

Association Link

Look for delegate petitions in the mail

Preparations are being made for the

2014 Annual Convention of Delegates this November in Kansas City, Mo. 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 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.

Sire Evaluation Report released

The printed version of the *Spring 2014 Sire Evaluation Report* is now available. Active

members who returned their blue request cards to receive a printed copy of the report will receive it automatically. Other members

and commercial producers who want a printed report should request it via email or by calling the Association. All requests should be submitted to Brenda Weigart at bweigart@angus.org or 816-383-5144.



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 fast 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.

Note these junior events, deadlines

- May 1:
 - Gold Award applications due
 - Outstanding Leadership Award applications due
 - Ownership and entry deadline for the Northwest Regional Preview Junior Angus Show
 - Certified Angus Beef LLC (CAB) and Angus Foundation scholarship applications due
 - Ownership and entry deadline for the Eastern Regional Junior Angus Show
- May 15:
 - Ownership and entry deadline for

the National Junior Angus Show (NJAS).

- Ownership and entry deadline for The All-American Angus Breeders' Futurity Junior Angus Show
- Entries for the NJAS writing, photography, creative writing and graphic design contests due
- Entry and recipe deadline for the Auxiliary-sponsored All-American *Certified Angus Beef*® (CAB®) Cook-Off
- May 22-25:
 - Atlantic National Junior Angus Show, Timonium, MD
- May 25:
 - NJAA Career Development Contest résumés and public speaking contest speech outlines due
 - Late entry deadline for the NJAS (online only)
- June 1:
 - NJAA Board applications due
 - State delegate names for NJAA election due
 - State names for NJAS showmanship contest due

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

Purchase Angus photos online

While in the showing or covering Angus events, Association staff capture thousands of photos throughout the year. Candid photographs, backdrop images and others can be found online through a special photo website (<http://photo.angus.org>). The Association recently released new prices and offers digital downloads, photo prints and other gift items, such as magnets, photo books, keychains and more.

For more information, contact the PR Department at prphotos@angus.org or 816-383-5100 for more information.

B is the designated letter for permanent ID in 2014

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, B001 and B002 could designate the first two calves born into your herd in the year 2014. International letter code is optional for Angus breeders.

For complete information about permanent ID and naming animals, visit www.angus.org, and click on "Rules and Forms" to access Part 4 of the online *Breeder's Reference Guide*.

Black Books available today

Place your order for the 2014 Beef Record Service (BRS)/AngusSource® Genetic black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

The 2014 books are available in any quantity for \$3 each. The books make great promotional

gifts. Standard orders feature the Association's logo.

To place orders, contact the AngusSource Genetic department at 816-383-5100 or blackbooks@angus.org.

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.

MaternalPlus®

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 additional information at weaning processing time, including calving ease, birth weight and weaning weight EPDs for calves out of inventoried cows.

(Continued on page 18)

Association Link *(from page 17)*

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.

AngusAuctions.com launched

Angus Productions Inc. (API) Feb. 3 announced its collaboration with DV Auction to better serve the Angus community through www.AngusAuctions.com.

API, the American Angus Association's award-winning publishing

entity, and DV Auction, the originator in online livestock auction broadcasting, announced the partnership, which includes the creation of a marketing website for cattlemen to buy and sell Angus genetics.

DV Auction will provide the core technology behind the service.

"We are excited to position this service as the ultimate source in online exposure for the Angus breed," says Dan Broz, DV Auction founder and CEO. "The exposure to our 186,000 registered account holders, as well as the 25,000 members of the American Angus Association will create tremendous value for cattlemen who buy and sell through this service."

The website features live auctions where visitors can bid online, plus dynamic features such as live auctioneer closes and "Buy It Now" pricing. The site hosts several informative components that complement the marketing platform, educating producers about the value of Angus genetics in seedstock, and the commercial and feeding segments of the industry.

"With API's industry knowledge and relationships, this new service is a premium opportunity for Angus genetics in today's online marketplace," says Terry Cotton, API general manager. "It's a one-stop-shop for cattlemen who are looking for current market reports and integrating superior Angus cattle into their herd."

Visit www.angusauctions.com or www.dvauction.com to learn more about the new partnership and to view a list of Angus cattle sales.

Junior intern named

Lindsay Bowman, Prairie Grove, Ark., has joined the American Angus Association as an eight-month intern in the Junior Activities Department. Based in the Association headquarters in Saint Joseph, Mo., Bowman will play a significant role in coordinating events for members of the National Junior Angus Association (NJAA).

Bowman attends the University of Arkansas, where she is pursuing a degree in agricultural communications and education. She earned her associate's degree at Connors State College in Oklahoma.

A Colorado native, Bowman grew up on an Angus and Maine-Anjou operation with her mom, Lianne, and brother, Zane. She is a past member of the Connors State College and University of Arkansas livestock judging teams. She has been active in the Connors State College Ag Ambassador club, Collegiate FFA and her local 4-H club.

"With my experience in other livestock associations, I am excited to be a part of the American Angus Association and learn from the superior staff," Bowman says.

During her internship, Bowman will assist with daily in-office tasks, preparation for NJAA-sponsored shows and conferences, including Raising the Bar conferences, organizing the *Green Coats: Coast to Coast* program and much more. She will also assist with the NJAA website, *Directions* newsletter, National Junior Recognition Program, and other programs available to the NJAA membership.

CAB takes Hollywood

The CAB® brand is no one-hit wonder.

As cameras stopped rolling for the episode of Andrew Zimmern's *Bizarre Foods America* show that included the brand and aired in December 2013, plans were just beginning for another TV spot.

Recipe Rehab, an award-winning cooking show on CBS, will feature Brand Ambassador Chef Keoni Chang of Hawaii's Foodland Super Market, along with the Nelson family of Five Star Land & Livestock. Chef Chang will compete against the Saturday morning show's in-house chef to give the submitted recipe a more healthful twist while the Nelsons share their story.

With her family, longtime Angus rancher Abbie Nelson, Wilton, Calif., welcomed camera crews out to the land that has sustained them for generations. Together they prepared a meal of CAB boneless short-rib skewers with barbecue sauce and creamed corn, later to be "rehabbed" by competing chefs.

"I wasn't nominated for some kind of Emmy," Nelson joked, "but it was an honor to represent the *Certified Angus Beef* brand. Today's ranching families are truly stewards of the land, and we are glad we were able to share this message."

Knowing that consumers have an increasing desire to learn about food and agriculture, it was an easy decision to say "yes" to CBS, according to Mary McMillen, Certified Angus Beef LLC (CAB) director of marketing.

"There certainly is an aura of appeal to the life of a ranching family," she noted. "Since so few viewers have had the opportunity to know and experience that lifestyle, we considered this a great way to highlight one of our valuable ranching partners."

For Nelson, perhaps the most exciting element was interacting with the TV crew.

"It was a huge learning curve, working with those folks from Hollywood," she said, while noting the value. "Our family enjoys people and the opportunity to directly relate our industry to our consumer."

The Nelson family is one of many who take an active role in sharing the CAB story across all market segments. What does it mean to them?

"The first word that comes to mind is pride," she said. "I am so proud of raising Angus cattle for generations. When I see that CAB logo, whether it's on a distribution truck around town, in a restaurant or at the market displayed in a meatcase, I can say, 'Yes, I'm a part of that.'"

The episode of *Recipe Rehab* will air May 17 and re-air June 28. Check local listings and CBS affiliates for air times.

to your registered-Angus cattle knows the value of investing in the future today. So, while late December was a busy time filled with shows, visitors, holidays and travels, the CAB staff in Wooster, Ohio, took time to host its annual Youth Leaders Orientation.

The soiree of sorts brought

together leaders in the Angus industry to experience the brand, share ideas and challenge one another in future endeavors. Among those in attendance were National Junior Angus Association (NJAA) board members, National Beef Ambassadors, CAB Supply Development interns, Miss

American Angus and the American Angus Association Ambassador, and the Canadian Junior Angus Association representative.

"We do hope they share ideas and learn from each other," said Deanna Walenciak, CAB director of

(Continued on page 20)

Tomorrow's leaders today

The team charged with adding value

Association Link *(from page 19)*

marketing. “A lot of what our industry is about is making those contacts and relationships.”

The youth learned about CAB and its mission, then spent time in the Education & Culinary Center meat lab as a sales cutting demonstration broke down a top butt to point out yield and portion

costs. Later, the CAB Human Resources team provided a glimpse into the array of personality types and approaches to work, noting the many job opportunities in the beef industry.

Walenciak said it was a great chance for young people to see the sales side of the brand and the demand for beef,

since many came from a production background.

“At a point where many are planning their careers, we wanted to provide them with an insight into the opportunities available,” she said. “We know that out of this group will come leaders in the industry.”

2014 Specialist Seminar

It's a popular vacation destination, but the Westin Hilton Head (S.C.) Island Resort and Spa marked the spot for a workshop that was this year's CAB Specialist Seminar. Nestled among native trees, plants and wildlife along the Atlantic Coast, the Feb. 24-25 event provided an opportunity for attendees to recharge and renew.

CAB specialists, designated among staff at licensed distributors to manage all elements of being CAB partners, came to share the latest training, merchandising and marketing tools to address their customers' needs and to drive sales. They discussed ways to utilize the CAB “Join Our Table” campaign, as well as recent consumer-research findings, but perhaps the most attention was focused on the launch of the *Best Practices Manual*.

Similar to guides of the same name for the Supply Development team's outreach to cow-calf and stocker operators, the new guide for foodservice will serve those distributors as a roadmap to success in their area of the industry.

CAB Vice President of Business Development Mark Polzer says the yearly presentations and discussions prepare distributors to best represent the brand, and develop a company-side focus on premium beef. That comes back to help Angus producers.

“The seminar helps our foodservice partners be successful in their businesses, which in turn drives demand for beef, and therefore drives producers' bottom lines,” Polzer says.

With the growing consumer curiosity into food origins, it is crucial that those working in the industry are well-prepared with answers.

“The specialist group is a key audience and an absolute benefit to our cattlemen,” says Tara Adams, CAB director of sales marketing. “They are face to face with the chefs who receive inquiries about the production side.”

Quality in genetics

Near Mitchell, S.D., about the same distance from Nebraska, the Missouri River and Sioux Falls, you'll likely find Dale Smith among his herd of commercial-Angus cattle. As sure as you find Smith, you will find quality, for the rancher knows no other way.

He says the latest tool, GeneMax™ (GMX), represents one more assurance that the quality trend will stay on an upward incline.

The 66-year-old has used CAB's DNA-based test to measure gain and grade potential for the past three years and stands firm on its benefits.

“It's telling me things I cannot see,” Smith says with certainty.

The “more than full-time” rancher's opinion should hold some weight as he has spent his life working alongside the cattle that graze his farm.

“I'm the fourth generation of

cowmen. It's a disease," he says with a chuckle. "We have the cow disease."

Raising Hereford cattle up to the mid-1980s, Smith switched to Angus to utilize technological advancements. The invention of heat synchronization for artificial insemination (AI) and the quality of semen available has kept him in the Angus world for almost 30 years now.

"I don't ultrasound and [the cattle] aren't registered, with EPDs (expected progeny differences) and things. This is my way to have a better idea of what I am doing and what I am selling," he says. "At least I know if I am going in the right direction."

For Smith, sometimes that direction can be opposite of what he anticipated, but that's all the more reason to follow the test results.

"It kind of wakes you up a little bit," he says. "There's some beautiful heifers out there that are in the 29th percentile, and then there are some not-so-pretty ones in the 98th percentile."

He states with easy confidence the most beneficial result of using GeneMax is "To be able to select heifers by their DNA. There is a significant net profit when you achieve CAB, and all you have to do is a little work to get there."

When it all comes down to it, Smith and his wife, Anne, enjoy the little things in life, including that work.

"I just wanted to raise the best ones I could and look at them," he says. "That's all I ever wanted to do."

Excellence in communication

The NCBA recognized three communications and journalism professionals for outstanding work in 2013. NCBA recognizes two communications professionals, one from an NCBA state affiliate organization and one from a cattle breed association. The organization also recognizes one agricultural journalist. According to NCBA President Scott George, the intent of the award program is to offer well-deserved recognition to individuals who are staunch advocates of the U.S. cattle industry.

"Effective communications is critical to the success and sustainability of any organization," said George. "NCBA's own communications team works day in and day out to ensure our consumers' message is heard. We recognize that without the combined efforts of state affiliate and breed association communications, the success of cohesive messages about the U.S. beef cattle industry would not be possible."

The recipient of the 2014 Excellence in Affiliate Communications and Public Relations is Ellen Brisendine, executive director, communication services for the TSCRA. Brisendine has been with the association for 12 years.

The recipient of the 2014 Excellence in Breed Communications and Public

Relations is Crystal Albers, assistant director of communications at the American Angus Association. Albers has been a part of the American Angus Association for 10 years, serving in multiple communication capacities throughout her tenure.

Agricultural journalists play a key role

in educating cattlemen and women about issues affecting the cattle industry, said George. That is why NCBA continues to recognize a journalism professional for his or her outstanding work each year. The 2014 Excellence in Agricultural Journalism award was presented to Wes Ishmael of *BEEF* Magazine. A

BEEF contributing editor since 1999, Ishmael has been involved with livestock publications since 1983 and has always been in and around the livestock business.

