

**Agriculturalist of the Year**  
**Larry Schnell**



Larry Schnell has lived most of his life in Dickinson, ND, along with his wife of 44 years, Judi. Judi and Larry have two children; Jay, and his wife Emma, who, with their four children, live near Great Bend, ND; and Dee, who along with her husband, Charlie, live in Palm Bay, Florida with their two children. For nearly 45 years, Larry was a partner and general manager of Stockmen’s Livestock Exchange, a Livestock Auction Market in Dickinson, North Dakota, which marketed between 100,000-150,000 cattle each year for farmers and ranchers in western North Dakota and Eastern Montana. Larry and his partner, James Erickson, sold the business to three of their employees in October of 2022.

Over the years, Larry has served on various boards and committees, striving to ensure that the producer side of any subject was made clear and considered. He has been involved in many topics of concern for ranchers both within the state and nationwide, including lien laws as they relate to livestock transactions, animal care and handling, animal ID, humane horse slaughter, futures manipulation, and livestock transportation regulations.

One area that Schnell has had the most impact on is animal handling. With cooperation from the Livestock Marketing Association, the National Cattleman's Beef Association, and ranchers' checkoff dollars, Schnell was instrumental in creating an animal handling video to educate auction market employees in proper ways of handling cattle, including non-ambulatory cattle, in a responsible manner. In February of 2013, Larry was awarded the BQA Marketing Award for his work on the Auction Market Cattle handling video, and his work in cooperation with NDSU, BQA, DSU, and other entities involved in animal handling and animal identification. Schnell has even had a global impact as a part of a 1994 journey to Russia at the request of the U.S. State department to assess the status of livestock marketing in the Nizhny Novgorod region south of Moscow.

Larry has held many offices, including Past President of the ND Auctioneers Association, President of the ND Livestock Marketing Association for over 20 years, Past Chairman of the ND Beef Commission, Former member of Strategic Grasslands Initiative, and Former Regional Vice President for the Federation of State Beef Councils, which includes North Dakota, South Dakota, Nebraska, and Kansas. In June of 2020, Larry was elected president of the Livestock Marketing Association, a trade group representing over 800 Livestock Auction Markets and Dealers in the United States and Canada. He is currently Chairman of the Board. Larry has also volunteered for charity events such as donating his auctioneer skills for the NDSU Bison Bidders Bowl, numerous 4H, FFA, University, Hospital, and Sporting fundraisers.

Larry is a very deserving addition to the storied Agriculturalist of the Year Hall of Fame. His impact will inspire others for generations to come. Saddle and Sirloin is honored to recognize all of Schnell's contributions to agriculture.

### **Little "I" Royalty**

A long-standing tradition of North Dakota State University's Saddle & Sirloin Club is to crown highly qualified royalty to be the faces and voices of the largest student run event on campus, the Little International. The queen and her two Princesses serve as the club's main public liaisons for the Little "I" stock show. This Position is an extreme honor and a very important part of the Little International.

Every year, the club selects 3 club members as Little "I" royalty to represent the club and promote the event. The queen and two princesses take part in several publicity events leading up too Little "I".

The 98<sup>th</sup> Little International Queen is Kasi Holm. She is the daughter of Barry and Roxanne Holm of Ashley, ND. She is a senior majoring in Human Development Family Science with a minor in Business Administration.

Princess Lilly Bina is the daughter of Cameron Bina and is from Lankin, ND. She is a senior majoring in Crop and Weed Science.

Princess Madalyn Gieseke is the daughter of Brian and Angela Gieseke and is from Gold Valley, MN. She is majoring in crop and weed science.





## **NDSU Saddle and Sirloin Club and the Little International Background**

The NDSU Saddle and Sirloin Club was organized on March 15, 1918, under the direction of J.H. Shepperd, through the efforts of the livestock team that represented NDSU at the international Judging contest in Chicago. Those involved believed there was a need for an organization that would spark a greater interest in animal husbandry at NDSU. The following year, due to war conditions, the club became inactive.

The Saddle and Sirloin Club was reorganized under new constitution in February of 1922. Every year since, the club has presented its Little International Shows. They are patterned after the International Livestock show that was held in Chicago. However, there is one major difference. Little "I" is a contest in showmanship. It is about how well the exhibitor presents their animal, not on quality of the particular animals.

Every year for the Little International, S&S chooses an outstanding individual that exemplifies what it means to be a productive and influential member of the agriculturally community. That person is the Agriculturist of the Year, and he or she is honored at the Hall of Fame Banquet held during the Little International. His or her portrait is put on display in the Hall of Fame Gallery in Shepperd Arena.

The Little International is primarily a livestock show, but there is so much more that goes into this production. There is a contest in each species including: Swine, Sheep, Dairy, Goats and Beef Cattle. Little "I" also includes a speech competition that has to relate to both the Little International theme and agriculture, and there is also a ham curing competition. In the past, the club has also shown horses and had a lamb lead competition.

It takes the entire club to make this production a reality. There is a committee for every detail of the show. There are committees ranging from publicity to concessions. The work that is put into this event is unmatched by any other organization on campus.

Each year, Little "I" continues to thrive and inspire contestants as well as the attendees alike. The Little International is a production filled with pride and a sense of tradition that will continue for many years to come.