

# Association Link

compiled by

**SHELBY METTLEN**, assistant editor

## Catch Convention coverage

The Angus Media communications team was on hand in force to cover the Angus Convention Nov. 5-7 in Indianapolis, Ind. From the tours hosted Friday to the Annual Convention of Delegates convened Monday morning, Angus Media captured the highlights to share with those who couldn't attend — or who attended, but couldn't get to every session they wanted to.

Coverage of many of the educational sessions is included in this issue. For comprehensive coverage of the convention, including summaries, audio, video interviews and more, visit [www.angus.media/news/Angus-Convention](http://www.angus.media/news/Angus-Convention).

## Sire Evaluation Report released

The printed version of the American Angus Association *Spring 2017 Sire Evaluation Report* became available mid-January.



Containing the expected progeny differences (EPDs) and dollar-value indexes (\$Values) released Friday,

Dec. 9, 2016, the evaluation includes 2,346 sires in the main report with another 2,651 bulls listed in the *Young Sire Supplement*. For information about the report and the Association's National Cattle Evaluation, visit <http://www.angus.org/nce/>.

Active members who return their blue request cards to receive a printed copy of the report received it automatically. To request a copy, contact Brenda Weigart at the Association at [bweigart@angus.org](mailto:bweigart@angus.org) or 816-383-5144.

## 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 2017.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2017. 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.

Full details of eligibility can be found at [www.angusfoundation.org](http://www.angusfoundation.org). Information can be found in the resources section on the home page.

## Applications being accepted for 2017 BLI

Applications for the 10th annual Beef Leaders Institute (BLI) June 19-23 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 Angus Foundation and Certified Angus Beef LLC (CAB) 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 the Events & Education Department at 816-383-5149. March 1 is the application deadline.

## Cattlemen's Boot Camp to be Feb. 17-18

Cattle producers are invited to gather for a Cattlemen's Boot Camp Feb. 17-18, 2017, at the Fayette County Extension Office in Lexington, Ky. Funded by the Angus Foundation, the event is hosted by the American Angus Association in partnership with the University of Kentucky and provides purebred and commercial producers timely information presented by academic and industry

professionals. As of Jan. 16, registration is closed for this event.

## Cattlemen's Boot Camp to be April 27-28

Cattle producers are invited to gather for a Cattlemen's Boot Camp April 27-28 at the University of Nebraska-Lincoln (UNL). The event is hosted by the American Angus Association in partnership with UNL and provides purebred and commercial producers timely information presented by academic and industry professionals. Registration is now available online and open until March 31, 2017.

Registration is \$75 per person, and includes meals and educational materials. Registration forms are due March 31 and can be submitted electronically or mailed to the Events and Education Department at the American Angus Association, 3201 Frederick Ave., Saint Joseph, MO 64506. Late and walk-in registrations are not accepted.

More details are available at [www.angus.org/events](http://www.angus.org/events).

## E designated for permanent ID in 2017

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

*(Continued on page 10)*

## National Western Angus Bull Sale a 'smash hit'

As the national anthem echoed through the historic Stadium Arena, a crowd stood at attention and cowboy hats were drawn in tight. Rows of Angus breeders, commercial producers and guests filled every corner of the ring during the start of the National Western Angus Bull Sale hosted Jan. 11 by the American Angus Association.

The all-new evening event drew nearly 2,500 attendees, according to reports from the National Western Stock Show (NWSS). It was the largest cattle sale in the arena in recent memory.

The evening paid tribute to the heritage of ranching and also the unprecedented, century-plus expansion of Angus into the West.

Sponsored by Merial, the event featured the National Western Angus Bull Sale, the only one of its kind managed by the Association. Buyers from across the country lined the seats and placed their bids on 45 lots of elite Angus genetics.

In addition to the bull sale, the evening was also an impactful fundraiser for the Angus Foundation. The 2017 Angus Foundation Heifer Package, featuring Basin Lucy 6265, a female donated by the Stevenson family and Basin Angus Ranch of Joliet, Mont., sold for \$170,000 to longtime Angus supporters Charles W. and Judy Herbster of Herbster Angus Farms, Falls City, Neb.

A number of vacation packages, confirmed pregnancies and other auction fundraising items were sold in support of the Angus Foundation. In total, the organization raised \$265,750 in support of youth, education and research.

Participants also enjoyed entertainment by Texas country band Jake Hooker and the Outsiders.

*The Angus Report* will feature NWSS event news and highlights in its Jan. 23 episode, available on [www.angus.org](http://www.angus.org). Watch for additional coverage in the March issue of the *Angus Journal*.

— by Jena McReil

## Digital extras



A crowded Stadium Arena was host to an all-new evening event celebrating the Angus breed's impact on the West. Highlights included the National Western Angus Bull Sale and an Angus Foundation fundraiser. To watch a video highlight, turn your browser to <http://bit.ly/NWSS-Bull-Sale1>.

## Association Link (from page 8)

example, E001 and E002 could designate the first two calves born into your herd in the year 2017.

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), access the

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

### Single-step evaluation testing continues

Angus Genetics Inc. (AGI) continues to

test single-step genetic evaluation, the method the company plans to soon implement in order to calculate the American Angus Association weekly EPDs.

This is an ongoing effort and the top priority for AGI. Therefore, the Association plans to move to this updated statistical model only after thorough internal

measures are complete. AGI will continue to fine-tune the required software to ensure the procedures used for implementation offer the utmost accuracy and valuation for members.

Meanwhile, the Association will rely on the current Angus genetic evaluation based on the latest calibration released earlier this year, which is the largest and most accurate beef genomic calibration ever conducted in the global beef cattle industry.

While AGI continues to refine the single-step methodology for targeted implementation in spring 2017, Angus breeders can be confident the current evaluation provides the most accurate, comprehensive values available.

For more about single-step genetic evaluation, contact AGI at 816-383-5100.

### World visitors in cattle country

Cattle buyers at the Amarillo Livestock Auction Nov. 14 were in for a surprise when 25 international guests walked in and crowded along the back wall just after noon. The group was hard to miss — they talked excitedly, snapped salering selfies and took notes in leather padfolios.

As quickly as they entered, they were gone again, back on the bus and off to the next stop.

The group was in Texas for the first half of the *Certified Angus Beef*<sup>®</sup> (CAB<sup>®</sup>) brand's International Masters of Brand Advantages program. The center-of-the-plate specialists represented 12 countries.

"This is more than just teaching them about selling," CAB Director of International Geof Bednar says. "In many of these countries, they are not self-sufficient at producing their own food."

The first morning's topics included genetics and management, as well as marketing and life-cycle timelines. Then



PHOTO COURTESY CERTIFIED ANGUS BEEF LLC

Center-of-the-plate specialists from 12 countries participated in the CAB<sup>®</sup> brand's International Masters of Brand Advantages program.

they boarded a bus to the auction market and later Friona Industries' Randall County Feedyard, a 90,000-head yard on the outskirts of Amarillo. There they heard from cattle procurement manager Jay Cortese and feedyard manager Jerrid Vincent, as the bus drove the alleys.

"They're very curious about where this food comes from," Bednar says, "and they want to build trust in American beef production. That's why we share the entire story of our industry."

### **Reserve date for 2017 Angus Convention**

Mark your calendars to attend the 2017 Angus Convention at the Fort Worth Convention Center in Fort Worth, Texas, Nov. 4-6. For an invitation to the convention from American storyteller Red Steagall, visit [www.angusconvention.com](http://www.angusconvention.com). Registration and hotel blocks open July 1.

As you can see by the highlights in this issue and online at [www.angus.media/news/Angus-Convention](http://www.angus.media/news/Angus-Convention), the convention offers producers and industry leaders opportunities for networking, education and breed improvement in addition to conducting the business of the American Angus Association.

The 2018 convention will be in Columbus, Ohio, Nov. 3-5. The 2019 convention is scheduled Nov. 2-4 in Reno, Nev.

### **Apply for Auxiliary scholarships now**

The American Angus Auxiliary annually awards scholarships to graduating high school seniors. The postmark deadline for the national contest is May 1.

Junior Angus members must first be chosen as a state auxiliary scholarship winner before advancing to the national competition. Applications are available at [www.angusauxiliary.com](http://www.angusauxiliary.com). State Angus auxiliary scholarship contacts are listed online.

### **Register for the World Angus Forum**

The World Angus Forum 2017 will be in the United Kingdom (UK) and Ireland. The event will take place from Friday, June 16, to Monday, July 2, 2017, and will incorporate a tour in England, including the National Show at the Three Counties; a tour in Scotland and the Royal Highland Show taking place in Edinburgh; and a tour of Ireland. It has been 40 years since the Forum has been in the UK, and the Aberdeen-Angus Cattle Society is delighted it is returning to home soil.

It will provide a platform for the exchange of genetics information and breeding objectives, and there will be an international youth program running in conjunction with the forum.

More information, including registration, deadlines and fees, can be

found at <http://worldangusforum2017.com/registration-fees/>.

### **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.

### **Foundation scholarship applications available**

The Angus Foundation will award a number of undergraduate and graduate

*(Continued on page 12)*

## Association Link *(from page 11)*

scholarships this year. Scholarship recipients will be recognized at the 2017 National Junior Angus Show (NJAS) in Des Moines, Iowa.

The eligibility requirements for the general Angus Foundation scholarships 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.

Applicants must have at one time been a National Junior Angus Association (NJAA) member and must currently be a junior, regular or life member of the Association. Strong preference and priority will be given to applicants pursuing advanced degrees



related closely to the beef industry.

The Angus Foundation undergraduate and graduate student scholarship application and guidelines are available at [www.angusfoundation.org](http://www.angusfoundation.org). The application deadline is May 1.

For more information contact the Angus Foundation at 816-383-5100.

## Photo contest adds new twist

Junior members should note a couple of changes to the annual photography contest before entering this year. For one, entries are to be submitted electronically. By March 15, a "Photo Upload" link will be available in the "Contest" section of the National Junior Angus Association (NJAA) website, [www.njaa.info](http://www.njaa.info).

The NJAA and the *Angus Journal* coordinate the NJAA/*Angus Journal* Photography Contest to help NJAA members increase their communication skills through the creative display of a message or feeling using photography.

A panel of qualified judges selected by the *Angus Journal* will critique the photographs, basing their evaluation 60% on creativity (communication power, composition, etc.) and 40% on technical quality (proper light exposure, true color, sharp focus, correct cropping, etc.) of the photographs.

For complete guidelines for entering the contest by the May 15 deadline, see "NJAA/*Angus Journal* Photography Contest Guidelines" in the February issue of the *Angus Journal*.

In each of three age divisions (junior, intermediate and senior), winners will be selected for four photo categories — Angus Cattle, Angus People, Angus Landscapes, and Around the Farm or Ranch. The judges will also select top overall photos in each age division and the top contest photos overall.

## New companion contest

Also new this year is the addition of a companion contest — the NJAA/*Angus Journal* Digitally Enhanced Photography Contest — to allow intermediate- and senior-age NJAA members to

### A Nebraska discussion

The “Beef State” came together for the annual Nebraska Cattlemen’s Convention Dec. 6-9 in Kearney, where Paul Dykstra, beef cattle specialist for CAB, took part in a panel titled “Beef and the Consumer.”

Flanked by Kurt Brockhaus of Sysco Nebraska and two chefs familiar with the brand, one from Sysco, the other from Venue Restaurant & Lounge, Lincoln, Neb., the panelists shared insight into beef trends and recent consumer demands.

“Having the chefs there, everyone was so eager to hear their perspective,” Dykstra said. “I was able to simply apply the brand’s message, which was fitting to the chefs’.”

With registered and commercial cattlemen in the audience, as well as a number of students, the biggest area of

dialogue involved portion size.

“That’s not a new one, but it certainly was a conversation there,” Dykstra said. “Chefs see cut weights as too big, and producers would want to be compensated for the equivalent of raising smaller carcasses.”

Generating new ideas while working

through current issues, the session provoked questions and created dialogue for the future as cattle producers and chefs work together.

### Herds of the century

The American Angus Association

*(Continued on page 14)*

showcase their photo-editing skills. For the purpose of the contest, digitally enhanced is defined as “images that have been altered for the purpose of making the subject of the photo and the photo itself look better than the original photo or for creative use.”

Judges selected by the *Angus Journal* will evaluate the photographs based 40% on how well the changes were done, 30% on creativity of the final image, and 30% on meeting the objective of why the change was made.

For complete guidelines for entering the contest, see “NJAA/*Angus Journal* Digitally Enhanced Photography Contest Guidelines” in the February issue of the *Angus Journal*.

Winners will be selected in two age divisions: intermediate and senior.

This contest will be judged separately. Winners will not be included in the overall selection of winners of the main contest, and this contest does not contribute to Crystal Award points.

### Photos featured

Winners in both contests will receive \$30 for first place, \$20 for second and \$10 for third.

All photographs will be displayed at the National Junior Angus Show (NJAS), and winners will be recognized there. As space allows, photos will be printed as part of NJAS coverage in the *Angus Journal*.

With any type of art, beauty is in the eye of the beholder. To give our readers and Facebook Fans the opportunity to select their own winners, the *Angus Journal* will post winning photos and “editor’s picks” to its Facebook page, allowing fans to vote for a “fan favorite” in each age division. Fan favorites will be used as cover photos for the *Angus Journal* Facebook page.

## Association Link *(from page 13)*

initiated the Century Award to recognize its members and their families who have been in continuous production of registered Angus cattle for at least 100 years. Award recipients will be recognized with an engraved plaque at the Association's Annual Awards Banquet, notice will be given in the *Angus Journal*,

and a list will be maintained on the Association's website.

Contact the Events and Education Department for more information or for applications. This year's awards were presented during the Awards Recognition Breakfast in Indianapolis, Ind.

## First-quarter CAB sales up

What can you expect from a brand that recently made the news for selling more than a billion pounds (lb.) in 2016? More of the same in fiscal year 2017, apparently.

Steve Ringle, CAB director of business development and analysis, says October

and November sales were up nearly 21 million lb. compared to last year, and December was headed for "a huge increase" as of mid-month for overall quarterly sales exceeding 260 million lb. The figures included solid growth across all divisions.

In other notes, Ringle says there are 128 licensed foodservice distributors in the United States and 130 in 47 other countries. The U.S. distributors market CAB product to 60,000 restaurants, and a growing share of those are licensed partners.

## Note these junior deadlines

- Feb. 15 is the ownership and entry deadline for the Western Regional Junior Angus Show, which will be March 30-April 2 in Reno, Nev.
- March 1 is the nomination deadline for Advisor of the Year and Honorary Angus Foundation induction.
- March 1 is also the registration deadline for the Raising the Bar Conference in Des Moines, Iowa, set to take place April 6-9.

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.

## Madison, Wisconsin, to host 50th NJAS

The NJAA will celebrate a major milestone in 2018 as it hosts the 50th NJAS in Madison, Wis. The annual event is a summer highlight for many Angus juniors and their families, and the American Angus Association is proud of the young leaders it has encouraged over the past five decades.

The 50th NJAS will take place July 7-13, 2018, at the Alliant Energy Center. Participants will notice a change in the schedule, which begins on Saturday and ends on Friday.

More than 1,200 head of cattle are expected to compete in the showing at the 2018 NJAS. The classes offered will provide opportunities for juniors to exhibit their owned heifers, bred-and-owned heifers, cow-calf pairs, steers, and bred-and-owned bulls.

Additional events will include the National Showmanship Contest, NJAS Carcass Steer Contest, Auxiliary-sponsored *Certified Angus Beef*® (CAB®) Cook-off, and educational contests that include prepared and extemporaneous public speaking, career development, graphic design, writing, photography, livestock judging, and video and poster competitions.

"Wisconsin will be a fantastic location as we bring together Angus juniors and their families to showcase the best the Angus breed has to offer — fantastic cattle and young leaders," says Jaclyn Clark, events and education director for the American Angus Association.

Sponsored by the Illinois and Wisconsin junior Angus associations, the NJAS is themed "Livin' the Dream in 2018!"