

# Association Link

## Feeding Quality Forum dates set for August

When you're feeding cattle, information can be worth more than the feed. That's why many customer- and consumer-oriented feeders plan to take in the 7th annual Feeding Quality Forum in Grand Island, Neb., Aug. 28, or Amarillo, Texas, Aug. 30.

Each year those who attend rate the forum as one of the best among such programs. "Our goal is to deliver timely information critical to managing a successful feedlot business that is focused on the high-quality beef market," says Mark McCully, Certified Angus Beef LLC (CAB) assistant vice president for production.

Registration is \$50 if submitted by Aug. 6; after that, space permitting, it will be \$75. Informational sessions begin after the sign-in at 9:30 a.m. and a quick welcome at 10.

First on the agenda and back by popular demand, Dan Basse, AgResource Co., will discuss market outlooks from local to global for protein "foodstuffs" and feedstuffs.

"Dan Basse is a staple on the program," says McCully. "He always provides a timely and insightful perspective into the ever-changing commodity markets."

Next up, Shawn Walter, Professional Cattle Consultants, will share what his industry-leading database is telling him about the impact of increasing carcass weights on feeders, fabricators and foodservice businesses.

After the 12:15 lunch featuring the *Certified Angus Beef*® (CAB®) brand, the afternoon session will move on to three more sessions: breaking down cutability and carcass merit, dealing with declining inventories amid excess feeding and packing capacity, and a perspective look into the current meat issues.

The seminar, sponsored by Pfizer Animal Health, Land O' Lakes Purina Mills, *Feedlot* magazine and CAB, should adjourn at approximately 4:15 p.m.

To register, visit [www.CABpartners.com/events](http://www.CABpartners.com/events), or contact Marilyn Conley by phone at 1-800-225-2333, or by email at [mconley@certifiedangusbeef.com](mailto:mconley@certifiedangusbeef.com).

## Fall NCE available

The fall 2012 *Sire Evaluation Report* and the updated expected progeny differences (EPDs) and dollar value indexes (\$Values) from the latest national cattle evaluation (NCE) are now available. To view the latest *Sire Evaluation Report* online, go to

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## Angus leaders attend BLI



Representing 11 states, these men and women attended the 2012 Beef Leaders Institute (BLI) June 18-21 in Saint Joseph, Mo. Now in its fifth year, the program sponsored by the Angus Foundation is designed to cultivate leaders in the beef industry while enhancing understanding of the total beef production system. Pictured are (front row, from left) Cheryl Day, Cerro Gordo, Ill.; Mercedes Danekas, Wilton, Calif.; Alison Allegrucci, Prairie Village, Kan.; Kelli Fulkerson, API summer intern; (second row, from left) David Uhrig, Hermosa, S.D.; Chris Styles, Brentford, S.D.; Scott Bush, Britton, S.D.; Vince Bickle, Gordon, Neb.; (third row, from left) Blair Carney, Adair, Iowa; Dustin Carter, Vermillion, S.D.; Devyn Ballagh, Burwell, Neb.; Chris Miller, Mabel, Minn.; Andy Mindemann, Oconomowoc, Wis.; David Holden, Red Bluff, Calif.; Cody Washam, Pierce City, Mo.; (back row, from left) Brock Foxhoven, Crofton, Neb.; Spencer Jones, Boone, Iowa; Luke Bowman, Greens Fork, Ind.; Daniel Ogren, Langford, S.D.; and Rob Adams, Union Springs, Ala. [PHOTO COURTESY AMERICAN ANGUS ASSOCIATION]

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[www.angussiresearch.com](http://www.angussiresearch.com). Printed copies are available upon request.

Contact the Association at 816-383-5100 for further details.

## Download the Angus App

The Association recently launched Angus Mobile, a free smartphone application for the 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 and gain access to the latest news, sale reports, show results, EPDs and \$Values percentiles and much more. Visit [www.angus.org](http://www.angus.org) for more details.



## Kansas to host NAC&T

The 2012 National Angus Conference & Tour (NAC&T) will be Oct. 3-5 in Wichita, Kan. The daylong conference and two days of tours hosted by

the Kansas Angus Association will feature leading industry speakers and outstanding Angus genetics amongst the Kansas scenic farm settings.

The early registration deadline is Aug. 20; final registration is due Sept. 10.

See the insert in the July *Angus Journal*, visit [www.nationalangusconference.com](http://www.nationalangusconference.com) or contact the Activities Department for more details and registration materials.

## Boot Camp scheduled

Mark your calendar for an upcoming Cattlemen's Boot Camp, an educational workshop geared toward beginning and advanced Angus producers. The Boot Camp is scheduled for Sept. 28-29 at the University of Wyoming in Laramie. The registration deadline is Sept. 4 and is \$75. The event is sponsored by the Angus Foundation. Visit [www.angus.org](http://www.angus.org) for more information as it becomes available.

## Continue the legacy of your treasured cows

The Angus Foundation provides an opportunity to honor treasured cows while simultaneously supporting the future of the Angus breed. The Treasure Chest project is a fundraising project that allows the legacy of treasured cows to live on through other Angus youth, education and research efforts that the Angus Foundation supports.

Angus breeders can participate in the Treasure Chest project by donating the auction proceeds of a cull cow or cull cows to the Angus Foundation.

Donors participating in Treasure Chest can choose to direct funds to one of the organization's priorities — education, youth or research — or make unrestricted contributions.

They can make checks payable to the Angus Foundation, or instruct their local sale barns to directly contribute proceeds to the Angus Foundation. Donations may be mailed to the Angus Foundation at 3201 Frederick Ave., Saint Joseph, MO 64506.

## 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

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## Lessons in branding

Although they're no strangers to cattle and farm life, two CAB employees learned a great deal about Western ranching on a trip to Colorado with fellow staffer Heather Hays. The trio joined the Hays family and their friends for a cattle branding.

"I already had a general understanding of the branding process, but I'm from Michigan and branding isn't very common in my neck of the woods," says Danielle Foster, CAB marketing manager trainee. She finds cowboys on horseback particularly intriguing.

"In Michigan we use four-wheelers and ATVs to move our cattle, but the guys on Heather's family ranch truly saddled up. Seeing cowboys and cattle coming up over the hill as the sun was rising behind them is a view I will never forget. I tip my hat to American Angus Association members and their families."

For more photos of the trip, visit the brand's blog, [www.GoRare.com](http://www.GoRare.com).



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for website content are encouraged to post segments of the free program on their websites. Videos will be updated regularly at [www.angus.org](http://www.angus.org) and through the Association's Facebook and Twitter pages.

**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.

**Earning an MBA**

It's not every day the average Joe

in America makes a to-do list that includes fix windmill, plant corn or bottle-feed a calf. It's not a typical day for the folks who sell beef, either, but that's just what happened one fine day in cattle country this spring. Certified Angus Beef LLC (CAB) invited 25 beef salesmen and women from 17 states and two countries on a field trip.

The adventure was part of the company's MBA program, offering a Master's of Brand Advantages degree in everything from cattle production to meat-cutting to product yield testing and sales skills. Students follow the steak trail from farm gate to dinner plate over a period of months. Educational opportunities culminate in a graduation ceremony.

Recently the group was out "riding the range," so to speak, in Nebraska. They spent time at an Angus ranch, toured the Tyson plant in Lexington, Neb., and visited Chappell Feedlot 160 miles to the west. It was an opportunity to connect all segments of the beef industry, according to event mastermind Deanna Walenciak, CAB marketing director.

"MBA class members — folks who sell *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand products — had a chance to meet amazing ranching families committed to the best Angus beef. It was an action-packed day of watching cows being moved to summer pasture, planting corn, fixing windmills and basically experiencing a typical day in the life of a rancher, if there is such a thing," she says.

It started with the class gathering in Denver and driving to North Platte, Neb., where events kicked off with a steak barbecue at Rishel Angus. On Day 2, the group divided into three segments, allowing for a more personal experience at host ranches including the Krab Family in Paxton; Rusty and Rachael Kemp of Tryon; and Jeff and Kelsey Ruggles of McCook.

The experience clarified misconceptions about modern beef production.

"It was interesting that the ranchers and visitors shared a sense of camaraderie through it all," Walenciak says. "They found similarities between the restaurant business and ranching: long days, hard work and a passion for being and producing the very best. We're all connected, and that's key."

**Changing steaks**

Have a tough time deciding on dinner? A fun new feature from the CAB brand makes choosing the ideal steak a no-brainer. Steak Daily is a personality quiz that suggests your favorite choice for the day. Answer quick questions and the application determines the cut that best suits your mood and the kind of day you've had. It also suggests recipes, where to buy the CAB brand and links to beef cuts information. Access the quiz at [www.GoRare.com](http://www.GoRare.com).