

# ASSOCIATION LINK

## ARCNet launches Bull Listing Service

Cattle producers looking to buy registered Angus sires should consider the Angus Resource Clearinghouse Network's (ARCNet's) new Bull Listing Service (BLS). The program will allow potential buyers the opportunity to search for registered Angus bulls that fit their individual needs.

For a fee, the listing service allows Angus breeders to submit to a database information about registered Angus bulls they have for sale. In turn, producers who are looking for specific Angus genetics will be able to search the database via the Internet to find bulls that match their desired criteria.

John Winder, program development coordinator for the Noble Foundation in Ardmore, Okla., says the BLS is a tool the commercial cattle industry has needed for some time. He consults for commercial cattle raisers in southern Oklahoma and northern Texas.

"The biggest problem we encounter when working with commercial producers wanting to make genetic changes is finding the tools to help them," Winder says. "It is frustrating when a producer knows what he wants but can't find it. Hopefully this service will be an extremely useful tool."

Registered Angus bulls will be listed for a 90-day period. Listings include ranch information, expected progeny differences (EPDs), name, date of birth, sire and maternal grandsire of each bull. Potential buyers will be able to search the database by desired EPDs, sire groups and location by state.

"We are attempting to further provide the commercial cow-calf producer looking for specific genetics another tool to locate the Angus bulls for their operation," says Bill Bowman, director of commercial relations for the American Angus Association.

The database should be accessible on the Internet at [www.angus.org](http://www.angus.org) by Sept. 1. For more information, contact Bowman at (816) 383-5100 or send e-mail to [bbowman@angus.org](mailto:bbowman@angus.org).

In addition to the BLS, the ARCNet site already maintains Angus feeder-calf listings, replacement-female listings, a "cattle wanted" listing and a list of Angus-influence sale dates.

## Check out our new Web sites

Angus Productions Inc., publisher of the Angus Journal and the Angus Beef Bulletin, unveiled its new Web sites in June. You can visit

the sites at [www.angusproductions.com](http://www.angusproductions.com), [www.angusjournal.com](http://www.angusjournal.com) and [www.angusbeefbulletin.com](http://www.angusbeefbulletin.com).

The sites feature articles and columns from the Journal and the Bulletin in a user-friendly, searchable format. We're also developing a searchable archive list of back issues.

The Web Marketing Department is ready to help cattle producers, associations, feedlots or other related industries promote their business on the Internet.

The department offers Web site design, banner ads, online sale books and other marketing opportunities.

For more information, contact Angie Stump Denton, Web marketing director, at 1-800-821-5478 or send e-mail to [webmarketing@angusjournal.com](mailto:webmarketing@angusjournal.com).



## Chat online

Beef producers and all those interested in the Certified Angus Beef (CAB) Program are invited to swap stories, production hints, questions and answers with each other and CAB Program staff on a new e-mail discussion list. Called "cabprogram-producer," the free discussion list had a trial run last winter and is now open for business, looking for an expansion to the current list of about 100 subscribers.

The list is a forum for any and all issues and comments about the CAB Program and its interactions with producers. Staff will monitor and may bring up topics for discussion, but the list is intended primarily for producer discussions.

Cabprogram-producer will examine the concerns and needs of the commercial cow-calf industry and how to build more links between seedstock and feedlot segments to generate more Certified Angus Beef™ product for the greater profit of all.

To join, write to Steve Suther, director of industry information for the CAB Program at [ssuther@cabprogram.com](mailto:ssuther@cabprogram.com). You may also subscribe directly at [Majordomo@angus.mystery.com](mailto:Majordomo@angus.mystery.com) with the message "subscribe cabprogram-producer."

## The fall Sire Evaluation Report is available

The fall 1999 Sire Evaluation Report is now available. This report lists nearly 6,000 bulls, including more than 200 sires that were added to the carcass database. In addition to the printed report, it is available on computer

diskette, or it can be accessed on the Association's Internet home page at [www.angus.org](http://www.angus.org). For more information, contact the Association at (816) 383-5100.



## Tip-line tally

Second-quarter statistics for the toll-free Certified Angus Beef Tip Line indicate calls are on the rise. Two May promotions helped generate 244 calls, an increase of 157 calls over the April total. To date, most consumers call 1-877-2-EAT-CAB for recipe ideas.

## Annual Meeting will be Nov. 15 in Louisville

Angus breeders will gather to conduct the business of the American Angus Association Nov. 15 in Louisville, Ky. The Association's Annual Meeting is held in conjunction with the North American International Livestock Exposition (NAILE), one of the country's premier livestock events, including an Angus Roll of Victory (ROV) super-point show.

The election of officers and five new members to the Association's Board of Directors will highlight the Annual Meeting, which is set for 2 p.m., Monday, Nov. 15, at the Kentucky Fair & Exposition Center. Elected delegates and other attendees will hear annual reports of the Association and its entities for fiscal year 1999.

The Annual Banquet will be held Monday evening at the Executive West Hotel. Cowboy humorist Baxter Black will perform. The Angus Journal's 1999 Land Stewardship Award winner will be honored.

The Executive West will again serve as Angus headquarters. Rooms there are reserved for delegates, alternates and Association officers and directors.

## Davis on the Highlands donates Foundation heifer

Davis on the Highlands, Springfield, Ky., will donate a female to headline the 2000 Angus Foundation heifer package, which will be auctioned at the National Western Stock Show (NWSS) this coming January in Denver. Joe, Sandra, Ashley and Anne Nicole Davis own Davis on the Highlands and have been strong supporters of junior programs for many years.

All proceeds from the sale of the package go to the Angus Foundation, which supports youth, education and research in the Angus breed. Junior members account for one-third of

the Association's active membership and are vital to the future of the Angus breed.

## Scholarship winners

One of the highlights of the year for American Angus Auxiliary members is announcing the results of the scholarship competition at the National Junior Angus Show (NJAS) awards night. With spotlights focusing on the arena floor, Scholarship Chairwoman and Auxiliary Vice President Yvonne Hinman announced the top five placings in the girls' and the boys' scholarship competitions and the awarding of \$15,000.

Congratulations to the winners:

**Boys' Division:** 1st, \$1,800, Ryan Sweeney, Michigan; 2nd, \$1,600, Brandon New, Kansas; 3rd, \$1,500, Darren Eversole, Virginia; 4th, \$1,400, Karl Holshouser, North Carolina; and 5th, \$1,200, Jace Grabouski, Nebraska.

**Girls' Division:** 1st, \$1,800, Jessica Sawyer, Nebraska; 2nd, \$1,600, Whitney Trosper, Missouri; 3rd, \$1,500, Laura Hooper, Idaho; 4th, \$1,400, Rebecca Penner, Oklahoma; and 5th, \$1,200, Emily Hartzell, Wisconsin.

The young women have earned the privilege of competing for the title of Miss American Angus at the NAILE in Louisville, Ky., in November.

There were 27 entries from across the United States in this year's scholarship competition.

## Bulletin, Journal staff have a banner day

While we're most concerned with pleasing those who read each issue of and/or advertise within the Angus Journal and the Angus Beef Bulletin, being evaluated by our peers tends to

be a little nerve-racking. Each year we enter samples of our writing, photography and advertising design into competition. The critiques help us continually improve our writing and design efforts and, we hope, make our publications more useful to you.

Two of those competitions culminated in Denver at the Agricultural Publications Summit. At this joint meeting of the Livestock Publications Council (LPC) and the American Agricultural Editors' Association (AAEA), both groups announced the winners within their respective writing and photography contests.

In the LPC contest, the Bulletin was honored with the coveted James Flanagan Award, which is bestowed on the publication deemed most-improved. The Bulletin also won first in the "Newspaper (not a weekly)" category and second for "Overall Design, Newspaper."

The Angus Journal was the high-point-earner in the contest, receiving points for advertising, writing and design categories. The Journal placed second in the general excellence for single-breed publications with circulations greater than 5,000 (SB>5). The 1998 Herd Reference Edition, "Filling the Need," placed second as an SB>5 special issue over 200 pages.

The Journal brought home three seconds in the advertising categories; and in writing categories the Journal and Bulletin brought home seven honorable mentions, two seconds and four firsts.

Our editorial team entered five of the 15 finalists in the "Paul Andre Best of the Bunch" photo contest. Shauna Hermel, editor, placed second with a livestock-scenic entry.

Steve Suther, director of industry information for the CAB Program, won writing awards as editor of Beef Today magazine, which he edited from 1996 through 1998. Suther won first-place commentary and an honorable mention in the editorial category.

The AAEEA competitions are open to all agricultural publications. The Journal placed third in the personality profile category and won an honorable mention for "best use of photos in a magazine."

Jennifer Hotchkiss, our summer intern, won LPC's prestigious Forrest Bassford Student Award. The four finalists for this award won travel scholarships to the meeting, while the award itself included a \$1,500 scholarship to use toward the winner's college education. Hotchkiss also claimed second in the layout and design category of the Agricultural Communicators of Tomorrow (ACT) critique contest.

Jami Stump, intern for the Association's Communications and Public Relations Department, vied for and was elected first vice president of ACT at the national level. She also placed in three categories of the ACT critique contest.

The awards are wonderful recognition for a staff that works incredibly hard to put together two of the finest publications in the beef industry. Now it's time to put those critiques to use, hone our skills and prove ourselves within the pages of the Angus Journal and the Angus Beef Bulletin for another year.

