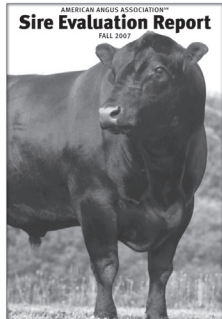


Association Link

Fall sire summary available online

The fall 2007 Sire Evaluation Report and the updated expected progeny differences (EPDs) and dollar value



indexes (\$Values) from the latest National Cattle Evaluation (NCE) were released July 16.

To view the latest Sire Evaluation Report online, go to

www.angussiresearch.com. Printed copies were expected in the Association offices by mid-August. In addition to the online and printed versions, the report is available on CD for \$25.

Heifer pregnancy EPD

The American Angus Association has posted to its web site the first report of the Angus heifer pregnancy research genetic evaluation. Available at www.angussiresearch.com, the report lists sires with a minimum 0.30 accuracy for the heifer pregnancy (HP) expected progeny difference (EPD), which is measured as a percentage.

HP EPDs offer a tool to predict differences among sires in their daughters' ability to become pregnant during a normal breeding season. For more information turn to page 18, or visit www.angussiresearch.com.

National Conference & Tour is Aug. 29-31

The 2007 National Angus Conference & Tour will take place Aug. 29-31 in Peoria, Ill. A "Heartland Homecoming" is slated and includes a daylong conference and two days of tours. Purina Mills, LLC, and Alpharma Animal Health are the major partners for the three-day event.

Although early registration has closed, walk-ins will be accepted at a rate of \$125 per person. For more information, see pages 12-13 in this issue, or view online coverage of the event at www.nationalangusconference.com.

Register now for Boot Camps

Two Cattlemen's Boot Camps are scheduled for fall. The Boot Camps, hosted by the American Angus Association and funded through the Angus Foundation, are educational sessions that allow all cattle producers to attend two-day events at major universities across the country.

- University of Kentucky is hosting a Boot Camp Sept. 21-22 at the Fayette County Extension Office, Lexington, Ky. The registration deadline is Aug. 31.
- Penn State University will host a Boot Camp Oct. 29-30 in State College. The registration deadline is Oct. 1.

Registration fees for Boot Camps are \$75 and cover meals and materials. Preregistration is required. For more information about these and future Boot Camps, go to www.angus.org or call Kris Sticken with the Angus Foundation at 816-383-5100.

New vice president

Mark Polzer of Medina, Ohio, has been named vice president of business



Mark Polzer

development for Certified Angus Beef LLC (CAB). In his new role, Polzer is responsible for foodservice, retail, value-added products and international growth strategies. He will lead CAB's

team of regional account managers to provide customer service to more than 13,500 licensed business partners around the world.

"Mark has a wealth of food and business knowledge," says John Stika, CAB president. "This transition allows our team and a broader base of customers to more effectively benefit from his knowledge."

"An appreciation for all segments of beef production and merchandising have been the key," he adds. "Mark's experience and passion for satisfying consumer demand for great-tasting beef makes him the perfect choice for leading this team."

Polzer came to CAB in 1998 as director of the foodservice division, which is on course to achieve its third consecutive year of record growth. He has more than 30 years of foodservice experience, including general sales manager at Becker Food Co., Milwaukee, Wis., and various sales management roles with Oscar Mayer. He earned a bachelor's degree in business

administration with a marketing major from the University of Wisconsin.

At CAB, he has helped introduce foodservice cutting methods for file of top sirloin and flat iron into retail and international markets. Polzer has also worked with value-added products staff to satisfy chef demand for convenience items.

Polzer will work with staff to introduce merchandising methods and training programs to meat managers, retail store employees, foodservice distributors and waitstaff. CAB also offers American Culinary Federation-accredited programs for chefs.

"We will continue delivering innovative training and marketing tools to ensure their success," he says. "Our skilled regional staff is focused on helping customers grow their businesses with the high-quality *Certified Angus Beef*® (CAB®) brand."

National Western announces changes for exhibitors to note

The National Western Stock Show (NWSS) has announced several changes that exhibitors should note for its 2008 event, set for January.

The entry deadline is Tuesday, Nov. 20, and all cattle must be registered at time of entry. No pending registrations will be allowed in either the Hill or Yards shows.

All cattle entered must test negative for persistent infection with bovine viral diarrhea (PI BVD). And, all cattle sold, either privately or through auction, must test negative for brucellosis (Bang's disease) and tuberculosis (TB).

For a complete set of NWSS rules and guidelines, visit www.nationalwestern.com.

Angus Foundation wins communication award

The Angus Foundation was honored June 19 for excellence in producing publications and communication projects. It received several awards at the annual meeting of the National Agricultural Alumni and Development Association (NAADA) in Madison, Wis.

Among 130 additional entries from alumni associations and agricultural

colleges and institutions from across the U.S., the Angus Foundation received:

- First place, print media/four-color newsletter category, for the Fall 2006 issue of "Foundation for the Future"
- First place, multimedia category, for the video "Vision of Value: Campaign for Angus"
- Second place, multimedia category, for the informational video "The Future is in Your Hands"
- Third place, campaign/series category, for "Vision of Value: Campaign for Angus," a packet of informational materials
- Third place, event program category, for "The Magic of the Vine" event program
- Third place, print media/annual report category, for "Advancing the Future of the Angus Breed: The 2006 Annual Report of the Angus Foundation"

In addition to the communication awards, Angus Foundation President Milford Jenkins received the Founder's Distinguished Service Award, which is presented annually on behalf of NAADA's founders to a member who has demonstrated outstanding service and dedication to the association.

A brand issue

Protecting CAB trademarks is paramount to maintaining the quality and consistency consumers have come to expect from the brand. Recently a restaurant was found to be mistakenly using the brand's mark.

Efforts to resolve the trademark issue turned into a licensing and sales opportunity. Attempts to resolve the issue by CAB brand assurance staff and the distributor led to the restaurant's becoming a line-item partner. Its 66 properties will feature CAB steaks, burgers and beef fritters. Monitoring trademark use is imperative to brand integrity. Occasionally, the efforts result in a new partner — driving CAB sales and opening doors to new groups of consumers.



Association Outreach

Ty Groshans and Sally Northcutt of the American Angus Association presented an interactive videoconference April 23 to 12 Extension offices and research stations in Mississippi. Presenting from Bob Dole Hall on the campus of Kansas State University, Manhattan, Kan., Groshans and Northcutt presented information about performance programs and AngusSource®, then answered questions from producers at several of the locations. Approximately 60 cattlemen participated.

Lance Newman, area agent animal science/forages, Oxford, Miss., coordinated the video session as part of a Cattlemen's Exchange Meeting. He says the interactive video format provides a

means by which cattlemen can interact with industry representatives, Extension specialists, breed association representatives and other producers.

With the technology available today, producers and speakers can stay close

to home but still participate in educational programs and interact with each other, Newman says. "We have done several short courses utilizing leading specialists from around the country at a fraction of the cost."

