

Mark Zane Johnson

Associate Professor of Animal Science
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PERSONAL

Married, since 1996, to Brenda Lee Johnson and father of two daughters, Sydney Pearl Johnson and Charley Ries Johnson. We live on a ranch near Orlando, Oklahoma where we operate J&J Cattle Co.

ACADEMIC BACKGROUND

Ph.D. Animal Breeding and Genetics, Kansas State University, 1992
M.S. Ruminant Nutrition, Oklahoma State University, 1988
B.S. Animal Science, Oklahoma State University, 1986
A.S. Agriculture, Northeastern Oklahoma A&M, 1984

MAJOR AREA OF ACADEMIC RESPONSIBILITY

100% Teaching appointment 1992 - 2013, including responsibility for Coaching the Livestock Judging Team and serving as Faculty Supervisor of the Purebred Beef Cattle Center. 2013 – present 75% Teaching, 25% Extension appointment.

PROFESSIONAL EXPERIENCE

2009 – 2014 Chair, Dr. Robert Totusek Endowment in the Animal Science Department, Oklahoma State University, Stillwater
1997 – present Associate Professor, Oklahoma State University, Stillwater
1984 – present Judge Livestock Shows on a national basis including state fairs and national junior events
1995 – present Co-Owner/Manager of J&J Cattle Company, LLC, Orlando, OK
1992 – 1997 Assistant Professor, Oklahoma State University, Stillwater
1988 – 1991 Graduate Teaching Assistant, Kansas State University, Manhattan
1986 – 1988 Graduate Teaching Assistant, Oklahoma State University, Stillwater
1970 – 1984 Worked with father in diversified family farm and ranch operation, Deerfield, MO

HONORS

Mr. Angus Award presented by Oklahoma Angus Association during annual Awards Banquet in 2014.

CASNR Excellence in Student Advising and Mentoring Award in 2013.

Appointed in 2009 to hold the Dr. Robert Totusek Endowed Chair in the Department of Animal Science at Oklahoma State University. Held this position until 2014. The purpose of this chair is to encourage excellence in teaching and scholarship in the Animal Science Department. This endowed chair can only be held only by the Animal Science Faculty member who coaches the Livestock Judging Team.

Earned Coach of the Year Award National Intercollegiate Livestock Judging seven times. Each year during the awards ceremony at the National Championship contest in Louisville, a coach of the year award is presented. Although a coach is recognized with the award, it is actually based on the team performance - going to the team with the highest collective finish in at least four of the major contests over the year.

Tyler Award, Oklahoma State University Department of Animal Science, 2006. An award which recognizes professional achievement that goes to the outstanding Animal Science Faculty member annually.

Exemplary Faculty Award, OSU CASNR, 2004. This award, chosen by our Alumni, is annually given to several CASNR faculty members to recognize those who made outstanding educational contributions to students.

Don Pinney Award, Oklahoma State University Department of Animal Science, 1986. At that time, this award was given to recognize the outstanding member of the Livestock Judging Team.

BOTAR High Individual Overall Scholarship at the American Royal Livestock Judging Contest, 1985. Hold the all-time record for individual high score (970).

COURSES TAUGHT

ANSI 1124 Introduction to Animal Science
ANSI 2112 Live Animal Evaluation
ANSI 3310 Animal and Product Evaluation
ANSI 3242 Advanced Live Animal Evaluation
ANSI 3322 Applied Meat Animal Selection
ANSI 3433 Animal Breeding
ANSI 3623 Livestock Behavior and Handling
ANSI 4613 Beef Cow-calf Management
ANSI 4713 Beef Seedstock Management and Sales
ANSI 4900 Animal Science Special Problems
ANSI 4900 Cattle Marketing Seminar
ANSI 5010 Special Problems in Applied Animal Breeding
ANSI 5010 Youth Event Management

TEACHING PHILOSOPHY

As a college instructor I have a responsibility to students to help prepare them for life. Through the motivation given, information offered, empathy extended and the model of impartiality and honesty established in my classroom, I attempt to fulfill this obligation to the students I teach. I believe young people of high character, ambition and capabilities have the potential to become great students. Great students given mentoring, opportunity, encouragement and nurtured by great educational experiences develop into productive, successful, happy, loyal alumni who enjoy and high quality of life beyond the years they spend at OSU. It is my goal to provide challenging and beneficial experiences to students that contribute to their ultimate success in life.

OTHER DEPARTMENT, COLLEGE AND UNIVERSITY RESPONSIBILITIES

- Coach, OSU Livestock Judging Team 1992 - 2013
- Supervisor, OSU Purebred Beef Cattle Center, 1992 – present. Responsibilities include oversight of facilities maintenance as well as the total management, breeding and marketing program. This is a 300 cow operation including five breeds: Angus, Brangus, Hereford, Limousin and Simmental. This facility hosts over 2,500 potential students and visitors annually. These visitors attend the Cowboy Classic sale, various extension programs and beef cattle judging events and clinics hosted at the headquarters and range. The Purebred Beef operation has generated over \$5,000,000 in total gross sales from FY 2005 – 2016.
- Co-Conduct OSU Livestock Judging Camps in a collaborative effort combining teaching and extension
- Co-Conduct Judging Contests at Animal Science Field Days in a collaborative effort combining teaching and extension to attract and recruit over 1200 potential OSU students per day of the “Big Three” event
- Co-Superintendent, State FFA Interscholastic Livestock Judging Contest
- Co-Superintendent State 4-H Livestock Judging Contest
- Academic Advisor to Undergraduate Students
- Serve on Graduate Student Committees
- Animal Science Beef Cattle Committee
- Animal Science Teaching Committee
- Animal Science Awards Committee

MEDIA EXPERIENCE

Worked with Angus Media personel to complete a program on the topic of genetic improvement in beef cattle for Angus Talk Radio. The program airs on Sirius XM channel 147. Interview was completed in December, 2017.

Completed an educational DVD on Market Steer Evaluation, including segments on live cattle evaluation, the USDA Beef Grading System, note taking for oral reasons, judging and official critique of a class of live steers, priority traits and oral reasons. The DVD was filmed at various locations on the OSU campus.

Interview with Stock Show Confidential after conclusion of the Fort Worth Steer Show in 2014.

Several Spots on OSU's Sunup program from 1993 – present.

Live television interviews shown on local news stations in Columbus Ohio immediately after Champion Steer selection at the Ohio State Fair Junior Show in 2009 and 2011.

Television interview covering market steer evaluation. Material was used in Angus TV educational program covering the National Junior Angus Show held in Harrisburg, PA. July, 2011

Contributed educational material for programming on RFD-TV. Footage was filmed at the OSU Purebred Beef Center for a nationally broadcast series of educational programs covering beef production. The programming was sponsored by Cargill Animal Nutrition. June, 2003

EXTENSION EXPERIENCE

Gave invited presentations on the topic of Bull Selection and Genetic Improvement at both the National Angus Convention in Fort Worth, TX and the National Shorthorn Convention in Kansas City, MO in 2017.

Contributed to several Master Cattlemen Extension programs, including updating the presentations and chapter quizzes in 2016 and 2017.

Conducted multiple sessions during two OSU Beef Quality Summits in October, 2017.

Worked with Oklahoma Extension personnel to contribute to multiple in-service trainings and cattlemen's conferences in 2017.

Worked with the American Angus Association as well as OSU faculty and staff to coordinate and plan the AAA Boot Camp held at on the OSU campus in October of 2015. Spoke on topics of Foot Scoring and Sale Cattle Preparation. Gave summary of presentations at the end of Day 1.

Cattlemen's Genetics School. Assisted with planning the program and presented "Bull Selection for Profitability: Scenarios, Visual Observation and EPDs" and "Strategic Use of Genetic Prediction Tools". Program was conducted on the OSU campus on November 5 – 7, 2014. Program sponsored by Farm Credit of Oklahoma and the Oklahoma State University Cooperative Extension Service.

Cattlemen's College at Oklahoma Cattlemen's Annual Convention and Trade Show. "Selection for Efficiency in Beef Production". Program held in Midwest City from July 26 – 28, 2012. Program is sponsored by the Oklahoma Cattlemen's Association and the Oklahoma State University Cooperative Extension Service.

Best Management Practices for Quality Beef Production. Assisted with planning the program and presented “Facilitating Cow/Calf segment Profitability and Beef Quality with Strategic Use of Genetic Prediction Tools”. Programs were done in three Oklahoma locations: Lexington, McAlester and Claremore on April 5, 6 and 7, 2011. Program sponsored by Certified Angus Beef LLC, Pfizer, Purina Land O’Lakes, Oklahoma State University Cooperative Extension and the Oklahoma Angus Association.

Oklahoma Angus Association Educational Field Days. Planned, coordinated and conducted an educational field day for Angus breeders. Program included topics of Nutrition, Herd Health, Selection, and Marketing. Programs held on OSU campus during weekend of the Oklahoma Angus Association’s annual meeting and sale in May of 2009 - 2011.

PROFESSIONAL ACCOMPLISHMENTS

Coached four National Champion Livestock Judging Teams, 2001, 2005, 2010 and 2012. Have also coached four Reserve National Champion teams, 1992, 1993, 1994 and 2004.

Coached 2005 National Champion Livestock Judging Team which set record for all-time highest score in the history of the contest.

Coached six American Royal Champion teams in 1992, 1993, 2001, 2007, 2010 and 2012. Have also coached six Reserve Champion teams at American Royal in 1994, 1996, 1997, 2000, 2003 and 2005.

Coached 2007 American Royal Champion Livestock Judging Team which holds the record for all-time highest score in the history of the contest.

Coached five National Western Carload Cattle Judging contest Champion teams, 2002, 2010 – 2013. Including team which set the all-time record for high team score in 2012.

Coached 19 Academic All Americans.

Earned Coach of the Year Award in National Intercollegiate Livestock Judging seven times.

Coached three of only 12 teams in the year history of Intercollegiate livestock judging to conclude the year by winning the American Royal and National Championship contests back to back (2001, 2010 and 2012).

From 1992 to 2013, coached either the Champion or Reserve Champion team in 70% of the contests in which the OSU Livestock competed.

Have coached and/or served as the academic advisor of the OSU Animal Science Department's "Outstanding Senior" eight times.

Have coached and/or served as the academic advisor of four OSU Seniors of Significance: Wravenna Phipps in 2006, Stephanie Willis in 2011, McKenzie Clifton in 2012 and Morgan Neilson in 2013.

EXTRAMURAL FUNDING GENERATED

Generated over \$60,000 profit from co-conducting OSU Livestock Judging Camps in 2010 - 2013, funds generated are used to pay camp scholarships and reimburse members of the Livestock Judging Team for expenses incurred in travel to national contests. Funds generated also support the youth livestock mission within Animal Science providing funding to support the extension youth livestock intern student position as well as extension youth livestock educational activities.

Generated over \$75,000 in sponsorship donations of the Livestock Judging Team from 2007 – 2013. Proceeds from sponsorships sold during the annual Cowboy Classic are used to pay travel expenses of students on the Livestock judging Team.

From 1992 – 2013, solicited in excess of \$120,000 in donations to the Livestock Judging Team Foundation. This money is used to establish an endowment and reimburse members of the Livestock Judging Team for expenses incurred in travel to national contests.

Solicited \$100,000 in donations to renovate the OSU Purebred Beef Center in over the past four years.

Oklahoma State University Livestock Judging Manual written and copyrighted in the name of the OSU Livestock Judging Team in 1995. This manual is updated annually from 1995 to 2013, with profits from sales going to support the Department of Animal Science's teaching budget.

\$30,000 in scholarships earned by judging team students 1992 – 2013.

Solicited over \$240,000 in gifts in kinds (equipment, semen, embryos and live cattle) for the OSU Purebred Beef Cattle operation from 1994 to present.

PROFESSIONAL AFFILIATIONS

American Angus Association

- Voting delegate for Oklahoma 2005 - 2017

Oklahoma Angus Association

- Board of Directors 2011 - 2012
- President 2009 - 2010
- Vice President 2008 - 2009

Oklahoma Cattlemen's Association

- Lifetime member

Senior College Livestock Judging Coaches Association

- President 1993 - 1995

- Eligibility Committee 1995 - 1998

JOURNAL ARTICLES, TEXTBOOKS, ABSTRACTS PRESENTATIONS AND PROCEEDINGS

Johnson, M.Z., 2017. Simplifying Bull Selection: the recipe for targeting the benefits to improve YOUR operations bottom-line. 2018-PayneCoExtProgram PowerPoint presentation to the Central Oklahoma Cattle Conference. February 2, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2017. The Recipe for Combining Performance and Phenotype. 2017-shorthornconference PowerPoint presentation to the National Shorthorn "Making Shorthorns Great Again" Conference. December 2, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2017. Foot Scoring. 4713-FootScoring PowerPoint presentation to the Southeast Oklahoma Ag In-Service Meeting. November 29, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2017. Simplifying Bull Selection on Sale Day. 2017-AngusConvention-BullSelection PowerPoint presentation to the National Angus Convention and Trade Show. November 5, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2017. Youth Beef Quality Assurance. BQAYouth-4Hroundup-17 PowerPoint presentation to the 4-H roundup group session. July 26, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2017. Goal Oriented Use of Genetic Prediction. EXT-Goal-Oriented-EPDs-17 PowerPoint presentation to the 2017 OSU Beef Cattle Conference and Trade Show. February 1, 2017. OSU Cooperative Extension Service

Johnson, M.Z., 2016. Selecting Cattle to Improve Efficiency. Efficiency-2016 PowerPoint presentation to the Grady County Cattlemen's Association Meeting. July 19, 2016. OSU Cooperative Extension Service

Johnson, M.Z., 2016. Goal Oriented Use of EPDs for Bull Selection. EXT-Goal-Oriented-EPDs-16 PowerPoint presentation during OSU Advanced Cow Calf Camp. June 6-8, 2016. OSU Cooperative Extension Service

- Johnson, M.Z. Calculating Placing Scores. Oklahoma Cooperative Extension Service. Fact Sheet ANSI-3403. 2016
- Johnson, M.Z., D.R. Stein, and M.M. Rolf. 2016. Performance Recording Guidelines. Chapter 25. Oklahoma Cooperative Extension Service. Beef Cattle Manual, Seventh Edition
- Johnson, M.Z., D.L. Lalman, and D.R. Stein, and G.E. Selk. 2016. Choosing a Calving Season. Chapter 34. Oklahoma Cooperative Extension Service. Beef Cattle Manual, Seventh Edition
- Johnson, M.Z. and C.S. Mefford. 2014. Interpersonal and Career Skills Gained From Competing On An Oklahoma State University Judging Team. Proc. Inaugural Big XII Teaching and Learning Conference.
- Johnson, M.Z. 2012. 2012 Oklahoma State University Livestock Judging Manual. Oklahoma State University, 137 pages.
- Johnson, M.Z., D.R. Stein, D.S. Buchanan, and S.L. Northcutt. 2008. Beef Cattle Breeding. Chapter 20. Oklahoma Cooperative Extension Service. Beef Cattle Manual, Sixth Edition.
- Johnson, M.Z., 2003. Judges Comments and Summary. 2003 Beef Empire Days Live and Carcass Results.
- Johnson, M.Z., 2002. Judges Comments and Summary. 2002 Beef Empire Days Live and Carcass Results.
- Johnson, M.Z. 1999. Giving Oral Livestock Judging Reasons. Oklahoma Cooperative Extension Service. Publication No. 120.
- Johnson, M.Z. 1997. Objectives, methods and benefits of the Oklahoma State University livestock judging program. Proc. Midwest. Sect. Anim. Sci.
- Johnson, M.Z. 1995. Oklahoma State University Livestock Judging Manual. Oklahoma State University, 141 pages.
- Johnson, M.Z., and J. Hughes. 1995. Generating financial support, facilitating student recruitment and improving critical thinking and oral communication skills by means of a livestock judging camp. J. Anim. Sci. 73 (Suppl. 1): 292 (Abstr.)
- Johnson, M.Z. 1994. Matching cow size and productivity to resources and markets. Proc. Oklahoma Cattlemen's Association Annual Convention and Trade Show.

Johnson, M.Z., R.R. Schalles, M.E. Dikeman, and B.L. Golden. 1993. Genetic parameter estimates of ultrasound-measured longissimus muscle area and 12th rib fat thickness in Brangus cattle. *J. Anim. Sci.* 71:2623.

Johnson, M.Z., J.R. Kropp, D.S. Buchanan, and C.A. McPeake. 1988. Relationships among traits measured in a beef performance testing program and their effect on sale price. *Animal Science Research Report*. Oklahoma State Univ. Agric. Exp. Sta. Rep. MP-127.