

Association Link

Cattlemen's Boot Camp

Make plans to attend the Cattlemen's Boot Camp being hosted at the Benton County Fairgrounds in Kennewick, Wash., April 15-16.

This Boot Camp is an educational collaboration of Washington State University, 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.

Cattlemen's Boot Camp is open to all cattle producers. Registration is \$75, which includes meals and materials. More information and forms can be found at www.angus.org/EventRegistration/default.aspx. The deadline for registration is March 1.

D designated for permanent ID in 2016

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, D001 and D002 could designate the first two calves born into your herd in the year 2016. C was the designated letter for 2015, while E will be the designated letter for 2017, F for 2018, G for 2019, etc. Note that the letters I, O, Q and V are not used.

Using the international letter code is optional for Angus breeders.

For complete information about permanent ID (Rule 105) and naming animals (rules 102 and 107) in

accordance with American Angus Association rules, access the online Breeder's Reference Guide available on www.angus.org. To access, click on "Rules and Forms" in the pull-down menu under "About."

NJAA announces new age rule for competition

Eight-year-old members of the NJAA are now eligible to show at Angus-sponsored competitions across the country. The new age rule, approved by the American Angus Association Board of Directors and the National Junior Angus Board (NJAB), takes effect Jan. 1, 2016.

The NJAA sponsored more than 50 junior shows during the past year, involving nearly 5,000 Angus youth. According to the new rule, an exhibitor's birth date must fall between Jan. 1, 1995, and Dec. 31, 2007, to compete and be either a junior, regular or life member of the American Angus Association.

Junior entry packets mailed

All junior members who are 8 years and older should receive the green entry booklet in the mail this month. It contains a calendar of events and deadlines, as well as complete show rules and entry forms for the regional preview shows and the National Junior Angus Show (NJAS). It also contains information about the Leaders Engaged in Angus Development (LEAD) conference.

If you have not received your booklet, please contact the Events & Education Department. The information will also be available online at www.njaa.info.

Note these junior deadlines

- Feb. 1 is the ownership and entry deadline for juniors planning to participate in the Mid-Atlantic Junior Angus Classic (MAJAC) regional preview show set for March 11-13 in Harrisonburg, Va.
- Feb. 15 is the ownership and entry deadline for the Western Regional Junior Angus Show, which will be April 1-3 in Reno, Nev.
- March 1 is also the nomination deadline for Advisor of the Year and Honorary Angus Foundation induction. Visit www.angus.org/njaa for more information and deadlines. Please note there are no exceptions to any of the ownership and entry deadlines.

Make plans for National Western

Angus activities at the 110th National Western Stock Show (NWSS) in Denver, Colo., take place Jan. 11-17, with hundreds of entries expected for the Roll of Victory (ROV) show on the Hill and the carload and pen shows in the Yards. Jeff Dameron, Towanda, Ill., and Chris Cassady, Tuscola, Ill., will evaluate the ROV show entries. Brad Winegardner, Lima, Ohio, will judge the junior show Thursday, while a three-judge panel including Arlen Sawyer, Bassett, Neb.; Doug Slattery, Chappel Hill, Texas, and Phil Trowbridge, Ghent, N.Y., will evaluate the pen and carload shows on Saturday.

For a schedule, show results and more, visit www.angus.org/showresults.

Heifers to be featured in National Western pen show

The Angus Pen Show at the 2016

NWSS will feature heifers and bulls this January. Classes will be included for pens of three heifers born after Jan. 1, 2015; born Sept. 1-Dec. 31, 2014; born May 1-Aug. 31, 2014; and born Jan. 1-April 30, 2014. Classes will be broken after arrival and processed according to the average age in days. Champions will be named for divisions (late pen of calves, early pen of calves and pen of yearlings), as well as a grand and reserve pen.

For information about the NWSS, visit www.nationalwestern.com.

2016 Angus Foundation Heifer set to sell this January in Denver

SAV Emblynette 5368 (AAA Registration No. 18141862) will headline the Angus Foundation Heifer Package set to sell at 3:30 p.m. Jan. 13 at the NWSS in Denver, Colo. Schaff Angus Valley of Saint Anthony, N.D., is donating the March 23, 2015, heifer selected for her individual quality and maternal excellence. She is the one-of-a-kind natural daughter of the elite fifth-generation Pathfinder® SAV Emblynette 5483, who has posted a weaning ratio of 104 on seven calves and has earned a stellar production record. 5368's Pathfinder granddam remains productive in the SAV program at 18 years of age.

Visit www.angusfoundation.org for more information.

2016 Angus National Western Bull Sale

The 2016 National Western Angus Bull Sale show and sale during the NWSS will be Jan. 13. The show will begin at 8 a.m. this year, giving prospective buyers more 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 Mark Nikkel, Maple Hill, Kan.; Jake Tiedeman, North Platte, Neb.; and Scott Bayer, Ringle, Wis.

The National Western Angus Bull Sale will begin immediately after the sale of the Angus Foundation Heifer Package.

The NWSS Angus Bull Sale is the only sale managed by the Association. All consignments will have Angus Herd Improvement Records (AHIR®) performance information and a complete set of Angus expected progeny differences (EPDs). The official AHIR adjusted yearling weight EPD (if applicable) must meet the breed average for non-parent sires. All bulls born before Jan. 1, 2015, must have passed a complete breeding soundness examination (sometimes referred to as a BSE), including both physical and semen, within 30 days of the sale. For more information contact David Gazda, sale manager and Association regional manager, at 706-296-7846.

#SundaySupper at ECC

Great round tables and the ECC's holiday décor served as the perfect backdrop for a group of 20 "Sunday Supper" (yes, that's #SundaySupper) bloggers to share a family meal centered on beef.

To further promote its "Roast Perfect" app and strengthen a foundation of organic support from the group, CAB hosted the network of family-focused foodie bloggers at the ECC in November. They were selected to incorporate the mobile app into an original roasting recipe later perfected by CAB chefs and shared on the app itself.

The 20 were chosen from the Sunday Supper network of 2,000 based on indications they would "love the brand, appreciate the experience and want to talk about CAB before and after their visit, for no other reason than they love beef," said Margaret Coleman, CAB assistant director of digital marketing.

"They worked hands-on in the kitchen," she said of the four-day affair. "Not only did we want them to learn about CAB and different roasting techniques, but we wanted to set them up to be even more successful food bloggers."

That meant lessons went beyond the grill and included tips on marinades, flavors, food photography, how to

prepare for video interviews and the difference between common roasts.

"Sure, it was teaching them about roasting and the brand, but it was also professional development to help them in their personal businesses," she said.

The weekend came to a close at suppertime on a Sunday, prime time for the blogger movement, but this time, instead of them spending the night in their home kitchens and communicating via Twitter, the bloggers spent it together dining at the ECC.

"We were able to create that holiday experience here," Coleman said of the chef-prepared family-style sides and CAB prime rib and tenderloin.

"The great thing was they wanted to talk about us," she added. "While it's common to buy an opportunity for a mention, this group partners with brands they truly believe in. They love the ranching families behind CAB and our philosophy on education. It's a different type of expectation, and it's working very well."

To check out the recipes and recent happenings at #roastperfect, visit www.certifiedangusbeef.com/rpa/index.html.

Make plans to attend Angus Night on the Mountain

Angus enthusiasts are welcome to attend Angus Night on the Mountain Jan. 13, 2016. 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 to guests at 3 p.m. Two buses will pick up attendees on a first-served basis at the Denver Marriott City Center Hotel and NWSS Complex from 5:30-5:45 p.m. and will take guests to and from the event venue. 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 2016 NJAS, 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.

Visit with Association staff in Denver

All Angus 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.

Angus Media providing online coverage of Range Beef Cow Symposium

Online coverage of the 2015 Range Beef Cow Symposium is available at www.rangebeefcow.com. The event was hosted Nov. 17-19 at The Ranch in Loveland, Colo., by Colorado State University's Department of Animal Sciences. Visit the site Newsroom now to read summaries of each presentation, view the speakers' PowerPoints and proceedings, and listen to the presentations.

www.rangebeefcow.com is one of a series of event coverage sites coordinated by the *Angus Journal's* editorial staff.

Looking for an internship?

The American Angus Association, Angus Media and CAB offer several opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association and branded-beef program.

Paid summer internships offer goal-oriented students an opportunity to build upon writing, editing, photography and organizational abilities while developing knowledge of agriculture and the beef industry. Look for deadlines, requirements and application details online at www.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 2016.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2016. 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 an Angus registration paper in the last 36 months (on or after May 1, 2013).

Full details of eligibility and application can be found online at www.angusfoundation.org. Information can be found in the resources section on the home page. The Allied Angus Breeders Scholarship application deadline is May 1.

Angus Foundation scholarship applications available online

The Angus Foundation will award a number of undergraduate and graduate scholarships this year. Scholarship recipients will be recognized at the 2016 NJAS in Grand Island, Neb.

The eligibility requirements for these general Angus Foundation scholarships

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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.

Full details of eligibility and applications are available at www.angusfoundation.org. Application

deadline is May 1. For more information or questions, contact the Angus Foundation at 816-383-5100.

AGI blog

AGI staff have established a blog to share information on timely topics. Short articles on performance programs, genomic testing and more are posted at <http://angusgenetics.wordpress.com>. If

you have ideas for a blog post topic, send your suggestion to Tonya Amen at tamen@angus.org.

Initiative to engage future cattle producers

Applications are available online (www.angus.org/Performance/Documents/FASEnrollmentForm.pdf) to enroll in Future Angus Stockmen, a program launched by the Association to embrace the next generation of cattlemen through learning opportunities, while building a bond with the Angus breed and its member-driven organization.

Geared 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. Young people who enroll in the program will have the chance to apply for scholarships.

For more information, contact Ginette Gottswiller, director of commercial programs, at 816-383-5100 or ggottswiller@angus.org.

On 'Supplying the Brand'

What does it take to supply a brand owned by Angus producers that's closing in on marketing a billion pounds of quality beef per year? Aside from a great, motivated team, it takes great plans. Those are documented in the newest edition of *Supplying the Brand*, a magazine-style guide available from Certified Angus Beef LLC (CAB) now.

It's filled with ideas and examples from cattlemen and women who hit the CAB target profitably, says Kara Lee, marketing coordinator for the brand. Rather than study textbooks, farmers and ranchers would rather "learn from those who have made it fit their business model," she says.

Within its pages are stories of commercial cattle operations from across the United States achieving high CAB acceptance rates in different environments, as well as technical updates on applied research.

"We know marbling is a lifetime event," Lee says, "so whether it's cow nutrition during gestation, management at weaning or feedyard selection criteria, we try and capture all of those factors, and put it in a context beyond just carcass traits."

For state Angus association meetings, production sales or other educational events, the resource is available free of charge. Just contact Marilyn Conley at 330-345-2333, or visit www.CABpartners.com.

Angus Convention cooking

The savory scent of CAB cooking welcomed cattlemen and women who made their way to Overland Park, Kan., for the Angus Means Business National Convention & Trade Show Nov. 3-5.

A live cooking demonstration featured CAB's Director of Culinary Arts Chef Tony Biggs as he shared take-home tips and techniques for anyone looking to prepare the perfect roast.

Biggs brings years of experience to the brand and, through personal interaction with the Angus crowd, sheds light on how the ranchers' brand serves the end user through education and culinary ideation.

Mark McCully, CAB vice president of production, says the culinary focus aimed to give American Angus Association members and cattle producers insight into what the brand does on their behalf to promote quality beef.

"Specific to our ranching partners, we really wanted to show what happens further downstream, both directly to consumers and those who interface with our consumers," he said.

The dialogue during and after the two days of cooking demos was mutually beneficial to both sides of the industry, said Danielle Foster, CAB meeting planner.

"We truly appreciate all the cattlemen and cattlemen who dropped by our booth to interact with Chef Tony and our team," she said. "We love to hear questions because that helps us as we continue to work on our new Roast Perfect app and other marketing pieces."

To continue the conversation Chef Tony started about roasting, download Roast Perfect in the mobile app store.

First international MBA

Five continents were represented in the inaugural CAB International Masters of Brand Advantages (MBA) program hosted stateside Nov. 8-14.

Licensed distributors from Egypt, Japan, South Korea and elsewhere began their tour with the first stop in Denver and ended in Wooster at the brand's Education & Culinary Center (ECC).

Jam-packed into a condensed version of the typical three-week MBA, the international guests got a front-seat view of U.S. beef production that culminated in a visit to CAB headquarters to see the marketing focus.

"Many of these partners are truly leading our success at a distance in places we can't be on a weekly or monthly basis," said Geof Bednar, CAB international director, "so it's gratifying to see that we have this caliber of people who are going back into their markets to represent the brand."

They were connected the entire time, and the depth of questions they asked was inspiring. It gives confidence that we've identified the right partners," he said.

As in the traditional MBA curriculum, the international guests began at a seedstock operation, followed by a visit to a feedyard and a licensed packer. Hitting close to home for the wholesalers was the schedule addition of Buckhead Beef Denver, where they witnessed subprimals

broken down into portion-control cuts.

A Wednesday night flight and shuttle brought the travelers to Wooster, Ohio, for three intensive days in the culinary center with the CAB education and culinary teams. A final evening at the ECC celebrated the 13 as they graduated with the brand's MBA.

"The group represented various countries and cultures, but they all came

together in a way that can't really be put into words," Danielle Foster said. The CAB meeting planner added, "Our business is about relationships, and a lot of those were formed during that week."

For Bednar and his team, it was just the beginning of strong relationships in both established and emerging markets.

"MBA, to me, is to help our most gifted individuals have a platform for

learning. The more we engage, the more we find our international partners can lead our discussions in their markets. Even though we're not in the market with them, they're confident and capable of going to share information with their client base."

Plans are already in motion for another international event.

