



MC Marketing Management

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Dear HOF Committee,

It is with great pleasure and zero hesitation that I nominate Mark Smith for the North American Limousin Foundation Hall Of Fame. As you study the men enshrined before him, it should come as no surprise, Mark worked alongside each and every one of them, in many instances, helping those men accomplish many of the very things they are most noted for.

There is an old saying "a jack of all trades is a master of none". Well, Mark Smith is a master of nearly everything Limousin.

In January of 1977, while in college, Mark attended his first National Western Stock Show. By the time the trip was over, he had decided the world needed more livestock field editors and a path to that end was planned. Another visit to Denver in 1978 led to his first job in 1979 with the *Record Stockman*. When Stock Show was canceled in 2021 because of Covid, it was the first Stock Show Mark had missed since 1977. That's roughly 375 days on the bricks of the National Western.

In 1981, Mark was offered a job with Bob Crook and the *International Limousin Journal* which proved to be the beginning of a 42-year odyssey involved primarily with the Limousin breed. He was an integral part of the premier Limousin marketing firm American Cattle Services from 1982-1987; a NALF staff member from 1987-1990; from 1990-2000, he was a managing partner of the semen sales company Limi-Gene; in May 23, 1992 he married Deidre Grimsrud; and in 2000, he served as NALF President.

He hung his own shingle up in 2001 with the formation of Grassroots Genetics & Consulting. From there, he added insurance sales, photography and videography services to his resume.

Just a few of the many titles Mark has held over the years include: Advertising Salesman, Breeder, Breed Magazine Rep, Insurance Salesman, NALF Employee, National Board Member, National Board President, Order Buyer, Photographer, Ringman, Semen Salesman and Videographer.

It's impossible to know how many miles he has traveled, how many sales he has worked, how many hands he has shaken or how many pounds of sale day brisket he has eaten, but if such records were kept, he'd be near the top of the leaderboard.

When it comes to buying cattle on order or suggesting which AI sires to employ, Smith developed a reputation as one of the most trusted eyes in the business. The number of cattle he has purchased for others through the years has been lost to time, but it is suffice to say he gained the trust of seedstock operations from coast to coast and on both sides of the border.



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In terms of his work at ringside, again the number of Limousin animals he helped sell will likely never be counted, so let's just say he always handled himself in a professional manner while representing breeders across the country. Given his longevity in the Limousin business, Mark he watched sons and daughters take over for their parents and in some instances he is now tutoring third and fourth generations.

After several informal polls, it's fairly safe to say that Mark Smith is likely the ONLY person on the planet who has been a Limousin breeder, *Limousin World* rep, NALF Employee, National Board Member and National Board President.

In 2022, Mark changed his business plan. The desire to spend more time with the only one who ever wanted to have a full-time seat riding shotgun, (his lovely bride De) he decided to take down his "bid spotter" shingle and retire his Hampton Inn Diamond Status to devote more time to Grassroots Genetics & Consulting and to Grassroots Insurance.

Mark assures us, he plans to stay involved in the Limousin breed, helping with matings, soliciting the best bulls and making sure breeders have an avenue to purchase frozen genetics from a long-time reputable dealer.

You could throw all of the characters, of all the purebred breeds, in the same pot and there wouldn't be but a handful of men like Mark Smith who have mastered each and every facet of the business.

That, in and of itself, makes Mark Smith the ideal candidate for the North American Limousin Foundation Hall of Fame.

Regards,

Kiley J. McKinna

MC Marketing Management LLC.