administrator, and a leader in beef production and meat animal evaluation.*



## SWOT ANALYSIS

### STRENGTHS

- 358 valuable oil paintings of Livestock industry leaders from 1903 -2020.
- State of Kentucky accepted collection and upkeep in 1976.
- New Saddle & Sirloin recipients are selected every year.
- An updated catalog of portraits is produced every 5 years.
- Saddle & Sirloin inductees remain committed to supporting the Gallery.
- A survey of the condition of the portraits was conducted in 2013.
- The Saddle & Sirloin Portrait Foundation was established in 2019.

### WEAKNESSES

- Limited national and international public relations related to Portrait Collection.
- Visitors to the Expo Center may not know what portraits are or where located.
- Portraits are scattered in several hallways throughout the Expo Center.
- If visitors don't come to the top of South Wing escalators, they don't get background on the portraits.
- Approximately 50 portraits have been in storage since relocating to Kentucky.
- Approximately 20 portraits of the above need repair.
- No comprehensive marketing plan for the Portrait Collection.

### OPPORTUNITIES

- Improve the display of portraits.
- Increase national visibility of the Portrait Gallery.
- Solicit funds through the new Foundation.
- Provide location of each portrait in Expo Center.
- Establish fund-raising capital campaign.
- Develop a marketing and promotion program.

### THREATS

- Limited funds from Kentucky State Fair Board to support the Gallery.
- Loss of livestock industry support.
- The valuable history of Saddle and Sirloin could be lost.
- Portraits falling in disrepair.
- Collection moved out of Louisville.

# NAILE: CELEBRATING A GOLDEN ANNIVERSARY

Adapted from an article written by Millie Moore and Bert Moore, Ph.D.

This Fall the 2023 NAILE is celebrating its 50 years in Louisville. No other event has promoted purebred livestock and its supporting breeds to the extent that has occurred in the Blue Grass State.

But before there was NAILE, there was the International Livestock Exposition in Chicago which started in 1900. It was preceded by the American Fat Stock Show also held in Chicago from 1878 to 1894. The Fat Stock Show was only terminated because of lack of financial backing (sometimes fixable) and because the building it used was scheduled for demolition. (probably not fixable).

The American Fat Stock Show undoubtedly was the catalyst for the demand for a major livestock exhibition and the impetus for the Chicago International Livestock Exposition

For over seven decades people attended the International, either as exhibitors or on-lookers. There were extensive educational activities (judging, quiz bowls, etc) designed for all species, not only to educate producers but the general public as well. Just as many state fairs today have crowds of city dwellers who come through their gates to walk through the livestock barns, let their children see farm animals and sample fair food . . . primarily made from farm produced ingredients.

The International was the place where the best livestock from U.S. and Canadian farms were exhibited and many of the exhibitors were icons in their respective breeds.

People traveled to Chicago by train and so did the livestock. Young men often accompanied the livestock in the cross-country train trips riding in the cars. They called it "riding the rail" and it is the subject of a book entitled *The Boxcar Boys* by Ron Eustice.

Built in 1934, the International Amphitheater was on Halsted Street in front of the immense Union Stock Yards. Adjacent to the Amphitheater was the 225- room Stock Yard Inn which served as a hotel, dining room, and undoubtedly a bar in addition to rooms used for various board meetings, etc. Its Tudor design is representative of British houses and pubs. The lobby of the Stock Yard Inn included a huge upright clock. Our older generation will remember the aroma of the Stock Yard Inn: Livestock bedding and cigar smoke!

There was plenty of pomp and circumstance as well: The International always displayed both the American and Canadian flags hung side by side. The Stock Yard Kilty Band entertained daily by walking through the Amphitheater playing their bag pipes.

Many of the exhibitors were Industrialists who maintained herds and flocks outside major metropolitan areas. Men wore hats as did the

women who were often adorned by mink coats or stoles. These owners had herdsmen or shepherds who cared for and exhibited their stock . . . probably similar to the landed gentry of Great Britain who owned large tracts of land and raised livestock for meat and milk – but were keen on participating in local competitions.

U.S. farmers and ranchers had exhibited their stock at local and state fairs, but the Chicago International provided an opportunity to compare animal genetics within and outside of the U.S. For a period of time, many of the market divisions for livestock were dominated by Agriculture colleges. Potential herd or flock sires were often sacrificed to compete in the Market divisions.

During the late 1800's as shows became more prominent, there became a need for some type of uniform scoring



▲ **Planning An Exposition** : Jack Ragsdale, then Chairman of the Advisory Committee (Beef Cattle Division Committee) and Harold Workman, then beef and swine supervisor in the Kentucky Department of Agriculture and secretary-manager of the new livestock expo, confer on plans for the 1974 North American Livestock Exposition.



based on standards of type for the respective breeds. For some breeds it was simply establishing type and for others, the need to make a type change.

John A. Craig from Russell, Ontario developed the livestock judging score card system and worked with others to establish uniform scoring based on defined and outlined standards of type for the respective breeds.

He also introduced the subject of Livestock Judging at the University of Wisconsin in the 1890's as did other agriculture colleges as well. He then led efforts to organize the first Intercollegiate Judging Contest at the Chicago International in 1900. In 1901, he published *Judging Live Stock* which was in such demand that it was reprinted multiple times a year for several years.

With the exception of a couple of early years with an outbreak of hoof & mouth and the World War II years when the Amphitheater was used as a munitions factory, an Intercollegiate Livestock Contest has been held every year at either the Chicago International or NAILE. The last Collegiate Judging contest to be held in Chicago occurred in 1975 when Harold Workman met with the collegiate coaches. The contest then was moved and Louisville has hosted the National contest from 1976 to present.

In the late 1800s and early 1900s, officials of the Union Stockyards were not satisfied with the quality of livestock they were receiving and this became one of the drivers for the International Livestock Show. Union Stockyards also built the Pedigree Record Building to house breed associations rent-free to encourage the use of superior genetics from purebred stock.

The Saddle & Sirloin Club was the brainchild of three men on a train ride in 1903: Arthur Leonard, Manager of the Union Stock Yard & Transit Company; Robert Ogilvie, Secretary of the American Clydesdale Association; and Alvin Sanders, Editor of the *Breeder's Gazette*. The men were going to meet with William H. Henry, Dean of the Agriculture College at the University of Wisconsin in Madison. They all agreed that there was a need for a place or club room for those doing business in the yards, attending the International, or conventions and banquets. Before the train ride to Madison was over, the three agreed the name would be the Saddle & Sirloin Club. The Saddle & Sirloin Club was housed in the Pedigree Livestock

Building next to the Stock Yard Inn. It included a reception room, a smoking room for members and a library on agricultural and livestock subjects.

Soon after, the founders of S & S Club expanded their plan by honoring great livestock breeders as well as industry personnel and academics by hanging their portraits in the Club. To this day, the Saddle & Sirloin Club chooses a prominent Livestock person each year to be inducted into their Hall of Fame. The Saddle & Sirloin Club has the largest Portrait Gallery dedicated to a single industry.

By the late 1960's the location of the International Amphitheater on the South side of Chicago had deteriorated. Press coverage during the 1968 Democratic Convention riots was well-known. The Union Stock Yards closed on Friday, July 30, 1971. Rumors of closing the Stock Yards and the International Livestock Exposition had circulated for about a decade. The last year for the livestock show was 1975. Within a few days, a group of several Kentucky Livestock breeders met with then-Governor Wendell H. Ford to discuss the possibility of constructing a major livestock exposition. Governor Ford in turn requested the Kentucky Department of Agriculture to look into introducing a major livestock exposition. The State of Kentucky then provided initial funding. The Kentucky Exposition Center was built on the grounds previously used for the Kentucky State Fair. The KEC continues to hold that event annually as well as the North American International Livestock Exposition and the National Farm Machinery Show.

A major renovation had taken place on the state fairgrounds in 1956 with the construction of the East and West Wings, Freedom Hall and the Livestock Pavilion. The Livestock Pavilion is attached to the West Wing and is the current location of the Kentucky State Fair sheep show. The dates for the first NALE were November 17-23, 1974 making it ahead of Thanksgiving on November 28th. Over the years, many a livestock person had spent Thanksgiving in Chicago! The first NALE logo was designed featuring Beef Cattle, Swine and Sheep. In actuality only beef cattle were shown in 1974 as well as hosting the National 4-H Livestock Judging Contest.

Impressed by the number of entries and the Beef Cattle Show, Harold Workman and Bob Hall traveled to Chicago, (probably giving up

*Continued on page 6*







▲ A packed arena for the Pot O'Gold Jersey Sale at the 1984 NAILE.

their respective Thanksgivings) to talk with the Sheep exhibitors and invite them to participate in the 1975 NAILE. The writers remember Harold and Bob addressing sheep people in the aisles and on the bleachers. Word traveled fast and the most positive change in livestock exhibition in the previous 75 years was just about to occur.

In its first years the NAILE event was simply called NAILE but after the Chicago International closed in 1975 the (I)nternational was added to the name. Soon after, the Saddle and Sirloin Portraits were relocated in Louisville. The Saddle & Sirloin Club continues to choose a prominent Livestock person each year to be inducted into their Hall of Fame.

After the success of the 1974 Beef Cattle show other species were added: 1975-Sheep; 1977-Swine, Dairy Cattle and Quarter Horses; 1983-Draft Horses; 1988-Dairy Goats; 1992-Llamas & Alpacas; 2000-Boer Goats; 2007-Mule & Donkey Show. Since 1979 the Professional Rodeo Cowboys Assn has held a weekend Rodeo in Freedom Hall. Sheep breeds were eligible to hold Junior Shows for their respective breeds following a minimum number of entries over a previous 3-year time-frame. The Market Lamb Show has been one of the largest continuous shows over the years. Originally sheep were shown in the old East Wing which was later demolished and replaced by a new larger North Wing in 2006.

It did not take long for livestock breeders to fall

in love with Louisville. The location with exits off Interstate 65 along with its proximity to the Louisville International Airport (now known as Muhammad Ali International Airport) made getting into KEC much easier. Especially since during the 1960's and 1970's the South Side of Chicago had become, dirty, desolate and dangerous along with disagreeable chemical and organic odors. And it was always windy and bleak. Navigating Louisville with Interstates 64 and 65 along with 264 (completed in 1974) and 265 (completed in 1987) made getting to and from the Expo Center a breeze.

Of course, the weather played a big part. The NAILE schedule started about 2 weeks earlier than Chicago and Louisville with its more temperate climate rarely has snow. Going to Chicago for a few days might mean driving home in snow and ice.

Over the years several breeds have been added to the Schedule of Events along with Collegiate and Junior College Judging Contests as well as the 4-H Judging Contest, Skillathon and Quiz Bowls; a Wool Show, Supreme Champion Drive and Ladies Lead. The expansion of the South Wing provided space for Breed meetings and banquets.

50 years on, NAILE continues to evolve and expand to showcase the best purebred livestock in North America. Here's to another 50 years of excellence.

## Kentucky Venues Welcomes Return of Corinne P. Fetter as Executive Director of Expositions

Kentucky Venues is excited to announce Corinne P. Fetter as the new Executive Director of Expositions. Fetter is familiar with the agency and the role, as she previously worked in the same capacity from 2000-2015.

With a heart for agriculture and a renewed focus on the six shows Kentucky Venues produces, Fetter says she is most excited to serve the team and



elevate the shows that hundreds of thousands have come to know and love -- inside and outside the agriculture space.

"We're on a mission to make sure our shows remain the best they can be, and that people from all walks of life have the opportunity to attend, exhibit, and enjoy the gold standard of ag events we have to offer," said Fetter. "Our team is in a fortunate position to highlight the passions and skills of our community and we will do that to the best of our ability."

Fetter will oversee all the Kentucky Venues produced events, including the Kentucky State Fair, World's Championship Horse Show, North American International Livestock Exposition, North American Championship Rodeo, National Farm Machinery Show, and Championship Tractor Pull.

"I'm passionate about these shows and taking care of the people who take care of us," says Fetter. "It's all about celebrating and honoring them and all they do for the Bluegrass State, and we'll do just that at the 50th anniversary of the North American International Livestock Exposition in November."

## Jarold Callahan to be Inducted November 2023

Jarold Callahan of Edmond, Oklahoma, has been named the 2023 inductee of the prestigious Saddle and Sirloin Portrait Gallery. Callahan will become the 378th member of this historic gallery and his portrait will be unveiled during an induction banquet to be held on November 12, 2023 during the North American Livestock Exposition in Louisville, Kentucky.

### Schedule for Nov. 12, 2023

**5:00 pm** - Supreme Heifer Drive of Junior Show Judged by Jarold Callahan - Freedom Hall

**5:30 pm** - Social Hour  
Second Floor of the East Wing

**6:30 pm** - Dinner

**7:30 pm** - Program

Tickets are \$125 and are available at: [www.callahansaddleandsirloin.com](http://www.callahansaddleandsirloin.com)



The Saddle & Sirloin Portrait Foundation is a proud sponsor of the annual Farm City Luncheon at the NAILE.

This year's event will be held Friday November 10 at 11:30 am in the Kentucky Exposition Center South Wing Conference Center. The program features the announcement of the Agribusiness of the Year Award and the Wing Tip Rodeo.

Tickets are \$45 each or \$350 for a table of eight.

Order tickets at: <https://www.agribusinesslouisville.com/farm-city-luncheon>

# IOWA STATE UNIVERSITY SHOWCASES NATIONAL GALLERY INDUCTEES

Written by Michelle Hiscocks, ISU Dept. of Animal Science Communications  
Submitted by Maynard Hogberg, Ph.D.

The National Saddle and Sirloin portrait gallery honors individuals inducted in the Livestock Industry Hall of Fame that have made significant contributions to the livestock industry across the U.S. The full gallery of 377 honorees are displayed throughout the Kentucky Exposition Center in Louisville, Kentucky. Each year, one new individual is recognized by their peers to be added to this Hall of Fame, with occasional larger groups of honorees added to the gallery.

To bring more visibility to these incredible innovators and leaders in the livestock industry here in Iowa, a subset of the National Saddle and Sirloin portrait gallery has been created at Iowa State in the Hansen Agriculture Student Learning Center to honor the 35 honorees with ties to Iowa State University either as a faculty member or alumni.

This project started when an animal science faculty who teaches an Art and History of Animal Agriculture course requested a place to showcase the Iowa State University faculty and students with portraits displayed in the National Saddle and Sirloin Portrait Gallery. The development of this display provided an opportunity to educate not only students but also those attending events at the Hansen Center as well as give more recognition to the national gallery at the Kentucky Exposition Center.

In the atrium of the Hansen Center, each honoree has a plaque with their portrait and details on their contributions to agriculture and the livestock industry on display. One plaque that describes the National Saddle

and Sirloin Gallery history is also included in the gallery at Iowa State.

The Hansen Center is a hub for students in animal science and the College of Agriculture and Life Sciences with many hands-on labs, classes, meetings and industry networking events taking place in the facility. The arena is 33,759 square feet and

hosts livestock shows, judging competitions and other events in addition to all of the Iowa State student uses. The building is a beautiful and versatile space with a large atrium that

houses mosaic art depicting the livestock industry and the history of animal science.

These portraits will help display the incredible leaders from Iowa State and showcase opportunities in the industry to help inspire the next generation.

To learn more about the Livestock Industry Hall of Fame and the honorees, please visit <https://www.saddleandsirloinportraitfoundation.org/portraitgallery>.

Maynard Hogberg was inducted into the Saddle & Sirloin Portrait Gallery in 2016. Dr. Hogberg is noted for his insightful vision, hard work and tireless dedication to the swine industry.



Proudly displayed at ISU's Hansen Ag Student Learning Center.



## LIVING INDUCTEES

Listed by year of induction  
Entire Portrait Gallery online at:  
[www.SaddleandSirloinPortraitFoundation.org](http://www.SaddleandSirloinPortraitFoundation.org)



Darrell Anderson | 2022



J. Neil Orth | 2021



Everett Forkner | 2020



Robert Hall, Jr. | 2019



R.A. "Rob" Brown, Jr. | 2018



Tom Burke | 2017



Maynard Hogberg | 2016



Dave Nichols | 2015



Minnie Lou Bradley | 2014



David R. Hawkins | 2013



Gary L. Minish | 2012



Louis M. "Mick" Colvin | 2009



Roger E. Hunsley | 2005



Harold F. Workman | 2003

# Thank you to Our Donors

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(In alphabetical order)

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THE LIVESTOCK INDUSTRY HALL OF FAME

**SADDLE & SIRLOIN**  
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