

# Association Link

## AngusSource offers marketing option

Looking for another option for marketing Angus-influenced commercial cattle? Check out AngusSource at [www.AngusSource.com](http://www.AngusSource.com).

Formerly known as ARCNet, AngusSource is an Internet-based listing, accessible by feedyards, commercial producers and anyone searching for high-quality Angus genetics. Listings are also e-mailed on a weekly basis to hundreds of feedyards and other potential buyers of source-verified, Angus-influenced commercial cattle.

Commercial producers are welcome to list feeder calves or bred heifers for sale in the country or through the ring.

Free of charge for buyers of registered Angus bulls, AngusSource offers one more option for your marketing needs.

## Members to assemble for Annual Meeting

Plans are in place for the 119th Annual Meeting of the American Angus Association, set for Monday, Nov. 18, during the North American International Livestock Exposition (NAILE) super-point Roll of Victory (ROV) show in Louisville, Ky. The meeting is open to the public and starts at 2 p.m. in Room 101 of the South Wing Conference Center at the Kentucky Fair and Exposition Center (KFEC).

Association members elected 350 delegates and 321 alternates from 45 states, the District of Columbia and Canada to conduct the Association's business, to select officers and to elect five members to serve on the Board of Directors.

The Association's annual report will be presented and distributed to the membership at the Annual Meeting.

Attendees will be updated as to happenings within the Association, Angus Productions Inc. (API), Certified Angus Beef LLC (CAB) and the Angus Foundation.



## CAB awards top producers and feedlots

At the CAB Annual Meeting in Asheville, N.C., several awards were given to producers and feedlots to honor their successes in producing cattle that measure up to CAB's requirements. The award winners were:

- Commercial Producer of the Year, Johnnie Hubach of Hubach Farm, Rea, Mo.
- Seedstock Producer of the Year, C.K. Allen of Woodland Farms, Savannah, Mo.
- Top Volume Feeders of CAB-Accepted Cattle; first-place, El Oro Cattle Feeders, Moses Lake, Wash.; second-place, Boise Valley Feeders, Parma, Idaho; third-place, Supreme Cattle Feeders, Kismet, Kan.
- Feedlot Partner of the Year in yards with more than 20,000 head, Supreme Cattle Feeders, Kismet, Kan.
- Feedlot Partner of the Year in yards with fewer than 20,000 head, Gregory Feedlots Inc., Tabor, Iowa.



## Building Blocks for Success

Twenty-four attendees participated in the most recent Building Blocks for Success Seminar at CAB executive offices in Wooster, Ohio. Attendees met on a Tuesday afternoon to learn about the history of the *Certified Angus Beef*® (CAB®) brand. They also took part in a Meat Science 101 course and learned about the Packing and Supply Development Divisions.

Guests were treated to a strip steak dinner that evening at the newly licensed When in Rome Ristorante.

The following day, participants discussed the sales focus of the CAB brand, including divisional overviews by Brand Assurance, Foodservice, Retail, International, Value-added Products and Marketing-Communications. The sessions concluded with a lunch of Aidells sausage and top sirloin kabobs.



## Mexican distributor licensed

International staff officially launched X.O. de Chihuahua as the newest CAB distributor in Mexico City, Mexico. X.O. has requested permission to portion-cut CAB product at its plant. Upon receipt of an approved quality-control plan and food safety audit, production will begin. Marinated inside skirts will be the primary item produced for the large-volume Argentine-style steak houses in Mexico City.

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## Angus schedule at NAILE

The following is a schedule of Angus events at the North American International Livestock Exposition (NAILE) and the American Angus Association Annual Meeting.

### SATURDAY, NOV. 16

- 9 a.m.-5 p.m. Angus registration desk open, Executive West Hotel
- 5:30 p.m. American Angus Auxiliary 50th Year Celebration, Executive West

### SUNDAY, NOV. 17

- 7 a.m.-6 p.m. Angus registration desk open, Executive West
- 8 a.m.-6 p.m. Angus Foundation & Auxiliary Holiday Room open, Executive West
- 8 a.m. Junior heifer show, Freedom Hall
- 9 a.m. American Angus Auxiliary Breakfast, Executive West
- 11:30 a.m. American Angus Auxiliary Annual Meeting, Executive West
- 1 p.m. Association programs update, South Wing Conference Center
- 2 p.m. Open meeting for candidates and delegates, South Wing Conference Center
- 4-6 p.m. AIMS workshop, Executive West
- 6-8 p.m. Angus Reception, Executive West

### MONDAY, NOV. 18

- 7-10 a.m. Angus registration desk open, Executive West
- 8 a.m.-6 p.m. Angus Foundation & Auxiliary Holiday Room open, Executive West
- 8 a.m. 2003 National Angus Show cow-calf and bull classes, Freedom Hall
- 9-11 a.m. AIMS Crystal Reports workshop, South Wing Conference Center
- 2 p.m. 119th Annual Meeting of American Angus Association delegates, South Wing Conference Center
- 6-7 p.m. Angus Social Hour, Executive West
- 7 p.m. American Angus Association Annual Banquet, Executive West

### TUESDAY, NOV. 19

- 8 a.m. 2003 National Angus Show heifer classes, Freedom Hall

**National Angus Show**  
2002-2003 Show Year

## 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** — Leroy Baldwin, 3660 N.W. 56th St., Ocala, FL 34475  
**Executive Vice President** — John Crouch, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org)  
**Vice President** — Steve Brooks, 7206 146th Ave. S.W., Bowman, ND 58623  
**Treasurer** — Joe Elliott, 1291 Stroudsville Rd., Adams, TN 37010; [resjoe@bellsouth.net](mailto:resjoe@bellsouth.net)

### BOARD OF DIRECTORS

#### Terms Expiring 2002 —

Leo Baker, 11440 Angus Lane, Saint Onge, SD 57779; [msbaker@dtgnet.com](mailto:msbaker@dtgnet.com)  
Jim Bradford, 1454 Hwy. 44, Guthrie Center, IA 50115; [mjbrad@netins.net](mailto:mjbrad@netins.net)  
Joe Elliot, 1291 Stroudsville Rd., Adams, TN 37010; [resjoe@bellsouth.net](mailto:resjoe@bellsouth.net)  
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Lowell Minert, Box 68, Hwy. 91, Dunning, NE 68833; [minertangus@neb.sandhills.net](mailto:minertangus@neb.sandhills.net)

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Keith Arntzen, 41 Arntzen Lane, Hilger, MT 59451; [kamtzen@ttc-cmc.net](mailto:kamtzen@ttc-cmc.net)  
Minnie Lou Bradley, 15591 CR K, Memphis, TX 79245; [bradley3@srcaccess.net](mailto:bradley3@srcaccess.net)  
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#### Terms Expiring in 2004 —

Ben Eggers, 3939 S. Clark, Mexico, MO 65265; [eggers@sockets.net](mailto:eggers@sockets.net)  
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Richard (Dick) Tokach, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com)

### AMERICAN ANGUS AUXILIARY

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

### ADMINISTRATIVE STAFF

**Activities and Junior Activities** — James Fisher, director  
**Administrative Secretary** — Pat Musil  
**Angus Information Management Software** — Scott Johnson, director  
**Commercial Relations** — Matt Perrier, director  
**Communications and Public Relations** — Susan Rhode, director; Shelia Stannard, assistant director  
**Information Systems** — Lou Ann Adams, director  
**Finance and Accounting** — Richard Wilson, director  
**Member Services and Office Management** — Bryce Schumann, director; Carol Waller, assistant director  
**Performance Programs** — Bill Bowman, director

## Association Link (from page 10)

### Angus Web sites offer info

The American Angus Association, API, CAB and the Angus Foundation have a variety of Web sites to provide information to members. If you haven't checked them out, do so the next time you're online.

**www.angus.org** — This is the Association's flagship Web site and the place to go for information on programs and services, member and industry links, or how to contact the Association and its staff.

**www.angusonline.org** — This site is your passport to member logon, where you can submit registrations and AHIR data, pay your balance, purchase and

transfer artificial insemination (AI) certificates, and view your registered herd inventory.

**www.angusfoundation.org** — Learn about the projects supported by the Angus Foundation and why the success of Angus youth is vital to the future of the Angus breed.

**www.njaa.info** — This site is the official Web page of the National Junior

Angus Association (NJAA). Here you'll find information about upcoming junior activities, downloadable scholarship forms, plus much more.

**www.beefrecords.com** — This site is where producers can learn more about Angus Beef Record Service (BRS), print enrollment forms to get started on the program, and submit cow herd information online, if desired. When enrolled, customers can also go to this site to view and sort their cow herd's data.

**www.AngusSource.com** — This is an interactive site for buyers and sellers of Angus-influenced commercial cattle. Listings are for feeder cattle, replacement heifers and bred females, and include information such as weight, health/management information and genetics. Listings are free for users of registered Angus bulls.

**www.angusbls.com** — Bull Listing Service (BLS) allows seedstock producers to advertise their bulls to the world. Users can search by region, expected progeny differences (EPDs) and preferred sire lines to match their specifications. Listing prices range from \$4-\$7 per bull, depending on the number listed.

**www.angusjournal.com** — This is the official Web site of the Association's award-winning publication, the *Angus Journal*. Features allow you to search back issues, browse online sale catalogs and read the most current editorial.

**www.angusbeefbulletin.com** — This site is dedicated to the Association's publication specifically for commercial producers, the *Angus Beef Bulletin*.

**www.certifiedangusbeef.com** — Here you'll find the primary Web site for CAB and information about all aspects of the program.

**www.2eatcab.com** — A site designed for the consumer, it includes information about the latest CAB products, nutrition information and delicious recipes. It's also where you'll find the "Flavor Finder" to locate a licensed CAB restaurant or retail store in your area.

### NWSS premium books available upon request

If you need a livestock premium book for the 2003 National Western Stock Show (NWSS) and you weren't an exhibitor at the 2002 NWSS, you must request it. Premium books will be mailed automatically to all 2002 exhibitors.

To obtain a premium book, contact the NWSS livestock office by calling (303) 297-1166 or by e-mailing [livestock@nationalwestern.com](mailto:livestock@nationalwestern.com). Include your complete name and mailing address.

The 2003 premium book will be available sometime in October. Show

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schedules, information and entry forms will also be available at [www.nationalwestern.com](http://www.nationalwestern.com).

**Plan now to attend the 2003 National Western**

Fall is here, which means it's time to plan your trip to the 2003 NWSS in

Denver, Colo. Angus activities start Tuesday, Jan. 14, with the junior heifer show at 1 p.m. in the Stadium Arena.

The ROV female show will begin at 8 a.m. on Wednesday, Jan. 15, in the Stadium Arena.

Thursday, Jan. 16, sale bulls take the stage, with



judging in the Stadium Arena at 8 a.m. followed by a viewing of all sale consignments. The National Western Angus Sale begins at 2 p.m. in the Beef Palace Auction Arena with the sale of the Angus Foundation Heifer Package. The day concludes with the Angus reception from 6:30 to 8:30 p.m. at the Denver Marriott City Center Hotel.

The ROV bull show begins at 8 a.m. on Friday, Jan. 17, in the Stadium Arena. Later that day, the Angus Foundation Female Sale is set for 3 p.m. in the Livestock Center Auction Arena.

On Saturday, Jan. 18, Angus activities move to the yards with the carload and pen show at 9 a.m.

**Whitestone Farm to offer 2003 Angus Foundation Heifer**

The Angus Foundation Board of Directors is proud to announce that Whitestone Farm, Aldie, Va., will donate a heifer to be the feature offering of the 2003 Angus Foundation Heifer Package. The package will be sold at the NWSS in Denver Thursday, Jan. 16, prior to the beginning of the National Western Angus Sale. All proceeds from the sale will benefit Angus youth, education and research.

 **National Junior Angus Show carcass contest**

There were 42 steers at the National Junior Angus Show (NJAS) carcass steer contest, with the champion steer being exhibited by John Pfeiffer of Mulhall, Okla. The winning carcass weighed 807 pounds (lb.), qualified for the CAB brand and was a trim Yield Grade (YG) 2.

The champion pen of three was owned by Flinton, Ethan and Hannah McCabe of Elk City, Kan. Their cattle were all YG 2 carcasses with two qualifying for CAB and one qualifying for CAB Prime.

CAB's Clint Walenciak and Rocky Honeywell were on hand to coordinate weighing, tagging and transportation to the plant. They also collected, at the plant, the carcass data used to select the winners.

 **Another plant licensed**

With the recent addition of an Excel packing plant in Wyalusing, Pa., the CAB brand now has four plants located east of the Mississippi. The brand has licensed 29 packers in the United States and Canada with an average plant capacity of 1,800 head of cattle per day. CAB developed a relationship with Excel Corp. in 1988 and currently works with six of the company's packing plants.

 **Brand of the rising sun**

CAB's Heidi Scheffler, International Division, begins a six-month stay in Japan on Oct. 1. While in the "Land of the Rising Sun," Scheffler will work with individual licensees to increase customer contact throughout Asia and grow CAB product sales. She will also develop a long-term growth plan for the region, which is the leading export market for CAB products.

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**National Junior Angus Association**

Members of the National Junior Angus Association pay an annual fee of \$20 and junior privileges expire at age 21. As a junior member, you will have access to all services offered by the American Angus Association, and you will receive two issues of the Angus Journal a year and the NJAA newsletter, Directions. Return \$20 and this application to:

American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506-2997  
(816) 383-5100 • [www.angus.org](http://www.angus.org) • [angus@angus.org](mailto:angus@angus.org)

**Application for Junior Membership**

Enclosed is my \$20 annual membership fee.

**Name** \_\_\_\_\_  
(Personal name only)

**Address** \_\_\_\_\_  
(Route, box or street)

**Town** \_\_\_\_\_ **State** \_\_\_\_\_ **ZIP code** \_\_\_\_\_

**E-mail address** \_\_\_\_\_ **Home phone** \_\_\_\_\_

**Date of birth** \_\_\_\_\_  **Male**  **Female**

**Association Link** *(from page 14)*

**Sterkel receives Merial FFA grant**

Evan Sterkel, Edgar, Neb., was one of 16 national FFA members awarded a supervised agricultural experience (SAE) grant from Merial, Duluth, Ga., to improve their projects in 2001. These young people utilized the funds in numerous ways to establish or enhance their SAE projects. Several students expressed that these grants allowed them to overcome circumstances that would have otherwise kept them from participating in an SAE.

“I started my cattle ‘herd’ when I was 9 years old. My grandfather helped me purchase a bucket calf,” Sterkel says. “My herd has grown to five calves. With this grant, I plan to buy a purebred Angus heifer.” Sterkel says he plans to breed the heifer to develop his purebred herd.

FFA is accepting applications for the 2002 Merial-sponsored grants until Nov. 11, 2002. Grants will be awarded to those FFA members demonstrating a financial need and a superior beef, dairy or sheep production SAE plan. Winners will be notified in December 2002. Applications can be obtained from local FFA advisors or by visiting [www.ffa.org](http://www.ffa.org) or [www.merial.com](http://www.merial.com) on the Web.



*Nashville 2003*

*Cattle Industry  
Annual Convention  
& Trade Show*

*January 29 - February 1  
Gaylord Opryland Hotel  
Nashville, Tennessee*

**Education, Information  
& Networking**

Mark your calendars now — your participation makes a difference! Registration and housing information will be sent with the October issue of the *Beef Business Bulletin*, or visit [www.beef.org](http://www.beef.org).

Call NCBA for information on Convention and Membership at (303) 694-0305.

*See you in Nashville!*

