

Association Link

C designated for permanent ID in 2015

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, C001 and C002 could designate the first two calves born into your herd in the year 2015.

Using the international letter code is optional for Angus breeders.

Custom Cattle Tags offers affordable ID

Cattle producers looking for affordable ways to identify their herd should visit www.customcattletags.com, a service provided by the American Angus Association. Anyone can order ear tags, applicators, syringes and accessories.

Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags for cattle producers across the United States.

New initiative to engage future cattle producers

To meet the needs of future cattle producers, the American Angus Association in March 2015 will launch a new program called Future Angus Stockmen. The intent is to impact the next generation through learning opportunities, while building a bond with the Angus breed and its member-driven organization.

The program is aimed toward college-age or recent graduates who want to raise high-quality Angus-based cattle. The program will offer educational opportunities that teach participants how to thrive in the cattle industry, social networking to connect them with fellow producers, and leadership development to instill an entrepreneurial spirit and drive to improve their businesses.

For more information see the story on page 16 or contact Ginette Kurtz, director of commercial programs at 816-383-5100 or gkurtz@angus.org.

Allied Angus Breeders Scholarship

The Angus Foundation Board of Directors approved funds to provide \$1,000 scholarships to three youth who use Angus genetics in their seedstock or commercial operations. Awards will be given out in July 2015.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2015. They can be an entering freshman or a continuing student in any undergraduate program. The applicant or applicant's parents/guardians must have transferred or been

transferred a registration paper in the last 36 months (on or after May 1, 2012).

Full details of eligibility can be found at www.angusfoundation.org, along with application and guidelines for traditional undergraduate and graduate scholarships provided by the Angus Foundation. Information and application details can be found in the resources section on the home page.

Cattlemen's Boot Camp

Make plans to attend the Cattlemen's Boot Camp being hosted at the Jackson County Ag Center in Marianna, Fla., March 9-10. The event is an educational collaboration of the University of Florida-North Florida Research & Education Center, the American Angus Association and the Angus Foundation. Participants will gain insight to many aspects of the cattle industry from university and Association speakers and activities.

See page 126 of this issue for registration details and a tentative schedule.

Applications being accepted for 2015 BLI

Applications for the eighth annual Beef Leaders Institute (BLI) to be June 22-26 are now being accepted. BLI is designed for American Angus Association members 25-45 years old as a means to provide participants insight to all segments of the beef industry. Attendees will be stronger, more effective leaders for the Angus breed and for the beef industry now and in the future.

The Association and the Angus Foundation will provide transportation, lodging, meals and materials during the BLI. Attendees will be responsible for round-trip transportation between their home and the beginning and ending points.

The BLI is limited to 20 attendees each year. Applications are available online or by contacting Ashley Mitchell in the Events & Education Department at 816-383-5149 or amitchell@angus.org. March 2 is the application deadline.

Black Books available

Place your order for the 2015 Beef Record Service (BRS)/AngusSource® black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

The 2015 books are available in any quantity for \$3 each. To place orders, contact the AngusSource department at 816-383-5100 or blackbooks@angus.org.

Foundation to sponsor YCC participant

The Angus Foundation will nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2015 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, available at www.angusfoundation.org, are due to the Angus Foundation no later than Jan. 10. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

Make plans for National Western

Angus activities at the 109th National Western Stock Show (NWSS) in Denver, Colo., take place Jan. 12-17. Some of the highlights include the following:

● **Hill and Yard shows.** Hundreds of entries are expected for the Roll of Victory (ROV) show on the Hill and the carload and pen shows in the Yards. Dave Allan, Schulenburg, Texas, will evaluate the ROV show entries. John Perry, Fayetteville, Tenn., will judge the junior show, while a three-judge panel including Arlen Sawyer, Bassett, Neb.; Chad Ellingson, Saint Anthony, N.D., and Phil Trowbridge, Ghent, N.Y., will evaluate the pen and carload shows.

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

● **Foundation Heifer Package.** 44 Farms of Cameron, Texas, donated 44 Ruby 3839 (AAA Registration No. 17682470) to headline the 2015 Angus Foundation Heifer Package scheduled to sell just prior to the National Western Angus Bull Sale. The November 2013 daughter of AAR Ten X 7008 SA will sell at approximately 3:30 p.m., Nov. 14, in the Beef Palace Auction Arena at the Stock Show Complex.

Since 1980, this annual fundraising tradition has generated more than \$1.6 million to support education, youth and research programs for the benefit of the Angus breed. Visit www.angusfoundation.org for more information.

● **The 2015 National Western Angus Bull Sale** show and sale will also be Jan. 14. The show will begin at noon, giving prospective buyers the opportunity to preview the bulls before the sale. A panel of three judges will evaluate the bulls using a composite system to establish a sale order. Judges are Chris Styles, Brentford, S.D.; Bruce Stertzbach, Louisville, Ohio; and Joe Myers, Harrodsburg, Ky. Attendees will be invited into the showing to inspect bulls after the grand and reserve grand champions have been selected. The sale will begin in the Beef Palace Auction Arena immediately after the sale of the Angus Foundation Heifer Package.

This sale is the only sale managed by

the Association. For more information contact David Gazda, sale manager and Association regional manager, at 706-296-7846.

● Angus Night on the Mountain.

Angus enthusiasts are welcome to attend Angus Night on the Mountain Jan. 14. The event will be hosted by Tom and Lois Ames at their beautiful Spruce Mountain Ranch, Larkspur, Colo., in conjunction with the NWSS.

Spruce Mountain Ranch will open its facilities at 3 p.m. to guests who wish to drive out early, but bus transportation will be provided beginning at 5:30 p.m. to take guests to the ranch from the NWSS Complex and Denver Marriott City Center Hotel. Dinner will begin at 7 p.m., followed by a live auction that includes various experiences and vacation packages to benefit the Angus Foundation and 2015 National Junior Angus Show, as well as several lots of elite Angus genetics by Spruce Mountain Ranch.

The event is free and open to anyone. Visit www.angusfoundation.org for more information.

● **Listening Post.** Producers attending the NWSS are encouraged to stop by the Association's Listening Post in the Yards. Association 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 to have a cup of coffee.

Summer internship deadline Feb. 6

The Association offers several opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association. Paid summer internships offer goal-oriented students a chance to build upon writing, editing, photography and organizational abilities while developing knowledge of agriculture and the beef industry. Note these internships recently announced:

● The Events & Education Department is offering college sophomores, juniors or seniors the opportunity to assist with the planning and execution of junior shows and leadership events, and to gain experience in Association work.

● The Public Relations & Communications (PR) Department is accepting applications from college juniors or seniors studying communications, ag communications or a related field. Applicants with strong writing, editing and design backgrounds are encouraged to apply.

● The *Angus Journal* offers a college student the opportunity to be part of its editorial team. The 10-week, writing-intensive internship offers the selected intern an opportunity to

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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 Journal Daily*, editorial websites, and social media efforts.

Applications for these internships are due Feb. 6. For more information, contact Jaclyn Upperman, Jena McRell or Shauna Hermel, respectively, at 816-383-5100.

2014 Annual Report available upon request

The *2014 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 2014, which ended Sept. 30, 2014. It is available online at www.angus.org. Printed reports are available upon request by contacting 816-383-5100 or Imaudlin@angus.org.

Feed intake included in \$F, \$B

During the Association's biannual national cattle evaluation (NCE), the

feedlot dollar value index (\$F) included an additional update beyond the regular update of the economic assumptions. The feed intake expected progeny difference (EPD), which is calculated behind the scenes as a component of the residual average daily gain (RADG) EPD, was incorporated into \$F, thereby affecting the beef value index (\$B) as well.

For additional information, see the "By The Numbers" column on page 82 of the December 2014 *Angus Journal*.

MaternalPlus® sale book inserts available

Producers enrolled in the MaternalPlus program can promote that fact in their sale book and other advertising using ready-to-go promotional materials available through the *Angus Journal's* Special Services Department. The sale book inserts and advertising materials will feature the program's new logo and a description of the program.

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 calving ease, birth weight and weaning weight expected progeny differences (EPDs) for calves out of inventoried cows, even before they are registered. Within AAA Login, MaternalPlus enrollees will have access to herd productivity summaries, such as in-herd genetic trend, that are only available to those enrolled in the program. 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.

The Angus Report doubles airings each week on RFD-TV

The Angus Report delivers Association and industry news each week on RFD-TV. As of Nov. 1, 2014, the news program increased its airings from two to four times per week.

Since the program's launch three years ago, it has been broadcast Monday mornings at 7:30 a.m. and Saturday afternoons at 1:30 p.m. CDT. Now the program will air additionally on Wednesday evenings at 5 p.m. and Thursday afternoons at 3:30 p.m.

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 \$Values, percentiles and much more. Visit www.angus.org for more details.

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.

Board action

Action taken at the Dec. 11 meeting of the American Angus Association Board of Directors included the following:

- The Board approved a foot-scoring system and directed staff to proceed with collecting data.
- The Board approved a commercial junior program proposal as a two-year pilot program.
- The 2015 National Angus Convention & Trade Show will be Nov. 3-5, 2015, in Overland Park, Kan.

Maternal and marbling

A series on CAB's "Black Ink Blog" (www.blackinkwithCAB.com) in October called "Fall Back on Functional Females" made use of comments from three commercial Angus ranchers featured in the *Angus Journal* in recent years.

The fallacy still overheard from time to time is that "too much selection for marbling will wreck your cow herd," but with a 2014 white paper (<http://bit.ly/12lrpMb>) again debunking that notion, this was an opportunity to share comments from producers.

Take, for instance, Joe Anderjaska of Hayes Center, Neb., who declined to sell off his life's work represented in Angus cows and simply buy other heifers after the drought.

"I've got a lot of years of history and genetics that I'm not going to just haul to the sale barn and get rid of," he said. He was already selling replacements to others for more than steer price, and the latter routinely made 100% Choice with more than half qualifying for the *Certified Angus Beef*® (CAB®) brand.

Fellow Nebraskan Harold Johnson and South Dakotan Dan Marrs were also featured by noting facts from their feature stories showing an aim for balanced excellence works well for everyone building a herd to do it all.

To see what others had to say about the topic, check out <http://cab.info/1ec>.

Subprimal spectacular

If you've ever stood at a meatcase and declared, "I wish there were more," Tulsa, Okla., was the place to be last October. That's the base for 18-store retail chain Reasor's, a CAB brand partner known for hosting spring and fall meat sales that keep townspeople abuzz.

"People sort of plan around this," says Bryan Schaaf, Certified Angus Beef LLC (CAB) media and communications manager. "They offer this because people want it. Stores are just jamming the three days that they have it."

Having seen the cooler, he remarks, "It's a mountain of meat. It's insane."

The three-day event lets customers buy, for instance, an entire strip loin, rib or part of the chuck at a discounted rate. For those interested in having their purchased product further processed, Reasor's butchers were on site, standing by to cut and wrap.

"When you're thinking of subprimals,

most of the time the only way people have access to that is if they purchase freezer beef," Schaaf says. "This is an opportunity for a huge number of people to get in and have access to CAB and know exactly how it's graded."

Even past the CAB stamp, shoppers left with heavier pockets and happier bank accounts as bulk savings reached up to 35%, depending on the subprimal.

CAB staffers were on hand to help with in-store cutting and answer any questions a customer may have in the buying process.

Reasor's also hosted CAB Chef Ashley Pado, who performed a cooking demonstration in addition to TV and radio interviews earlier in the week.

