

# Association Link

## Delegate ballots due Aug. 20

The deadline to nominate state and district delegates for the American Angus Association Annual Convention of

Delegates was June 30. Ballots used to vote for eligible nominees were prepared and mailed mid-July to all active regular and life members.

All ballots must be received in the Association office by Tuesday, Aug. 20, to be counted. To ensure a valid ballot, vote for no more than the designated

number of delegates listed at the top of the ballot and remember to sign the document.

For more details on how to select the delegates to represent your state at the Annual Convention of Delegates, refer to "Will Your Ballot Count?" in the July 2011 *Angus Journal* (available via a back issue search at [www.angusjournal.com/aj\\_backissues.html](http://www.angusjournal.com/aj_backissues.html)).

Elected delegates will conduct Association business at the 130th Annual Convention of Delegates Nov. 18 during the North American International Livestock Exposition (NAILE) in Louisville, Ky. If a delegate cannot attend, an alternate delegate can then attend and vote.



## NAC&T planned in New York

Angus enthusiasts are invited to New York Aug. 28-30, 2013, for the 2013 National Angus Conference & Tour (NAC&T). Albany, N.Y., will serve as the headquarters for the event, which will again be sponsored with support from Land O' Lakes Purina Feed LLC. New York Angus breeders will provide a tour featuring the state's Angus operations, history and New York agriculture.

Walk-ins are welcome as space permits.

For more details, visit [www.nationalangusconference.com](http://www.nationalangusconference.com) or [www.angus.org](http://www.angus.org), or contact the Activities Department.

## Order black books today

Now is the time to place your order for the 2014 Beef Record Service (BRS)/AngusSource® Genetic black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

The 2014 books are available in any quantity for \$3 each and can be customized — free of charge — with purchases of 100 or more.

To place orders, contact the AngusSource Genetic Department at 816-383-5100 or [blackbooks@angus.org](mailto:blackbooks@angus.org). Books will be shipped by Oct. 15.

## 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.

### 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 expected progeny differences (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](http://www.angus.org) or AAA Login.



### 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 and dollar value (\$Value) percentiles, and much more. Visit [www.angus.org](http://www.angus.org) for more details.

### 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](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.

### Ruff named director of activities, events and education

Robin Ruff has been named the

new director of activities, events and education for the American Angus Association.

In her new position, Ruff will work with members to coordinate events, such as the Beef Leaders Institute, Cattlemen's Boot Camps, Angus activities at the

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National Western Stock Show (NWSS) and more. She will also oversee the Association's award programs, including the Angus Heritage Foundation, Historic and Century awards. In addition, Ruff is responsible for coordinating about 17 nationwide Roll of Victory (ROV) shows throughout the year.

Ruff says she is looking forward to expanding the Association's educational outreach. One example will be the 2014 National Angus Convention and Trade Show in Kansas City. The event marks a dramatic departure from the traditional annual business meeting, which has been in Louisville, Ky., during most of the

last four decades. The 2014 event will include educational workshops, a trade show featuring allied industry partners, top-flight keynote speakers and several social activities.

During her time with the Association, Ruff has served as the junior activities assistant and director of junior activities.

She planned and managed the premier event of the beef industry — the National Junior Angus Show (NJAS); served as advisor to the National Junior Angus Association (NJAA) Board of Directors; arranged annual Leaders Engaged in Angus Development (LEAD) conferences; and coordinated several other youth leadership events.

A Kansas native, Ruff grew up in Hanston on a family-owned operation with around 200 head of cattle. She holds a bachelor's degree in agribusiness from Kansas State University, and is expected to graduate with her master's degree in youth development in 2014.

Ruff is active in the community through the Saint Joseph Junior League, Trails West® Arts and Musical Festival, and Big Brothers, Big Sisters.

**Angus represented at elite beef industry conference.**

Kurt Kangas, regional manager for the American Angus Association, and Cortney Hill-Dukehart Cates, American Angus Auxiliary president, were among more than 50 young cattlemen and women selected to participate in the National Cattlemen's Beef Association (NCBA) 34th Young Cattlemen's Conference (YCC). Kangas was sponsored by the American Angus Association; the Angus Foundation sponsored Cates.

The YCC program is a comprehensive, nationwide tour of beef industry sectors, created to enhance leadership skills in young beef industry professionals.

The eight-day tour began at NCBA headquarters in Denver, Colo., where participants were given an organizational overview of NCBA and the National Beef Checkoff Program. While in Denver, the group also heard from representatives of CattleFax and the U.S. Meat Export Federation (USMEF). They toured a Safeway retail store and learned about Rancher's Reserve brand beef marketing efforts. The group spent a day in Greeley, Colo., visiting JBS Five Rivers feedyards and processing facilities.

In Chicago, the group met with the senior management of the Chicago Mercantile Exchange (CME) at the Chicago Board of Trade. They had the opportunity to watch activity on the trading floor and witness futures trading firsthand.

Participants also visited Otto & Sons Industries, a family-owned company providing quality products and custom solutions for the food industry since 1909.

The group then traveled to Washington, D.C., where participants received an issues briefing from NCBA's government affairs staff about policy issues currently facing the cattle industry. The group then traveled to Aldie, Va., for a tour and barbecue at Whitestone Farms, one of the nation's elite purebred Angus operations.

The next day, these future leaders were given the opportunity to visit

one-on-one with members of their state's congressional delegation, expressing their viewpoints regarding the beef industry and their cattle operations. During their congressional visits, participants focused on issues including the 2013 Farm Bill, federal lands ranching and overreaching regulations proposed by the Environmental Protection Agency (EPA).

They finished the day with a reception hosted by John Deere at the company's Washington office.

### **A day in the life of ...**

It takes a heap of work, coordination and planning to get a tasty steak from pasture to plate. In honor of National Beef Month in May, Certified Angus Beef LLC (CAB) decided to check in with the people who devote their life's work to providing, cooking and delivering CAB to tables around the world.

CAB staff shadowed professionals in various segments of the beef industry, walking in their shoes for a day. They shared their experiences with readers throughout the month on [www.gorare.com](http://www.gorare.com) and [www.blackinkwithcab.com](http://www.blackinkwithcab.com), CAB's foodie-consumer blog and beef-production blog, respectively.

With so many segments in the industry, this blog series helped connect the dots from farm to fork. Starting the series was Debbie Lyons-Blythe's story from her ranch in eastern Kansas. From there, four foodservice professionals opened their business doors to give readers an inside view of their careers.

To read more, visit "A Day in the Life of" blog series at [www.gorare.com](http://www.gorare.com) and [www.blackinkwithcab.com](http://www.blackinkwithcab.com).

### **Kentucky quality**

Charlie Hunt got his start in the Angus business back in 1950 the way many young producers do — by showing his first Angus heifer. That doesn't mean his herd goals are based on looks alone. The manager of Paradox Farms, near Ewing, Ky., says he has focused on what is under the hide for many years.

"I have been trying as long as possible to get all the premiums I can get," Hunt says. "With the carcass data, that's something we have been working toward."

Hunt has made progress in uniformity and grade by tightening up his breeding season to 45 days and concentrating on genetics.

The CAB 30.06 listing in the August *Angus Journal* provides proof that drive is paying off. The program recognizes pens of cattle finished at CAB-licensed feedyards that reach at least 30% CAB with fewer than 6% outliers. A 15-head sort of Hunt's steers and heifers, fed at McPherson County Feeders near Marquette, Kan., reached 53.33% CAB-brand acceptance when harvested in May.

This is the fourth group Hunt sent west to McPherson, a decision that's partially made by the fact he can get carcass data returned to him.

"I send my cattle there because of

their service, and Allan (Sents) does a good job with the cattle," he says.

### **Breeders throw birthday bash for Earl Marshall**

The Botna Valley Angus and Denison Angus associations will host a 100-Year Anniversary Celebration to honor Earl Marshall, dubbed "the king of sires." Born Sept. 4, 1913, the bull is in the

majority of the pedigrees in the American Angus Herd Book.

Festivities will begin at 9 a.m. with recognition of Iowa's pioneer breeders. Several Iowa herds have been in existence for 100 years or more.

The man who bred Earl Marshall, W.A. McHenry, a Civil War veteran, will be honored with a performance by Civil War re-enactors. The day's events will

include tours of the McHenry House, the beautifully restored mansion built by W.A. and Mary McHenry in 1885, and more.

*The Man, The Bull, The Legacy*, a history book featuring the story of Earl Marshall and the history of Angus cattle in America, will be introduced and will be for sale.

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Iowa, in the heart of Earl Marshall country. A female sale featuring Earl Marshall breeding will precede the event, beginning at 6 p.m. Sept. 3 at the Crawford County Fairgrounds at Denison.

For more information contact Ardyce O'Neill at 712-644-2062 or Steve Burress at 712-648-2398.

## **American Angus Auxiliary Heifer purchased for \$5,500**

Tom McGinnis of Heritage Farm, Shelbyville, Ky., purchased the 2013 American Angus Auxiliary Heifer June 16 during The All-American Angus Breeders' Futurity in Louisville, Ky. McGinnis paid \$5,500 to purchase EXAR Rita 5681,

an October 2011 daughter of Connealy Consensus 7229 donated by Express Ranches of Yukon, Okla.

All proceeds from the auction benefit the Auxiliary's scholarship and awards endowments, which the Angus Foundation maintains. The scholarship and awards endowments benefit 10 Auxiliary scholarships; the Crystal, Grote and Spader awards; the Silver Pitcher

Award; the Miss American Angus contest; the All-American *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) Cook-Off; and national showmanship awards. The awards and scholarships are presented annually during the National Junior Angus Show.

## **Express Ranches to donate 2014 Angus Foundation Heifer**

Express Ranches of Yukon, Okla., will donate EXAR Royal Lass 2068 (AAA Registration No. 17160657) to headline the Angus Foundation Heifer Package scheduled for auction January 2014 at the National Western Stock Show (NWSS) in Denver, Colo.

Born Jan. 8, 2012, the chosen female is sired by EXAR Upshot 0562B. Royally bred, 2068 is the maternal granddaughter of the now deceased record-setting \$263,000 calving-ease sire EXAR 263C and BR Royal Lass 7036-19, the dam of BR Midland.

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

The sale of the Angus Foundation Heifer Package supports the Angus Foundation, the not-for-profit affiliate of the American Angus Association that funds and supports programs involving education, youth and research in the Angus breed and agricultural industry.

For more information about the Angus Foundation Heifer, contact Jenkins at 816-383-5100.

## **Darnall Ranch named 2013 BIF Commercial Producer of the Year.**

Darnall Ranch Inc., managed by Gary and Lane Darnall, is a family owned cow-calf operation, feedlot and farm located in the panhandle of Nebraska, 30 miles southeast of Scottsbluff, Neb. The ranch was originally homesteaded in 1889 by Scott Darnall and incorporated in 1973.

The 124-year-old family ranch now includes some seventh-generation youngsters helping out with 1,700 commercial Angus cows and the CAB-licensed feedlot. Today, the cow herd produces 300-400 replacement heifers annually. Bulls are developed using EPDs, genomics and the GrowSafe system.

The balance of Darnall Ranch offspring are fed out in the 22,500-head CAB-licensed commercial feedlot, where records are collected for conversion, rate of gain, and grade and yield, along with a profitability analysis each year.

Darnall Ranch strives to use the land and cattle as an efficient and economical multi-generational agribusiness. Twenty-five thousand acres of grassland, 2,400 acres of irrigated and 4,700 acres of dryland farm ground are used to grow the feedstuffs to help support the cow-calf, yearling and feedlot operations.

For more news from the 2013 Beef Improvement Federation (BIF) symposium, visit [www.BIFconference.com](http://www.BIFconference.com).