

Jason Bertschy Memorial Award

Jason Bertschy was an avid lover of livestock and the show ring. He excelled in the show ring exhibiting Simmental heifers and market steers. He enjoyed being a 4-Her, a Boy Scout, playing football and attending livestock show camps. Having watched his two older sisters at the end of their show careers, Jason was ready to exhibit livestock once he turned nine years old. Jason exhibited many champion animals. He was a gracious winner. With an outgoing personality and friendly mannerisms, everyone loved Jason. Jason is remembered by friends for his beautiful smile. Jason was always happy and always smiling. Jason was taken from us at thirteen years of age on December 19, 1986 - the day school let out for the much anticipated Christmas holiday. He was riding his three wheeler on the farm. Somehow it flipped. He suffered a head injury and slipped away almost immediately. Friends of the Bertschy family knew of Jason's love for exhibiting livestock. They also knew of the family's involvement in the cattle industry. To honor Jason, friends of the family immediately established the Jason Bertschy Memorial AJCA High Point Overall Exhibitor of the Year Award. It was awarded to the first recipient in 1987 - 17 years ago. The award was originally a traveling trophy. Once the front of the trophy filled with names, names were then added to the back. When Haley Rieff (Bertschy granddaughter) received the award, the family retired the trophy. A large plaque now hangs in the ACA office in Little Rock listing all the recipients. Since the award has become such a highly sought after honor, the Bertschy family now presents an award to each recipient that they can keep permanently.

The Bertschy family has had a long time association with the Arkansas Cattlemen's Association. Both daughters were county beef princesses. Melissa was the state beef princess in 1983. Doug is a past president and has served many terms as director of the NWACA. Doug and Shirley have also received the Arkansas Cattlemen's Association Commercial Producer of the Year and Seedstock Producer of the Year. Doug has been recognized as the NWACA Man of the Year. Michelle, first runner-up for state beef princess, served a term as president and secretary of the Northwest Arkansas CattleWomen's Association. She also served two terms as the secretary of the Northwest Arkansas Cattlemen's Association. The Bertschy's granddaughter, Haley, received the Bertschy award a few years ago. It was a wonderful honor for her. Haley has served four years as secretary of the Arkansas Jr. Cattlemen's Association. This past year she served as president-elect and this next year will serve as president of the Association. The Bertschy family donated a heifer for the first ever AJCA Scholarship heifer.

Jason Bertschy Memorial
1973-1986
Arkansas Junior Cattlemen's Association
High Point Overall Exhibitor

1987	Thomas Buchanan, III
1988	Shane Plyler
1989	Caleb Plyler
1990	Marya Yancey
1991	Lance Wright
1992	Jeremy Clark
1993	Emily Sweat
1994	Amanda Ivey
1995	David Cranor
1996	Kelli McKinnon
1997	Jessica Fisher
1998	Alan Lee
1999	Robby Shofner
2000	Kyle Green
2001	Haley Rieff
2002	Cody Birkner
2003	Matt Lott
2004	Corey Green
2005	Kevin Morrison
2006	Caitlin Haley
2007	Cody Green