

Association Link

compiled by

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Online registration open for BIF Symposium

Online registration is now available at <http://beefimprovement.org/library/registration-info> for the 2015 Beef Improvement Federation Symposium and Convention. The annual event is scheduled for June 9-12 in Biloxi, Miss. Mississippi State University and the Mississippi Extension Service will host the event at the Beau Rivage Casino and Hotel in Biloxi. Rebuilding the cow herd and female selection will be core themes of this year's event.

A schedule, along with hotel and travel information, is available at www.bifconference.com, the *Angus Journal's* online coverage site for the event.

Look for delegate petitions in the mail

Preparations are being made for the 2015 Annual Convention of Delegates this November in Overland Park, Kan. Forms to nominate delegates to the Annual Meeting will be mailed to every active life and regular Association member during the last week of March.

The nomination period is April 1-June 30. Each member is allowed to nominate one eligible active life or regular member who resides in the same state or district, including himself or herself. 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 Daylight Time (CDT) June 30, 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.

Initiative to engage future cattle producers

The American Angus Association in March 2015 launched the Future Angus Stockmen program to embrace the next generation of cattlemen using Angus genetics 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.

Participants will learn how to use proven information such as EPDs and \$Values, while incorporating DNA technology to make data-driven decisions. Additional program benefits include enrollment in either AngusSource® or AngusSource Genetic, and access to Beef Record Service (BRS) or MaternalPlus® at a reduced cost for submitting data.

Young people who enroll in the program will have the chance to apply for scholarships if they are or will be enrolled in a two- or four-year college majoring in agriculture. Scholarship winners will be announced at the 2015 National Angus Convention & Trade Show Nov. 3-5, 2015, in Overland Park, Kan.

For more information, 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. Information and an application can be found in the resources section on the home page.

Cattle Industry Coverage available online

The 2015 Cattle Industry Annual Convention and National Cattlemen's Beef Association (NCBA) Trade Show is in San Antonio, Texas, Feb. 4-7. Full event coverage by the *Angus Journal* is available at www.4cattlemen.com. Coverage includes general session business; keynote speakers, including internationally recognized graffiti artist and best-selling business author Erik Wahl and FOX News journalist Bret Baier; Cattlemen's College® summaries; CattleFax outlook summaries; policy updates from NCBA, the Cattlemen's Beef Board (CBB), the Federation of State Beef Councils and American National CattleWomen Inc. (ANCW); and much more. Visit www.4cattlemen.com.

View Central Bull Test listing on Virtual Library

Bull sales are abundant this time of year, and so are performance bull tests. The *Angus Journal* editorial staff keeps an updated list of central bull test stations on the Virtual Library at www.api-virtuallibrary.com/CentralBullTests. It lists tests by state, and provides test contact information, test on and off dates, required bull birth dates, and sale dates, plus additional information provided by the specific bull test.

From the Virtual Library homepage, the listing can be found under the "Angus Resources." Hover over the "Industry" option in the drop-down list, and "Central Bull Test Stations" will be the first option.

AGI seeking intern candidates

Angus Genetics Inc. (AGI) is seeking a summer intern to assist with day-to-day activities of the department from mid-May through mid-August. The intern's primary responsibility will be growing the MaternalPlus® program, including development of promotional and educational materials.

Applicants should be college juniors or seniors studying animal science, ag communications or a related field with an interest in genetics applied to beef cattle production and/or animal breeding. Graduate students will also be considered. Candidates should be detail-oriented, have strong communications skills and be able to work well with all types of personnel.

Submit applications — including cover letter, résumé and references — to Tonya Amen, Genetic Service Director, Angus Genetics Inc., 3201 Frederick Ave., Saint Joseph, MO 64506 tamen@angus.org by March 31. For more information, contact AGI staff at 816-383-5100.

Angus convention to host international genomics symposium

The American Angus Association and AGI will host an international genomics symposium as part of the 2015 Angus Means Business National Convention & Trade Show. The event will be Nov. 3 in Overland Park, Kan., and will provide cattle producers cutting-edge information about advancements in genomics technology and how these advances affect their businesses.

The symposium is sponsored by GeneSeek, a leading provider of comprehensive genomics solutions to the cattle industry, including the GeneSeek Genomic Profiler (GGP-HD).

"We are excited about the symposium and what it will mean for the cattle business," says Dan Moser, AGI president. "Genomics is rapidly

reshaping the way we produce livestock, and providing producers with the best information available will not only help us improve quality and consistency, but also make our industry more competitive."

The 2015 Angus Means Business National Convention & Trade Show will be Nov. 3-5 at the Overland Park Convention Center in Overland Park, Kan. The first-ever convention last year attracted nearly 2,000 producers from across the country. For more information about the convention, visit www.angus.org.

Download foot-scoring spreadsheet

American Angus Association members can now download a spreadsheet to submit foot scores via their AAA Login account. To download the spreadsheets in AAA Login, click the "Spreadsheet Entry" tab. From that menu select the "Foot Score Spreadsheet." Click the "Instructions" link for step-by-step procedures explaining how to select a group of animals, download the Excel spreadsheet, fill it out and return it to the Association for processing. The instructions also provide a description of phenotypes warranting each score, links to *Angus Journal* stories explaining the process of foot-scoring and links to other pertinent information.

Data collected will be compiled in a data set that could lay the foundation of a genetic prediction tool for foot structure and soundness. Additional educational tools will be available soon. For more information, contact Dan Moser, AGI president, at dmoser@angus.org or Tonya Amen, AGI genetic service director, at tamen@angus.org.

Foundation scholarship applications available

The Angus Foundation will award a number of undergraduate and graduate scholarships this year. Scholarship recipients will be recognized at the 2015 National Junior Angus Show (NJAS) in Tulsa, Okla.

The eligibility requirements for these 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

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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. The application deadline is May 1.

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

NJAA Ambassador Program

Funded by the Angus Foundation, the NJAA Ambassador program is an

educational and learning experience designed to recognize one outstanding junior Angus member who will support the production of the Angus breed and the consumption of Angus beef on a national and international level. The selected person will represent the NJAA at major beef industry conferences and

events across the United States for one year.

American Angus Association members, ages 17-20, of good standing who own purebred cattle are eligible to apply. A cover letter, résumé and essay questions are due June 1 to the Junior Activities Department, 3201 Frederick Ave., Saint Joseph, MO 64506. For more information and the essay questions, contact the Events and Education Department at 816-383-5100.

Seeking golf tournament sponsors and players

The Angus Foundation's annual golf tournament will be Tuesday, July 14, at the Forest Ridge Golf Club, Broken Arrow, Okla. The golf tournament is hosted in conjunction with the 2015 NJAS. Proceeds from the fundraising activity benefit Angus education, youth and research.

The Gary and Sharon Stevenson Family of Flying G Ranch, Caldwell, Texas, purchased the golf tournament sponsorship for \$2,000 at Angus Night on the Mountain at Spruce Mountain Ranch, Larkspur, Colo., in January. There are eight other sponsorship levels available. The deadline to be a sponsor is May 29.

To play in the tournament, adults can register at \$100 per person, and junior golfers (NJAA members) can register at \$75 per person. Registration deadline is June 22. After June 22, a \$10 late registration fee applies per player.

Visit www.angusfoundation.org to find out how you and your Angus farm can be recognized as a sponsor or participate in the 2015 Angus Foundation Golf Tournament.

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.

C designated for permanent ID in 2015

International letters are designated for each year of birth for livestock identification (ID), and C is the designated letter for 2015. 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.

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, click on "Rules and Forms" in the pull-down menu under "About."

The Angus Report airs each week on RFD-TV

The Angus Report delivers Association and industry news each week on RFD-TV. Catch the original broadcast at 7:30 a.m. CDT Monday morning. Each program is rebroadcast the following Wednesday evening at 5 p.m., Thursday afternoon at 3:30 p.m. and Saturday at 1:30 p.m.

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 and through the Association's Facebook and Twitter pages.

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.

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.

Brand at Cattlemen's Convention

A record turnout of more than 8,100 cattlemen joined with those in allied industries to share, learn and chart their courses at the Cattle Industry Convention & NCBA Trade Show in San Antonio, Texas, Feb. 4-7.

That included learning about and enjoying the *Certified Angus Beef*®

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AGI, Angus Foundation, Angus Media and CAB are all featured in a new booth design, says CAB's Danielle Foster. The booth displays "beautiful imagery of all of us who make up Team Angus and served as a gathering spot for trade show attendees."



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(CAB®) brand, which was featured as part of several educational sessions and savored in eight food venues.

“Our goal was to not only engage but to be present with cattlemen and show them what we’re doing as a brand,” says Danielle Foster, Certified Angus Beef LLC (CAB) meeting planner. “It’s absolutely critical that we get the logo, the brand out there, and show them what we’re doing on their behalf.”

As more cattlemen breed quality into their herds, more take a critical interest in their beef-eating experiences.

“We wanted to make sure every bite



was a quality bite,” Foster says.

Their eight opportunities included a breakfast of country-fried steak on a biscuit, summer sausage for a snack, short ribs for lunch and smoked brisket for dinner — and that was just one day. Other events featured CAB products as part of Southwest-style entrées such as fajitas and tacos.

Besides satisfying appetites, CAB was the focus for an export panel with CAB’s Larry Corah, another on the science of barbecue with longtime partner Weber’s grill master Kevin Kolman, and a presentation on a new white paper about premium quality vs. commodity grinds as market targets. The brand’s Dr. Phil Bass provided a cutting demonstration in the Trade Show’s Learning Lounge.

Meetings are another part of the week as everyone shares stories and ideas.

“Whether or not you’re an Angus breeder,” says Mark McCully, CAB vice president of production, “seeing the brand presence and leadership role across the industry is reflected in our presence there.”

Next year’s convention is set for Jan. 27-30 in San Diego, Calif.

Marbling in Missouri

Marbling is a “lifetime event.” That core message was one shared at the Jan. 29 Mid-Missouri Grazing Conference in Jefferson City, Mo.

Along those lines, CAB production brand manager Kara Lee addressed what a cow-calf producer can do to raise the kind of cattle that will be more appealing to feedlots. She talked about how to aim for high quality throughout the lifetime of an animal.

“From an economic perspective,” she said, “we talked about what drives profits for feedyards and packers.” The opportunity lies not in producing more low-Choice cattle, because “higher-quality cattle are more profitable.”

Ranchers often feel little responsibility for marbling when they don’t share in

ownership, seeing that as the feeder’s responsibility, but Lee said everyone stands to increase their common profitability by setting quality as a goal for the entire production process.

Prenatal nutrition, creep feeding, early weaning, genomic testing — all are likely to increase quality down the line and thus

add to profitability, she said, crediting Missouri Extension specialists for helping spread that message to great effect in the state.

Tailgating with Texans

The Lone Star state is known to enjoy football. Combine that with the

need to do everything bigger, and tailgating becomes serious business. Add in devoted NFL Texan fans David Mitchell and Jim Brubaker, along with self-proclaimed foodie and Sysco CAB specialist Duke Dirksmeyer, and you have a recipe for the ultimate tailgating experience.

Brubaker and Mitchell grew up together, and when the Houston Texans

opened the way for tailgating, they teamed up again. It started with a pickup and the basics, but grew from there. Mitchell had a vision, his friend says.

“From a Weber® grill behind the truck with just a few friends, Mitchell wanted to create something special,” says Brubaker. “He had the idea, and with a little bit of my help, we made the idea a reality.”

Dirksmeyer says, “It is one of the largest trailers and most popular tailgates. Everything is bigger and better down here, and we don’t aim to disappoint.”

For each Texans home game, Mitchell and crew host 60 to 75 with quite an elaborate menu, but the beef is always CAB.

“Most of us are employees of Sysco,



so it’s a great opportunity to feature the brand,” Dirksmeyer says. “We entertain customers and restaurateurs, so it goes a step above your typical tailgate.”

For many, “typical” has evolved beyond hotdogs and burgers, but Dirksmeyer says it’s mainly just taking the best and making it better.

That means having fun, says Brubaker: “It’s a chance to come together, enjoy friends, watch some football and eat great food.”

In the course of a season, days range from a sweltering 100° F to cold rain and windy, he says. Relying on the known quality of CAB adds stability he can count on.

“It’s a better product, more consistent and has brand reputation,” Dirksmeyer says. “CAB cooks better on the grill in all different weather, all the time, always.”

The high-profile tailgate often draws crowds and a waiting list of guests. Featuring product in that adverse environment has convinced some customers to change their food orders, the CAB specialist says. “We always have chefs and customers say, ‘Let’s try that in our restaurant next week.’”

For the last game, Dirksmeyer pushed the limits. The menu featured a 22-ounce CAB cowboy steak, lobster tail and champagne.

“We wear CAB hats and jackets; everyone knows what we’re cooking, and they all want it,” he says.

Some may think CAB is only for fine dining, but he’d rather show through this setting that any time is the right time for high-quality beef.