

# Association Link

## **New procedure for carcass data collection**

The Certified Angus Beef LLC (CAB) Supply Development staff is no longer coordinating the collection of progeny carcass data for structured sire

evaluation. The Association will continue to compile carcass progeny test data submitted through Angus Herd Improvement Records (AHIR) to generate carcass expected progeny differences (EPDs).

CAB-licensed feedlots will serve as one of the possible channels for members who want to prove sires for carcass merit through progeny testing. Data can also be collected by producers through their selected alliance,

marketing group or packing plant and can be submitted directly to the Association. For more information contact the Performance Programs Department at (816) 383-5100.

## **Cattle industry to convene in Nashville in late January**

Cattle producers will be "Setting the Pace for Profitability" at the 2003 Cattle Industry Annual Convention and Trade Show, which is set for Jan. 29-Feb. 1 at the Gaylord Opryland Hotel in Nashville, Tenn. The event is organized by the National Cattlemen's Beef Association (NCBA) and other industry organizations.

A full schedule of events is planned, including NCBA committee and subcommittee meetings. The American Angus Association and Certified Angus Beef LLC (CAB) will have a booth at the trade show where attendees can learn about programs for commercial producers and CAB Supply Development.

For more information about the event, and links to registration information, visit [www.4cattlemen.com](http://www.4cattlemen.com). Angus Productions Inc. (API) is hosting the real-time coverage site via the sponsorship of Boehringer Ingelheim Vetmedica, Inc.

## **Angus activities planned at 2003 National Western**

Five days of Angus events are planned for the 2003 National Western



Stock Show (NWSS) in Denver, Colo. The activities begin with the junior heifer show at 1 p.m., Tuesday, Jan. 14, in the Stadium Arena. Joel Judge, San Luis

Obispo, Calif., will judge the show.

The female portion of the super-point Roll of Victory (ROV) Angus show will begin at 8 a.m., Wednesday, Jan. 15, in the Stadium Arena. Bill Conley, Clarksdale, Mo., will serve as the lead judge; Doug Slattery, Brenham, Texas, will serve as associate judge.

The National Western Angus Bull Sale highlights the day's events on Thursday, Jan. 16. The bull sale show begins at 8 a.m. in the Stadium Arena. Five judges will evaluate the 50 bulls to establish a sale order, selecting division and grand champions. Judges are Chuck Brost, Harrodsburg, Ky.; Ron Frye, Denton, Mont.; Sam Hands, Garden City, Kan.; Jeff Johnson, Broken Bow, Neb.; and Kevin Yon, Ridge Spring, S.C. The sale begins at 2 p.m. in the Beef Palace Auction Arena.

Angus producers from 23 states and Canada have consigned some of their top Angus bulls to the sale, which is sponsored by the American Angus Association. Regional manager Chuck Grove is sale manager. For more information about the sale, contact the

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American Angus Association at (816) 383-5143, or Grove at (434) 525-4687. An online sale book can be viewed at [www.angusjournal.com](http://www.angusjournal.com).

The sale of the 2003 Angus Foundation Heifer Package will immediately precede the bull sale. Whitestone Farm, Aldie, Va., is donating

the heifer to headline the package.

An Angus reception will wrap up Thursday's activities. The reception will begin at 6:30 p.m. at the Denver Marriott City Center, located downtown.

The super-point ROV Angus show resumes Friday, Jan. 17, with the bull show, which begins at 8 a.m. in the Stadium Arena. Conley and Slattery will again serve as judges. The Foundation

Female Sale will begin at 3 p.m. at the Livestock Auction Arena in the yards.

Angus activities will conclude on Saturday, Jan. 18, with the pen and carload shows in the yards. The event begins at 9 a.m. in the Livestock Center Auction Arena. Seth Leachman, Billings, Mont.; Dick Burns, Kickapoo, Ill.; and Charlie Boyd II, Mays Lick, Ky., will officiate at the group competitions.

## NWSS coverage on the Web

API will provide real-time coverage of Angus events at the NWSS in Denver, Colo., on the Web. To see results and photos from NWSS Angus events log on at [www.angusjournal.com/denver](http://www.angusjournal.com/denver).

## Angus tent promotes breed in the yards

Be sure to look for the American Angus Association's tent in the herd sire display area in the yards at the NWSS later this month. Association staff will be on hand Thursday, Jan. 16, through Saturday, Jan. 18, to visit with breeders who have questions about Association programs and to talk with commercial producers about commercial programs that can benefit their herds.

Information will be available on the Beef Record Service (BRS) and AngusSource. Be sure to stop by the Angus tent to learn more about these programs and how they can benefit commercial cattlemen.



## Spring Sire Evaluation online now

The spring 2003 *Sire Evaluation Report* is now available on the Internet at [www.angus.org](http://www.angus.org). Accessing the report online is the fastest and easiest way to get the latest performance information on sires in the Angus breed. It allows you to specify ranges of expected progeny differences (EPDs) and to sort bulls that qualify in those ranges.

Active members who returned their blue request cards to receive a printed copy of the fall 2002 report will receive the spring 2003 report automatically. All other members and all commercial producers who want a printed report will be required to request it by contacting Brenda Schafer at (816) 383-5144 or [bschafer@angus.org](mailto:bschafer@angus.org).

## Building Blocks for Success

Thirty-five participants attended the late October Building Blocks for Success seminar at the CAB offices in Wooster, Ohio. Attendees represented Foodservice, Retail, Value-Added Products and Supply Development divisions. CAB's Retail Division invited several non-licensed accounts to attend, in an attempt to show them the value of becoming a brand partner. Two new accounts were added to the program during the seminar.

## Internships offered at Angus

The American Angus Association and the *Angus Journal*, with headquarters in Saint Joseph, Mo., will offer three summer internships to college students who want to learn more about breed association work. The paid internships begin approximately June 1, 2003, and conclude in mid-August. Application deadline is Feb. 15, 2003.

The Activities and Junior Activities Department employs a college sophomore, junior or senior to assist in

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the planning and execution of junior Angus shows and leadership events. The intern will have the opportunity to travel to and assist with the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference. The intern will be expected to perform daily in-office preparation for

various junior activities, including correspondence and communication with others involved, such as the NJAA Board of Directors.

Applicants for the junior activities internship should have an ag-related major. They need to be detail-oriented, outgoing and a self-starter, and to have the ability to work well with all types of people. Students interested in the junior

activities internship should send a résumé to James Fisher, director of junior activities.

The Association's Public Relations and Communications Department is looking for a junior or senior majoring in ag journalism or ag communications who has an interest in the livestock industry. Primary responsibilities of the position

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## AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave.  
Saint Joseph, MO 64506-2997  
phone: (816) 383-5100  
fax: (816) 233-9703  
home page: [www.angus.org](http://www.angus.org)  
e-mail: [angus@angus.org](mailto:angus@angus.org)  
Office hours: (M-F) 8 a.m. to  
4:30 p.m. (Central)

### OFFICERS

**President** — Steve Brooks, 7206 146th Ave. S.W., Bowman, ND 58623; [brookssa@pop.ctctel.com](mailto:brookssa@pop.ctctel.com)

**Executive Vice President** — John Crouch, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org)

**Vice President** — Joe Elliott, 1291 Stroudsville Rd., Adams, TN 37010; [resjoe@bellsouth.net](mailto:resjoe@bellsouth.net)

**Treasurer** — Keith Arntzen, 41 Arntzen Lane, Hilger, MT 59451; [karntzen@ttc-cmc.net](mailto:karntzen@ttc-cmc.net)

### BOARD OF DIRECTORS

#### Terms Expiring 2003 —

Keith Arntzen, 41 Arntzen Lane, Hilger, MT 59451; [karntzen@ttc-cmc.net](mailto:karntzen@ttc-cmc.net)

Minnie Lou Bradley, 15591 CR K, Memphis, TX 79245; [bradley3@srcaccess.net](mailto:bradley3@srcaccess.net)

Paul Hill, 11503 SR 554, Bidwell, OH 45614; [champion@zoomnet.net](mailto:champion@zoomnet.net)

Abbie Nelson, 12211 Pear Lane, Wilton, CA 95693; [5starangus@compuserve.com](mailto:5starangus@compuserve.com)

Dave Smith, 1601 N. CR 200 E., Greensburg, IN 47240; [dsmith@stewartseeds.com](mailto:dsmith@stewartseeds.com)

#### Terms Expiring in 2004 —

Ben Eggers, 3939 S. Clark, Mexico, MO 65265; [eggers@sockets.net](mailto:eggers@sockets.net)

Mark Gardiner, Rt. 1, Box 292, Ashland, KS 67831; [gar@ucom.net](mailto:gar@ucom.net)

Jot Hartley, PO Box 553, Vinita, OK 74301; [johartley@hotmail.com](mailto:johartley@hotmail.com)

Jay King, 28287 Woodside Drive, Rock Falls, IL 61071-9556; [saukvalleyangus@wmccinc.com](mailto:saukvalleyangus@wmccinc.com)

Richard (Dick) Tokach, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com)

#### Terms Expiring 2005 —

Leo Baker, 11440 Angus Lane, Saint Onge, SD 57779; [mrbaker@mato.com](mailto:mrbaker@mato.com)

Gregg Blythe, 3207 Old River Rd., Decatur, AL 35603; [clydec7@aol.com](mailto:clydec7@aol.com)

Bill Davis, HC 57, Box 4075-1, Sidney, MT 59270; [rolnrok@ndak.net](mailto:rolnrok@ndak.net)

Robert (Bob) Schlutz, 260 Colonel's Drive, Box 66, Columbus Junction, IA 52738; [rschlutz@aol.com](mailto:rschlutz@aol.com)

John Schurr, 40842 Farnam Rd., Farnam, NE 69029; [john@schurrtop.com](mailto:john@schurrtop.com)

### AMERICAN ANGUS AUXILIARY

**President** — Nancy Jo Sullivan, Marietta, OH

### ADMINISTRATIVE STAFF

**Activities and Junior Activities** — James Fisher, director

**Administrative Secretary** — Diane Strahm  
**Angus Information Management Software** — Scott Johnson, director

**Commercial Programs** — Matt Perrier, director  
**Communications and Public Relations** — Susan Rhode, director; Shelia Stannard, assistant director

**Finance and Accounting** — Richard Wilson, director

**Information Systems** — Lou Ann Adams, director

**Member Services and Office Management** — Bryce Schumann, director; Carol Waller, assistant director

**Performance Programs** — Bill Bowman, director

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include publicizing Angus shows and activities, which includes writing news releases, photo cutlines and feature articles, and working with black-and-white and color photography. The intern will have the opportunity to travel to various shows and events.

Students who are interested in the

public relations internship should have completed course work in newswriting and feature writing, as well as in editing and photography. The applicants should be detail-oriented, and have some experience with livestock shows. Send a résumé, cover letter and writing samples to Shelia Stannard, assistant director of communications and public relations.

API offers an *Angus Journal* editorial internship to a college junior or senior who is pursuing a degree in ag journalism or ag communications. The intern works with the editorial staff and other API and Association staff members. The intern will assist with feature writing and newswriting, conduct on-farm interviews, report on Angus events and beef industry seminars, and

have the opportunity to enhance his or her photography skills.

Applicants should have experience with livestock and should have completed the following courses: Reporting I and II, editing, magazine writing or creative writing, photography or photojournalism. Knowledge of Microsoft Word and/or Quark Xpress are also helpful. Interested students should send a résumé and writing samples to Shauna Hermel, editor of the *Angus Journal*.

All résumés should be sent to the appropriate person listed above at the American Angus Association, 3201 Frederick Ave., Saint Joseph, MO, 64506. Any students wanting more information can contact Fisher, Stannard or Hermel at (816) 383-5100.

**CAB brand tops the menu**

A 2002 nationwide, independent study by Datassential Research indicates the *Certified Angus Beef*® (CAB®) brand is the most popular brand name on the menus of both independent and chain restaurants. In part one of the two-part study, the CAB brand was mentioned 2,084 times in a database of 30,137 independent restaurant menus. Alaskan fish/seafood ranked second with 1,517 mentions. Other brands included in the top 20 were Dole®, Hormel® and Blue Bell® ice cream.



In a study of chain restaurant menus the brand was mentioned 520 times on 5,545 unique menus. Others in the top 20 include Oreo®, Idaho Potatoes®, Wisconsin cheese, Jack Daniel's®, Nestlé®, Hershey's® and Miracle Whip®. Recognition of the CAB brand name continues to grow, thanks to the diligence of its licensed restaurants, retailers, processors, distributors and producers.

**Little Apple wins big**

The Little Apple Brewing Co. in Manhattan, Kan., a longtime 100% CAB-licensed restaurant, won the Kansas Beef Council's 2002 Beef Backer Award. It also won the year's Best Ground Beef Menu Item with its "Black and Bleu Burger."

Little Apple's new menu boasts many more CAB items, including some value-added selections. The restaurant also upgraded all its ground beef items to CAB grinds last summer. The CAB brand accounts for 42% of the restaurant's total sales and 50% of its food sales. Little Apple also claimed the overall award in 2000 and an honorable mention in 1996. CAB marketing-communications and foodservice staff assisted Little Apple and the Kansas Beef Council in preparing for an award reception Oct. 16.

The restaurant is co-owned by seedstock Angus producers Galen and Lori Fink and manager Russ Loub.