

Association Link

Sire Evaluation Report released

The printed version of the *Spring 2013 Sire Evaluation Report* is now available. Active members who returned their blue request cards to receive a printed copy of the report will receive it automatically. Other members and commercial producers who want a printed report should request it via email or by calling the Association. All requests should be submitted to Brenda Weigart at bweigart@angus.org or 816-383-5144.



NWSS coverage on the web

Angus activities at the 107th National Western Stock Show (NWSS) in Denver, Colo., take place Jan. 14-19, 2013, with hundreds of entries expected for the super-point Roll of Victory (ROV) show on the Hill, and the carload and pen shows in the Yards. Doug Parrett, Champaign, Ill., will evaluate ROV show entries. Paul Hill, Bidwell, Ohio, will judge the junior show. A three-judge panel composed of Rick Blanchard, Firebaugh, Calif.;

Rob Thomas, Baker City, Ore.; and John Grimes, Hillsboro, Ohio, will evaluate the pen and carload shows.

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

Visit with Association staff in Denver

Angus producers attending the NWSS are encouraged to stop by the Listening Post in the Yards. Association, Angus Genetics Inc. 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.

2012 annual report available upon request

The 2012 *American Angus Association Annual Report* is now available. The report features the business, progress and activities of the Association and its entities for fiscal year (FY) 2012, which ended Sept. 30, 2012. It is available online at www.angus.org. Printed reports are available upon request by contacting 816-383-5100 or lmaudlin@angus.org.



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 2013 Young Cattleman's Conference (YCC) — the beef industry tour sponsored by the National Cattleman'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 now available at www.angusfoundation.org, and should be returned to the Angus Foundation no later than Jan. 7, 2013. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

2013 World Angus Forum

The Association is now taking names for the 2013 World Angus Forum in October 2013. A travel group will be coordinated for the American delegation for those interested in traveling to New Zealand for the Forum and the tours scheduled before and after. For more information as it becomes available, call the Activities and Events Department at 816-383-5100.

and gain access to the latest news, sale reports, show results, expected progeny differences (EPDs) and dollar values (\$Values), percentiles, and much more. Visit www.angus.org for more details.

A is the designated letter for permanent ID in 2013

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, A001 and A002 could designate the first two calves born into your herd in the year 2013. 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.

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. Applications for the following internships are due Feb. 5.

The American Angus Association's **Activities and Events Department** is offering, for the first time, an internship that focuses 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 qualified candidate should be available to start the position on or before June 1, 2013. Some travel is likely.

To apply, send a cover letter, résumé and references to Shelia Stannard, director of activities and events, American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506, or email ssannard@angus.org.

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. Applicants must be enrolled in an agriculture-related major. Applicants may send a cover letter, résumé and references to Robin Ruff, director of junior activities, American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506. For more information contact Ruff at 816-383-5100 or rruff@angus.org.

AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave. • Saint Joseph, MO 64506-2997

phone: 816-383-5100 • fax: 816-233-9703 • home page: www.angus.org
email: angus@angus.org • Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

2013 OFFICERS

Phil Trowbridge, president & chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com • **Gordon Stucky**, vice president and vice chairman of the Board, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com • **Cathy Watkins**, treasurer, 4577 N. CR 850W, Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

2013 BOARD OF DIRECTORS

Terms expiring in 2013—**John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **Leo McDonnell Jr.**, 13 Bull Dr., Columbus, MT 59019; cell: 406-780-0176; leomcd@hotmail.com • **John Pfeiffer Jr.**, 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **Jim Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; kyon@pbtcomm.net

Terms expiring in 2014—**Chris Sankey**, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@hunted.net • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; jimsitz1@gmail.com

Terms expiring in 2015—**Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Phil Howell**, 729 W. Washington St., PO Box 442, Winchester,

IN 47394; cell: 765-546-0838; dochowell765@aol.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; sdangus@sdplains.com • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; dschiefel@meltel.net

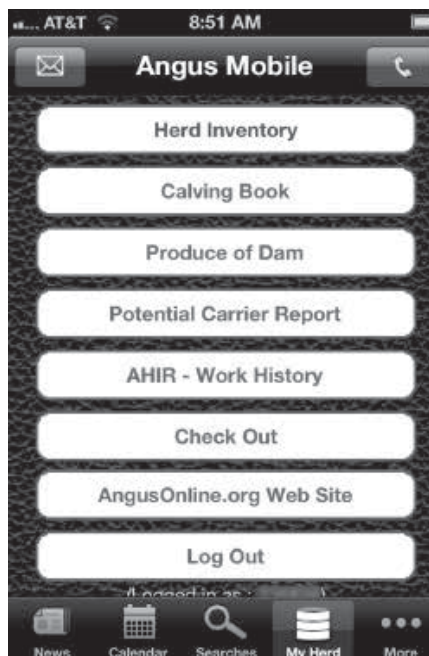
Industry appointments—**Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; kpalm@palmerfoods.com • **AGI Board**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; larry.kuehn@ars.usda.gov • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; laurie@sandpointcattle.com

ADMINISTRATIVE STAFF

Bryce Schumann, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

DEPARTMENTAL STAFF

Lou Ann Adams, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Katie Allen**, director of marketing and public relations for the Angus Foundation; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Jena Thompson**, assistant director of public relations



Download the Angus App

The American Angus Association has recently launched Angus Mobile, a free, smartphone application for iPhone, iPad and Android devices. The app allows users to update herd data no matter where they are on their farm or ranch. Download the easy-to-navigate app

(Continued on page 12)

Association Link *(from page 10)*

The Association's **Public Relations and Communications (PR) Department** is now accepting applications from college juniors or seniors studying communications, agricultural communications or a related field. Applicants with strong writing, editing and design backgrounds are encouraged

to apply. Photography experience and an understanding of video and social media would be an asset in this fast-paced internship. Travel is likely. To apply for the PR internship, send a cover letter, résumé, references and samples to Jena Thompson, American Angus Association, 3201 Frederick Ave., Saint

Joseph, MO 64506. For more information contact Thompson at 816-383-5100 or jthompson@angus.org.

The **Angus Journal** offers a college student the opportunity to be part of the editorial team. This 10-week, 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*, the *Angus Beef Bulletin EXTRA*, the *Angus e-List*, editorial websites, and social media efforts. To apply, send a cover letter, résumé and writing samples to Shauna Hermel, editor, Angus Productions Inc., 3201 Frederick Ave., Saint Joseph, MO 64506. For more information, contact Hermel at 816-383-5270 or shermel@angusjournal.com.

The internships span approximately mid-May to mid-August, with specific starting and ending dates depending on the applicant's availability.



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 2013 National Junior Angus Show (NJAS) in Kansas City, Mo.

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 undergraduate and graduate 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.

I Am Angus airs

I Am Angus focuses on the heart of the Angus cattle business — its people, their heritage and why they've chosen to be in the Angus business. The video series explores each sector's stake in the Angus breed and beef business, our Angus heritage, and how animal agriculture remains relevant today.

Initiated in 2008, the Association-produced documentary series continues March 7 on RFD-TV. 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 craving 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.

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.

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

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.

Pricing of DNA Test Reduced

Angus Genetics Inc. (AGI), a subsidiary of the American Angus Association, announces the availability of Pfizer® HD 50K genomic testing for Angus cattle at a new price point of \$75 per test. The DNA analysis still includes parentage as a no-cost benefit.

“The new price point is available as a result of improved genomic technology, research collaboration and volume usage by Angus breeders,” says Bill Bowman, AGI president and Association COO. The new pricing structure is available immediately as a benefit to producers with registered-Angus cattle.

For details go to your AAA Login account at www.angus.org.

Technology summit

The American Angus Association and its CAB brand joined staff technology teams in October for a two-day “Information Systems (IS) Summit,” the

first meeting of this kind between the Association and its subsidiary.

The idea came from Brent Eichar, the CAB senior vice president who has always kept up a close connection to the technology field. He believed the two IS groups could learn from each other and share strategies at the

Association headquarters in Saint Joseph, Mo. The eight CAB staff there included IS team members and web design specialists.

A variety of topics were discussed, from specific software use and Internet security and monitoring to company

(Continued on page 14)

Association Link *(from page 13)*

mobile devices and smartphone app development.

Dave Shock, CAB IS director, says several key takeaways came from the meeting, not the least of which being a common technological foundation for future projects.

“I am confident we will hold another

summit like this in the future,” he says.

Not backing up on genetics

Producer Marty Hughes of Goldthwaite, Texas, is trying to make the best of a bad situation. After two years of drought he



has had to reduce his herd by half, and he's probably still not done.

Although the drought forced him to wean and sell his calves early in 2012, Hughes had previously kept replacement heifers and retained ownership of the rest of his cattle through the feeding process. Generally those calves average more than

90% USDA Choice and up to 30% CAB, earning an extra \$90-\$125 per head in premiums.

When Hughes realized how much culling he would have to do, he wanted to make sure he was only backing up on numbers, not genetics. Previous data pointed out Hughes' best cows, but he needed a way to test unproven females. That was when he decided to start using the GeneMax™ DNA-based test from CAB.

“Right now we want to make sure we aren't selling our tip-top females,” Hughes says. He's using the test to index heifers and first- and second-calf young cows that have not had any feedyard data returned.

So far, after testing nearly 100 animals, the results have created a learning experience.

“I think I can look at cattle and know which ones I would like to keep, but some of the test results came back differently than I expected,” he says. “Now we've culled some of those heifers because they didn't get a good score.”

For now, it is a waiting game until the drought breaks, but when it does, Hughes hopes his efforts will keep him moving forward.

“I wish I could say we're using the tests to expand and things are going great, but right now it's all about culling decisions,” he says. “Hopefully we can start over some day, and then we'll be starting with the best.”

Commercial heifer premiums

Cattlemen who market commercial Angus heifers do a lot of things right to add value. Beyond conditioning, health and breeding, there's the potential advantage from using a genomic test like GeneMax (GMX). In 2012 fall sales from the Central Plains to the Southeast, Angus breeders marketing GMX-tested commercial heifers saw \$100-\$300 premiums on their highest-scoring females.

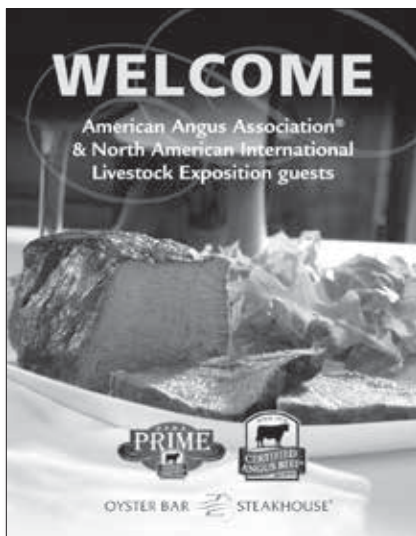


Those added dollars send a message: customers in the commercial world are targeting quality and willing to pay for information that helps their aim. Even cattle receiving lower GMX scores saw average prices upward of \$200 more than similar heifers without the information. For more information on how to incorporate GeneMax into a commercial-Angus heifer-marketing plan, visit www.CABpartners.com.

Bringing the brand to breeders

The American Angus Association 129th Annual Convention of Delegates, convened in conjunction with the North American International Livestock Exposition (NAILE), marked the first year the CAB brand tied a restaurant promotion to these events.

CAB has maintained a presence at the Louisville, Ky., expo and at the Association meeting for several years. Each year Angus enthusiasts and breeders are directed to local licensed



After all, depending on the degree of doneness, he only had 4 to 10 minutes to get it right. Whether or not a diner was going to leave thinking about that amazing meal; whether or not feeding cattle in the heart of a blizzard or hauling water to the herd in the heat of a midsummer drought was worth it, all depended on that final person who cooked the meat.

The blog covered the spectrum: from the time a seedstock producer makes his matings to the bull sale, to breeding season at a commercial ranch, to weaning and growing and then feeding. From the packing plant and cooler to the cutting rooms, from the ideal temperature and humidity in an aging room to that in delivery trucks, there are details at every level.

Through CAB, all of the people components interact and gain a better understanding of their role in the whole. The November blog series just tried to help that experience along by taking its readers on that trip.



restaurants to support brand partners and to offer Association members a great steak dinner.

This year, CAB went a step further and issued special event licensing agreements with Z's Oyster Bar and Steakhouse and Volare Italian Ristorante. The steakhouses are conveniently located near the hotels where participants and exhibitors stayed.

"We wanted to give the Association members a memorable dining experience with the *Certified Angus Beef* brand," says Kim Arseneaux, mid-central region brand executive account manager.

Flyers were distributed among guests staying at nearby hotels, welcoming them to "Enjoy a flavorful, tender and juicy *Certified Angus Beef* brand steak" at one of the restaurant locations.

"The operators and chefs of both steakhouses are good people, culinary artists and strong promoters of the brand," says Arseneaux.

A direct result of the temporary licensing agreement, Volare committed to serving their patrons top-quality beef year-round by becoming a 100% CAB licensee.

Kevin Rice, Z's Oyster Bar and Steakhouse executive chef, was also pleased with the results of using premium beef in his restaurant. Since transitioning from USDA Prime to CAB Prime, he says he has not received one steak quality complaint.

Beef's a trip

The Black Ink Blog (blackinkwithCAB.com) for November was a daily journal of sorts, a 30-day look at beef from gate to plate called "Beef's a trip." The idea was inspired by Holly Spangler of farmprogress.com, who challenged other ag bloggers to step it up for the month, and by the thousands of CAB partners who work at every level to add value to this chain.

"You keep worrying about your four years, and I'll keep worrying about my four minutes," a chef partner once told ranchers. He was saying he understood that it takes details and hard work, recordkeeping and sweat to create that perfect steak, and that left a lot of responsibility on his shoulders.