

Association Link

Annual Convention

The American Angus Association's 128th Annual Convention of Delegates will be Monday, Nov. 14, in Louisville, Ky. The annual convention is conducted in conjunction with the North American International Livestock Exposition (NAILE) and includes a super-point Roll of Victory (ROV) Angus show.

The election of officers and five members to the Association Board of Directors will highlight the annual convention. Elected delegates and other attendees will hear annual reports of the Association and its entities.

Angus events in Louisville begin Sunday, Nov. 13, with the junior Angus show, educational programs and the open forum for candidates and delegates.

The open bull show and the annual convention will be Monday, Nov. 14. The annual banquet is that evening. Events conclude Tuesday with the open female show. All events will take place at the Kentucky Fair and Exposition Center (KFEC) or at the Crowne Plaza.

Look for a detailed schedule and additional information at www.angus.org as it becomes available.

Boot Camp scheduled

Mark your calendar for an upcoming

Cattlemen's Boot Camp, an educational workshop geared toward beginning and advanced Angus producers. The Boot Camp is scheduled for Jan. 20-21, 2012, at Utah State University.

The educational event will focus on a variety of topics, including cow nutrition; communicating a positive beef industry image; reproductive performance; animal handling; herd identification; body condition scoring; and phenotypic selection. Marketing, bull selection, carcass evaluation and new beef products will also be discussed.

Admission costs \$75 and includes meals and materials. Registrations are due Dec. 26. Visit www.angus.org to register or for more information.

Foundation to sponsor YCC participant

The Angus Foundation will again nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2012 Young Cattlemen's Conference (YCC) — the beef industry and tour sponsored by the National Cattlemen's Beef Association (NCBA).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications for the conference will be available

Oct. 1 at www.angusfoundation.org, and should be returned to the Angus Foundation no later than Friday, Jan. 6, 2012. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

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.

I Am Angus airs this fall

I Am Angus focuses on the heart of the Angus cattle business — its people, their heritage and why they've chosen to be in the Angus business. The video series explores each sector's stake in the Angus breed and beef business, our Angus heritage, and how animal agriculture remains relevant today.

Initiated in 2008, the Association-produced documentary series continues this fall and winter across America in four separate programs, which are set to begin airing at 8 p.m. EST, Oct. 31 on RFD-TV. Subsequent programs are planned for Nov. 21, Dec. 19, Jan. 2, Feb. 13 and March 5.

"There are countless people across the country and around the world whose lives are defined by producing quality Angus beef for consumers," says Eric Grant, Association director of communications and public relations.

The program provides an avenue to show the commitment producers and others have made to raising quality beef.

"Consumers today are craving a connection with the people who raise food," Grant says. "*I Am Angus* allows that to happen, for us to put our best foot forward."

For more information or to watch segments from past shows, visit www.angus.org.

Watch The Angus Report each week

The Angus Report delivers weekly Association and industry news on RFD-TV, every Monday at 8:30 a.m. EST, and Saturday, 2:30 p.m. EST. The program will offer 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.



Perspectives meet in Montana

More than 600 cattlemen and women gathered at the Vermilion Ranch near Billings, Mont., this summer in conjunction with the Billings Livestock Commission "Summertime Classic" sale.

CAB-licensed distributor Sysco Montana was honored for its merchandising efforts by a plaque presentation to its president, Mark Lancot, and protein specialist, Kim Warburton.

"As a well-known Angus-producing region, cattlemen here appreciate that kind of hard work," says Paul Dykstra, beef cattle specialist with CAB. "It helps to elevate their market for calves and yearling cattle to a level above almost all others in the U.S."

Ranchers in attendance could gain perspective on the significant role their cattle play in end-product sales and the brand, too.

"At the daily ranch level, folks may not be thinking about all that goes on through packaging and merchandising *Certified Angus Beef*® (CAB®) brand products, but hopefully the ranchers in attendance took a few moments on this occasion to be proud of the quality product they are producing and the part they play in this success," Dykstra says.



Burgers more than OK

Reasor's "Build a Better Gourmet Burger" contest elicited more than 100 recipe submissions featuring CAB grinds through the grocer's website. The Oklahoma-based company chose five finalists to compete. Marty Seat, Claremore, Okla., won the contest with his "Double Okie Angus Burger." He earned \$500 in CAB brand product and a Hasty-Bake grill.



28th Cook-Off unites brand and Angus youth

The 2011 Auxiliary-sponsored All-American *Certified Angus Beef* Cook-Off this summer was, as usual, in conjunction with the National Junior Angus Show (NJAS) in Harrisburg, Pa.

The event, organized by the American Angus Auxiliary, started as a fun, educational project for Angus youth

AMERICAN ANGUS ASSOCIATION®

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2011 OFFICERS

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2011 BOARD OF DIRECTORS

Terms expiring in 2011—**Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@huntel.net • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; sitzangus@gmail.com • **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

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Industry appointments—**CAB Board**, **Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com • **AGI Board**, **Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@illinois.edu • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; laurie.sandpointcattle.com

ADMINISTRATIVE STAFF

Bryce Schumann, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

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Lou Ann Adams, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Ginette Kurtz**, quality manager of AngusSource®; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events



This is one of the beautiful dishes created for the Chef's Challenge featuring CAB® skirt steak.

participants. Junior contestants gave skits on beef education as well as a submitted recipe and meal.

The Chef's Challenge returned for a second year, this time featuring the skirt steak as the "mystery" beef cut. Contestants in junior and adult divisions were given the skirt steak and two other mystery ingredients at the event and asked to create a dish for judges in an hour's time.

Certified Angus Beef LLC (CAB) Chef Michael Ollier served as a contest judge and keynote speaker at the event, sharing his cooking philosophies and perspective.

"We like to give the beef cooking techniques as much respect as the producers give to raising the cattle," he says. "The young adults who competed were driven and had a strong work ethic, which is important in professional kitchens, but more important in life."

The Chef's Challenge brings together the production and culinary side of the cattle industry. Ollier says it allows the young Angus producers to "tell the wonderful story of raising quality beef. When they cook with it, they are making the connection from gate to plate."

Recipes from the contests are featured in the October 2011 *Angus Journal*, single copies of which are available for \$8.50 per magazine while supplies last by calling 816-383-5200.



Kansan interns from OSU

Jenny Gillespie, a master's candidate at Oklahoma State University (OSU), has joined the team working for the CAB brand as the fall 2011 industry information intern.

The Copeland, Kan., native earned a bachelor's degree in international agribusiness from Kansas State University (K-State) in December 2009. A couple of years earlier, a trip to the Philippines had sparked her interest in those areas and led to studies in agricultural



Jenny Gillespie

economics, international trade, and Spanish. She enjoyed a three-week ag study tour across Central America, too.

Gillespie worked as an intern for the U.S. Department of Agriculture (USDA)

in Washington, D.C., for six months before starting her master's degree in agricultural communications at OSU. Gathering even more experience, she has been serving as a graduate teaching assistant, student editor for the *Journal of Applied Communications* and an intern with the university's SUNUP television program.

Interested in agricultural advocacy and

communication technologies, Gillespie spent the past summer working on her master's research into how much credence ranchers give to social media.

"Our team is fortunate to have Jenny's experience and dedication as a resource this fall," said Steve Suther, CAB divisional director. "Her research broke new ground in an emerging area of journalism, and we'll make use of those

findings, as will the broader industry."

Gillespie is working with the CAB team from her Stillwater, Okla., base to produce feature stories, news releases, video scripts and Web content that will help cattlemen profitably hit the CAB brand target.

