

Association Link

National Angus Conference & Tour this month

It isn't too late to make plans to attend the National Angus Conference & Tour, set for Sept. 27-29 in Kansas City, Mo. Although the early registration deadline has passed, those interested in

attending can still register. The registration fee is \$100.

Those who need to register can do so by contacting Linda Campbell at (816) 383-5143 or lcampbell@angus.org.

Go to www.angusjournal.com/nationalconference to register online or

for complete information, including a schedule.

Register now for Cattlemen's Boot Camp

The American Angus Association is partnering with Colorado State University

(CSU) to conduct the first-ever Angus Foundation-sponsored Cattlemen's Boot Camp. The event is set for Oct. 20-21 at the CSU Agricultural Research, Development and Education Center (ARDEC).

The Boot Camp is limited to the first 150 producers. Interactive learning sessions and industry experts will provide information about marketing, breeding and selection.

Registrations, which cost \$75 per person, are due to the Association by Oct. 7. Watch for more information at www.angus.org.

Angus members to meet in Louisville

The Association's 122nd Annual Convention of Delegates is set for Monday, Nov. 14, in Louisville, Ky. The Annual Meeting is conducted in conjunction with the North American International Livestock Exposition (NAILE), which includes a Super-Point Roll of Victory (ROV) Angus show.

The election of officers and five members to the Association Board of Directors will highlight the Annual Meeting, scheduled for 2 p.m. at the Kentucky Fair and Exposition Center (KFEC). Elected delegates and other attendees will hear annual reports of the Association and its entities for fiscal year (FY) 2005.

The Annual Banquet will be Monday evening at the Executive West Hotel. Special honorees at the banquet will include the National Junior Angus Association (NJAA) Outstanding Leadership Award winner and inductees into the Angus Heritage Foundation.

The Angus show schedule will be the same this year as it was last year. The junior show will be Sunday, Nov. 13; the ROV bulls and cow-calf pairs will show Monday, Nov. 14; and ROV females will show Tuesday, Nov. 15.



Brand Builders kickoff

There is no denying that *Certified Angus Beef*[®] (CAB[®]) is the Angus producers' brand, and 28 seedstock producers from 15 states took advantage of a chance to learn firsthand what the world's leading beef brand can do for them. Seven members of the American Angus Association staff also joined in the experience.

The inaugural Brand Builders seminar took place June 28-29 at the Certified Angus Beef LLC (CAB) office in Wooster, Ohio. The event brings producers into the CAB inner circle so they join in the mission, catch the passion from each CAB division, enjoy CAB products and pick up the tools to convey the brand's value to bull-buying customers.

"Having Angus producers in our office is a tremendous opportunity for everyone," says Mark McCully, CAB

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supply development director. "The brand is theirs, and when CAB is successful they are successful. It only takes looking at Angus cattle prices to realize that."

After presentations and group discussions, producers interacted with Jim Riemann, CAB president, and John Crouch, Association executive vice

president, talking about the future direction of the brand and how the two organizations work together.

"When producers have the chance to teach their customers about the value of the CAB brand, it shows they understand quality," McCully says. "That message creates the direction our industry needs to deliver a quality product to the consumer."

A second Brand Builders is set for Oct. 27-28, with limited space available on request. For more information contact McCully at (330) 345-2333 or mmcully@certifiedangusbeef.com, or go to www.certifiedangusbeef.com/brandbuilders.



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Industry Relations—Jim Shirley

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AMERICAN ANGUS AUXILIARY

President—Shirley Williams, Van Buren, Ark.