

Association Link

compiled by

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New faces at Angus

The American Angus Association welcomed several new additions to its team this spring and summer. New members include Kelli Retallick, director of genetic services for Angus Genetics Inc. (AGI); interns Bridget Beran, JD Rosman and Emily Hasenauer; and Chris Stephens, assistant director of development for the Angus Foundation.

Kelli Retallick. AGI welcomed Kelli Retallick to its team in late March. AGI is a wholly owned subsidiary of the American Angus Association and provides a conduit for developing and implementing new technologies in the beef cattle business.

Retallick was raised on her family's registered-Angus seedstock operation where she remains actively involved in decision-making and marketing. Growing up, she was involved in 4-H, FFA and the National Junior Angus Association (NJAA), which fueled her passion to remain within the livestock industry. Retallick served on the National Junior Angus Board (NJAB) for two years.

Her primary duties include assisting in coordinating genetic education and outreach programs tailored to Angus breeders and commercial cattle producers. In addition, Retallick works closely with American Angus Association entities to enhance strategic development of predictable supply chains using the available technologies and networks.

Retallick previously served as director of member programs for the American Gelbvieh Association in Westminster, Colo. She earned her bachelor's degree in animal science from the University of Wisconsin-Madison, and went on to complete a master's degree in animal breeding and genetics at Kansas State University (K-State).

Bridget Beran. A journalism and mass communications graduate from K-State, Beran joined Angus Media as an editorial intern May 23 and works extensively in the production of the *Angus Journal*, *Angus Beef Bulletin* and related digital publications. She traveled across the United States profiling Angus ranches and covering events like the Beef Improvement Federation (BIF) annual convention, National Junior Angus Show (NJAS) and the Beef Leaders Institute (BLI).

JD Rosman. An agricultural communications senior from Oklahoma State University (OSU), Rosman serves as Angus Media's communications intern. Rosman began his internship with Angus Media May 9. While working with the team, Rosman was involved in

video production, photography and writing assignments on behalf of the Association's media company. He helped with production of *The Angus Report*, and promoted and covered events such as the NJAS, Leaders Engaged in Angus Development (LEAD) conference and BLI.

Emily Hasenauer. An agricultural business graduate from the University of Arkansas, Hasenauer joined the Association as its events and education intern. A native of Wallace, Neb., Hasenauer grew up on her family's farm and Angus operation. Following her graduation, she will return to pursue a master's degree in agricultural economics. In the future, she hopes to stay active in the family Angus herd.

Hasenauer started her internship May 23, and her time at Angus was spent coordinating and attending Association events and activities such as the NJAS, LEAD conference and several regional Angus shows.

For more information on the Association's internship program, visit www.angus.org. Applications for 2017 will be available this fall.

Chris Stephens. Wesson, Miss., native Stephens joined the Angus Foundation as its new assistant director of development July 1. In his new position, Stephens will assist the Angus Foundation in fundraising to help achieve the organization's mission of advancing education, youth and research for the Angus breed and American Angus Association members. Stephens received his bachelor's degree in agricultural communications from OSU in 2002, and possesses a strong, professional skill set in leadership and fundraising in the beef cattle industry. Most recently, Stephens served as director of operations for EE Ranches Inc., Dallas, Texas.

Visit www.angusfoundation.org to learn more about the Angus Foundation.

Note updates to AGI economic assumptions, \$Values

As a result of recent cattle market declines, dollar value indexes (\$Values) shifted slightly lower July 1 when AGI conducted its annual update of economic assumptions used to calculate its bioeconomic selection tools.

These economic assumptions, or economic weights, are assigned to expected progeny differences (EPD) components included in the \$Values and represent both revenue and costs affecting the production system. They predict differences in profitability of animals rather than differences in pounds of performance and allow for multi-directional change of several traits included in the index.

Updated in July each year, \$Values are based on three-year rolling averages

to more accurately reflect beef industry trends. The lower cattle markets of the past year did shift \$Values. Beef value (\$B), for example, was expected to trend down about \$6 on average; weaned calf value (\$W) was expected to decline an average of \$2. Percentile rankings, however, were expected to remain relatively similar.

Cattlemen's Boot Camp will be Sept. 21-22

Cattle producers, mark your calendars. A Cattlemen's Boot Camp will be hosted Sept. 21-22 at the Animal Science Complex on the University of Nebraska's East Campus in Lincoln, Neb.

The educational event will be hosted jointly by the American Angus Association and the University of Nebraska-Lincoln (UNL), and will provide purebred and commercial cattle producers with timely information presented by academic and industry professionals.

"The Cattlemen's Boot Camp workshop is a great event for cattle producers across the country," says Jaclyn Clark, Association director of events and education. "The workshop offers industry-specific information from speakers and research that will offer insight into the beef business for both seedstock and commercial producers."

Generously funded by the Angus Foundation, the Cattlemen's Boot Camp is open to all cattle producers and features two days of educational speakers and workshops, and hands-on activities to help cattlemen improve their herd operations. Attendees will look forward to hearing from industry professionals on a market outlook, range and crop management tips, updates on carcass trends and information on bull selection, source verification, genetic improvement, and general herd management.

Angus youth win scholarships

Five college students with ag careers in mind were awarded \$20,000 in scholarships from the *Certified Angus Beef*® (CAB®) brand in July.

Each year, CAB's Colvin Scholarship Fund recognizes outstanding students out to make a difference in the beef community. The award series honors the legacy of Louis M. "Mick" Colvin, whose dedication to those ideals helped create the brand he led for 21 years.

2016 Colvin Scholarship Awards

\$6,000 — Shelby Schiefelbein, Kimball, Minn. — Texas A&M University
 \$5,000 — Sierra Jepsen, Amanda, Ohio — Ohio State University
 \$4,000 — Rebecca Church, Hastings, Minn. — University of Minnesota
 \$3,000 — Evan Woodbury, Quenemo, Kan. — Kansas State University

\$2,000 — Leah Scholz, Lancaster, Kan. — Kansas State University

Launched in 1978 and owned by nearly 25,000 American Angus Association members, CAB is the largest brand of fresh beef in the world. Learn more about the brand at www.certifiedangusbeef.com, or access producer resources at www.cabpartners.com.

Angus Media hosts industry panel

Farmers, ranchers, consumers and industry personnel have one common thread — they all receive their news and information from agricultural media. Although a fairly small industry, the ag media realm makes a big impact on the industry as a whole.

To celebrate that vital role and share insights on what the future of ag media will look like, Angus Media recently hosted an expert speaker panel as part of the Angus Productions Inc. (API) Board of Directors retreat at the Albrecht-Kemper Museum of Art in Saint Joseph, Mo.

"We felt it was important to share outside perspectives about agricultural media," said Eric Grant, Angus Media president and general manager. "The information distributed through Angus Media channels directly affects seedstock and commercial Angus producers, and all levels of the quality beef production chain."

The panel was composed of three experts from different ag media sectors: **Patrick Gottsch**, founder of Rural Media Group, which is the world's leading provider of multimedia content dedicated to the rural and Western lifestyle;

Jeanne Bernick, former editor of *Top Producer* magazine now working as an ag consultant with K-Coe Isom, assisting large commercial agricultural producers with resources in farm financial management, wealth management, sustainability, and food and ag policy; and

Mitch Rouda, president, *Farm Journal* eMedia, who is responsible for managing *Farm Journal's* digital media businesses, including *AgWeb.com*, *Farm Journal* Mobile, commodity updates and other digital and data-driven products.

The trio fielded prepared questions and questions from the audience for more than an hour and a half.

"Agricultural media is a necessity; it's a fact of life," Gottsch said.

Angus Media is a media leader in the beef industry, offering news and marketing services in print, digital, television and radio formats for more than 25,000 adult and junior American Angus Association members.

"Access to information and data is

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absolutely critical to the future of the beef business,” said Charlie Boyd, API Board chairman from May’s Lick, Ky. “In the Angus breed, we are fortunate to have media programs available that meet our producers wherever they want to receive information — whether that’s in print, online, television or radio.”

The trusted *Angus Journal* magazine has been a staple of the Angus business for almost a century, and the *Angus Beef Bulletin* is a print publication targeted specifically toward commercial users of Angus genetics.

The Angus Media team also produces the weekly television program, *The Angus*

Report, on RFD-TV and several episodes of the popular documentary series *I Am Angus* each year. The *Angus Talk* radio show airs each Saturday on Rural Radio, Channel 147.

“Angus Media has redefined media in the cattle business in a way that no one else has been able to do,” said panel

moderator Tom Field, director of the Engler Agribusiness Entrepreneurship Program at the University of Nebraska and noted ag author.

In addition to award-winning editorial content, Angus Media serves as a marketing partner for cattle producers and industry professionals. Advertising design, video production, website development and print publications are a sampling of what the team offers its clients. To learn more, visit www.angus.media.

Angus names genetic research director

The American Angus Association and AGI welcome Stephen Miller as the director of genetic research for the cattle industry’s leading genetic evaluation center.

Miller, most recently a principal scientist with AgResearch Ltd., in New Zealand, will join the AGI team Sept. 1 in Saint Joseph, Mo., to lead the organization’s research and development efforts, and to further the innovative evaluation methods for the Association’s weekly national cattle evaluation (NCE) and AGI clients.

Miller was raised in Canada, and he obtained both his doctorate and bachelor’s degrees from the University of Guelph in Guelph, Ontario. While completing his doctorate, he was a visiting scientist at the Animal Genetics and Breeding Unit in Australia, specializing in beef cattle. Over the course of his career, Miller has nearly 20 years of experience with beef cattle selection, genomics and technology.

Miller will serve Angus breeders and their customers under the leadership of Dan Moser, AGI president, and alongside the company’s genetic experts and specialists in the field. He will lead efforts for economic modeling of beef production, develop selection and management tools for both seedstock and commercial cattle producers, and guide research priorities for the Angus breed.

“Dr. Miller is recognized by both academic and industry leaders as an innovative beef geneticist, and has had a tremendous impact on the global beef industry,” Moser says.

AGI has a longstanding history of leadership for genetic selection capabilities within the beef cattle industry. Since introducing Angus genomic-enhanced expected progeny differences (GE-EPDs) in 2010, the uptake in genomic technology has been significant.

Convention registration open

Registration for the 2016 Angus Convention set for Nov. 5-7 in Indianapolis, Ind., is open and available at www.angusconvention.com.

The three-day event will feature thought leaders from across the industry, including representatives from the seedstock, commercial and feeding

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sectors. Attend educational seminars, conduct Association business, listen to top-notch speakers and make connections at the convention.

Now in its third year, the event will feature expanded workshops that cover a variety of topics, including genomics, recordkeeping, herd management and

performance tools. Industry-leading speakers, American Angus Association staff and other experts will be among the presenters. A three-day trade show featuring allied-industry partners will offer cattlemen and women a chance to browse through the latest in products and services available to the beef industry

and to visit with Angus breeders and their commercial partners from throughout the country.

The Angus Foundation will host its 2016 Supporter Recognition Event the evening of Nov. 4 in conjunction



with the Angus Convention. When registering online for the convention, a feature will also be available to register for this invitation-only event.

Convention highlights will include the National Angus Tour hosted by the Indiana Angus Association on Friday, Nov. 4; the International Angus Genomics Symposium sponsored by Neogen's GeneSeek Operations and cattle demonstrations sponsored by Zoetis on Saturday, Nov. 5; Angus University and a Sawyer Brown concert sponsored by Merck Animal Health on Sunday, Nov. 6; and the Annual Convention of Delegates on Monday, Nov. 7.

For more details and to register online, visit www.angusconvention.com.

Bloggers honor CAB

CAB was named Brand of the Year in May by the Sunday Supper Movement. The community of bloggers, 500 to 600 strong, voted on which brand partner best represented the bloggers' mission throughout the preceding year.

"We do a survey and ask all of the members of our community to vote, and CAB won this year," movement founder Isabel Laessig said. Announced at its Food and Wine Conference in Orlando, Fla., the win was a surprise for CAB staffers there, but the CAB "Cowgirl Steak" served at dinner created just as much buzz.

"It was a showstopper," she said. "Incredible."

Designed with food in mind and family at its center, Sunday Supper brings people from all walks back to the dinner table to talk and share. From there, everything else can fall into place.

"It starts off as one day a week, and people begin to see the difference in their food and conversation. Then things begin to happen more often," Laessig said.

Approaching its fifth year and driven by the weekly #SundaySupper where bloggers from around the country share recipes and ideas for home-cooked meals, the movement now reaches 5 to 7 million followers on any given Sunday night.

The next stop, Laessig said, is the brand's plan to unite for a ranch day in the fall.

Auxiliary to host fundraiser

The Auxiliary is excited to present a new fundraiser, the Full Circle Online Auction, a national Angus consignment sale hosted by AngusLive.com Sept. 28-29. The Auxiliary is currently seeking a wide variety of items with a fair-market value in excess of \$100. Auction categories include live animals, embryo and semen packages, Angus

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memorabilia and collectibles, home décor, cattle equipment and other useful items.

Consignors will receive 50% of the gross revenue their lots generate (or they can donate 100% to the Auxiliary), as well as recognition in the sale promotion to be launched at the NJAS and on the

online site throughout July, August and September. Consignments may be accepted until mid-August. If you are interested in being a consignor, contact Cortney Hill-Dukehart Cates at cortneyhd@gmail.com, Julie McMahon French at juliefrench@nethawk.com, or Shally Rogen at drogen3061@aol.com.

Check out the great lots at <http://Angusauxiliary.com/FullCircleOnlineAuction.html> and support the Auxiliary.

Wyoming K-Stater interns with CAB

Hannah Johlman joined the CAB

Industry Information team in May 2016 as a summer intern, writing features, news releases, columns and blogs on all who aim for the brand, from rancher to consumer. Her work began with a four-ranch tour in Kansas and Colorado.

The K-State senior in ag communications and journalism, and animal sciences and industry, works from her home base in Sheridan, Wyo., with the CAB team in Kansas, Nebraska and Florida.

Johlman attended a young leaders' seminar at CAB headquarters in Wooster, Ohio, last winter, learning about the brand's mission of adding value to Angus cattle by providing consumers with a great eating experience.

Applied Reproductive Strategies in Beef Cattle workshop to be in Iowa Sept. 7-8

The premier national event in beef cattle reproductive management will be hosted in Des Moines, Iowa, Sept. 7-8 at the Embassy Suites. Iowa State University cow-calf specialist and regular contributor to the *Angus Journal*, Patrick Gunn, will serve as a host-site organizer.

The 2016 Applied Reproductive Strategies in Beef Cattle (ARSBC) workshop will include information for cow-calf producers, bovine veterinarians, industry representatives, extension personnel and students. The event is provided through a cooperative effort by Iowa State, Iowa Beef Center and the Beef Reproduction Task Force, and will highlight the latest information on reproductive technologies in beef cattle.

"We are fortunate to bring a phenomenal group of speakers to Des Moines," Gunn said. "Twenty scientists and veterinarians from 13 states will help attendees hone their reproductive skills on best management practices in handling hormones and frozen genetics, nutrition, sexed semen, embryo transfer, *in vitro* fertilization, reproductive health, genetics, fetal programming and pregnancy detection, among others."

Up to 15 continuing-education units (CEUs) have been approved for veterinarians in Iowa and adjoining states, and for professional animal scientists. For more information on CEUs, see the ARSBC website at www.aep.iastate.edu/arsbc/ or contact your professional association.

Angus Media will provide complete coverage of the event, with event and presentation summaries available at www.appliedreprostrategies.com.