


CATTLE PERFORMANCE ENHANCEMENT COMPANY

# The Sortin' Stick

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Early in the morning of Tuesday, May 29th, the world lost a giant of a man, John Brethour. Bill Saba, longtime manager of Hays Feeders and close friend of John's said, "He was one of the finest gentlemen I ever met". Those of us in his CPEC family, can only ditto Bill's statement. John was a true gentleman.


In remembering John, one instance comes to mind. During his Retirement Dinner in 2005 at the Research Center in Hays, several co-workers and friends spoke about John and his dynamic contributions to not only the research center but to the entire beef industry. When it came time for John to speak, he had his notes ready. He began by thanking everyone in attendance and then made the statement that this was an appreciation dinner and he thought he should name a few people you needed some appreciation.

John began naming people who had been instrumental in his career. He recognized heads of university, politicians, research scientist, business men, colleagues, friends and finally he recognized those young men and women who had worked with him on a day to day basis at the research center and in the field. John did not leave out one person who had helped him along the way, he named each one and described their contribution and thanked them. During the entire evening's speech, not once did John talk about himself.

To those of us in attendance, this was history in the making. Our mentor and friend was exhibiting the true nature of his personality. This was greatness in action. We look back on it now and savor the moment.

Of all of John's awards, I think he enjoyed the Best of the Breed award above them all. He said it finally validated his use of ultrasound as a tool to select cattle with superior genetics and predict their optimum end-point profitability. The \$100,000 award was just icing on the cake. In true John Brethour form, he could have kept the money, but instead he gave it to KSU to use to retire a mortgage on the ranch they had bought north of Hays. John was very proud of that.

As to his legacy, John's life's work with ultrasound will continue. His partners and friends in CPEC will continue with that mission. His original DOS version of the program has been converted into a Windows XP Pro operating program and now operates in laptop form. The conversion began a little over two years ago and after considerable testing, is now in its 4th update as Version 2.0. CPEC has released some



20 new systems out to mostly current CPEC technicians and a few new licensed operators.

Some time in the near future, there will be a national meeting for all CPEC members and friends to preview and discuss the new software program. Currently, that time and date has not been set.

John was actively involved in the development and testing of the new software program, so our technicians and customers can rest assured that the system has been approved by John. His last and probably most important part of the new transformation was his new marbling routine. Just three weeks before his passing, the new marbling routine was installed and tested with his approval.

As time goes forward, all of us will miss John Brethour, but we only need to turn on our computer and boot up our CPEC program to visit with him again. Rest in peace John.

If any of you care to contribute to John's memorial, contributions are being taken at the Hays Medical Center or the Humane Society of the High Plains in Hays, Kansas.

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