

W. R. Chapline Land Stewardship Award

Mr. Norman R. McClure has spent all his adult life striving for and achieving excellence in rangeland management – a span of 40 + years! His ranch is a showcase of his accomplishments. He started with a tract of land and animals leased from his parents in north-central Washington. Norm has since built a thriving livestock operation composed of 180 commercial cows and operates on private, national forest, and Indian reservation lands. This operation is run primarily keeping the “vital 3-R’s” in mind. These refer to Readiness, Rotation, and Residue! His phrase of: “The grass hurts before the cow hurts” was profiled in an earlier Western Beef profile of his operation.

Still, Mr. McClure’s achievements are not measured solely by their effects on the land. They are measured as well in the strength of relationship between Norm and Dorothy McClure. Her contributions have not only helped achieve ranching success but have also added support for Norm’s volunteer activities, often at some expense to personal and family time. Many of these additional activities involve an almost continual role in the Okanogan Conservation District, Washington Association of Conservation Districts, National Association of Conservation Districts, Washington Rangeland Committee

An extensive background in social ethics underlies a strong sense of social responsibility for natural resources. He is today a champion of an improved human condition as affected by proper use and management of natural resources and thus may have achieved perhaps the ultimate goal of good land stewardship – programs that make not only land but people bloom in time and place.

Norman’s McClure is at once an exceptional landowner, manager, administrator, and counselor in the field of range management and supporting disciplines. So it is that he combines passion for the land with passion for people—surely the mark of an accomplished land steward. For his life-long commitment, the Society proudly presents **Norman McClure with the W. R. Chapline Land Stewardship Award.**