

Association Link

B is the designated letter for permanent ID in 2014

International letters are designated for each year of birth for livestock identification (ID). These designated letters are an easy option to use in conjunction with numbers when permanently identifying animals. For example, B001 and B002 could designate the first two calves born into your herd in the year 2014. International letter code is optional for Angus breeders.

For complete information about permanent ID and naming animals, visit www.angus.org, and click on "Rules and Forms" to access Part 4 of the online *Breeder's Reference Guide*.

New Zealand hosts 2013 World Angus Forum

Known for the vast beauty of its high-mountain ranges and attractive beaches, New Zealand is a coveted travel destination for many. However, for CAB President John Stika, the island country had a draw of a different kind.

A short stay in mid-October provided the Kansas native with breathtaking views while taking part in the PGG Wrightson World Angus Forum. Hosted every four years in varying locations, the Forum brings Angus breeders and stakeholders together from many areas of the world to share their knowledge of and passion for the breed they work with and support.

Stika was among the diverse group of speakers who addressed the crowd of 500 during the four-day event. His presentation, "Brand Growth within a Recession Environment," shed light on consumer's desire for quality — with emphasis on taste — amid tough economic times.

"As producers, we need to stay focused on those areas of expertise that we bring to this equation in the supply and merchandising chain, but we can't do it in a vacuum," he said in an interview following the conference.

"We have to keep our eyes and ears open and continue to listen to the priorities that consumers say they have for the products that they buy," Stika said. "We have to begin to find out how we can intertwine those priorities into a profitability model that works in our operations, and on our farms and ranches."

Attendees also gained information on a myriad of topics from the rise of genomics to the importance of developing and implementing a strong health plan in their herds.

MaternalPlus®

MaternalPlus® is a voluntary, inventory-based reporting system designed to capture additional reproductive trait data and, ultimately,

expand reproductive and lifetime productivity tools. By using MaternalPlus, producers will receive additional information at weaning processing time, including calving ease, birth weight and weaning weight EPDs for calves out of inventoried cows.

In addition, MaternalPlus allows producers to submit cow disposal codes and reason designations, which keeps an accurate record of why a cow left the herd. Recent enhancements to MaternalPlus allow enrollees to access genetic trend information for their herd, a cow age distribution report and a detailed production performance report.

To learn more about MaternalPlus, visit www.angus.org or AAA Login.



I Am Angus® airs this winter

I Am Angus® focuses on the heart of the Angus business — its people, its heritage and why people have chosen to be a part of it.

Initiated in 2008, the Association-produced documentary series continues this fall and winter across America. The program is set for Jan. 2. Visit www.angus.org to watch previous episodes.

"There are countless people across the country and around the world whose lives are defined by producing quality Angus beef for consumers," says Eric Grant, Association director of communications and public relations.

The program provides an avenue to show the commitment producers and others have made to raising quality beef.

"Consumers today are seeking a connection with the people who raise food," Grant says. "*I Am Angus* allows that to happen, for us to put our best foot forward."

For more information or to watch segments from past shows visit www.angus.org.

Make plans for National Western

Angus activities at the 108th National Western Stock Show (NWSS) in Denver, Colo., take place Jan. 13-18, 2014, with hundreds of entries expected for the Roll of Victory (ROV) show on the Hill, and the carload and pen shows in the Yards. Jarold Callahan, Yukon, Okla., will evaluate the ROV show entries. Joel Cowley, Richmond, Texas, will judge the junior show, while a three-judge panel comprising Paul Bennett, Red House, Va.; Chad Ellingson, Saint Anthony, N.D.;



and Darrell Hansen, Elk Grove, Calif., will evaluate the pen and carload shows.

For a schedule, show results and more, visit www.angus.org/showresults, which can also be accessed through the Association's smartphone app, Angus mobile.

Visit with Association staff at the Listening Post in Denver

All Angus producers attending the NWSS are encouraged to stop by the Association's Listening Post in the Yards.

Association, Angus Genetics Inc. (AGI) and Certified Angus Beef LLC (CAB) staff members will be available daily to visit with producers about Association programs and the cattle industry. Be sure to stop by to chat and have a cup of coffee.

2014 Angus Foundation Heifer set to sell in Denver

Express Ranches of Yukon, Okla., will donate the 2014 Angus Foundation Heifer, to sell January 2014 at the National Western Stock Show in Denver, Colo. The chosen female is EXAR Royal Lass 2068 (AAA Registration No. 17160657), born Jan. 8, 2012, and sired by EXAR Upshot 0562B. Royally bred, 2068 is the maternal granddaughter of the now deceased record-setting \$263,000 in 2009 calving-ease sire EXAR 263C and the dam of BR Midland, BR Royal Lass 7036-19.



The 2014 Angus Foundation Heifer is bred to Sitz Top Game 561X and is due to calve Feb. 13, 2014.

Since 1980, more than \$1.6 million has been raised from the annual fundraising tradition to support education, youth and research programs for the benefit of the Angus breed.

Visit www.angusfoundation.org or check out past issues of the *Angus Journal* for more information about the 2014 Angus Foundation Heifer Package.

Make plans to attend Angus Night on the Mountain

Angus enthusiasts are welcome to attend Angus Night on the Mountain Jan. 15, 2014. The event will be hosted by Tom and Lois Ames at their beautiful Spruce Mountain Ranch, Larkspur, Colo., in conjunction with the NWSS.

Spruce Mountain Ranch will open its facilities to guests who wish to drive out

early at 3 p.m., but bus transportation will be provided from 5:30-6:00 p.m., to take guests to the ranch from the NWSS Complex and Denver Marriott City Center Hotel. Dinner will begin at 7 p.m., followed by a live auction that includes various experiences and vacation packages to benefit the Angus Foundation and 2014 National Junior Angus Show, as well as several lots of elite Angus genetics by Spruce Mountain Ranch.

The event is free and open to anyone. See the article on page 108 of the January 2014 issue of the *Angus Journal* or log on to www.angusfoundation.org for more information.

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 2014 Young Cattlemen's Conference (YCC) — 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 conference are available at www.angusfoundation.org and should be returned to the Angus Foundation no later than Jan. 10, 2014. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

Summer internship deadline Feb. 5

The Association offers internship opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association.

The American Angus Association's Activities & Events Department is offering an internship focused on event planning to a college sophomore, junior or senior who has agricultural interests. The internship will provide a highly organized, detail-oriented college student the opportunity to gain real-world experience planning and implementing educational and social events for the Association membership.

The Association Junior Activities Department is offering college sophomores, juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events, and gain experience in Association work.

The Association's Public Relations and Communications (PR) Department is accepting applications from college juniors or seniors studying communications, agricultural communications or a related field.

(Continued on page 12)

Association Link *(from page 10)*

Applicants with strong writing, editing and design backgrounds are encouraged to apply.

The *Angus Journal* offers a college student the opportunity to be part of the editorial team of various publications. The writing-intensive internship offers the selected intern an opportunity

to participate in producing various publications, including the *Angus Journal*, the *Angus Journal* digital replica, the *Angus Beef Bulletin* (ABB), the *ABB EXTRA*, the *Angus Journal Daily*, editorial websites, and social media efforts.

All applications for internships are due Feb. 5. For more information, check

out the “Angus Internships” story in the January 2014 issue of the *Angus Journal* on page 54.

Foundation scholarship applications available

The Angus Foundation will again award a number of undergraduate

and graduate scholarships this year. Scholarship recipients will be recognized at the 2014 National Junior Angus Show (NJAS) in Indianapolis, Ind.

The eligibility requirements for these general Angus Foundation scholarships remain the same. Angus youth who are graduating from high school or in college currently may also be eligible for other Angus-related scholarships that are permanently endowed and managed by the Angus Foundation.

The Foundation will also make available graduate student scholarships to young men and women actively involved in the Angus breed who are pursuing advanced degrees.

Applicants must have, at one time, been a National Junior Angus Association (NJAA) member and must currently be a junior, regular or life member of the Association. Strong preference and priority will be given to applicants pursuing advanced degrees related closely to the beef industry.

The Angus Foundation graduate and undergraduate student scholarship application and guidelines are available at www.angusfoundation.org. The application deadline is May 1.

For more information contact the Angus Foundation at 816-383-5100.

Corner Market stores launch CAB

With an increasing number of licensees gained each year, the importance of each new partner never diminishes. As they join in the quest to provide a quality product that stands out among consumer preferences, everyone shares in the enthusiasm.



So it was in October when Corner Market launched the *Certified Angus Beef*® (CAB®) brand in its six Mississippi retail stores.

The chain has shown a deep-seated commitment to furthering its new partnership through TV commercials, billboard advertisements and various marketing materials that highlight the brand, according to Certified Angus Beef LLC (CAB) Executive Account Manager Randy Whittemore.

He conducted in-store trainings and cutting demonstrations prior to the

launch with the store's executive team and its store and market managers.

"Corner Market is a progressive retailer with management people who are driven and passionate about high-quality beef," Whittemore says. "The leaders have embraced the brand with enthusiasm, and will undoubtedly be contributors to increasing the presence of CAB."

Lifetime membership options

The American Angus Association offers producers a lifetime membership option. The \$1,500 membership lasts throughout the life of the sole person named on the membership. Payments may be broken into three nonrefundable yearly installments.

Lifetime memberships can be issued to one person only, and are not meant for partnerships. The membership option may be used for a farm name, provided only one person is included on the membership.

See page 171 of this issue for a membership application to the American Angus Association.

Download the Angus App

Angus Mobile is a free, smartphone application for the iPhone, iPad and Android devices that allows app users to update herd data no matter where they are on their farm or ranch. Download the easy-to-navigate app and gain access to the latest news, sale reports, show results, EPDs, \$Values percentiles, and much more. Visit www.angus.org for more details.

Post Angus videos on your website

The American Angus Association has released its latest national advertisements focusing on the straightbred Angus advantage. Short video segments are available to post to state association or individual websites, free of charge. Watch the videos at www.angus.org or on YouTube by searching for "Angus means business." Contact the Public Relations and Communications Department at 816-383-5100 for more information.

Watch *The Angus Report* each week on RFD-TV

The Angus Report delivers weekly Association and industry news on RFD-TV, every Monday at 8:30 a.m. EST. The program offers busy cattlemen and women the opportunity to quickly catch up on important industry issues.

State Angus associations, publications, breeders and others looking for website content are encouraged to post segments of the free program on their websites. Videos will be updated regularly at www.angus.org and through the Association's Facebook and Twitter pages.

Applications now accepted for Beef Leaders Institute

The sixth annual Beef Leaders

Institute (BLI) is scheduled for June. Applications are now being accepted. BLI is designed for American Angus Association members, 25-45 years old, as a resource to provide insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed

and beef industry now and in the future.

The Association and the Angus Foundation will provide transportation, lodging, meals and materials during the BLI. Attendees will be responsible for round-trip transportation between their home and the beginning and ending points.

The BLI is limited to 20 attendees each year. Applications are available online or by contacting the Activities Department. March 1 is the application deadline. Call 816-383-5100 for more information.

