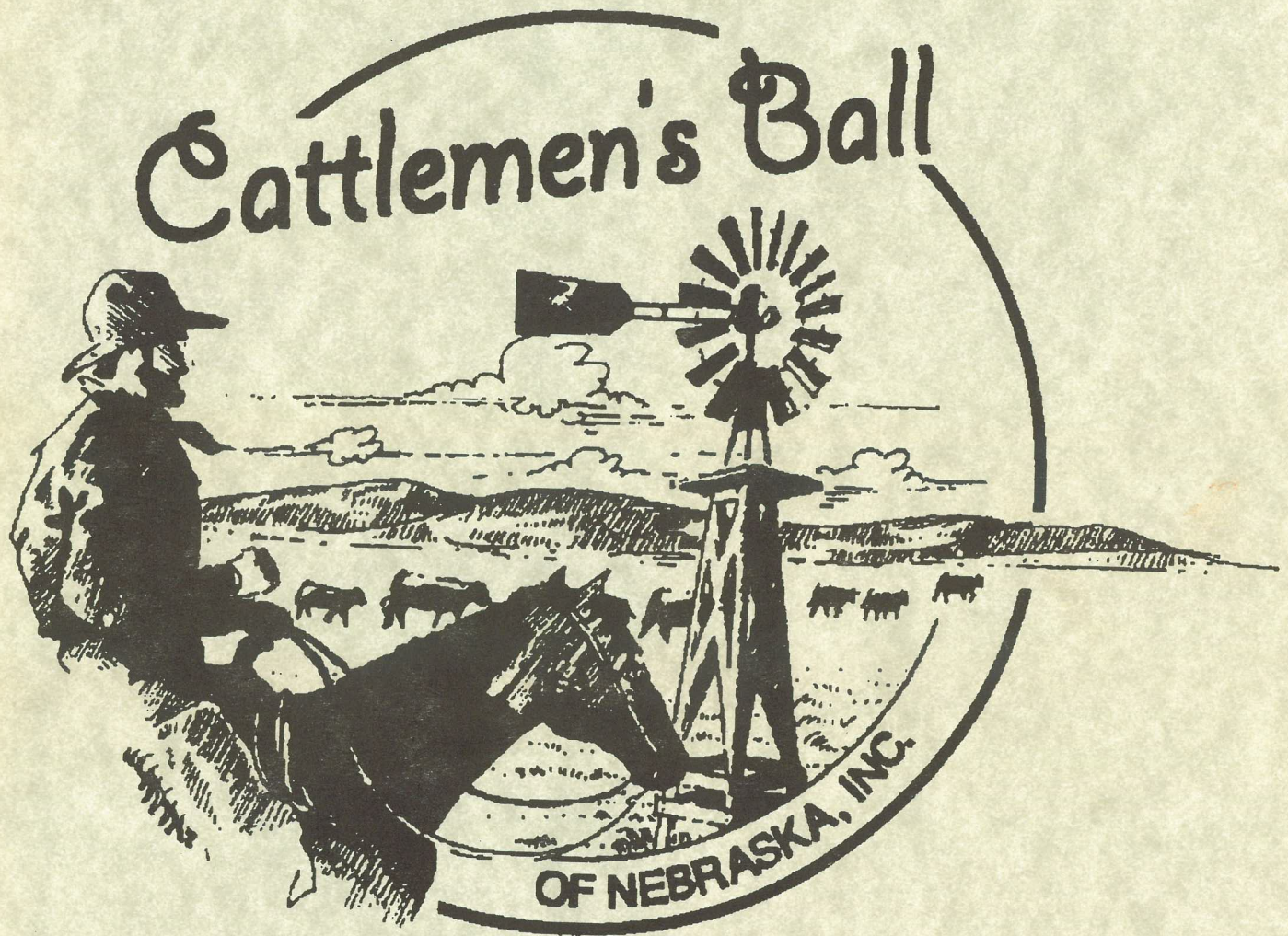


"Where the Trails and Streams Converge"



**Robb Ranch
June 5, 1999
Lexington, Nebraska**

Welcome to Robb Ranch!

Celebrating 125 years - 1874-1999



Joe and Dianne Jeffrey,
1999 Cattlemen's Ball hosts

On behalf of the descendants of William Robb, we would like to welcome you to Central Nebraska and our scenic ranch along the Platte River. It is our hope that you enjoy the hospitality, food, fun and fellowship of this second annual Cattlemen's Ball. We especially appreciate having you join us as we celebrate 125 years of the Robb Ranch.

This ranch holds a special place in area history, as well as in the hearts of the Robb and Jeffrey families. We hope you can take with you a sense of that significance and a greater appreciation for all the things that make Nebraska a wonderful place to live and work.

Sincerely,
Joe and Dianne Jeffrey



Doris and Robb Jeffrey



Mike and Jeanne Jeffrey



Scott and Amy (Jeffrey) Hill with son, Garrett

Robb Ranch History, cont.



Island House



Almost as good as a horse

Mike, David's son, is a 1966 graduate of Lexington St. Ann's. After six years in the Navy he attended Hastings Central Community College to become an automotive technician. He married Jeanne Kral in 1981 and they moved to the ranch in 1985.

The ranch "newcomers" are Joe's daughter, Amy, and her husband, Scott Hill. They were married in 1991 and moved to the ranch in 1993. They live in the ranch headquarters in the home where Joe was born and reared.

Haying was an important operation on the Robb Ranch. In the early years, Bill kept 20 teams of mules to help with the labor intensive task of putting up hay.

One of the first big changes came when family members designed a truck to be used as a sweep by turning the steering column backwards.

As the next generation took over, the first hay balers were introduced. Joe recalls the operation used an old Oliver threader – a big, heavy thing someone sat on the back of and put wires through the threaders and needles.

Young ranch hands earned 50 cents for every wagonload of bales. One summer, a young Joe Jeffrey earned \$32.50 and thought he was a very wealthy young man.

Robb Island, now called Jeffrey Island, was an integral part of the operation. The east and west ends

of the island were used for summer pasture, while the center portion was prairie hay that was put up for winter feed. A crew of 10 or 12 men moved to the island every summer and lived there till the job was completed. There was no bridge to the island, just a trail across the more or less dry river bed.

With so many family members involved in the operation over the years, at one time there were six homes on the ranch, including one on the island, along with a large horse barn and several out-buildings.

But times change and earlier this year the family decided to lease Robb Island and some related land to Central Nebraska Public Power and

Irrigation District for habitat for threatened and endangered species.

Farming and ranching will continue on a reduced scale on the Gosper County land, and notes Joe, there will still be some of those famous Black Angus to add some color to the countryside.

Extended family joining in the anniversary celebration are Joe's sisters, Jane Berreckman and Judy Kimball; Robb's sister, Kyle Seese; and Mike's sisters, Sue Rouse, Sarah Settles and Martha Jeffrey.

Whatever the future holds, the Robb name will endure through the precinct and cemetery, testimony to a lasting legacy created by Bill Robb, Platte Valley pioneer.



Some of the Robb Ranch "Blacks"

1999 Cattlemen's Ball Committee

1999 Host Family

Dr. Joe and Dianne Jeffrey

Event Chairperson

Ed Darby

Golf Chairperson

Steve Luther

Art Show Chairpersons

Leoda Davis

Robin Schultz

Live Auction Chairperson

Marie Farr

Silent Auction Chairperson

Jan Yeutter

Marie Farr

Bar Chairperson

Tom Mooberry

Beef Promotion Chairpersons

Andy Burkhalter

Thane Moore

Treasurer & Cashiers Chairperson

Barb McCormick

Casino Chairperson

Dale Mooberry

Concession Chairperson

Jim Woodside

Decorations Chairperson

Yvonne Rickertsen

Entertainment Chairperson

Dale Holbein

Evening Meal Chairpersons

Paul & Jan Stieb

General Store Chairperson

Nova Workman

Grounds Chairpersons

Dave Fairbanks

Alan Anderson

Scott Hill

Rod Reynolds

Publicity Chairpersons

Eric Brown & KRVN

Raffle Chairperson

Hap Hardesty

Secretary

DeEtta Hartman

Sandy Rhone

Style Show Chairperson

Shana Beattie

Ticket Sales Chairpersons

Tom Fagot

Robb Hanna

Trailbosses Brunch Chairpersons

Kurt Ringenberg

Kathy Feltes

Underwriting Chairpersons

Gary Schultz

Clyde McCormick

Wild Horse Handling Chairperson

Jeanne Jeffrey

Commemorative Gift Chairperson

Dianne Jeffrey

Activities Chairperson

Jeff Konen

Lexington Optimist's Club

Outside Decorations

Bill Bailey

Trailboss Brunch

10:30 a.m.

Welcome in Art Tent

Juices & Coffee
Fresh Pastries & Fruit Kabobs
Beef Roll-ups

Brunch in Trailbosses Tent

Style Show Preview
"On the Fashion Trail"
Trailboss Brunch Live Auction
following the meal

11:30 a.m

Trailboss Brunch Menu

Champagne, Wine & Skillet Hors-d'oeuvres
Coffee, Iced Tea & Water
Tossed Garden Greens
Trailbosses Rib Eye
with sauteed mushrooms & onions
Ranch Style Roasted Potatoes
Broccoli Florets
Hot Croissants
Long-stemmed Strawberries

Brunch catered by: The BBQ Co., 141 E. 8th St., Cozad, NE – John & Genice Jordening

Trailboss Brunch Live Auction

Auctioneer: Sam Tepley

- 1. Silver Spurs** – This set has an outline of the state of Nebraska on it and "Cattlemen's Ball 1999" on the straps. Allflex USA sponsors this item.
- 2. Framed Print** – A limited edition signed by Frank McCarthy and numbered. It's titled "Under Attack" and from the John Wayne Collection. It's donated by Leoda Davis of Elwood in memory of her husband, Glen Davis.
- 3. Sculpture** – Renowned artist George Lundeen created this sculpture. Called "Hearts On A Swing," it depicts a woman on a porch swing.
- 4. Print** – Titled "Commitment to Excellence" this Lynda Stych piece includes some inspirational phrases used during the season of the three-time National Champions! Lextron Animal Health-Nebraska is the sponsor.
- 5. Print** – Gothenburg Livestock donates this Ted Long print.
- 6. Sculpture** – Vet Life is sponsoring this sculpture entitled, "The Duke," by Terrance Patterson.
- 7. Wine** – From Nebraska's own James Arthur Vineyards, they are sponsoring this case of wine of mixed varieties.
- 8 Etched Glass** – This hand crafted, one of a kind mirror and frame is donated by Mick's Platte Valley Glass of Lexington. It has a rustic oak frame with a Cattlemen's Ball etching.
- 9. Coins** – Donated by Biotat.
- 10. Acrylic Painting** – A limited edition by Linda Stych of Fremont.
- 11. Husker Memorabilia** – From the University of Nebraska-Lincoln.
- 12. Custom Belt Buckle** – Hand engraved with Cattlemen's Ball logo donated by KVK Jewelry Designs (Kerri Votaw Kliever) & MRK Trucking.

The Trailbosses

Platinum Trailboss

\$10,000

Nebraska Health System

Golden Trailboss

\$5,000

Greg Linder (in memory of wife, Danna)

Platte Valley Auto

Big John's Ford, Inc.

Pony Express Chevrolet Buick Olds

Pontiac

Silver Trailboss

\$2,500

First National Bank of Omaha

Pinnacle Bank

Bronze Trailboss

\$1,000

Bill's Volume Sales

Circle Five Feed Yards, Inc.

Chip Davis

Grace Mayer Insurance

Double O, Inc.

Perry Investments

Trailboss

\$500

Lextron Animal Health

(Iantha & Jeff Miller)

Larry & Nancy Shavlik

Pioneer Hi-Bred Intl, Inc.

Lextron Animal Health

(Deb & Duane "Chub" Klein)

Robert M. Long

Heloise & Dean Bresley

North Platte Feeders, inc

Affiliated Food Stores

Sadle Cattle Co.

(Chuck & Shari Flaming)

Central Nebraska Medical Clinic, P.C.

Marty & Cheryl Miller

Al & JoAnn Svajgr

Reynolds-Love Funeral Home

Maney Truck Disp., Inc.

Dale & Stephanie Wilson

Duane & Kae Pavlik

Aliant Cellular

(Bill Kovarik)

Conrad L. Parde

Leonard Cattle Co.

Dee Santin

Pat & Doran Post

Roberts Cattle Co.

Husker Power Chutes

Pricewaterhouse Coopers

Robert Masters

List as of May 6, 1999

Memorial Arrangements

Arrangements are available for guests who would like to remember a loved one who died of cancer or is a survivor. Donors can purchase an artificial arrangement in their choice of color for \$100. These will be displayed during the Ball and may be taken home at the end of the day.



Silent Auction

Ariat Western Boots – From Louden's Buggy Whip in Lexington. Size 8-1/2, non-exchangeable.

Hand Painted Saw – From Lexington artist Nola Reed.

12 New York Strips 1" thick – Trautman's Meat Center in Lexington

Framed 8"x 10" Oil Painting – From the Robb Ranch Studio, Artist Dianne Jeffrey's painting "Summer Afternoon" depicts a scene of round hay bales on Robb Ranch looking southwest toward the Robb Memorial and Robb Cemetery.

Framed 15" x 18" Acrylic Painting – Entitled "Trio" this painting of cattle was created by Wendy Hall of Ashland.

Bronze Door Knocker – Randy Rau of Elizabeth, CO created this in his Horizon Studio.

Oil and Water Color Paintings – Hedy Jewell of Lincoln has donated paintings by Dianne Jeffrey. They were previously displayed in her husband's office. The paintings are titled "Country Clouds & Years" and "Fence-Line." These will be sold separately.

Guest Towel Holder – This item from Kearney's Sandhills Mercantile also includes Marshall Star Spurs.

Halter – From the Kearney Shoe Hospital and Saddle Repair this halter has an overlay with matching lead.

Carving – David Nelson of Oconto uses Cottonwood Bark to carve a Native American.

Print – From the Friesen Gallery, Vern Friesen provides this limited edition print, which is framed and matted. It's titled "Haying."

Purse – JR's Western in Kearney provides this leather purse with tapestry and a knife that will be sold separately.

Husker Football Tickets – First Bank & Trust Co. in Cozad is donating 2 tickets to the So. Mississippi v. Nebraska game on September 18, 1999, as part of their tour. It includes round trip bus transportation from Cozad and two delicious meals. Contact Janet Becker, First Rate Club coordinator at First Bank & Trust in August for specifics. Must wear Red!

Prime Rib Roast – An 8# mouth-watering Prime Rib Roast courtesy of Sav-A-Lot Discount Foods in Lexington.

New York Steaks – This box of USDA strips are dry-aged 25 days, ready to thaw and grill! Tom Maddux of Top Cut is donating this gift in memory of his mother, Vera Maddux.

2 Rounds of Golf – Nebraska's newest golf course is just down the trail at Gothenburg. The Gothenburg State Bank is donating 2 rounds at the Wild Horse Golf Club.

Headband – Select Fur & Leather Connections, Inc. of Estes Park, CO donates this White Fox Headband.

Porch Chair – Debra Klein of Spirits Of The Prairie provides this Porch Chair with a birdhouse sitting on it.

Photo – This 12" X 16" photo depicts an old barn and wood windmill. It comes framed and matted. Don Brockmeier of Eustis is the donor.

Saddle Blanket – From Cowboy Connection, this Navajo pad also includes wear leathers.

Buckle and Earrings – Montana Silversmiths are donating these items that will be sold separately.

Christmas Ornaments – From Linda Egle's Western Sculptures studio, she provides two handcast, pewter ornaments.

Cowgirl Camp Shirt – From Wolf Brothers and Lady Reiner-Cowgirl Couture, this medium sized shirt is rayon with V-neck.

Husker Print – By Linda Stych, this framed and matted piece is sponsored by Grabenstein Insurance and the Red Brick Gallery in Eustis. It's titled "Victorious."

Hot Air Ballon Ride – Donated by Kevin Lehman. Must be taken within Lex/Cozad/Eustis area.

Photo Print – A depiction of wildlife, sponsored by Don Brockmeier.

Sausage – Homemade Sausage Basket donated by H & J Grocery of Eustis. Pick up by July 4th.

Bed & Breakfast – Sponsored by the Pool Hall and Hotel Eustis.

Stein – Donated by Eustis's Der Deutsche Markt.

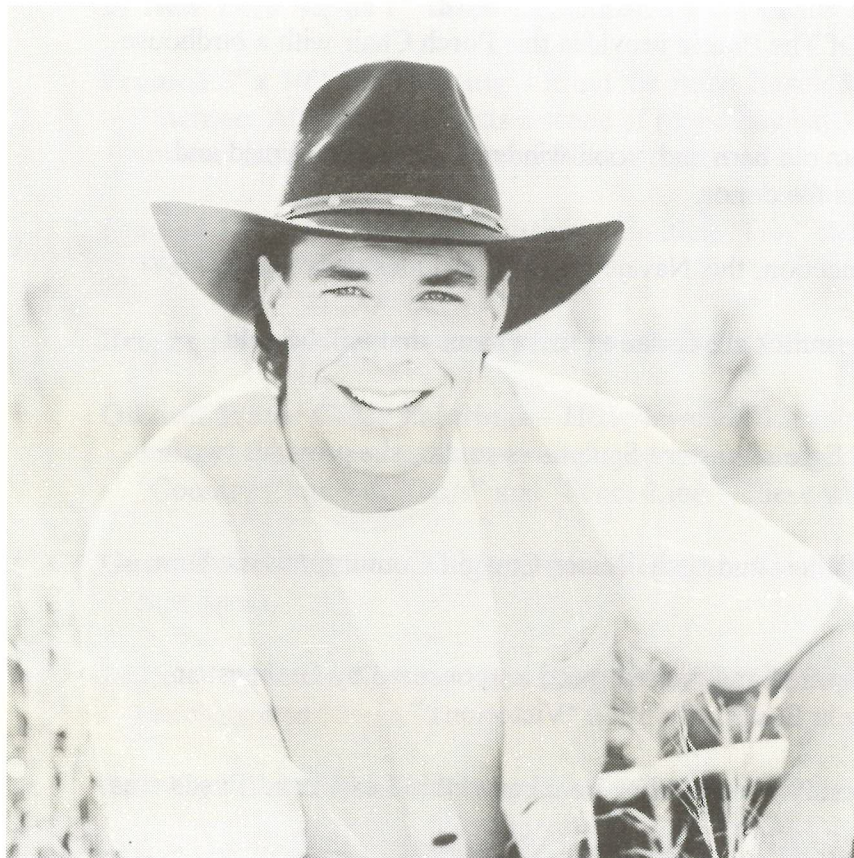
Candles and Basket – Country romance candles from Country Romance and the ever popular Longaberger Basket. Longaberger baskets are handcrafted in Dresden, Ohio, from hardwood maple. They are signed and dated by the weavers. Also available is a full line of Woven Traditions pottery & Home Decor. Sponsored by Lisa Langemeier, Iantha Miller and Julie Kucera of Fremont.

Pencil Drawing – Paul Cameron Smith captures the Spirit of the West today in this pencil drawing "Ladies First," donated by Cinda's Custom Framing & Gallery, North Platte Mall.

In Concert: Michael Peterson

Michael Peterson is an artist driven with a desire to invite us all to laugh, dance and consider our own lives, often all simultaneously.

"I can't remember one moment in my life when music wasn't my friend, my favorite source of entertainment, my comfort and my encouragement," he says. "I have been consumed with writing and singing my entire life – long before I got paid for it and long before anyone except my Grandma listened."



Michael was born in Tucson, Ariz., and raised on the Columbia River in Eastern Washington. Between playing sports and hanging with his friends, he spent countless hours in front of a record player at his grandmother's house. Her huge record collection exposed Michael to the likes of Cole Porter, Harold Arlen, Hoagy Carmichael, Roger Miller, Jimmy Webb and Willie Nelson.

After high school Michael chose a football scholarship to Pacific Lutheran University over music for the first time in his life. During college he developed a relationship with quarterback Brad Westering, whose post-college success as a producer for Denise Williams gave Michael his first professional opportunity as a songwriter. His first three cuts came through that relationship and confirmed his lifelong belief that he could succeed as a commercial songwriter.

He began traveling to Nashville once a month for nearly two years to build working relationships with Music Row's songwriters. These efforts eventually evolved into Peterson's first album in 1996. Perhaps the best known song from that debut is the cut, "Drink, Swear, Steal & Lie." It delivers the kind of word twist that both surprises and delights at the same time.

Another Peterson favorite is a duet with Travis Tritt, "I Finally Passed the Bar." Michael recalls sitting on the tailgate of his pickup several years ago listening to Travis and dreaming that someday he would make a record like that. Not only did that first album become a reality, but a number of popular singles have peppered the airwaves the past three years. Among them "Somethin' 'Bout a Sunday," "By the Book," "From Here to Eternity," and "Loves Great."

Though he may sing and write like a seasoned veteran, one can't help but feel that these are only early chapters in an incredible story. Michael keeps his focus with one simple goal: "I just want to be the kind of man my dog thinks I am. He thinks I am great."

Afternoon Entertainment

Max Reynolds Rodeo and Wild West Performer

Lexington area trick rider Max Reynolds will be performing his Roman-style riding act as part of the afternoon entertainment. The act involves standing on the backs of two running horses and performing several stunts.

Max is also an excellent trick roper and very handy with bullwhips. He has mastered the art of gun spinning and sharpshooting.

A member of the Professional Rodeo Cowboys Association, Max is a frequent entertainer at rodeos and western events across the country and around the world.

He is also a member of Screen Actors Guild and served as Buffalo Bill's stunt double in the 1995 CBS television miniseries, "Buffalo Girls."



Bryan Neubert Wild Horse Handler

Wild horse handler Bryan Neubert of Alturas, Calif., is among the gifted few who have a special camaraderie with horses.

An expert in horse handling and colt starting, Neubert will demonstrate his techniques in gentling a wild horse from the Bureau of Land Management's Wild Horse and Burro Facility at Elm Creek.

Over a period of a couple of hours, Neubert will gain the horse's trust and eventually halter and lead it.

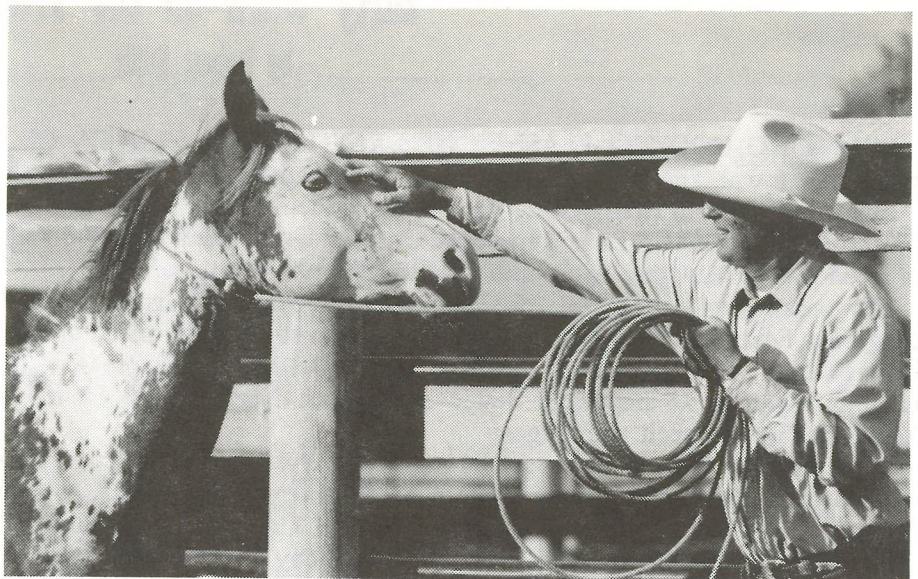
Neubert was raised on his family's ranch near Salinas, Calif. Growing up around horses and cattle, he cannot remember wanting to be anything but a cowboy. In his teens and 20s he had the op-

portunity to spend time with three great hands who influenced him and the change in horsemanship as we see it today.

Through his clinics, demonstrations and now videos, Neubert ea-

gerly passes on what he has been able to learn.

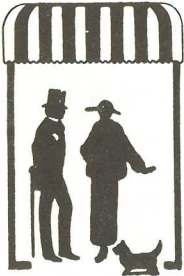
This demonstration should prove to be one of the highlights of the 1999 Cattlemen's Ball.



Evening Entertainment : Karen Breiner & Midnight Express

Style Show & Melodrama

Please join us "On the Fashion Trail" from 2-4 p.m. in the supper tent for the style show, cowboy poetry and melodrama presented by the Plum Creek Players. This year's style show highlights vendors featuring fine collections of authentic Western apparel, as well as fine garments of fur and leather for both men and women. Come and see which celebrity models you recognize!



Select Furs
— and —
Leather Connections
Inc.



From the ritzy to the rustic

**SANDHILLS
MERCANTILE**



...where flash meets home on the range!

TACK, WESTERN ART, GIFT, CLOTHING

The Plum Creek Community Players

Proudly Present

Dirty Work on the Trail

by Robert Swift

POUNDING HOOVES! FLASHES OF EXCITEMENT! CLOUDS OF DESERT DUST! It's the Pony Express riding into town! The Widow Mentary and her daughter, Ella, operate a relay station in Plum Creek, Nebraska.

Ella is in love with Ned Sterling. He wants to ride for the Pony Express, even if he has to risk death daily, and diet. Things take a strange turn as stagecoach driver Foghorn Redburn ("No refunds! No sass!") rambles in. His horses are in a bad way because the blacksmith used thumbtacks instead of nails.

The passengers are cranky. Husband-hunting Astabula Hugankiss and her flippant servant Annie, beautiful but dangerous Felicia Da Flea and her villainous and nasty half-brother Pugsley Moonquake. In no time at all, the villain is up to dirty tricks; plotting a way to disgrace the Pony Express, defraud the railroad and steal Ella Mentary's money. When an all important letter must reach North Platte by morning, Pugsley shows what a stinker he is. Felicia dabbles in deceit and forgery.

It's a scandal! Will the letter get through? Will Ned prove to Ella he doesn't love Felicia Da Flea? Will the strange lady covered with cactus needles explain anything important? Will Paloma Palomino ever get the arrow out of her buckskin? Can nothing be done about the jokes? ("Can your pony talk? No he's a little hoarse.")

Return to the days of the Old West when the Pony Express meant here comes the mail and a good horse laugh was worth its weight in postage stamps.

COME EARLY AND GAWK AT THE LOW-BUDGET SCENERY! TWO SENSATIONAL SCENES FOR THE PRICE OF ONE!

Art Show

David Young -----Grand Island----- Sculpture
George & Cammie Lundeen -----Loveland, CO----- Sculpture
Mark Lundeen -----Loveland, CO----- Sculpture
Lexington Area Artists-----Lexington----- Painters
Carolyn Fairbanks-----Lexington----- Painter
Bill Bailey -----Lexington-----Wood Carving
Linda Egle-----Thedford----- Sculpture
Sandra Meyer -----North Platte----- Sculpture
Betty McKoene -----Cozad----- Painter
Wendy Hall-----Ashland----- Painter
Dianne Jeffrey -----Lexington----- Painter
Randy Rau-----Elizabeth, CO----- Sculpture
David Nelson-----Oconto-----Sculpture/Painting
Red Brick Gallery -----Eustis-----Mixed Media
Linda Stych-----Fremont----- Painter
Vern Friesen-----Henderson----- Painter

Cattlemen's Ball Truck Raffle

\$20 raffle tickets are being sold with the winner being able to choose a new pickup from three different models (Chevrolet, Ford or Dodge) that are on display today. Special thanks to the truck's sponsors: Platte Valley Auto in Lexington and Cozad, Big John's Ford in Minden and Pony Express Chevrolet in Gothenburg.

LIVE AUCTION ITEMS

**Auctioneers: Dan Muirhead and Dave Muirhead of Overton,
Joe Frazier of McCook**

1. **Western Print** – Entitled “Thunderhead,” it will be an autographed and numbered edition by artist Tim Cox. Donated by Pharmacia & Upjohn Animal Health in Fairbury, NE
2. **Carving** – Boerkircher’s Furniture is underwriting this hand-carved meadowlark on fence post with barbed wire. It was created by Bill Bailey of Lexington.
3. **Bronze Sculpture** – From her Thedford studio, Linda Egle has created this limited edition entitled “Pasture Pool” that shows a cowboy golfer waiting to tee-off.
4. **Australian Leather Saddle** – It’s handmade with solid brass stirrups. Redman’s Shoes and Ranchwear is the sponsor.
5. **Framed Print** – Temple Tag, Inc., sponsors this signed and numbered print entitled, “Feeding the World.”
6. **Print**– Schering Plough Animal Health – Ted Schroeder, sponsors this limited edition print by Bonne Mohr entitled “Summer Pastures.”
7. **Automatic Headgate** – Pearson Livestock Equipment Co. of Thedford brings this item to the block.
8. **Sculpture** – Consolidated Nutrition, L.C. of Omaha, represented by Glen Jensen of Cozad, Myron Ammeter of Grand Island, and Brian Jacobsen of Omaha, is the sponsor this bronze bull sculpture.
9. **Heifer** – Lauby Cattle Co. of Lexington will deliver one butcher heifer to a meat processor in Lexington or Elwood or the successful bidder can pick her up live at the feedyard!
10. **Spurs** – North Platte Feeders, Inc., sponsors these handmade, sterling silver, overlaid spurs by Two Below Zero.
11. **Framed Painting** – Bayer Animal Health is commemorating its’ 100th year with this painting called “Generation to Generation” by Connie Johnson.
12. **Leather Clock** – Donated by Country Line Saddle Shop of Burwell.
13. **Angus Yearling Bull** – Donated by Boehringer Ingelheim Vetmedica – Jim Baxter, Castle Rock, CO; Dan Connery, Mitchell, NE; Merial Ltd. – Kent Peterson, O’Neill, NE; Chuck Baum, Denton, NE; Christine Smith, Northwestern NE, Midwest Messenger, Tekamah – Joe Zink.
14. **Acrylic Painting** – A limited edition by Linda Stych of Fremont.
15. **Print** – A Russell Houston print entitled “Water Hazard” depicts a cowboy playing golf. Schroeder Cattle of Palisade is the donor.

16. **Print** – A Russell Houston print entitled “Chip Shot.” Houston's characters are described as the Laurel & Hardy of the Western art world. Darr Feedlot sponsors this item.
17. **Print** – Another framed cowboy print by Russell Houston. Cargill AgHorizons sponsors this one with the title “At The End Of His Rope.”
18. **Print** – “Championship Dreams” by Douglass Hess, it commemorates the 1994-95 and 1970-71 Back to Back National Championships. Donors are White Land and Cattle & Dawson County Cattlemen.
19. **Amish Wagon** – It's a handmade Valley Road Speeder Wagon. Can hold up to 1,300 pounds. Donated by Hoechst-Roussel Vet- Jeff Baldrige, Diane Gangwish, Kyle Key, Monte Rainforth and Charlie Swantek.
20. **Set of 4 Coins** – A 1999 American Eagle Gold Coin Set- includes 1 oz., 1/2 oz., 1/4 oz. & 1/10 oz. Sponsored by The Feed Store of Cozad, Eric and Diana Beisner, owners.
21. **Print** – Pfizer commemorates their 150th Anniversary with this print titled “For Generations To Come” by Joe Heins of Billings, MT.
22. **Painting** – Doran Post & Associates of Lexington donates this painting by Denver, CO artist Duke Beardsly.
23. **Sculpture** – By Mark Lundeen this sculpture is titled “Little Sisters.” Donated by Y-Tex Corp – Cliff Slykhuis.
24. **Female Calf** – Half Gelbvieh and half Angus. From Fastenau Farms of Bertrand, this heifer will be available after weaning.
25. **Print** – Titled “Husker Memories,” this print by Douglass Hess is sponsored by Phelps/Gosper Livestock Growers Association.
26. **Bench** – Meyer Welding and Repair/Home Repair and Improvement is donating a Rocking Patio Love Seat Bench. On the side is the Cattlemen's Ball logo.
27. **Commemorative Gun** – Only 100 of these Winchester .30-.30's were made for the National Cattlemen's Beef Association. This one is #73. It's sponsored by Lexington Livestock – Melvin & Delores Huss and Huss Platte Valley Livestock – Ron and Terri Huss.
28. **Print** – A Thomas Kincaide work entitled “End Of A Perfect Day.” It's sponsored by Mitchell's Anchor Serum Co of Grand Island, Scott Mitchell.
29. **Artwork** – A Thelma Reichs original. It's sponsored by Tharp Insurance/Independent AFLAC Associate of Broken Bow.
30. **Painting** – “Cowgirl Country Club” by Steve Harris. The cowgirls Harris observes are feminine, yet strong and capable without expecting special treatment. It's this contrast he likes to paint: the softness of a woman amidst the rough and hard environment of the ranch. Donated by Cinda's Custom Framing & Gallery at the North Platte Mall.

Special Thanks: In-Kind and Cash Donations

AGP
Allison Luther
Area 4-H Clubs
Area Scouts
Batie Cattle Co. - Barb & Don Batie
Bayer
Behlen Mfg - John Kearney
Beth Rogers
Bill Bailey
Bob Obst
Bureau of Land Management
Cap & Donna Olson
Cattleman's Consulting
Century Lumber
Country General
Cumpston's Quarter Horses
Dave & Dan Muirhead
Dave Burkholder
Dave Davis
Dawson Co. Fair Board.
Dawson Co. Public Power District
Doran Post & Associates, Inc.
Dr. Daniel McClenahan, DDS
Eddie's Service & Repair
Eiler's Machine Shop
Emmett & Joan Davis Quarter Horses
Excel Corporation
Expression Wear
F.L. Beattie, Inc.
Fairbanks International
Farm Credit Services
Food Services of America
Ft. Dodge Animal Health
Gappa Distributing
Golf USA
Gordon Anderson
Grace Mayer
Greg & Teresa Ibach
Heartland Military Museum
High Valley Greenhouse
Hillside Farms - Robb Stieb
Home & Co. - Yvonne Rickertsen
IBP, Inc.
Island Dehy
Joe & Dianne Jeffrey
Joe Frazier
Justa Trucking
Karre City Bakery
KAMI AM/FM Radio
KBRB AM/FM Radio
KBRX AM/FM Radio
KIMB Radio
KMTY Radio
KNEB AM/FM Radio
KNLV AM/FM Radio
KRNY Radio
KRVN AM/FM Radio

KSID AM/FM Radio
KTIC/KWPN Radio
KUVR Radio
KXNP/KODY Radio
Lakeside Country Club
Lexington Area Arts Council
Lexington Clipper-Herald
Lexington Co-op Oil
Lexington Co-op-Fertilizer Division
Lexington High School - Kitchen Facilities
Lexington Volunteer Fire Dept.
Lextron Animal Health
Louden's Buggywhip
Mead Lumber
Meyer Welding - Rich Renken
Midstates RV Center - Jan Parker
Miles Marshall
Morris Press
Nebraska Famous Steaks
Nola Reed
Pam Brand
Pfizer Animal Health
Pinnacle Bank
Piper Jaffray
Platte Valley Auto
Platte Valley National Bank
Plum Creek Motors
Post Enterprises
Randy Ryan Quarter Horses & Training
Reynolds, Inc.
Richard & Carol Russel
Robin Marshall
Roger Reutilinger
Ross Electric
Roy Krings Trucking
Sam Teply
Sandhill's Mercantile
Sav-A-Lot
Select Furs & Leathers
Shotkoski Hay Co., Inc.
Signs of Today - Perry Folkers
Smoky Hill Stables Ranch & Show Horses
Square D Company
Stronghold Manufacturing - Van Neidig
Tierney Land and Cattle Co.
Treffer Ranch
Tub's Pub
Waddell Acres Appaloosa & Quarter Horses
Walco Animal Health
Wal-Mart
Whiskey Creek
Wolf Brothers

BEEF

Lean, Easy, Delicious, Healthy

The Nebraska Beef Council
salutes the Cattlemen's Ball.
We will be on hand during
the Ball, serving samples in
the beef promotion area.



When you need a quick, easy and
healthy meal, beef is what you want.
Today's beef is a perfect food for a
healthy lifestyle.

Beef is a good source of protein, iron,
zinc and B vitamins.

For lean cuts of beef, choose cuts with
"round" or "loin" in the name.



BEEF

IT'S WHAT'S FOR DINNER.

For More Information, Contact:
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© Beef Up Your Meals.™

WELCOME to the Second Annual Cattlemen's Ball of Nebraska!!

Thank you to our gracious hosts Dr. Joe and Dianne Jeffrey and their family for sharing the historic Robb Ranch with all of us.

Thank you, Mr. Philip "Ed" Darby for taking the challenge in chairing this year's Cattlemen's Ball. We certainly appreciate your leadership and willingness to make this day possible.

Thank you to the many committee chairmen for their countless hours of work and to the area volunteers for their help in making the day successful. We appreciate you!

Our goals are to promote **BEEF** in a healthy diet, showcase rural Nebraska, and raise money for health care. In 1998, \$95,500 was given to Eppley Cancer Center which is part of the University of Nebraska Medical Center and \$13,000 was given to the Ainsworth community.

Ten percent of the money raised today will be given to the Lexington community to use for health care projects and the remainder of the funds will be donated to Eppley Cancer Center.

Thank you Top Hands and Trailbosses for your support! If any of you are interested in volunteering or hosting a future Cattlemen's Ball please contact any Advisory Board Member.

Enjoy the day ...

Shari Flaming	Paxton, NE	Ivan Rush	Scottsbluff, NE
Sheryl Graff	Ainsworth, NE	Al Svajgr	Cozad, NE
Barbara Martinsen	Scottsbluff, NE	Sid Salzman	Ainsworth, NE
Delores Olson	Taylor, NE	Lynn Timmerman	Springfield, NE
Kae Pavlik	Yutan, NE	Meredith Zutavern	Dunning, NE

The Chairmen Say Thanks!

A special thanks to everyone who participated in this year's Cattlemen's Ball. We hope you have enjoyed your day in the Platte Valley, "Where the Trails and Streams Converge."

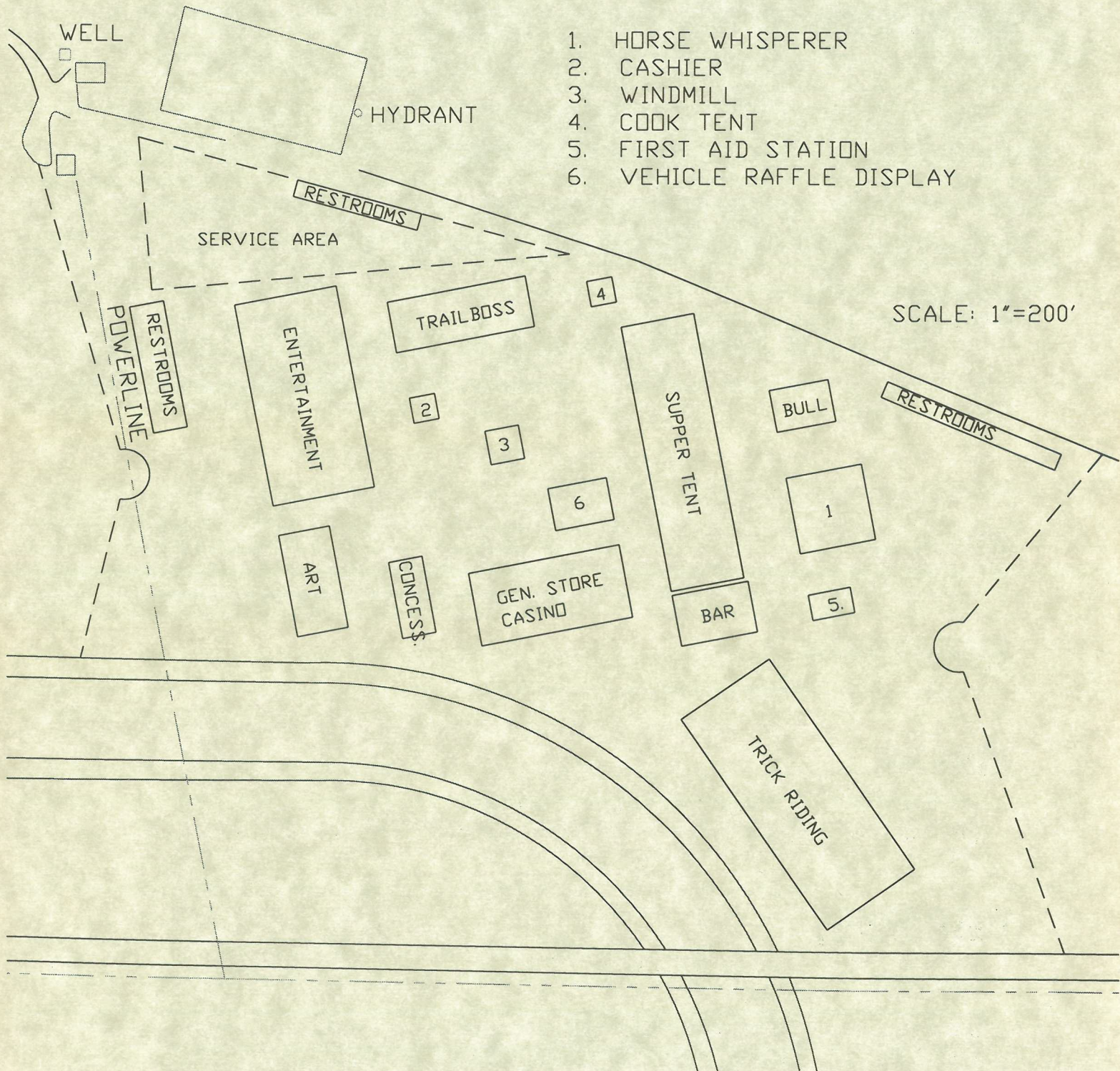
The Committees would like to pay special tribute to all the citizens of Lexington and the surrounding area, as well as the entire State of Nebraska for their donations of talent, time and treasure.

There is no way we can possibly list all the names of our volunteers. If you gave an hour or 200 hours, or \$1, \$5 or more, your support was appreciated so very much.

1999 Cattlemen's Ball Committee Chairmen



Map of Grounds



1999 Cattlemen's Ball of Nebraska, Inc.

Schedule of Activities

OUTDOOR ACTIVITIES

1:30 p.m.	Remarks by Joe Stratton from Bureau of Land Management's Elm Creek Facility
1:45-5:00 p.m.	Wild Horse Handling Demonstration by Bryan Neubert of Alturas, CA
3:15-4:15 p.m.	Horse Trick Riding by Max Reynolds of Lexington
3:45-4:30 p.m.	The Great T-Bone Race down the Phelps Canal
1:00-4:30 p.m.	Horse Drawn Wagon rides along the Oregon Trail
1:30 p.m. - ?	Stock Tank Float down the Platte River

ART SHOW

1:00-7:00 p.m.	Art Show
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GENERAL STORE

1:00-10:00 p.m.	General Store (Cattlemen's Ball merchandise, horseshoe creations, rope baskets, barb wire decorations, western items)
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BEVERAGE TENT

4 p.m.-midnight	Bar Hours
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CONCESSION STANDS

1:00-11:00 p.m.	Food Concessions
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DINNER TENT

2:00-4:00 p.m.	Style Show followed by Melodrama
1:00-5:00 p.m.	Bids on Silent Auction Items (successful bids announced prior to Live Auction at 7 p.m.)

EVENING SCHEDULE

5:00 p.m.	Top Loin Steak Dinner
7:00 p.m.	Live Auction
8:30 p.m.	Michael Peterson Concert
10:00 p.m.	Dance to Karen Breiner & The Midnight Express
12:30 a.m.	Happy Trails!

Please, no smoking in the tents!