

Association Link

Register today

Attend the 2014 Angus Means Business National Convention & Trade Show Nov. 4-6 at the KCI Expo Center in Kansas City, Mo. The three-day event will feature thought leaders from across the industry, including representatives from the seedstock, commercial and feeding sectors. Attend educational seminars, conduct Association business, listen to top-notch speakers and make connections at the conference.



Reserve your place at the convention for just \$25 by registering online today. Visit www.angus.org to quickly submit your information. Registration is encouraged before the early-bird deadline, Oct. 1, after which prices increase. For more information see page 16.

Delegate ballots due Aug. 8

The deadline to nominate state and district delegates for the Annual Convention of Delegates was June 30. Ballots used to vote for eligible nominees were prepared and mailed July 9 to all active regular and life members.

All ballots must be received in the Association office no later than Friday, Aug. 8, to be counted. To ensure a valid ballot, vote for no more than the designated number of delegates listed at the top of the ballot and remember to sign the document.

For more details on how to select the delegates to represent your state at the Annual Convention of Delegates, refer to "Will Your Ballot Count?" in the July 2011 *Angus Journal* (available via a back issue search at www.angusjournal.com/aj_backissues.html).

Elected delegates will conduct Association business at the 131st Annual Convention of Delegates during the Angus Means Business National Convention & Trade Show Nov. 4-6 in Kansas City, Mo.

Candidate résumés due Aug. 15

Association members who are seeking election to the Board of Directors of the American Angus Association may send a short

biography, along with a photo, to *Angus Journal* Editor Shauna Hermel by Aug. 15. Biographies and photos submitted by the deadline will be published in the October *Angus Journal*, prior to the election at the Annual Convention in November. Biographies should be approximately 500-700 words and will be shortened, if necessary.

For more information on the particulars of running for the Board, see "Vying for the Board" in the March 2011 *Angus Journal*.

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. The award recipients will be recognized at the Association's Annual Awards Banquet.

Visit www.angus.org to apply before the Sept. 1 deadline or for more information.

Order black books today

Now is the time to place your order for the 2015 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 2015 books are available in any quantity for \$3 each and can be customized — free of charge — with purchases of 100 or more.

The books make great promotional gifts to commercial customers. Customized orders may include your operation's logo and contact information foil-stamped onto the back cover, while standard orders feature the Association's logo. Custom orders must be placed by Aug. 1.

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

Books will be shipped by Oct. 15.

Tag Store offers affordable identification

Cattle producers looking for affordable ways to identify their herd and collect data should visit the Custom Cattle Tags website, a service provided by the American Angus Association. Visit www.customcattletags.com to order ear tags, applicators, syringes and other accessories needed to manage cattle.

Custom Cattle Tags provides

high-quality, customized ear tags for cattle producers across the nation. Recent updates to the website include a new look, and several tags and syringes have been added to the lineup.

"Our top priority is supplying cattlemen with affordable identification options that they can rely on," says Ginette Kurtz, who manages the Custom Cattle Tags website. "It's a simple way to order all your supplies in one place, at the best prices."

New products available include the Allflex A Tag, which is a one-piece ear tag that comes in two sizes and nine different colors. A Tags can be ordered with preprinted numbers or left blank. In addition, Allflex bottle-top syringes are now available on the website. The 25 cc and 50 cc repeater Allflex syringes are currently listed online.

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.

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 expected progeny differences (EPDs) for calves out of inventoried cows.

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.

Watch The Angus Report each week on RFD-TV

The *Angus Report* delivers weekly Association and industry news on RFD-TV, every Monday at 8:30 a.m. EST. The program offers busy cattlemen and women the opportunity to quickly catch up on important industry issues.

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.

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 (photo.angus.org). The Association recently released new prices and offers digital downloads, photo prints and other gift items, such as magnets, photo books, key chains and more.

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

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, \$Values, percentiles and much more. Visit www.angus.org for more details.

K-Staters intern with CAB

Nicole Lane of John Day, Ore., and Kaitlin Morgan of Deerfield, Kan., joined the CAB Industry Information team as summer interns in the Manhattan, Kan., office in May.

They write news releases and technical articles, travel for feature story interviews and photographs, and create social media posts to share the stories of how CAB producers bring high-quality beef to the table.

As Kansas State University

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(K-State) animal science and agricultural communications students, both serve as officers in the professional ag sorority Sigma Alpha and the Agricultural Communicators of Tomorrow (ACT) chapter. They also promote K-State as College of Agriculture Ambassadors and interns with K-State Research and Extension.

Morgan grew up working on her family's commercial Angus operation. Through local 4-H and FFA programs she started a herd of her own, experiencing firsthand the hard work and dedication required in raising a quality product for the consumer.

Lane found a passion for agriculture by starting a small sheep operation through her involvement in the National FFA Organization. During her year of service as an FFA state officer, she discovered a love for creatively sharing the stories of those involved in agriculture, which led her to leave the Strawberry Mountains of Eastern Oregon to pursue a career in agriculture communications in the heartland.

A cattle buyer's wise words

Terry Wynne is a straight shooter. You ask him a question; he tells you like it is. Yet, he's good at listening, too. Ten years ago, when a friend and cattle buyer stopped by Wynne Farms, near Galt, Mo., listening made all the difference.

"How come you don't raise cattle like you farm?" the buyer asked.

Perplexed at first, Wynne requested an explanation that led to his decision to buy bulls to enhance quality in his cow herd.

"Very wise words, and I'll never forget them," Wynne says. "From that moment on, our cattle have done nothing but gotten better."

Keeping that conversation in mind, Wynne now manages a quality-focused herd of Angus cattle and sells replacement heifers to nearby farmers. The rolling hills of his Missouri ranch mix with flat ground covered in fescue to serve as home to nearly 120 commercial pairs and 40 registered cows.

"It's all genetics," he says. "That's what it's about — and experimenting."

When news of CAB's genomic test, GeneMax™ (GMX) Focus, made its way to his farm, Wynne listened again.

"It's about getting the quality out there and doing the best job that we can do to raise good, quality cattle. GeneMax is going to help us a lot," he says.

After testing 50 head in 2013, Wynne is sold on using the DNA-based test to measure gain and grade potential in his high-percentage-Angus cattle.

"It's the coming thing," he says, advising fellow producers to get on it early.

"We want to raise better-quality meat," he says, "to raise some of the best stuff we can raise, you know? I'm not in for quantity; I'm in for quality. The better quality you make, the more money you make."

Wynne didn't start with CAB as a target, but he figures he was destined

to get there: "I've been Angus my whole life. We're totally Angus. There's nothing else about it."

Summer Interns Join the Angus Team

The American Angus Association welcomes four summer interns to headquarters in Saint Joseph, Mo. Stationed throughout the office, the interns are engaging in and learning a variety of career skills.

As the Association's event-planning intern, Chelsey Smith has been active in planning and implementing a variety of activities throughout the summer, including the Beef Leaders Institute (BLI) and a Cattlemen's Boot Camp at the University of Missouri (MU), as well as attending cattle shows throughout the country.

Originally from Hays, Kan., Smith is a senior at Kansas State University (K-State) studying agricultural education with minors in agronomy and animal sciences and industry.

This year's intern for junior activities, Courtney Spencer, has been instrumental in assisting with the National Junior Angus Show (NJAS), Angus Ambassador finals and the annual Leaders Engaged in Angus Development (LEAD) conference. She also helped oversee the many life-skills contests at the 2014 NJAS in Indianapolis, Ind.

Spencer, from Aurora, Mo., is a junior at MU studying animal sciences with a minor in agriculture leadership.

Claire Carlson joined the Public Relations and Communications Department this summer. She gained experience in all aspects of the Association's multimedia approach to promoting Angus cattle, including writing, editing, design, photography and video production. She also played an important role in promoting and covering events at the 2014 NJAS.

Carlson is from Shawnee, Kan., and grew up heavily involved in the Kansas 4-H program. Carlson is a recent graduate from K-State with a degree in agricultural communications and a minor in business.

Paige Nelson joined the *Angus Journal* editorial team in late April. Throughout the summer, she was responsible for contributing to the *Angus Journal*, *Angus Beef Bulletin*, *Angus Beef Bulletin EXTRA* and *Angus Journal Daily* electronic newsletter. She also worked on the 2014 NJAA/*Angus Journal* Photo Contest and attended multiple industry events. Nelson was raised on a commercial Angus cow-calf ranch in Idaho and graduated from Brigham Young University-Idaho (BYU-I) in December 2013 with a bachelor's degree in animal science and a minor in journalism.

Since graduation, Nelson has pursued a freelance writing career and has been published by the *Angus Journal*, *Post Register's Intermountain Farm and Ranch Magazine* and *Progressive Cattleman*.

Personnel Changes

In addition to hiring five regional

managers (see page 14), the American Angus Association and Angus Productions Inc. (API) announce several staff changes.

Ginette Kurtz has been promoted to director of commercial programs. Kurtz will focus on commercial cattle producers who rely on Angus genetics. She will be responsible for finding new and creative ways to interact with commercial cattlemen and to provide them with invaluable programs and services.

Kurtz has served many roles throughout her 20 years with the Association. She started in the *Angus Journal* and transitioned to the Association in 2004, helping establish AngusSource® as a trusted verification program monitored by USDA. Today, Kurtz manages the growing AngusSource Genetic program, which documents the marketing and genetic value of Angus-sired calves.

Kurtz will continue to work with Association regional managers, other staff and registered-Angus breeders to provide commercial cattlemen the tools needed for success in today's changing marketplace. She will focus on enhancing current services, as well as communicating the value of recordkeeping, marketing and proper cattle identification.

As director of information services (IS), **Jason Kenyon** brings nearly 20 years experience in computer programming and management to the Association. He joined the Association in 2005 as an IS team member to help overhaul the internal database system and Association websites to adapt to the latest technology. He has been involved in many key initiatives, including the launch of the weekly National Cattle Evaluation (NCE), the Angus Mobile smartphone app and the programming power behind genetic data reporting from Angus Genetics Inc. (AGI).

Kenyon will lead the IS team at the Association and focus on enhancing both internal and external tools and applications to better serve Angus breeders and their customers.

As director of creative media, **Becky Terry** will be primarily focused on spearheading the Association's annual convention and trade show; overseeing API's efforts to strengthen brand cohesion, marketing and cross-channel audience engagement; and leading its business-development efforts.

Terry possesses nearly two decades of experience in ag communications, marketing and advertising. She served as manager of advertising and creative services for *Hereford World*, as well as publications manager for the North American Elk Association. She owned and operated Showboat Graphics for 11 years, a company that provided graphic design, advertising consultation and marketing for more than 20 companies, including API.

Chris Stallo was promoted to vice president of operations and will

lead the Association's membership operations, assisting the organization's 90-plus employees with daily operations at the Association's headquarters in Saint Joseph, Mo., and work to provide opportunities and service to the Association's more than 25,000 members across the United States and Canada.

A 14-year veteran of the IS Department, Stallo has served the breed through creative programming solutions through AAA Login, the Association website and the Angus Mobile smartphone app. He was part of the IS team that developed the technical infrastructure necessary for weekly NCE releases.

Stallo will oversee the Member Services Department, the IS Department and the Angus Information Management Software (AIMS) team. Primary responsibilities include coordinating interaction with departments and staff, day-to-day operations of the Association, and recommending process improvements in each area of the business.

As director of events and education, **Jaclyn Upperman** will lead the Association's member outreach efforts, managing its event schedule and further developing educational programs for members through a newly formed Education and Events Department. The department will target activities for both youth and adults alike.

A Pennsylvania native, Upperman was an active member of the National Junior Angus Association (NJAA) and was a director on the National Junior Angus Board (NJAB) from 2009 to 2011. She joined the Association staff in July 2013 as the director of junior activities.

Upperman will be responsible for managing, organizing and implementing the Association's educational activities, livestock exhibitions, junior programs and award programs. She will work with members to coordinate events, including the annual BLI, Cattlemen's Boot Camps and the NJAS, as well as provide assistance in planning the first-ever Angus Means Business National Convention & Trade Show this November.

Ashley Mitchell is now assistant director of events and education, serving members by organizing and implementing nationwide programs and activities. The new role is a promotion for Mitchell, who has been involved in many aspects of Association-related programs during her time with the organization.

As the assistant director of events and education, Mitchell will be responsible for maintaining a wide variety of activities, educational opportunities and meetings, including BLI, Cattlemen's Boot Camps and the NJAS. She will provide assistance in planning the Angus Means Business National Convention & Trade Show this November.