

Association Link

126th Annual Convention scheduled

American Angus Association® members will gather Nov. 14-17, 2009, for the 126th Annual Convention of

Delegates in Louisville, Ky. Delegates will convene in Louisville to elect officers and five new Directors to serve on the Association Board. The gathering also features other Angus-focused activities

and events. For more information visit www.angus.org.

***I Am Angus* featured**

The Association continues to connect

with its members and their customers. Recently, the Association's documentary series, *I Am Angus*, made its debut on *AgDay* and *U.S. Farm Report* on RFD-TV. The ongoing series will air most weekends, reaching more than 150 TV stations nationwide. The segments highlight the Angus breed by telling the personal stories of Angus producers from across the country.

Also, when you're tuning in to RFD-TV, watch for additional Angus coverage. Beginning this fall, commercials promoting the Angus breed will also debut.

Sinclair Cattle Co. donates 2010 Angus Foundation Heifer

Jeff Ward and Duncan Smith, owners of Sinclair Cattle Co., Warfordsburg, Pa., will donate the 2010 Angus Foundation Heifer, selling in January at the NWSS.



Sinclair K Bty 8R102 E118 is the heifer chosen to represent the Sinclair program. A January 2008 daughter of RR Rito 707, this outstanding female descends from the legendary N-Bar herd on her maternal side.

For more information about the heifer package log onto www.angusfoundation.org, contact Milford Jenkins, president of the Angus Foundation at 816-383-5100, or visit with any regional manager.

Eager interns with CAB

Jackie Eager, a senior at the University of Florida, is interning with the CAB Industry Information Division this fall.



Jackie Eager

She works with director Steve Suther and industry information specialists Laura Nelson and Miranda Reiman producing feature stories, news releases and other written material to carry the brand's message to the production sector.

Eager started her fall semester internship on the heels of a summer experience with Alltech. She is well-

(Continued on page 10)

Association Link *(from page 8)*

grounded in agriculture, growing up on a family farm near Williston, Fla.

At the university, Eager is an active member of Ag Communicators of Tomorrow (ACT), Gator Collegiate Cattlewomen and Collegiate FFA, in addition to competing on the livestock judging team.

Her internship will conclude in December.

Foundation to sponsor YCC participant

The Angus Foundation will again nominate and sponsor an Association member between the ages of 25 and 50

to attend the beef industry and tour sponsored by the National Cattlemen's Beef Association (NCBA).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications for the 2010 Young Cattlemen's Conference (YCC) will be

available Oct. 1, 2009, on the Angus Foundation web site, www.angusfoundation.org, and should be returned to the Angus Foundation no later than Jan. 8, 2010.

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

Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

BPM available

More than 35,000 producers have read the *Best Practices Manual — A Cow-Calf Guide for Targeting the Brand*.



Commercial cattlemen especially like the practical solutions for herd management, genetic selection, health, nutrition and calf marketing.

Free copies of the *Best Practices Manual* (BPM) are available through Marilyn Conley, mconley@certifiedangusbeef.com. Call 1-800-225-2333, ext. 298, to learn more. Read the manual online at www.cabpartners.com/bestpractices.

Quality they've come to expect

David Ranch, Lenora, Kan., has been in the feeding business since 1988, and ranched for three and a half decades before that. That experience pays when it comes to finishing cattle at their 3,000-head feedlot. Evidence comes in the form of the sheer number of cattle earning 30.06 recognition in the CAB listing that honors groups of more than 30% CAB and Prime, with no more than 6% outliers.

In July, David Ranch added to their annual tally — which usually numbers more than 1,000 head — with a group of 39 steers that went 69.2% CAB.

The salebarn-purchased yearlings were not an unknown group, although the Oberlin, Kan., producer was a first-time supplier for the Davids.

“Our consulting nutritionist also worked with the producer, so he knew the background on the cattle and their nutrition prior to coming here,” John David, owner-manager, says. “They had pretty much been shut up since weaning on a concentrate diet.”

The cattle arrived at David Ranch in January and just kept right on going. They were fed for 139 days and marketed on the U.S. Premium Beef (USPB) grid in late May, having gained 3 pounds (lb.) per day and hit all the quality marks the Davids expect from high-percentage Angus cattle.

Association announces new roles

Eric Grant has been appointed director of public relations for the



Eric Grant

American Angus Association. In this capacity, he will oversee the Association's advertising, public relations and communications programs.

Grant is a 24-year veteran

in agricultural communications, public relations and advertising.

Grant served as assistant editor for the National Cattlemen's Association, senior contributing editor for *Farm Journal/Beef Today*, and contributing editor for the *American Cowboy* and *Range* magazines. He has written for the *Angus Journal* for more than 10 years. His award-winning photography and articles have appeared in more than 100 publications around the world.

Grant joined the Association in 2007 as manager of Creative Media, a division of Angus Productions Inc. (API), specializing in video, photography and marketing communications for producers and agricultural companies.

Crystal Young has been appointed assistant director of public relations for the American Angus Association. In this capacity, she will be responsible for



Crystal Young

conducting many of the Association's public relations and advertising efforts. Her new responsibilities began Aug. 1.

Young joined API in 2008 as the coordinator of Creative

Media, working with clients to develop marketing and communication strategies, photography and video.

A 2007 graduate of Kansas State University (K-State), Young holds dual degrees in agricultural communications and journalism and animal science and industry. While at K-State, she was a member of the livestock judging team and editor for the *K-State Agriculturalist*.

Shelia Stannard has been named Association director of activities and events. She



Shelia Stannard

assumed her new responsibilities Aug. 1. Stannard has been with the Association nearly 11 years, starting as assistant director of public relations

and most recently serving as director of communications and events.

As director of activities and events, Stannard will continue planning educational and leadership events for the membership, including Cattlemen's Boot Camps, Beef Leaders Institute (BLI), the National Angus Conference & Tour and

the Annual Convention. She will coordinate the Association's participation in open shows and oversee the Roll of Victory (ROV) show program.

Stannard is a western Nebraska native and a graduate of K-State, with a bachelor's degree in agricultural journalism and animal science. During

her tenure at the Association, she has been instrumental in developing educational programs such as the BLI, Cattlemen's Boot Camps and Angus Leaders' Boot Camps.

(Continued on page 12)

Association Link *(from page 11)*

Crystal Albers has been appointed assistant director of communications and web site editor for the Association.

In this position, Albers will oversee development and implementation of the organization's new communications program, integrating print, web, video and television, and play an instrumental

role in the reorganization of the Association's web site.

"Crystal's communications expertise is a perfect match for the long-term goals of our organization," said Eric Grant, director of public relations for the Association. "She is one of the most recognized writers in the business who understands

where technological and social changes are driving communications and public relations, but she's also rooted in the real world of production agriculture."

Having joined API in 2003, Albers served as associate editor for the *Angus Journal*, *Angus Beef Bulletin* and the online *Angus Beef Bulletin Extra*.

At the 2009 Ag Media Summit, Albers was recognized as a Master Writer by the American Agricultural



Crystal Albers

Editors' Association (AAEA) and awarded the "Story of the Year." During the last six years, she's also received numerous writing awards from

the Livestock Publications Council (LPC) and International Federation of Agricultural Journalists (IFAJ).

Albers is a 2003 graduate of K-State, where she participated in the honors program and received dual degrees in print journalism and public relations, with a minor in agronomy.

Two-way Hall of Famer

On Oct. 27 in Chicago, Mick Colvin will be inducted into the Meat Industry Hall of Fame. This is the inaugural class of 21 honorees, which includes



Mick Colvin

executives, researchers, innovators and association leaders across all sectors of the industry.

Colvin retired in October 1991 as the first executive director of the

Certified Angus Beef Program, the program he helped found.

"We are thrilled to include in our first class a group of truly outstanding leaders," said Dan Murphy, executive director and co-founder of the hall with Chuck Jolley, Hall of Fame president. "These are men and women credited with fostering much of the profound change, remarkable progress and substantive success of the industry. We're proud to celebrate their legacies."

At the same time, plans continue for Colvin's portrait hanging in the Saddle & Sirloin Portrait Gallery Sunday, Nov. 15, in South Wing C at the Kentucky State Fair and Exposition Center, 937 Phillips Lane, Louisville. The reception starts at 6 p.m. with the banquet following at 7 p.m.

Fundraising for the Saddle & Sirloin portrait and ceremony is under way. To request tickets or recognize Colvin's influence on the Angus breed with a donation, contact Joanna Ruegsegger by Oct. 30 at 1-800-225-2333, ext. 268, or jruegsegger@certifiedangusbeef.com. Information about hotel accommodations is also available.