

Association Link

Members install leadership

Three hundred forty-five delegates were on hand Nov. 16 to conduct the business of the American Angus Association® at its 126th Annual Convention, which took place in conjunction with the North American International Livestock Exposition (NAILE) in Louisville, Ky.

Delegates elected five directors, a vice president and president to its governing Board and approved an amendment to the Bylaws permitting reinstatement of a Life Membership option, which will become available in January 2010. A life membership in the American Angus Association will cost \$1,500.

Association officers

Bill Davis, Sidney, Mont., was elected the American Angus Association president and chairman of the Board. He succeeds Jay King, Rock Falls, Ill.

Davis recently completed his term as vice president and vice chairman of the Board. He and his wife, Jennifer, operate Rollin' Rock Angus near Sidney.

Joe Hampton, Mount Ulla, N.C., was elected vice president and vice chairman of the Board. He most recently served as treasurer.

Elected by the Board at its September meeting, Jarold Callahan, Edmond,

Okla., will complete the officer team, serving as treasurer for the year.

Newly elected directors include Charlie Boyd II, Mays Lick, Ky.; Scott Foster, Niles, Mich.; and Vaughn Meyer, Reva, S.D. Elected to a second term were Steve Olson, Hereford, Texas; and Cathy Watkins, Middletown, Ind.

As an Association Board director, Foster will serve on the Activities and Industry Relations committees as well as the Angus Foundation Board.

Honoring Angus heritage

This year the Association Board of



Newly elected officers of the American Angus Association are (from left) Jarold Callahan, Edmond, Okla., treasurer; Bill Davis, Sidney, Mont., president and chairman of the Board; and Joe Hampton, Mount Ulla, N.C., vice president and vice chairman of the Board.

Directors selected six Angus breeders for induction into its Angus Heritage Foundation for their dedication to advancing the breed: Dwight D. Eisenhower, formerly of Gettysburg, Pa.; Oliver Hansen, Durant, Iowa; Paul and Lynn Hill, Bidwell, Ohio; and Bill and Priscilla Wilson, Cloverdale, Ind.

The inductees and/or their families were recognized during the Association's Annual Banquet, Nov. 16, during Angus events in Louisville, Ky. Each received a framed certificate, and all names will be engraved on a plaque at the Association's Saint Joseph, Mo., headquarters.

Yon named Miss American Angus

Sally Yon, Ridge Spring, S.C., daughter of Kevin and Lydia Yon, was crowned Miss American Angus during the Super-point Roll of Victory (ROV) Angus Bull Show Nov. 16. Five young ladies competed for the title in Louisville. Contestants present a speech and answer impromptu questions in addition to being interviewed by the judges. Yon's speech is featured in the January *Angus Journal* (see pages 86-87).

Kansas junior receives leadership award

Hannah McCabe, Elk City, Kan., was also honored Nov. 16 during the Annual Banquet. The Kansas junior received the Barbara Smalstig Outstanding Leadership Award, which recognizes an outstanding National Junior Angus Association (NJAA) member each year based upon leadership exhibited through Angus and various other activities. McCabe was awarded a bronze sculpture and a check for \$500. The award is made possible by generous contributions to the Angus Foundation.

API leader named Distinguished Woman

The American Angus Auxiliary honored Cheryl Oxley, Angus



Cheryl Oxley (center), API advertising and production manager, was honored with the Auxiliary's 23rd Distinguished Woman award. Also pictured are Jane Ebert (left) and Yvonne Hinman.

Productions Inc. (API) production and advertising manager, with its Distinguished Woman award during the Auxiliary Breakfast Nov. 15 in Louisville. The Auxiliary's highest honor, the Distinguished Woman award has been awarded to only 23 women in the organization's 57-year history.

Auxiliary elects officers

A new team of officers took the reins at the American Angus Auxiliary's annual meeting in Louisville. Officers for 2010 include Kathi Creamer, Montrose, Colo., president; Barbara Ettredge, Pilot Point, Texas, president-elect; Anne Lampe, Scott City, Kan., secretary-treasurer; Michelle Rieff, Bentonville, Ark., advisor; Lynne Hinrichsen, Westmoreland, Kan., Region 3 director; Annie Viator, Franklin, Texas, Region 2 director; Martha Holshouser, Gold Hill, N.C., Region 4 director; Leslie Mindemann, Sullivan, Wis., Region 5 director; Mary K. Vejraska, Omak, Wash., Region 1 director; and Cortney Hill-Dukehart, Sykesville, Md., Region 6 director.

A giving spirit

The Angus Foundation celebrated milestones and recognized extraordinary



Tracey Erickson (left), CAB vice president of marketing, is interviewed during the NAILE by Al Pell of AgDay Television and U.S. Farm Report. A series of AgDay broadcasts following the event featured extensive Angus coverage, including interviews with Angus staff and others, showcasing the value of the Angus breed and the *Certified Angus Beef*® brand.

gifts during its Supporter Recognition Event in Louisville, Ky., Nov. 14.

Camron "Cam" Cooper, owner of The Talon Ranch of Twin Bridges, Mont., announced via video and formal letter that she has made a significant gift to the Angus Foundation. From a recent outright cash gift, Cam is providing for a number of undergraduate scholarships to Angus youth through the creation of the Angus/Talon Youth Educational Learning Program Endowment Fund. This fund will also eventually provide for graduate student scholarships, educational internships for Angus youth at host Angus breeder farms across the United States, and the administration of this program through the American Angus Association and Angus Foundation.

In addition, through the Angus Foundation's visionary planned giving program, the Angus Legacy Society, Cam has named the Angus Foundation as the charitable beneficiary of her estate, formally bequeathing The Talon Ranch of 2,200 acres in its entirety, her Angus cow herd, equipment, home and other significant assets to the Angus Foundation. The hard assets will eventually be liquidated with the entire sale proceeds solely designated to further building the Angus/Talon Youth Educational Learning Program Endowment Fund.

"One can only be humbled by Cam's generous bequest commitment to the Angus Foundation," said Milford Jenkins, president of the Angus Foundation. "This gift will serve as an inspiration to all of us involved in the Angus breed to search our own hearts and souls to determine what we can do financially in support of the campaign."

Also making a gift Nov. 14 to the Vision of Value: Campaign for Angus was the Arkansas Junior Angus Association. The Arkansas juniors made a gift of \$32,000 to create the Arkansas Activities Endowment Fund, supporting the National Junior Angus Show (NJAS). In addition, they donated another \$1,500 to support the 2010 NJAS hosted by the Colorado, Kansas and Nebraska junior Angus associations in Denver, Colo., July 11-17, 2010.

Other special featured event highlights included the Angus Foundation's recognition of Belle Point Ranch of Lavaca, Ark.; Greenacres Foundation of Cincinnati, Ohio; and Limestone LLC of Perkins, Okla., for achieving the \$100,000 Angus Builder supporter level this fiscal year.

"As a nation, we have been challenged by a struggling economy that may affect our efforts in our campaign, but it may also include opportunities," noted Howard Hillman of Sioux Falls, S.D., chairman of the Campaign Leadership Cabinet. "Each person's gift is more important than it's ever been. Going forward, we will continue to climb to meet our goals."

The evening's festivities concluded with the Angus Foundation announcing that with \$6 million in outright cash gifts, pledges and planned giving commitments to the campaign since

Oct. 1, 2004, it is steadily progressing toward the \$11 million Vision of Value: Campaign for Angus fundraising goal by Dec. 31, 2011.

The Angus Foundation is the not-for-profit affiliate of the American Angus Association that was established in 1980 to fund and support programs involving education, youth and research in the Angus breed. For more information about

the Angus Foundation, contact Milford Jenkins at 816-383-5100 or log on to www.angusfoundation.org.

Aiming high, getting there

Evert Brady of Haywire Cattle Co., Winnett, Mont., started doing business with McPherson County Feeders (MCF) in 2002, after meeting owner-manager Allan Sents at an event in Bozeman. The two

agreed on a profit- and data-sharing plan to help add value to Brady's cattle. He would sell them to MCF, but share in any profit while getting carcass data back for use in selection and management.

Disappointing to both parties, the first loads only broke even. However, with data and guidance from MCF, Brady began

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integrating registered Angus bulls that featured balanced but above-average expected progeny differences (EPDs) and has not looked back.

Left: Allan Sents at McPherson County Feeders helped Evert Brady (pictured) learn more about his cattle and the direction he needed to go with them.

His cattle went from below average to chart toppers, as the most recent group included a dozen steers that achieved 33.3% CAB with no outliers and posted respectable gains, too.

“McPherson’s involvement with *Certified Angus Beef* looks to be the route to go,” Brady says with confidence. “That

quality is what I have been shooting for.”

He feeds up to 250 head of Angus cattle a year at MCF and appreciates the individual attention. “It’s a smaller feedlot, but one of the very best,” Brady says.

Working together, the MCF/Brady team has improved herd quality while the Montana rancher gained a better understanding of the end product his cattle produce.

Share Your Feast

Washington-based CAB retailer QFC partnered with the brand to provide food for needy families during the holidays. The Share Your Feast food drive benefits Food Lifeline and more than 300 member agencies, including neighborhood food banks, shelters and hot-meal programs.

Throughout the drive, QFC was offering several ways customers could be involved. CAB donated 1 pound (lb.) of ground beef for every \$10 Share Your Feast bag purchased and donated in QFC stores, up to a total donation value of \$25,000. Shoppers making the \$10 donation on Dec. 11, 12 and 13 received a \$1 coupon for their next purchase of CAB brand products at the register. CAB staff hosted a tasting event and planned radio remotes at QFC stores across the Seattle area during the event. Families also entered to win a gift basket.

Steak social

Anyone can join the *Certified Angus Beef*® (CAB®) brand on the Internet’s Twitter and Facebook sites, where the brand message is reaching consumers like never before. In November, the CAB public relations team began sharing recipes, cooking tips and promotions on these two social networking sites. Such consumer-friendly forums enable CAB to showcase restaurant and retail partners by highlighting special events, news and promotions. It’s just another avenue to spread the word about high-quality Angus beef and the brand’s partners.

To follow the brand on Twitter, visit www.twitter.com/CertAngusBeef. If you’re on www.facebook.com, search for “*Certified Angus Beef*® brand” and click to become a fan.



Sysco Lincoln Inc., a brand-licensed foodservice distributor in Lincoln, Neb., recently updated its test kitchens with brand-oriented posters. From beef facts to brand attributes, the posters educate staff and showcase the brand to current and potential customers.

