

Association Link

Spring Sire Evaluation now online

The spring 2002 *Sire Evaluation Report* is now available on the Internet at 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 2001 report will receive the spring 2002 report. All other members and all commercial producers will be required to request their spring 2002 report by contacting Brenda Schafer at (816) 383-5144 or at bschafer@angus.org.



which is set for April 21-22 in Reno, Nev. The WNAF will celebrate its 50th anniversary this year and will be designated as the National Angus Show.

A complete schedule can be found on page 12 of this issue.

Sacramento is site for LEAD conference

The National Junior Angus Association (NJAA) will host its annual Leaders Engaged in Angus Development (LEAD) Conference, Aug. 1-4, in Sacramento, Calif. Juniors ages 14-21 are eligible to attend the conference, which focuses on leadership, personal development and industry education.

For more information, check out the spring 2002 *Directions* newsletter or watch future issues of the *Angus Journal*. The registration deadline is June 15, and applications will be in the NJAA junior shows, contest and LEAD Conference information packets that will be mailed from the Association later this spring.

Junior scholarships available through Angus Foundation

The Angus Foundation will again award scholarships to 17 deserving junior Angus members who are working toward college degrees. Fifteen juniors will receive \$1,000 scholarships, and two will receive \$2,500 scholarships.

Applicants for the Angus Foundation scholarships must be junior, regular or life members of the American Angus Association and be under 25 years old. Selection is based on involvement in Angus activities, academics and involvement in the beef industry. Winners of the scholarships will be announced during the awards function at the 2002 National Junior Angus Show (NJAS).

The NJAA/Certified Angus Beef LLC (CAB) scholarship will also be awarded at the NJAS to one deserving Angus junior.

Applicants for the \$1,000 scholarship must meet the same membership requirements mentioned above and be incoming sophomores, juniors or seniors in college who are majoring in animal science, meat science,

ag communications or other related fields.

All applications are due May 15. Contact the Junior Activities Department at the Association for application forms, or obtain one from the Internet at www.angus.org.

Apply for Auxiliary scholarships now

The American Angus Auxiliary awards 10 scholarships annually to five boys and five girls who are graduating high school seniors. Recipients are chosen based on information from application forms that can be obtained from state Angus auxiliary scholarship chairpersons or from Nancy Jo Sullivan, American Angus Auxiliary scholarship chairperson, RR 7, Box 38F, Marietta, OH 45750, telephone (740) 373-3270, or e-mail sjscartersville@aol.com. Juniors must first be chosen as their state's auxiliary scholarship winner before advancing to national competition.

The five girls honored with Auxiliary scholarships have the opportunity to compete for the title of Miss American Angus at the 2002 North American International Livestock Exposition (NAILE) in November in Louisville, Ky.

Start taking pictures now

Junior Angus members are invited to enter the annual photography contest co-sponsored by the NJAA and the *Angus Journal*. Photos of Angus cattle, producers, farms, ranches, shows, sales

or unusual scenes will be judged on creativity and composition. Prizes will be awarded in several categories for

first, second and third places. Entries will be displayed at the 2002 NJAS in Milwaukee, Wis., and the winning photographs will be published in the September *Angus Journal*.

Photos are to be 8x10-inch (in.) color or black-and-white prints mounted on 11x14-in. black poster board. Contestants must have taken the photos between June 1, 2001, and May 31, 2002. A complete list of rules for the contest will be published in the March or April *Angus Journal* and posted to the www.angus.org/njaa Web site.

Please note that the entry deadline is **June 1.**

2002 National Angus Conference and Tour set for April

Mark your calendar for the 2002 National Angus Conference and Tour, April 23-26, in Sacramento, Calif. The event will include a one-day conference program and a two-day tour. It promises to offer attendees a showcase of Angus cattle and a look at the diversity of California agriculture.

The conference program will feature some of the industry's best-known leaders, discussing their thoughts and views of current issues. The tour will take attendees to some of California's most prestigious Angus herds.

The Hilton Sacramento Arden West will be the headquarters for the event. A room rate of \$85 plus tax has been secured for attendees. Please make your reservations directly with the hotel by calling (916) 922-4700.

The conference and tour are scheduled so that breeders can also attend the 2002 Western National Angus Futurity (WNAF),



2002 NJAS in Milwaukee

The 2002 NJAS is set for July 8-13 in Milwaukee, Wis. "Under the Big Top" is the theme for the six-day event, which focuses on junior competition, learning and development, both in and out of the showing. Not only is the NJAS the biggest Angus event conducted throughout the year, it is also the largest single-breed beef cattle show in the world.

Look for a complete show schedule and hotel information in the May issue of the *Angus Journal* or in the spring 2002 edition of the *Directions* newsletter. More information is posted to the 2002 NJAS Web site at www.angusjournal.com/2002njas.



New contests and programs offered during the NJAS

The NJAA Board of Directors is excited to offer two new contests and a mentoring program for the NJAS. The two new contests are creative writing and project of the year.

The creative writing contest is an individual contest. The purpose of this contest is to give junior Angus members the opportunity to develop and enhance their written communication skills. This contest's entries will be submitted to the Junior Activities Department and judged prior to the NJAS, with the awards for the contest presented at the NJAS.

The project of the year contest is a state contest. The purpose of the contest is to allow a state or regional junior Angus association to display a successful program or project that they have completed within the last year. The project should be conducted to strengthen their junior program, promote the beef industry, promote the Angus breed or promote youth in agriculture. The display will consist of a display board set on a table, one easel for a poster, one three-ring binder with information on the project and one pamphlet giving an overview of the project that can be distributed to people in attendance.

The goal of this contest is for states to share their successful programs and projects — thereby helping other state associations learn from their successes.

A mentoring program will also be introduced at the NJAS this year. It will give juniors of all ages an opportunity to

interact with members from different states.

This program will pair older junior members with first-time exhibitors and provide opportunities for them to learn from one another and to share the experiences of the older members with the younger members.

The mentors and the protégés will sign up prior to attending the NJAS to participate in special mentoring program events while at the NJAS.

Changes have also been made to the score sheets for many of the contests. Check out the NJAA Web site at www.angus.org/njaa for complete contest rules and information, or contact the Junior Activities Department and request a contest packet.

Summer internships available

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

Junior activities. The Junior Activities Department employs a college sophomore, junior or senior to assist in the planning and execution of junior Angus shows and leadership events. The intern will have the opportunity to travel and assist with the NJAS and the LEAD Conference. The intern will be expected to perform daily in-office preparation for various junior activities.

Applicants should be majoring in an ag-related field. They need to be detail-oriented and outgoing, work well with all types of people, and be a self-starter. To apply, send your résumé to James Fisher, director.

Public relations. The Public Relations and Communications Department is looking for a junior- or senior-level student majoring in ag journalism or ag communications who has an interest in the livestock industry. Primary responsibilities will include publicizing Angus shows and activities, including working with black-and-white and color photography and writing news releases, photo cutlines and feature articles. The intern will have the opportunity to travel to various shows and events.

Applicants should have completed course work in news and feature writing, editing and photography. They should be

detail-oriented and have some experience with livestock shows. To apply, send résumé, cover letter and writing samples to Susan Rhode, director.

Magazine. The *Angus Journal* offers an editorial internship to a college junior or senior pursuing a degree in ag journalism or ag communications. The intern will assist with feature and news writing, conduct on-farm interviews, report on Angus events and beef industry seminars, and have the opportunity to enhance 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, and photography or photojournalism. Knowledge of Microsoft Word and/or QuarkXPress would be helpful. Interested students should send college transcript, résumé and writing samples to Shauna Hermel, editor.

Send applications to the appropriate person listed above, 3201 Frederick Ave., Saint Joseph, MO 64506. For more information, call (816) 383-5100.

Donations benefit Spader scholarship fund

Many breeders, organizations and businesses throughout the world have made donations through the Angus Foundation to a scholarship fund in memory of Richard L. Spader. The Spader family established the fund to honor the Association's former executive vice president for his life's work with Angus youth and dedication to the future of the Angus breed.

Memorials are still being accepted and can be made to: Angus Foundation, 3201 Frederick Ave., Saint Joseph, MO 64506, Attn: Spader Memorial Fund. Personal checks and credit cards are accepted. Please contact the Association for more information.



CAB® chili warms up the 2002 Winter Olympics

Certified Angus Beef LLC (CAB) is the official branded beef supplier of the 2002 Winter Games and 2002 Paralympic Winter Games, as well as the packaged beef supplier to the U.S. Olympic Team through 2004. To better supply the Games, the brand has introduced *Certified Angus Beef*® (CAB®) Wild West Chili.

Charbroiled top sirloin steak and ground beef supply the chili with a robust taste. Black beans and a variety of vegetables add color and subtle flavor. Ancho chili powder and mesquite flavoring lead an array of seasonings,

fine-tuned to complement the chili's beef and tomato base.

Designed expressly for the Salt Lake Organizing Committee's (SLOC) foodservice needs, this new product is available exclusively to foodservice operators. It is the seventh value-added product the brand is supplying to the Games.

Advance Food Co. product manager Rhobb Walter says, "This recipe was created by a chef for CAB, and we spent months fine-tuning our process to recreate the original recipe. There is nothing else in the industry like this.

"Every other prepared chili just has ground meat. In this recipe we use only whole-muscle trimmed CAB top sirloin and the first ingredient is beef, not water or tomatoes," he continues. "Its presentation is vibrant and festive. It is a unique, upscale product."

CAB's official suppliership to the Games includes providing CAB heat-and-serve pot roast, frankfurters, barbecue beef, three deli meats and the Wild West Chili.



Retail licensee number grows

The tally of domestic retail CAB licensees reached a record 3,360 last year, including 424 new licensees in 37 states. Those with the largest number of new licensees are Maryland, New Jersey, New York, Wisconsin and Missouri. The new business varied from addition to riders of preexisting stores, to company mergers, new stores built and new accounts.

In 2002, the Retail Division will focus on adding licensees in the Southeast and from the Northern Plains to Kansas, as well as adding more stores within currently licensed chain accounts.

Feedlot honors presented



Runner-up Quality Assurance Officer of the Year for 2001 is Eric DeTrollo (right), El Oro Cattle Feeders, Moses Lake, Wash. Turk Stovall, CAB assistant director of feeder-packer relations, presented the award in November at the feedlot.

Becoming a household name

In the beef industry the CAB brand is an icon, the leader other brands emulate. On a consumer level, CAB still has some introductions to make. One method of reaching new consumers and building loyalty is partnering with other premium brands.

CAB was recently asked to join marketing forces with three leading brands — two wine companies, Baron Philippe de Rothschild (Moulin Cadet line) and Kendall-Jackson Wine Estates (Collage line), and Kikkoman International Inc., which produces soy sauce and other Asian-style sauces.

"Through these new partnerships the CAB brand will be present in different retail departments and highlighted tableside in restaurants, reaching an expanded and sometimes entirely new audience," explains Rebecca Thomas, assistant director of marketing communications.

Promotions with Rothschild will begin in February. Kendall-Jackson and Kikkoman are partnering in a three-way arrangement with CAB. That effort begins in May 2002. Conservative estimates of consumer impressions are set at 200 million, Thomas says.

Kikkoman is No. 1 in its category, with 99% consumer brand recognition. Kendall-Jackson enjoys over 90% recognition and Rothschild has the highest brand awareness of any French wine in the United States, as well as a sterling reputation among wine connoisseurs.

"These partnerships will really stretch our marketing dollars," Thomas adds. "We will be bringing our licensed partners an exciting promotion that is ready to use. All they have to say is, 'Yes, please.' These partnerships will help the entire chain of supply sell more CAB product through their businesses."

