

# Association Link

*compiled by*

**SHAUNA ROSE HERMEL**, *editor*

## **Allied Angus Breeders Scholarship**

Commercial cattlemen and cattlemen, if you purchase Angus genetics and have the registration paper transferred to your name, your children are eligible to apply for the Allied Angus Breeders Scholarship through the Angus Foundation. 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.

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 a registration paper in the last 36 months (on or after May 1, 2013).

Full details of eligibility can be found online at [www.angusfoundation.org](http://www.angusfoundation.org). The Allied Angus Breeders Scholarship application deadline is May 1. Recipients will be announced in July 2016.

## **Note amendments to bylaws**

Members should be aware of a few important bylaws that were amended at the Annual Convention of Delegates in November 2015. Most notably, two amendments affect the nomination period and who can participate in the election process or be voting delegates.

Because the annual meeting's dates shift with the National Angus Convention & Trade Show, the amendment shifts the nomination period to floating days — starting no later than 210 days before the Annual Convention of Delegates and ending no later than 150 days prior to the Convention. This ensures that there is enough time for office staff to prepare, process and mail ballots once nominations are received. Also, the nomination period is 60 days instead of 90 days.

Another amendment approved says that eligible voting members must be 18 years of age and have either registered at least one animal or done a set amount (currently \$250) of business with the American Angus Association or Angus Genetics Inc. (AGI) in the 12 months prior to the nomination period. This change ensures that voting members have a vested interest in the Angus business.

So, for the current delegate election process, the eligibility period — the 12 months during which members must register an animal or do \$250 of business — is April 11, 2015, through 4:30 p.m. April 8, 2016. The nomination period will begin April 11, 2016, and conclude at 4:30 p.m. June 10, 2016.

For more details on the changes and to read the section of the bylaws as amended, see "Association Bylaw Changes" on page 18 of the February *Angus Journal* issue.

## **Look for delegate petitions in the mail**

Preparations are being made for the 2016 Annual Convention of Delegates this November in Indianapolis, Ind. Forms to nominate delegates to the annual meeting will be mailed to every eligible voting active life and regular Association member prior to April 11 according to the Bylaws as amended at last November's convention.

The nomination period is April 11-June 10. Each eligible voting member is allowed to nominate one eligible voting active life or regular member who resides in the same state or district, including himself or herself, who meets

the new qualifications for eligible voting members. The candidate should be highly involved in the Angus business, willing to attend the meeting and able to represent Angus breeders.

Signed nomination forms must be received in the Association office no later than 4:30 p.m. Central Time on June 10, at which time every qualified nominee will be included on a state ballot. State ballots will be mailed to the membership in July to vote for the final slate of state delegates. When you receive the petition, please return it promptly.

## **March 1 is deadline to attend 2016 BLI**

Applications for the ninth annual Beef Leaders Institute (BLI) to be hosted June 20-24 are due March 1. 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. See “Apply to Attend 2016 BLI” on page 34 of the February *Angus Journal* for a preview of this year’s event.

The BLI is limited to 20 attendees each year. Applications are available online or by contacting Chelsey Smith in the Events & Education Department at 816-383-5149.

### **Cattlemen’s Boot Camp application deadline is March 1**

A Cattlemen’s Boot Camp will be 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. See “Washington Hosts Boot Camp” on page 32 of the February *Angus Journal* for a preview of the event.

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](http://www.angus.org/EventRegistration/default.aspx). The deadline for registration is March 1.

### **Cattle Industry Coverage available online**

The 2016 Cattle Industry Annual Convention & National Cattlemen’s Beef Association (NCBA) Trade Show was in San Diego, Calif., Jan. 27-29. Full event coverage by the Angus Media editorial staff will be available at [www.4cattlemen.com](http://www.4cattlemen.com).

Coverage includes general session business; keynote speakers; Cattlemen’s College® summaries; CattleFax outlook summaries; policy updates from NCBA, the Cattlemen’s Beef Board (CBB), the Federation of State Beef Councils, and the American National CattleWomen Inc. (ANCW); and much more.

### **National Convention & Trade Show dates announced**

Dates and locations for the American Angus Association’s upcoming Angus Means Business National Convention & Trade Show have been determined for the next four years. The convention allows producers and industry leaders opportunities for networking, education and breed improvement.

Convention dates and locations will be:

- Nov. 5-7, 2016 — Indianapolis, Ind.
- Nov. 4-6, 2017 — Fort Worth, Texas
- Nov. 3-5, 2018 — Columbus, Ohio
- Nov. 2-4, 2019 — Reno, Nev.

### **CAB on Jimmy Kimmel Live!**

The Hollywood spotlight was on quality beef once again as renowned author and barbecue master Adam Perry Lang visited *Jimmy Kimmel Live!* Dec. 10.

Just in time for Christmas, the seasoned chef and author of *Serious Barbecue*, with help from Kimmel himself, prepared a *Certified Angus Beef*® (CAB®) brand prime rib holiday roast for the live studio audience.

Following his summer grilling tradition, Lang set up shop in the studio’s back lot for six days in December, serving CAB boneless ribeye,

boneless strip loin and plate short ribs for the public. All proceeds went to the charity LA Kitchen.

### **Meats lab expansion**

To better accommodate the increasing number of visitors to CAB’s Education & Culinary Center, the meat processing and cutting portion of the building has nearly doubled in size.

The 28 × 41-foot expansion off the building’s east side includes one fabrication and two dry storage utility rooms in addition to a viewing area that allows guests to watch seminars in session without entering the cooler.

“The fabrication room alone gives us 50% more total square footage, and we have a cooler that is 10 by 20 feet

*(Continued on page 12)*

## Association Link *(from page 11)*

devoted just to meat,” Phil Bass says.

CAB’s meat scientist explains that a continuous rail from the cooler to the fabrication room also allows for easier use and movement of the beef quarters as they go in and out for educational purposes.

“We’re functional and get a lot done with what we have, but the expansion is a real benefit,” Bass says, adding that the culinary team again has a dedicated prep area that had often been used for meats training.

Temperature control is another benefit

of the new facility that has product looking better and lasting longer.

### **Distributor partner launches CAB PathProven®**

Another step in the direction of beef supply chain transparency, Performance

Foodservice expanded its CAB product line to include a selection with PathProven® assurance.

Guarantees go “beyond the specs” and build on CAB’s 10 quality standards to provide an additional story tied to the supply chain. Positioned as neither more safe nor superior, but simply another option, the product is built on attributes tied to traceability, as well as animal welfare and handling.

“This is the first time we’ve had a distributor go so far as to build a partnership all the way back to the feeding side and being able to carry that all the way through,” says CAB’s Mark McCully.

For ranchers supplying the brand, the CAB vice president of production says it is business as usual, but for consumers wanting to know more about the origins of their product and the people and places behind it, PathProven is a new option.

“From a brand-positioning standpoint, nothing has changed,” McCully assures. “It’s a reflection of the continuation of demand that’s out there with end users, specifically at the foodservice level.”

Currently available in a few U.S. markets, Performance Foodservice is working the line into all five of its licensed locations, increasing product availability.

### **Numbers mean cake**

Who really needs an excuse to party? More than numbers get recognized at CAB, but that doesn’t mean a numerical jump isn’t worth a celebratory cake or two. Launched at annual conference, CAB’s Roast Perfect app experienced its highest download day in December with 13,200 downloads and counting. Implementing a new ad buy system, total downloads



The buzz continues to build around the CAB brand’s Roast Perfect smartphone app, driving consumer confidence and sales of beef roasts by licensed retailers. In addition to many media clips in your marketplaces, Chef Michael Ollier highlighted the app and roasting tips to a national audience on *Fox & Friends Weekend* show this past Christmas season.

for the consumer app reached 25,259 just before the Christmas holiday.

What's more, the target set to reach 10,000 CertifiedAngusBeef Instagram followers was achieved weeks before the year-end goal and, as of Dec. 15, the @BlackInkBasics Twitter handle achieved exponential growth, totaling an audience of 8,651.

Be sure to follow these social media handles to keep up with the most up-to-date information on the brand.

### Angus bull sales to support 2016 NJAS

The National Junior Angus Show (NJAS) is an annual highlight for hundreds of Angus youth and their families. In 2016, the big event takes place July 3-9 in Grand Island, Neb. The Nebraska Junior Angus Association is partnering with the South Dakota Junior Angus Association to coordinate and raise funds for this year's event.

Fifteen seedstock breeders in Nebraska and South Dakota are donating proceeds from their "lot 16" bull to support the 2016 NJAS. Participating breeders and their respective sale dates include:

- A&B Cattle Co., Bassett, Neb., April 7
- Baldrige Bros., North Platte, Neb., Jan. 30
- Barstow Angus, Springview, Neb., March 14
- Bush Angus, Britton, S.D., Feb. 27
- Connealy Angus, Whitman, Neb., March 26
- Krebs Ranch, Gordon, Neb., Feb. 18
- Minert-Simonson, Dunning, Neb., Feb. 20
- Mogck & Sons Angus, Olivet, S.D., Feb. 18
- Poss Angus, Scotia, Neb., March 25
- Rishel Angus, North Platte, Neb., March 28
- Schurrtop Angus, Farnam, Neb., March 25

- Styles Plainview Angus, Brentford, S.D., March 8
- TC Ranch, Franklin, Neb., Feb. 24
- Varilek Angus, Geddes, S.D., Feb. 20
- Wagonhammer Ranches, Albion, Neb., March 16

### 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

*(Continued on page 14)*



**Association Link** *(from page 15)*

*Breeder's Reference Guide* available on [www.angus.org](http://www.angus.org). To access, click on "Rules and Forms" in the pull-down menu under "About."

**Custom Cattle Tags offers affordable ID**

Cattle producers looking for affordable ways to identify their herds can visit [www.customcattletags.com](http://www.customcattletags.com), a service provided by the



American Angus Association. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and

prenumbered tags for cattle producers across the United States.

**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 age rule, approved by the American Angus Association Board of Directors and the National Junior Angus Board (NJAB), took effect Jan. 1. According to the new rule, this year 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 8 years and older should have received a green entry booklet in the mail. It contains a calendar of events and deadlines, as well as complete show rules and entry forms for the regional preview shows and the 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](http://www.njaa.info).

Note these junior deadlines:

- March 1 — Raising the Bar, South Dakota State University, registration deadline
- March 1 — Honorary Angus Foundation and Advisor of the Year nomination deadline
- March 3-6 — Raising the Bar, University of Arkansas, Fayetteville, Ark.
- March 11-13 — MAJAC Show, Harrisonburg, Va.
- April 1-3 — Western Regional Junior Angus Show, Reno, Nev.
- April 7-10 — Raising the Bar, South Dakota State University, Brookings, S.D.
- April 15 — Atlantic National Junior Angus Show ownership and entry deadline

Visit [www.angus.org/njaa](http://www.angus.org/njaa) for more information and deadlines. Please note there are no exceptions to any of the ownership and entry deadlines.

**Association can help with junior transfers**

If you know of a junior member who has purchased or raised a heifer that he or she wants to show, please make note of all ownership deadlines. If a deadline is approaching and you haven't received the transferred registration, the Association can help.

Contact the Association at least two

weeks prior to the show ownership deadline. Every effort will be made to get the transfer processed in time.

Remember, late transfers are never accepted, regardless of the reason.

**Scholarship applications available online through Angus Foundation**

The Angus Foundation will award a number of undergraduate and graduate

scholarships this year to young men and women raising purebred and commercial Angus cattle. Scholarships offered include:

- General undergraduate scholarships — for Angus youth who are graduating from high school or in college currently;
- General graduate scholarships — for young men and women actively



involved in the Angus breed who are pursuing advanced degrees;

- Permanently endowed scholarships — for young men and women actively involved in the Angus breed; and
- Allied Angus Breeders scholarships — for youth who use Angus genetics in their seedstock or commercial operations.

Scholarship recipients will be

recognized at the 2016 NJAS in Grand Island, Neb.

Full details of eligibility and applications are available at [www.angusfoundation.org](http://www.angusfoundation.org). Application deadline is May 1. For more information or questions, contact the Angus Foundation at 816-383-5100.

### **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.

### **Black books available for 2016**

You can still order 2016 AngusSource®/Beef Record Service (BRS) black books. Featuring the American Angus Association logo on the back, the pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

Producers can request two free books and can purchase additional books for \$3 each. To place orders, contact the AngusSource Department at 816-383-5100 or [blackbooks@angus.org](mailto:blackbooks@angus.org).

### **Initiative to engage future cattle producers**

Applications are available online ([www.angus.org/Performance/Documents/FASEnrollmentForm.pdf](http://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.

The program is geared toward college-age or recent graduates who want to raise high-quality Angus-based cattle. For more information, contact Ginette Gottswiller, director of commercial programs, at 816-383-5100 or [ggottswiller@angus.org](mailto:ggottswiller@angus.org).

### **Download the Angus App**

Angus Mobile is a free, smartphone application for 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](http://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.