

# Association Link

compiled by

**SHELBY METTLEN**, assistant editor

## Association hosts summer interns

The American Angus Association welcomed four interns to its headquarters in Saint Joseph, Mo., during the summer of 2017. Haley Ercoli, Morgan Marley, Mayzie Purviance and Taylor Wilkins joined staff to broaden their professional horizons.

**Haley Ercoli**, Plant City, Fla., served as intern for Angus Genetics Inc. (AGI). An animal science major at the University of Florida, Ercoli focused on collecting and inputting data to improve Angus genetic databases.

Elkins, Ark., native **Morgan Marley** was selected as communications intern for Angus Productions Inc. (API). She assisted Angus Media's teams in providing multimedia and editorial content to its various audiences. Marley holds a bachelor's degree in agricultural education, communications and technology with a minor in animal science from the University of Arkansas. She is currently pursuing a master's degree in public communication and technology at Colorado State University.

API editorial intern **Mayzie Purviance** of Rosalie, Texas, joined staff to provide editorial content and photography for the *Angus Journal*, *Angus Beef Bulletin*, *Angus Beef Bulletin EXTRA* and the *Angus Journal Daily* electronic newsletter. Purviance is a junior at Texas A&M University (TAMU) and works as a photographer for the TAMU Corps of Cadets.

**Taylor Wilkins** of Brooker, Fla., joined the Association as the events and education intern. Wilkins assisted the Events and Education Department with



Four summer interns recently joined the American Angus Association, Angus Genetics Inc. and Angus Media in Saint Joseph, Mo. Pictured are (from left) Haley Ercoli, AGI intern; Taylor Wilkins, events and education intern; Morgan Marley, communications intern; and Mayzie Purviance, editorial intern.

shows, contests and general office duties. She is an agriculture and life sciences major at Iowa State University.

## Convention registration now open

Registration for the 2017 Angus Convention, set for Nov. 4-6 at the Fort Worth Convention Center in Fort Worth, Texas, opened July 1. Nearly 2,000 cattlemen participated in the 2016 Angus Convention hosted in Indianapolis, Ind., and Fort Worth will host an event you won't want to miss. Offering Angus University educational sessions, Association business meetings, industry-leading speakers, top-notch live entertainment and a Texas-style National Angus Tour, the 2017 Angus Convention will offer something for every progressive cattleman and woman.

The convention is the ideal junction for breeders and industry influencers to exchange ideas and share their vision for

better Angus genetics and better beef worldwide.

To register and for more information, visit [www.angusconvention.com](http://www.angusconvention.com).

## AGI releases upgrades to the Association's weekly genetic evaluation

On July 7, AGI implemented several updates to its genetic evaluation. Those updates include using a different methodology, single step, to calculate the Association's expected progeny differences (EPDs). Single step is capable of incorporating all new genotype, pedigree, performance and progeny data into the Association's genetic evaluation every week. This new, more comprehensive methodology eliminates the need for routine calibration, allowing members to have the most complete and current EPD representation. With that, implementation of more robust growth

and carcass models took place, as well as the addition of approximately 250,000 more genotypes to the database.

AGI also incorporated updated economic assumptions to calculate the \$Values. These economic assumptions, or economic weights, are assigned to EPD components included in the \$Values representing both revenue and costs affecting the production system.

With these changes all being incorporated in July, members can expect some re-ranking of individual animals to take place.

For more information on single step, refer to the July 2017 "By the Numbers" column in the *Angus Journal* (see page 47), access AGI's information online at [www.angus.org/agi](http://www.angus.org/agi), or contact the AGI team at 816-383-5100.

## Using birth weights prior to weaning weight submission

On Tuesday, Aug. 8, the Association will begin accepting birth weights to be used in the genetic evaluation prior to weaning weight submission. These data points will be used to describe the genetic value of sires and dams in the evaluation, allowing for earlier, more accurate predictions of both birth weight (BW) and calving ease (CE) EPDs. Once the calving season has come to a close, breeders can submit birth weights via AAA Login or Angus Information Management Software (AIMS) to be used in the next evaluation. The \$3 Angus Herd Improvement Records (AHIR®) fee normally assessed at weaning will now be applied to calves at birth weight submission — no fees will then be assessed for weaning weights.

No EPDs will be given on individual calves until they are registered, unless members are enrolled in MaternalPlus®. MaternalPlus participants will receive CED, BW and weaning weight (WW) EPDs once birth weights are submitted. For more information see "By the Numbers" in the June 2017 *Angus Journal* or contact the Association at 816-383-5100.

## Talon Internship accepting host breeder applications

The Angus Foundation, in conjunction with the Angus/Talon Youth Education Learning Program Endowment Fund, is currently accepting host breeder applications for the Talon Internship Program. The internship program is designed to pair Angus youth with an Angus breeder to develop a mentor/mentee relationship throughout the course of a summer. This relationship will lead to a successful educational experience and increase the knowledge and understanding for raising registered-Angus cattle and the beef cattle industry for the mentee.

## 2017 ARSBC symposium set for Aug. 29-30 in Manhattan, Kan.

Make plans now to attend the 2017 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium Aug. 29-30. Hosted by the Kansas State University (K-State) Animal Sciences and Industry Department and K-State Research and Extension, the event will be headquartered at the Hilton Garden Inn and Conference Center in Manhattan, Kan.



Considered the premier national event in beef cattle reproductive management, the meeting has a long history of providing the latest information on the application of reproductive technologies and includes a range of topics related to cow herd reproduction, such as nutritional interactions, management and male fertility.

The meeting is open to anyone with an interest in beef cattle reproduction, including producers, technicians, veterinarians and professionals in related industries.

Program details are available at [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com). Extensive online coverage of past meetings can be found at the Newsroom Archive of the site. The meeting is organized by the Beef Reproduction Task Force, a multi-state Extension group made up of specialists from K-State, the University of Missouri, Iowa State University, the University of Nebraska, South Dakota State University, the University of Florida, the University of California—Davis, the University of Idaho and Oregon State University.

The Beef Reproduction Task Force hosted the first ARSBC symposium in 2002 at Manhattan, Kan. Since that time, symposia have been conducted at 16 locations across the United States.

"We are looking forward to bringing this meeting back to Kansas," says Sandy Johnson, K-State Department of Animal Sciences and Industry associate professor and extension beef specialist.

For questions about the event, contact Johnson at [sandyj@ksu.edu](mailto:sandyj@ksu.edu) or 785-462-6281.

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Applications for hosts and interns are due to the Events and Education Department by Sept. 15.

For more information and both the host and intern application, please visit [www.angusfoundation.org/fdn/Events/FdnTalon.html](http://www.angusfoundation.org/fdn/Events/FdnTalon.html) or contact the Events and Education Department.

## Century Award applications due Sept. 1

The American Angus Association 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 at the Association's Annual Awards Banquet.

Visit [www.angus.org](http://www.angus.org) to apply before the Sept. 1 deadline or for more information.

## News from BIF available online

Angus Media was on hand to cover the 2017 Beef Improvement Federation (BIF) Research Symposium and Convention in Athens, Ga., May 31-June 3. Visit the Newsroom and Awards pages at [www.bifconference.com](http://www.bifconference.com) for announcement of the award winners and access to summaries, PowerPoint presentations, proceedings papers, and audio of symposium presentations.

## Auxiliary to host online auction

The American Angus Auxiliary will host its second annual Full Circle Online Auction, a national Angus consignment sale Sept. 27-28. Full Circle Online Auction is an innovative, web-based consignment market that offers Angus breeders, families and allied industry the opportunity to both sell and buy, while making a substantial contribution to help ensure the sustainability of the Auxiliary's ongoing support of the Angus breed and its youth.

The online auction will be hosted by [www.anguslive.com](http://www.anguslive.com). Proceeds will support the Auxiliary's mission, including breed promotion, beef education and youth development through programs, awards and scholarships.

Last year's event raised more than \$11,000. The Auxiliary invites you to be a part of this exciting event.

For more information, visit [www.angusauxiliary.com/fullcircleonlineauction.html](http://www.angusauxiliary.com/fullcircleonlineauction.html).

## Angus Value Discovery — so easy

This year's Angus Value Discovery Contest closes Aug. 15 on cattle harvested any time from last fall to the end of July 2017, but there's still time. Although this competition requires a nomination, anybody with a stake in the cattle can start the enrollment. Customers of artificial insemination (AI) companies and registered Angus breeders work with them to enroll groups of at least 30 calves.

All it takes is a completed harvest report from the packer and closeout from the feedyard. If you use registered

Angus bulls, or feed for someone who does and their cattle ring all the bells for quality and performance, take action now. Contact Kara Lee, production brand manager for the cosponsoring *Certified Angus Beef*® (CAB®) brand at [klee@certifiedangusbeef.com](mailto:klee@certifiedangusbeef.com) or call 330-345-2333.

What's at stake? A share of nearly \$5,000 in this contest that builds relationships along with better herds, Lee says. Genetics providers contribute 25% of prize value in credit if their nominee wins grand or reserve champion pen, and CAB pays the rest.

Qualifying groups of 30 or more must be at least 75% sired by registered Angus bulls, harvested by July 31 at a CAB-licensed packer with closeouts submitted by Aug. 15 (or they fit into the next year's contest).

"We encourage anyone who believes their cattle could qualify and compete well in the 2017 contest to take action right away and get in under the wire," Lee says. Scoring is based on a combination of carcass merit and feedyard performance. For more details, visit [www.cabpartners.com](http://www.cabpartners.com), and again, email [klee@certifiedangusbeef.com](mailto:klee@certifiedangusbeef.com) or call 330-345-2333.

## Producer Communications Division

The Industry Information Division of Certified Angus Beef LLC (CAB), which has provided CAB content since 1998 under Director Steve Suther, has evolved into the Producer Communications



**Miranda Reiman**

Division with Director Miranda Reiman, as of July 2017.

Reiman, who joined CAB in 2006 and served as divisional assistant director since 2010, says, "The new name better describes the scope of projects our team works on every day."

"Our company is very fortunate to have the opportunity for near-seamless continuity in producer communications direction," Suther said, allowing that Reiman "brings many 2.0 elements in the social media world and will put her own stamp of leadership on the division."

Producer communications now includes feature stories and technical articles across North America, weekly video news releases through Angus Media and regular radio news programs. In addition, its award-winning Black Ink® blog ([blackinkwithcab.com](http://blackinkwithcab.com)), Facebook, Twitter, Pinterest and Instagram pages on the Web reach many thousands every day.

The division cooperates with the broader CAB communications and public relations teams, as well as Angus Media, in joint projects. That work continues through full-time specialists in Florida

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and Ohio, as well as freelance contractors in Texas, Wyoming and Montana, with others drawn from the ranks of former and future interns.

### **Cost of an empty table**

In 1984, the Taste of Texas Restaurant was the first steak house in the Lone

Star State to serve CAB brand products. Thirty-three years later, owner Edd Hendee said, "If it wasn't working, I would have never made it this far!" From the producer to the restaurant owner, quality beef pays off.

Hendee has spoken at CAB conferences from time to time over those

years. At the 2017 Specialist Seminar, he pointed out the most expensive thing in the restaurant industry is the cost of an empty table — easily relatable to that of an empty feedlot pen or a pasture not stocked to capacity — because fixed costs remain constant. If one table sits empty every day for a year, Hendee

calculated the total gross profit lost for the year would be more than \$60,000.

Despite that, when the temptation for a less-expensive input product arises, Hendee says that it's not worth the risk.

"When my customer walked out of the door and they weren't entirely pleased with their meal, that's when it dawned on me," Hendee said of those years before CAB. "I had to take care of my customers, and their greatest need was to make sure that visit and every visit after that had to be fantastic."

Serving a high-quality product earned higher customer satisfaction rates, which builds repeat business, increased sales and growth in profits. It is quality that keeps customers returning, keeping the tables at Taste of Texas full.

"When you finally get to that point, it's amazing what your sales can do," Hendee said.

His talk has since become "The Cost of an Empty Table" training resource for CAB specialists, coaching them on the importance of quality and profit.

### **Social media success**

From ranchers to retailers and everything in between, the CAB brand is equipped to help its 18,000 partners promote the best Angus beef.

Designed in-house, a recent social media project centered around Father's Day called #DadDeservesBest has garnered great success for Food City, the Virginia-based retailer with additional stores in Georgia, Tennessee and Kentucky.

Photos used in the ads include those from Angus ranching families and were heavily shared on Facebook, all building demand for the brand.

### **International partners tour the U.S.**

Twenty-eight people from this country and seven others joined together for a weeklong intensive tour of the U.S. beef industry and how it pertains to the CAB brand.

The June 4-10 Masters of Brand Advantages (MBA) cross-country event kicked off with a visit to Walter Angus, Hudson, Colo., followed by a feedyard and packer tour east of Denver, and finished with a beef fabrication and *Science Behind the Sizzle™* class with Dr. Phil Bass in Wooster, Ohio.

"It's always eye opening to see so many different, not just languages, but cultures come together under the shared passion for beef," Kara Lee, CAB production brand manager, said.

This third international MBA class the brand has hosted included attendees from Japan, Mexico, Taiwan, Panama, Kuwait, the United Arab Emirates and the Dominican Republic. After seeing the industry firsthand, education at the CAB Culinary Center included beef market signals, how to overcome sales objections and how

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the brand supports its partners around the world.

“Our international guests face a unique set of challenges often different than our domestic retailers and restaurateurs,” Lee explained. “From procuring our product to marketing it, we were able to learn from them while

sharing ways to help their businesses grow.”

The passion they saw from the ranchers raising the best-quality beef is the same across the board at any ranch host, Lee said.

“This year’s attendees were so engaged. It’s a joy to see people from all



PHOTO COURTESY OF CERTIFIED ANGUS BEEF LLC

Twenty-eight people from this country and seven others joined together for a weeklong intensive tour of the U.S. beef industry and how it pertains to the *Certified Angus Beef*® brand.

over the globe create an international fraternity of sorts that’s held together by CAB. I anticipate watching their continued successes over the upcoming years,” she said.

### **Tom Burke Endowment Fund creates junior award through Angus Foundation**

Lifelong Angus sale manager, author, speaker, Angus enthusiast, youth supporter and former American Angus Association Board member Tom Burke



**Tom Burke**

of Platte City, Mo., has been selected as the 2017 inductee into the Saddle & Sirloin Portrait Gallery, considered one of the highest honors in the livestock industry.

The Saddle & Sirloin Portrait Gallery was established in 1903 and recognizes one individual annually for their lifetime of exceptional service to the livestock business, both nationally and internationally. The portrait gallery includes 354 portraits of distinguished leaders of the livestock industry and is on permanent display at the Kentucky Fair & Exposition Center in Louisville, Ky.

A customary practice for Saddle & Sirloin Portrait Gallery inductees is to designate a 501(c)(3) organization to receive charitable contributions raised in honor of the distinguished honoree. Funds are used to offset project expenses, and Burke’s fundraising effort includes establishing the Tom Burke Angus Youth Endowment Fund through the Angus Foundation.

The endowment will create the Shining Star of the Future Award, a cash award that will be given to one National Junior Angus Association (NJAA) member age 12 or under. The winner will be selected through an application and interview process and announced at the National Junior Angus Show (NJAS).

For more information contact Milford Jenkins, Angus Foundation president, at 816-383-5100 or [mjenkins@angusfoundation.org](mailto:mjenkins@angusfoundation.org).