

# Association Link

## Association to conduct Boot Camp at K-State

A Cattlemen's Boot Camp is set for Dec. 16-17 at Kansas State University (K-State) in Manhattan, Kan. The registration deadline is Dec. 1. Cattlemen's

Boot Camps are sponsored by the Angus Foundation and co-hosted by universities across the country. These in-depth programs offer information about all segments of the industry.

Watch the *Angus Journal* and [www.angus.org](http://www.angus.org) for more information about this and future Boot Camps.

## National conference, tour online coverage

If you can't attend the National Angus Conference & Tour (NAC&T) this month, you can still read about the event and listen to the presentations via Angus Productions Inc.'s (API's) online coverage at [www.nationalangusconference.com](http://www.nationalangusconference.com).

## 125th Annual Convention planned

The Association's 125th Annual Convention of Delegates will be conducted in conjunction with the North American International Livestock Exposition (NAILE) in Louisville, Ky. Events begin Sunday, Nov. 16, with the Angus junior heifer show, the open forum for candidates and delegates, and a celebration commemorating the

Association's 125th year.

The open bull show and the Annual Meeting will be Monday, Nov. 17. The Annual Banquet, featuring *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) product, will take place that evening. Events conclude Tuesday with the open female show. The NAILE will serve as the 2008-2009 National Angus Show.



All events will take place at the Kentucky Fair and Exposition Center (KFEC) or at the Executive West Hotel. Please check the event schedule for definite locations. Events at the KFEC once again will be conducted in the South C Wing, upper level, as they were in 2007. In addition to the usual forums and meetings, educational workshops from the Association and its entities will take place. Watch for more information and a complete schedule of events online at [www.angus.org](http://www.angus.org).

## Make plans for the National Western

Make plans now to attend the 2009 National Western Stock Show (NWSS) in Denver, Colo. Angus activities start Tuesday, Jan. 13, with the junior heifer show, which begins at 1 p.m. in the Stadium Arena.

The super-point Roll of Victory (ROV) female show will begin at 8 a.m. Wednesday, Jan. 14, in the Stadium Arena.

Thursday, Jan. 15, sale bulls take the stage, with judging in the Stadium Arena at 8:30 a.m., followed by a viewing of all sale consignments. The National Western Angus Bull 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.

The super-point ROV bull show begins at 8 a.m. Friday, Jan. 16, in the Stadium Arena. On Saturday, Jan. 17, Angus activities move to the Yards with the carload and pen shows at 8:30 a.m.

In addition to the shows and socials, the Listening Post will once again be a gathering place in the Yards for members to visit with Association staff and directors.

Hotel reservations for the NWSS can be made by calling the Marriott City Center Hotel, which serves as Angus headquarters for the event, at 303-297-1300. A room rate of \$95 plus tax has been negotiated for the Angus group. Make reservations now as the block usually fills up.

## Junior show changes at National Western

Junior Angus exhibitors will want to note that the ownership and entry deadline for the junior Angus heifer show at the National Western is Nov. 20. No late entries are accepted.

Also, a senior yearling division has been added to the junior show. For more information about the National Western, visit [www.nationalwestern.com](http://www.nationalwestern.com).

**Limestone Rita T754**

### **Limestone LLC to donate 2009 Angus Foundation Heifer**

Chris McCutchen, owner of Limestone LLC, Perkins, Okla., will donate the 2009 Angus Foundation Heifer, set to sell Jan. 15 at the NWSS in Denver, Colo.

Limestone Rita T754 is an August 2007 daughter of BC 7022 Raven 7965, a son of BC Marathon 7022. Her dam is Limestone Rita R379.

The sale of the Angus Foundation Heifer Package, an annual fundraising tradition initiated in 1980, supports the Angus Foundation, the not-for-profit affiliate of the American Angus Association that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry.

In addition to the heifer, the buyer receives:

- 30 days of free insurance from American Live Stock Insurance Co., Geneva, Ill.;
- free transportation to the buyer's ranch provided by Lathrop Livestock Transportation, Dundee, Ill.; and
- an Advanced Reproductive Technology Package from Trans Ova Genetics, Sioux Center, Iowa.

For more information about the heifer package or ways you can contribute to the Angus Foundation, log on to [www.angusfoundation.org](http://www.angusfoundation.org); contact Milford Jenkins, president of the Angus Foundation at 816-383-5100; or visit with any regional manager.

### **Foundation to sponsor YCC participant**

Every year, the Angus Foundation selects one participant to sponsor on the Young Cattlemen's Conference (YCC) tour. The tour and conference that begins in Denver and proceeds across the country to Washington, D.C., helps young leaders understand all areas of the beef business, ranging from industry structure to issues management and from production research to marketing. The program is limited to a small number of producers each year, and all participants must be nominated by one of the National Cattlemen's Beef Association (NCBA) affiliate organizations.

Sponsorship by the Foundation covers flight costs and registration fees. Incidental costs and meals are not covered by the Foundation sponsorship.

The applicant must be between the ages of 25 and 50 and must be an active member of the NCBA and the

American Angus Association. This will be the seventh year that the Angus Foundation has provided this opportunity to an Association member.

Applications for the 2009 YCC will be available Oct. 1, on the Angus Foundation web site, at

[www.angusfoundation.org](http://www.angusfoundation.org), and should be returned to the Angus Foundation no later than Jan. 5, 2009.

### **IN THE NEWS**

Missouri native Wes Tiemann has been named by the American Angus Association as regional manager for the

states of Iowa and Missouri. As a regional manager, Tiemann will work closely with Angus producers in the two-state area, providing them a link to the Association. He will represent the Association and its entities at various Angus and beef industry events.

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In addition, he will work closely with Angus Productions Inc. (API) to provide marketing and sales support to the membership. Tiemann will also work with commercial producers who use Angus genetics.

He fills the position that was vacated by Don Laughlin, who moved to the

Association headquarters as director of member services.

Tiemann most recently worked as a field representative covering the Southern Plains states for the American Simmental Association. He earned his bachelor's degree in animal science and industry from Kansas State University

(K-State) and was a member of the 2006 K-State livestock judging team. He also attended Fort Scott Community College, where he successfully participated in livestock judging.

"I look forward to working in a territory so rich in Angus genetics and history, with so much to offer the beef industry,"

says Tiemann, who was raised on a diversified livestock operation in central Missouri. In his spare time, he enjoys horses, spending time outdoors and discussing genetics.



**Wes Tiemann**

Tiemann, who assumed his duties in mid-September, is one of 13 regional managers who represent the Association across the United States.

Gayla Fuston assumed new duties as DNA coordinator with the Association Sept. 8. Fuston will work with breeders and with Association staff in updating and providing solutions in DNA cases dealing with parentage and other tests currently being run through the American Angus Association.

A group of U.S. beef breeders recently hosted a tour of ABS Latin American representatives and customers. In addition to touring ABS Global headquarters, the group visited several herds, including Sinclair Cattle Co.; Circle A Feedlot; Circle A Angus Ranch; Green Mountain Red Angus; Sydenstricker Genetics; KG Ranch; ORlgen; Sandhill Farms; Gardiner Angus; Creekstone Farms Packing Plant; Suhn Brangus; Frank-Hazelrigg Angus; Woodhill Farms; GT Angus; and Huth Herefords.

### **Emphasis on marbling**

Larry Corah, Certified Angus Beef LLC (CAB) vice president, shared research on the value of marbling at the American Society of Animal Science (ASAS) annual meeting in July.

"Nearly all beef scientists and connoisseurs indicate three key attributes to beef palatability: tenderness, juiciness and flavor," he said. Tenderness is the most important.

"The good news is that most researchers agree the beef industry has made great progress in both understanding and improving tenderness issues," he said.

Studies show marbling accounts for 8% to 18% of the variation in tenderness, but it's more significantly tied to juiciness and flavor. When tenderness was held constant, consumers buy meat based on flavor.

"Data out of Texas Tech University tells us that flavor is 2.5 times as important as tenderness when it comes to consumer acceptability," Corah said. "The taste they look for is a direct result of at least 80 to 90 days on a high-concentrate diet."

Marbling is complicated, he said, noting factors like genetics, nutrition, breed and environment.

"I would argue that there have been three major technologies in the past 50 years in our business: implants, ionophores and beta-agonists," Corah

said. None have a positive effect on marbling, and a few — aggressive implants and Beta-II agonists — can be detrimental.

“We really need more research to understand the mechanism in which these management practices affect marbling,” he suggested. “The National Beef Quality Audit (NBQA) says we’re leaving \$26.81 per head on the table in lost quality. That’s a lot.”

Corah also presented information on development of a corn-based beef industry at the meeting.

### Practice makes perfect

In celebration of the *Certified Angus Beef*® (CAB®) brand’s 30th anniversary in October, Scott Popovic, corporate chef, will host a dinner for media and invited guests at New York City’s prestigious James Beard House.

The invitation-only dinner will showcase CAB product as well as the talents of some of the brand’s most prestigious partner chefs. In preparation, Popovic participated in a series of benefit dinners throughout September. The first, at Zoës restaurant in Virginia Beach, Va.,



THE JAMES BEARD  
FOUNDATION

was a cocktail-style event hosted by Chef Jerry Weihbrecht. It benefited a local girl suffering from osteosarcoma (a common bone cancer of children).

Chef Dino Jagtiani hosted a dinner and cocktail hour at his Saint Maarten restaurant, Temptation. He and Popovic prepared appetizers slated for the James Beard dinner, in addition to a full-course meal and wine pairing. The evening was a practice dinner for the chefs, but featured CAB product and raised funds for the bachelor’s of hospitality program at the University of Saint Maarten. Jag’s Steak & Seafood in West Chester, Ohio, near Cincinnati hosted the final practice. Chef Michelle Brown and Popovic planned a big band, big city-type event showcasing the 1940s. The charity dinner benefited Cincinnati’s foster parenting program.

Founded in 1986, the James Beard Foundation is dedicated to celebrating, preserving and nurturing America’s culinary heritage and diversity in order to elevate the appreciation of culinary excellence. A cookbook author and teacher with an encyclopedic knowledge about food, James Beard, who died in 1985, was a champion of American cuisine. He helped educate and mentor generations of professional chefs and food enthusiasts. The historic James Beard House in New York City’s Greenwich Village is a “performance space” for visiting chefs.

### Cooking lessons at home

Consumers who long for professional instruction in the kitchen

can now enjoy cooking classes in the comfort of home, thanks to online videos at [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com).

Scott Popovic, CAB corporate chef, shares his secrets to success in several online demonstrations detailing everything from braising to sautéing to grilling to carving a bone-in ribeye.

The company’s home economist, Sarah Donohoe, is also featured in several segments.

“Consumers are making an investment every time they head to the grocery store,” Popovic said. “Shoppers have confidence in the superior quality of the *Certified Angus Beef* brand. We also want

them to be confident in their skills in the kitchen.”

Consumers can view these short, helpful lessons from the chef on the brand’s web site. Hundreds of recipes, beef selection tips and where-to-buy locations are also available.

