

# Association Link

compiled by  
**SHAUNA ROSE HERMEL**, editor

## Angus to sell at NWSS Bull Sale

The 2018 National Western Angus Bull Sale will be Wednesday, Jan. 10, 2018, at 5:30 p.m. at the National Western Stock Show (NWSS) in Denver, Colo. The Sale Bull Show will take place at 8 a.m. that morning in the Stadium Arena, where a three-person judging committee will place the bulls to assist in making a sale order. Judges for the event will be Art Butler, Bliss, Idaho; Sam Carter, Arthur, Neb.; and Mike McGuire, Waverly, Ala.

All consignments will have Angus Herd Improvement Records (AHIR<sup>®</sup>) performance information and a complete set of genomically enhanced expected progeny differences (EPDs). All bulls selling must rank in the top 50% of the breed for non-parent bulls for EPDs and dollar value indexes (\$Values) that include weaning weight (WW), yearling weight (YW), weaned calf value (\$W) and beef value (\$B).

All bulls born before Jan. 1, 2017, must have passed a complete breeding soundness examination (sometimes

referred to as a BSE), including both physical and semen, within 30 days of the sale.

Other sale features include the 2018 Angus Foundation Heifer Package headlined by VAR Blackbird 7184, the heifer donated by Vintage Angus Ranch of Modesto, Calif.

Rounding out the Angus Foundation's offering will be five elite confirmed heifer pregnancies donated by Crazy K Ranch, Michie, Tenn.; Linz Heritage Angus, Crown Point, Ind.; Pasture View Farm, Dunlap, Ill.; Seldom Rest Farms, Niles, Mich.; and Silveria Bros., Firebaugh, Calif.

Unrestricted funds raised from the Angus Foundation Heifer Package and confirmed elite heifer pregnancies will support the organization's mission of education, youth and research for the advancement of the Angus breed and beef cattle industry.

For more information contact David Gazda, sale manager, at 706-296-7846 or Tonya Theis, Events and Education Department, at 816-383-5142. For more information about the Angus activities at NWSS, see page 60 of the December *Angus Journal*.

## Watch *Raising the Steaks*

In response to agriculture's growing disconnect with consumers, the American Angus Association's video production team constructed *Raising the Steaks*, a documentary-style film that follows one consumer couple through their journey along the beef production chain.

Originally released on Thanksgiving Day last year, the documentary introduces Saint Joseph, Mo., natives Josh and Leah Swindler. The pair begins by visiting a seedstock operation, a cow-calf ranch and a feedlot. Their journey ends with processing and visiting the meat counter of a local grocery store.

"As a consumer, I've always tried to be conscious of where my food comes from, and I think it's important for consumers to see the amount of effort and care that goes into food production," Leah said. "The welfare of animals has always been important to me, and this process helped me be more reassured by how our food is produced. It helps you value your food more."

Watch the trailer at <https://>

[www.youtube.com/watch?v=m0m92Uz\\_Hbk&feature=youtu.be](http://www.youtube.com/watch?v=m0m92Uz_Hbk&feature=youtu.be). Look for it on the American Angus Association's website, [angus.org](http://angus.org), and be sure to share it on Facebook and Twitter.

## Apply for Women Connected Conference

The fourth biennial Women Connected Conference will take place in Excelsior Springs, Mo., April 18-20, 2018.

The event brings together full-time ranchers, ranchers' wives, parents of juniors and college-age women to share the common bond of Angus cattle. The event has been hosted every other year since 2012, and has alternated between Saint Joseph, Mo., and Wooster, Ohio. Attendance is granted by application only and is limited to 20 attendees.

Applications are available at <http://www.angusauxiliary.com/about/women-connected.html> and will close Feb. 15, 2018.

## Looking for an internship?

The American Angus Association, Angus Genetics Inc. (AGI), Angus Media and, new this year, the Angus Foundation, offer several opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association.

Paid summer internships offer goal-oriented students an opportunity to build upon writing, editing, photography and organizational abilities while developing knowledge of agriculture and the beef industry.

Application deadlines for the American Angus Association and Angus Media are Feb. 1, 2018. Look for requirements and application details online at [www.angus.org/General/AngusCareers.aspx](http://www.angus.org/General/AngusCareers.aspx).

## Allied Angus Breeders Scholarship

The Angus Foundation Board of Directors approved funds to provide \$1,000 scholarships to three youth who use Angus genetics in their seedstock or commercial operations. Awards will be distributed in July 2018.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2018. They can be an entering freshman or a continuing student in any undergraduate program. The applicant or applicant's parents/guardians must have transferred or been transferred a registered Angus registration paper in the last 36 months.

Full details of eligibility can be found at [www.angusfoundation.org](http://www.angusfoundation.org).

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## Association, Angus Media continue to build Team Angus with staff

*The American Angus Association recently announced three additions, one promotion.*

**Ali Luety** joined the team as a communications specialist. She comes to the team from Agri-Pulse Communications, where she had been interning since May.



**Ali Luety**

She graduated in 2017 from Iowa State University with a bachelor's degree in public relations. During her time at Iowa State, Luety interned with Meredith Corp. as an editorial apprentice, as well as FarmHer and the American Farm Bureau Federation in their respective communications departments.

**Max Stewart** joined the team as a video production specialist. Stewart graduated from Kansas State University (K-State) in August with a bachelor's degree in business management and entrepreneurship, and comes to the communications team to put his creative mind to



**Max Stewart**

work producing high-quality videos for the Association. He has won awards for his video work in the past, including first place in the K-State 48 Hour Film Festival. Stewart has worked as a social media manager for Wildcat Watch out of Manhattan, Kan., and student video producer for K-State.

The Association recently announced the promotion of **Kenny Miller** to chief financial officer (CFO) and the addition of **Tara Adwell** as assistant director of finance.

**Miller** started the position on Oct. 16 after Rich Wilson, CFO of 48 years, retired. Miller began his tenure with the



**Kenny Miller**

Association in 2004 as assistant director of finance before being promoted to director of finance in 2008. Prior to his time at Angus, he worked as an audit associate with Clifton Gunderson, now Clifton Larson Allen.

**Adwell** began her position as assistant director of finance Sept. 11. A native of Savannah, Mo., she offers the Association more than 10 years of accounting experience. Before joining the Angus team, Adwell served as CFO for the Missouri Western State University Foundation for five years and as an auditor for Clifton Larson Allen. She is a graduate



**Tara Adwell**

of Northwest Missouri State University, where she earned both a bachelor's degree in accounting and a master's degree in business administration.

"I have been blessed with the amazing opportunity to work for this great organization that is continuously looking forward to the future," Adwell said. "I am excited to be working alongside our current CFO, Kenny Miller, to serve the Angus membership community. Our goal is to continue to provide the membership with the information and tools they need to succeed."

**Association Link** *(continued from page 10)*

Information can be found in the resources section on the home page. The Allied Angus Breeders Scholarship application was available online Dec. 1.

**Foundation to sponsor YCC participant**

The Angus Foundation will nominate and sponsor an Association member

between the ages of 25 and 50 to attend the 2018 Young Cattlemen's Conference (YCC) — the beef industry program and tour sponsored by the National Cattlemen's Beef Association (NCBA).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application

process. Applications are available at [www.angusfoundation.org](http://www.angusfoundation.org) and should be returned to the Angus Foundation no later than Jan. 12, 2018. Learn more about the YCC and the program's educational and networking opportunities at [www.beefusa.org](http://www.beefusa.org).

**Applications being accepted for 2018 BLI**

Applications for the 11th annual Beef Leaders Institute (BLI) June 18-22, 2018, are now being accepted.

Sponsored by Certified Angus Beef LLC (CAB) and the Angus Foundation, BLI is designed for American Angus Association members 25-45 years old as a means to provide participants insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and for the beef industry now and in the future.

The Association and the Angus Foundation will provide transportation, lodging, meals and materials during the BLI. Attendees will be responsible for round-trip transportation between their home and the beginning and ending points.

*(Continued on page 14)*



**APRIL 14, 2018**  
**Hustonville, KY**

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**Moderate BW with upper percentile growth and carcass traits.**

**EPD average for sale bulls.**

	CED	BW	WW	YW	CW	MARB	RE	\$W	\$F	\$G	\$B
<b>Sale Avg.</b>	4	2.7	63	111	49	0.6	0.6	56.5	75.7	35.9	146.3
<b>Breed % Rank</b>	70	75	15	15	15	35	35	20	15	40	15

**James S. Coffey**  
859-238-0771  
[james@branchviewangus.com](mailto:james@branchviewangus.com)

**Donald S. Coffey**

**Danny Smith**  
606-706-0355

**John Ethington**  
859-533-1301

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***I Am Angus* shares the cultural roots of many Angus programs**

*I Am Angus: Fabric of Our Forebears* tells the stories of Angus breeders from Scotland to South Dakota, from the bayou to the monastery. The program, available on [www.angus.org](http://www.angus.org), premiered on RFD-TV Christmas Day 2017 and aired a second time on New Year's Day.

We all come from somewhere. Angus cattle come from the heart of Scotland and the breeders of Angus cattle come from every country and walk of life. *I Am Angus: Fabric of Our Forebears* celebrates those legacies. Our various forebears have brought us to this time and place to raise great cattle and honor their memories.

First created by the Angus Media team, *I Am Angus* premiered its first episode in October 2010. Since then, the program has produced 36 complete films, broadcast annually on RFD-TV and the AngusTV YouTube channel.

Check the *I Am Angus* website regularly for additional segments and accompanying *Angus Journal* stories as they are released throughout the year.

To view the program, visit [www.angus.org](http://www.angus.org) and drill down in the "News" menu to "I Am Angus."

**Association Link** (continued from page 12)

The BLI is limited to 20 attendees each year. Applications are available online or by contacting Caitlyn Brandt in the Events and Education Department at 816-383-5189. Feb. 15 is the application deadline.

**2018 Black Books available**

You can now order 2018

AngusSource®/Beef Record Service (BRS) black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

They feature the American Angus Association logo on the back.

Producers can request two free books and purchase additional books for \$3

each. The 2018 books are available in any quantity.

To place orders, contact the American Angus Association at 816-383-5100 or [blackbooks@angus.org](mailto:blackbooks@angus.org).

**Convention coverage available**

The Angus Media communications team was on hand to cover the Angus

Convention Nov. 3-6 in Fort Worth, Texas. From the tour hosted Friday to the Annual Convention of Delegates convened Monday morning, Angus Media captured the highlights to share with those who couldn't attend — or who attended, but couldn't get to every session they wanted.

Highlights will be published in the *Angus Journal* and the *Angus Beef Bulletin* and in episodes of *The Angus Report*.

For more news from the convention, visit the convention newsroom at [www.angus.org/Media/News/AngusConvention.aspx](http://www.angus.org/Media/News/AngusConvention.aspx).

**Look for RBCS coverage**

The biennial Range Beef Cow Symposium was recently hosted in Cheyenne, Wyo., and Angus Media's team was on hand to provide coverage. The event rotates between Colorado, western Nebraska, western South Dakota and Wyoming, and focuses on beef production practices and issues in the western states.

To access summaries, speaker PowerPoint presentations and audio,

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**Raising the Steaks**  
documentary follows  
consumers behind  
the scenes

Today's world is becoming more and more urban, and with that, people are further removed from the farm. In fact, according to the American Farm Bureau Federation, the average American is at least three generations removed from the farm, and less than 2% of the population is directly involved in agriculture. Because of this growing disconnect, there are a lot of consumers who don't know where their food comes from and have never set foot on a farm, and these consumers have an increasing number of questions about how their food is produced.

In *Raising the Steaks*, a documentary produced by the American Angus Association that first appeared on RFD-TV Thanksgiving Day 2017, one consumer couple got the chance to tour the entire beef production chain, meet the people who produce their beef, ask all their questions and learn about the process.

"As an increasingly urban society, educating consumers about food production becomes more and more important," said Clint

visit the Newsroom online at [rangebeefcow.com](http://rangebeefcow.com).

**New tool for DNA collection available now**

Tissue-sampling units (TSUs) are now accepted by AGI as a DNA sample type for seedstock producers seeking genetic testing. The technology offers seedstock producers a quick and effective DNA collection method previously offered for commercial testing only.

A TSU collects an ear punch from the animal and provides an alternative to tail hair, blood and semen sample types used for DNA testing. Similar to tagging an animal, the TSU has an applicator gun to collect the ear punch in an uncontaminated container. Producers can also test for bovine viral diarrhea (BVD) when they use TSUs.

This tool is not a new concept; breakthroughs in technology and collaboration with industry partners led to this new option for DNA collection. Allflex, an AGI industry partner, worked with both contracted

labs used by AGI to guarantee samples can be archived.

TSUs and applicators are both available to purchase from the American Angus Association through [www.customcattletags.com](http://www.customcattletags.com). Members can order by logging into their AAA account. Units can be purchased in quantities of 10 for \$29.99, which

equates to \$2.99 per unit. Breeders must send in a spreadsheet electronically to AGI customer service representatives, including both the animal ID and barcode associated with the DNA sample. If an individual chooses to write individual IDs on the TSU box next to the associated barcode, this will be accepted, as well.

For more information about TSUs and sample collection, visit [www.angus.org/AGI/SubmittingSamples.aspx](http://www.angus.org/AGI/SubmittingSamples.aspx) and scroll down to the TSU section, or call the office at 816-383-5100. AGI will still accept blood and hair samples for genetic testing.



Mefford, Angus Association director of communications. “We are proud to be able to do our part in giving two consumers the opportunity to see the whole beef production cycle and be able to share that with our membership and other consumers alike.”

The documentary starts by introducing the consumers who got the opportunity to participate in the behind-the-scenes tour: Josh and Leah Swindler, Saint Joseph, Mo., natives. It follows the couple through the whole beef production process, starting by visiting a seedstock operation followed by a cow-calf ranch and a feedlot. Their tour ended with watching and discussing a video about the processing aspect and visiting the meat counter of a local grocery store.

“As a consumer, I’ve always tried to be conscious of where my food comes from, and I think it’s important for consumers to see the amount of effort and care that goes into food production,” Leah Swindler said. “The welfare of animals has always been important to me, and this process helped me be more reassured by how our food is produced. It helps you value your food more.”

To view *Raising the Steaks*, visit [www.angus.org](http://www.angus.org) and drill down in the “News” menu to “Raising the Steaks.”

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**Ellingson Frontiersman 7132**

**Roughrider x Final Answer**  
 BW: 89  
 WW: 942  
 EPDs as of 12-3:  
 BW: +1.8  
 WW: +73  
 YW: +127  
 M: +22  
 MB: +.38  
 RE: +.38  
 \$W: +65.77  
 \$B: +119.46



**Ellingson Roughrider 7282**

**Roughrider x Bandwagon**  
 BW: 82  
 WW: 927  
 EPDs as of 12-3:  
 BW: +1.7  
 WW: +82  
 YW: +142  
 M: +27  
 MB: +.45  
 RE: +.47  
 \$W: +80.10  
 \$B: +158.42



**Ellingson Hometown 7173**

**Remedy x Advance**  
 BW: 73  
 WW: 937  
 EPDs as of 12-3:  
 BW: -.5  
 WW: +66  
 YW: +125  
 M: +33  
 MB: -.03  
 RE: +.81  
 \$W: +77.57  
 \$B: +126.33



**Ellingson Homebound 7370**

**Remedy x Resource**  
 BW: 76  
 WW: 890  
 EPDs as of 12-3:  
 BW: +0  
 WW: +62  
 YW: +118  
 M: +27  
 MB: +.32  
 RE: +1.02  
 \$W: +66.37  
 \$B: +141.99



**Ellingson Advance 7638**

**Advance x Upward**  
 BW: 76  
 WW: 839  
 EPDs as of 12-3:  
 BW: +2.6  
 WW: +80  
 YW: +139  
 M: +35  
 MB: +.54  
 RE: +1.00  
 \$W: +91.89  
 \$B: +173.35

**Featured Sires:**  
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*Ellingson Angus* ★

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