

Association Link

Cattlemen's Boot Camp planned for Oklahoma

The American Angus Association and The Samuel Roberts Noble Foundation will host the next Cattlemen's Boot Camp Nov. 29-30 in Ardmore, Okla.

The popular event, which is sponsored by the Angus Foundation, is geared toward both beginning and veteran producers and will include a day and a half of speakers, educational materials and hands-on labs.

Topics will include developing a business mentality; maintaining reproductive performance; cow herd nutrition; communicating a positive image in the beef industry; genetic selection tools; herd health; byproducts and feed efficiency; marketing through a branded beef program; source and age verification; and identifying which bull fits your needs.

Hands-on labs will allow participants to explore identification basics, body condition scoring, artificial insemination (AI)/palpation, phenotypic selection, and quality and yield grade.

Registration, available at www.angus.org, is \$75 per person and is due Nov. 5. Area hotels include LaQuinta Inn & Suites, 1502 Woerz Way, 580-220-2990; and Springhill Suites, 2501 Centennial Dr. North, 580-226-7100. For

more information call 816-383-5100 or visit www.angus.org.

127th Annual Convention

The American Angus Association's 127th Annual Convention of Delegates will take place Monday, Nov. 15, in Louisville, Ky.

The Annual Meeting is conducted in conjunction with the North American International Livestock Exposition (NAILE), and includes a super-point Roll of Victory (ROV) Angus show. The election of officers and five members to the Association Board of Directors will highlight the Annual Meeting, as will annual reports of the Association and its entities for fiscal year (FY) 2010.

The Angus show schedule will differ slightly from past schedules. The junior show will be Sunday, Nov. 14; the ROV bulls will show Monday, Nov. 15; and all ROV females, including cow-calf pairs, will show on Tues., Nov. 16.

'I Am Angus' airs this fall

During the last two years, the American Angus Association has refocused its communications and public relations strategies, including a series of videos themed *I Am Angus*.

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 this fall and winter across America in four separate programs, which are set to begin airing at 8 p.m. EST Oct. 18 on RFD-TV. Subsequent programs are planned for Nov. 22, Jan. 3 and Feb. 28.

"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. "During the last two years, we've not only told the stories of Angus producers, but also those of a wide assortment of people who've never stepped on a ranch — everything from meat cutters in New York City, to an artist in Chicago, to a former president of the United States."

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.

Watch 'The Angus Report' each week

The Angus Report delivers weekly Association and industry news online at www.angus.org, offering busy cattlemen and women the opportunity to quickly catch up on important industry issues.

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

Fundraising event planned for Louisville

The Angus Foundation's biennial fundraising gala is scheduled for Saturday, Nov. 13, at Churchill Downs in Louisville, Ky., during the NAILE.

"BlackOnTrack! Angus Magic at Churchill Downs" will include exquisite cuisine, lively auctions and mock horse racing.

Make plans to support the Vision of Value: Campaign for Angus and the education, youth and research activities of the Angus Foundation by attending this \$100-per-person, limited-seating event in the "Triple Crown Room" of the world-renowned, traditional "Home of the Kentucky Derby." See "Off to the Races!" on page 44 of the September *Angus Journal*, visit

www.angusfoundation.org or call 816-383-5100 for more information or to learn about ticket availability.

2011 Angus Foundation Heifer set to sell

Camron "Cam" Cooper, esteemed philanthropist to the Angus Foundation and nationally recognized Angus breeder and owner of the Talon Ranch, Twin Bridges, Mont., is donating TR Barbara Perfection 9711 [Registration number 16389288 (NHF)] as the 2011 Angus Foundation Heifer, set to sell at the NWSS in Denver, Colo.

Born Feb. 8, 2009, this outstanding Angus female is by the proven high-performance, growth Genex/CRI sire Sitz Upward 307R, one-half interest of which sold for \$85,000 making him the top-selling bull of the spring 2006 Sitz sale. Confirmed safe in heifer calf to Connealy Thunder, TR Barbara Perfection 9711 is expected to calve in late January.

Since 1980, more than \$1.4 million in unrestricted funds has been generated from the annual fundraising tradition in support of education, youth and research programs for the benefit of the Angus breed.

Visit www.angus.org or watch for future issues of the *Angus Journal* for more information about the 2011 Angus Foundation Heifer Package.

To learn more about the Angus Foundation and how you can support the Vision of Value: Campaign for Angus through this fundraising activity, contact Milford Jenkins, Foundation president, at 816-383-5100 or visit www.angusfoundation.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 2011 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 will be available Oct. 1 at www.angusfoundation.org, and should be returned to the Angus Foundation no later than Jan. 8, 2011. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

Gator interns with CAB

Laura Conaway, a senior at the University of Florida, is the fall CAB industry information intern.

The public relations student has extensive agriculture experience, from growing up on a commercial cow-calf and feeding operation to participation on the intercollegiate meats judging team. She served on the university's Animal

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2010 OFFICERS

Bill Davis, president and chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; rolnrok@hughes.net • **Joe Hampton**, vice president and vice chairman of the Board, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; joe.hampton@ncagr.gov • **Jarold Callahan**, treasurer, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com

2010 BOARD OF DIRECTORS

Terms expiring in 2010—**Jarold Callahan** • **Norman Garton**, 15660 E. Pawhuska Rd., Nevada, MO 64772; cell: 417-684-5477; ngar2@yahoo.com • **Chad Hoffman**, 33995 E. 1900 N Rd., Colfax, IL 61728; cell: 309-838-4929; angus21@mchsl.com • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com

Terms expiring in 2011—**Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@hutel.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; sitzangus@gmail.com • **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

Terms expiring in 2012—**Charlie Boyd II**, 6077 Helena Rd., Mays Lick, 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 • **Vaughn**

Meyer, 15571 Sorum Rd., Reva, SD 57651; cell: 605-430-4372; sdangus@sdplains.com • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com • **Cathy Watkins**, 4577 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

Industry appointments—**CAB Board, Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com • **AGI Board, Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@uiuc.edu

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; **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; **Sara Snider**, director of AngusSource®; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Crystal Young**, assistant director of public relations

Science Public Relations team and is active in the Florida Cattlemen's Association, the American Meat Science Association and Gator Collegiate Cattlewomen.

Conaway will work with the supply development team to produce feature stories, news releases and web content that help cattlemen profitably hit the CAB brand target.

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.

CAB history book released

A story that has been told many times by those close to its history can now be read by a wide audience with the publication of a company bio-history book — *The Brand That Changed Beef: How the Certified Angus Beef® Brand Became a Worldwide Icon of Quality*.



The book, launched Oct. 1, details the brand's ascent from its roots as Harold Etling's reaction to a tough steak on his plate, through expansion into international markets, the CAB

presence at the 2002 Olympic Winter Games in Salt Lake City and its present-day partnerships. It offers a moving narrative, complemented with hundreds of full-color photographs and yearly time capsules.

Mick Colvin, who served as executive director from the brand's inception through 1999, offers insight into the early days, when the fledging nonprofit was nearly shut down before it ever began. Current president John Stika, who assumed his post in 2006, shares his thoughts on the brand's unprecedented growth over the past seven years.

Dedicated to the staff, licensees, board members, producers and others who contributed to its success, the book is authored by Fred Minnick. *The Brand That Changed Beef* makes a great gift or conversation piece. It retails for \$39.95 and can be purchased at www.cabpartners.com.

Association Announces Credit Card Partnership

Since 1996, the Association has offered a credit card to its members, affiliates and others, with a percentage of purchases benefiting the Association's not-for-profit entity the Angus Foundation at no cost to the cardholder.

Now the Association partners with a

new card provider, Intrust Bank, a Wichita, Kan.-based institution that more closely aligns with Association ideals while providing competitive rates.

"When we realized our former provider aligned with anti-agriculture messages, we began the search for a new bank that more closely reflected our goals," says Bryce Schumann, Association CEO.

Intrust was established by a cattleman

134 years ago and has since grown into the 35th-largest agribusiness lender.

Linda Cullinan, vice president, says the company has maintained a rich history of lending to cattle and agriculture interests.

"We're pleased to partner with the American Angus Association to offer the new Angus Platinum Visa," Cullinan says. "With our shared values and commitment to customer service, we look forward to a

very successful partnership."

Intrust strengthened that partnership in June with a \$25,000 gift to the Angus Foundation's Vision of Value: Campaign for Angus.

To access more information and an application online, visit www.angusfoundation.org/foundation/General/FdnCreditCardApp.aspx.

