

# 2022 SGBI HALL OF FAME

By John Ford

## Hoover Case

**“Now ol’ boy, you are going to be sorry when you get home with that empty trailer and Momma asks what you got bought.”**

For 30-plus years, Hoover Case of Marshfield, Mo., has been the voice on the block for the Santa Gertrudis breed. His distinctive chant, pleasant personality and occasional admonishments to the ol’ boys who come up one bid short

have made him a favorite with Santa Gertrudis breeders from coast to coast.

Case has dedicated most of his life to auctioneering purebred cattle. His father, Willis Case, founded the Case Auction Company in 1939. Willis’ knowledge of farm real estate along with his farm equipment and livestock knowledge helped establish Case Auc-



## SANTA GERTRUDIS

### THE COMPLETE PACKAGE

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tion Company as the farm real estate specialists in southern Missouri. However, it was in 1966 when 16-year-old Case stepped into the sale ring with his Charolais heifer at the American Royal Charolais Sale that he knew he wanted a career as an auctioneer; but not just an auctioneer, he wanted to be a purebred livestock auctioneer.

Following graduation from Missouri State University in 1970, Case joined his father as a partner in Case Auction Company, launching the purebred livestock sales division. Over the years, Case Auction Services evolved into a nationally recognized company, providing marketing, auctioneering and sale management services for purebred livestock operations across the United States.

A life-threatening bout with bacterial meningitis in 1993 left Case paralyzed, but it did not dampen his desire to market seedstock, especially purebred Santa Gertrudis cattle. Case became heavily involved with the breed, selling high-profile events including the King Ranch 150th Anniversary Sale, Briggs Ranches sales and the Alabama Connection Sale. He has sold Santa Gertrudis sales, big and small, working to get the most for the seller, all the while making sure each bidder had an equal opportunity to purchase the animal of their choice.

In addition to marketing Santa Gertrudis cattle, Case has supported numerous breed events and activities and

**CONTINUED ON PAGE 25 »**

**2022 SGBI HALL OF FAME  
HOOVER CASE  
CONTINUED FROM PAGE 22**

is quick to share the breed's successes with cattlemen nationwide. Although he has slowed some, Hoover and his wife, Susan, continue to operate Case Real Estate in Marshfield, Mo. In 2020, The Livestock Marketeers, a fraternity of livestock fieldmen, auctioneers and sale managers, inducted Hoover into their Hall of Fame during the organization's 55th Annual Banquet.

A Hall of Fame Livestock Auctioneer deserves recognition from a breed he has served so well over the years. Late last year, the Santa Gertrudis Breeders International Board of Directors named Hoover Case as an inductee into the Santa Gertrudis Breeders International Hall of Fame, recognizing him for his years of service to the breed and its members. 🐾

**2022 SGBI HALL OF FAME  
DR. PORTER RODGERS  
CONTINUED FROM PAGE 23**

Rodgers with a platform to spread his message of profitable performance.

Elected SGBI president in 1983, Rodgers took a leave of absence from his successful medical practice in Searcy, Ark., and traveled extensively, promoting Santa Gertrudis cattle. During his tenure as president, Rodgers and his wife, Carol, attended field days, shows and sales across the United States, as well as the Santa Gertrudis World Congress. In 1983 alone, he attended 13 SGBI point shows. Always a supporter of youth activities, Rodgers made sure his farm gates were always open for junior exhibitors traveling to and from shows. His pleasant personality, combined with his love for the breed, made Rodgers an extremely popular president. His drive, leadership and vision resulted in extraordinary growth for the association. His passion for Santa Gertrudis cattle was infectious and, in 1983, registrations increased by 3,000 head.

SGBI Board member, association president, breed ambassador and visionary are just a few of the words that describe Dr. Porter Rodgers. Recognizing his impact on the breed and association, Dr. Porter Rodgers has been named a member of the Santa Gertrudis Breeders International Hall of Fame. 🐾

**EXPERIENCE KENTUCKY  
CONTINUED FROM PAGE 14**

Keeneland is the world's largest and most prominent Thoroughbred auction house and hosts world-class racing twice annually during its boutique spring and fall meetings. Owners, trainers, riders and fans from all over the world travel to Lexington each year to participate at Keeneland.

SGBI members participating in the tour will have the opportunity to visit Keeneland on opening day of the 2022 Spring Race Meet. Highlights of the Spring Meet include the \$800,000

Toyota Blue Grass (G2) and \$400,000 Central Bank Ashland (G1) on opening Saturday. The races are worth 100 points apiece on the Road to the Kentucky Derby (G1) and Road to the Kentucky Oaks (G1), respectively.

We hope you're making plans to join us for these incredible tours that are part of the 2022 SGBI Annual Meeting and experience all that central Kentucky has to offer.

Let the spirits lead you to Lexington, Ky., and the 71<sup>st</sup> SGBI Annual Meeting! 🐾

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