

# Association Link

## Allied Angus Breeders Scholarship

The Angus Foundation Board of Directors approved funds to provide \$1,000 scholarships to three youth who use Angus genetics in their seedstock or commercial operations. Awards will be given out in July 2015.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2015. They can be an entering freshman or a continuing student in any undergraduate program. The applicant or applicant's parents/

guardians must have transferred or been transferred a registration paper in the last 36 months (on or after May 1, 2012).

Full details of eligibility can be found at [www.angusfoundation.org](http://www.angusfoundation.org). Information can be found in the resources section on the home page. The Allied Angus Breeders Scholarship application will be available online Dec. 1.

## Board candidates announced

Eleven members have declared their intention to run for a position on the American Angus Association Board of

Directors this November in Kansas City, Mo. Chris Sankey, Council Grove, Kan., is seeking a second three-year term on



the board. Art Butler, Bliss, Idaho; Jerry Connealy, Whitman, Neb.; David Dal Porto, Brentwood, Calif.; John

Grimes, Hillsboro, Ohio; Robert Groom, Lyons, N.Y.; James Henderson, Childress, Texas; Trevor Lienemann, Princeton, Neb.; Greg McKean, Mercer, Pa.; Dave Nichols, Bridgewater, Iowa; and Craig Vejraska, Omak, Wash., are each seeking election to their first three-year term.

Delegates to the annual meeting will elect five directors, a president and chairman of the board, and a vice president and vice chairman of the board, as well as vote on any bylaws amendments that may be presented at the Association's 131st Annual Convention of Delegates. The convention will convene at 10:30 a.m., Thursday, Nov. 6, at the KCI Expo Center, Kansas City, during the Angus Means Business National Convention & Trade Show. See page 18 for a schedule of activities.

Biographical sketches of the candidates are presented in abbreviated form in the guide inserted in this issue and in full form in the October *Angus Journal*.

## 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 by registering online today at [www.angus.org](http://www.angus.org).

## Hotel options in Kansas City

Room blocks are reserved at several hotels near the Angus Means Business National Convention & Trade Show. These select hotels will be on the complimentary Boehringer-Ingelheim shuttle service route with continuous service during the convention.

- Four Points by Sheraton, 816-464-2345
- Candlewood Inn KCI, 816-886-9700
- Residence Inn KCI, 816-741-2300
- Courtyard Kansas City Airport, 816-891-7500
- Hampton Inn Kansas City Airport, 816-464-5454

## Building an Angus Legacy! ribbon cutting

The Angus Foundation invites supporters and other members and guests to Saint Joseph, Mo., Monday, Nov. 3, for a presentation of the *Building an Angus Legacy!* walkway. A short presentation and ribbon cutting will kick off the American Angus Association's first-ever Angus Means Business National Convention & Trade Show.

For those interested in contributing to the project, Phase II is under way. Paver order forms are available at [www.angusfoundation.org](http://www.angusfoundation.org) and pavers will be offered on a first-come, first-serve basis until the remaining wall and floor pavers have been sold.

## 2015 Angus Foundation Heifer set to sell in Denver this January

44 Farms of Cameron, Texas, will donate the 2015 Angus Foundation Heifer, to sell prior to the Angus bull sale at 3:30 p.m., Wednesday, Jan. 14, 2015, at the National Western Stock Show (NWSS) in Denver, Colo. The chosen female is 44 Ruby 3839 (AAA Registration No. 17682470), born Nov. 20, 2013.

As of Aug. 1, Ruby 3839 ranked No. 57 among all non-parent females in the



breed for the beef dollar value index (\$B) and placed among the top 1% of non-parent females for yearling weight, marbling, feedlot value, grid value, quality grade value and \$B, while also placing among the top 3% for weaning weight, the top 10% for weaned calf value and the top 15% for ribeye area.

Since 1980, more than \$1.6 million has been raised from the annual fundraising tradition to support education, youth and research programs for the benefit of the Angus breed.

See "2015 Angus Foundation Heifer Announced," on page 26 in the October 2014 issue of the *Angus Journal* or visit [www.angusfoundation.org](http://www.angusfoundation.org) for more information about the 2015 Angus Foundation Heifer Package.

## Order black books today

Now is the time to place your order for the 2015 Beef Record Service (BRS)/AngusSource® black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

## Dan Moser to lead Angus Genetics Inc.

The American Angus Association, the industry's leader in cattle evaluation services, welcomes Dan Moser as its new president of Angus Genetics Inc. (AGI) and Association director of performance programs.



A unanimous selection of the AGI board of directors, Moser brings more than 15 years experience in genetic research and education to the Association's 25,000-plus members and their commercial partners.

"We are excited for Dr. Moser to join our team of talented professionals and for what he represents to the future of genetic evaluation for the Angus breed," says Kevin Yon, chairman of AGI and Angus breeder from Ridge Spring, S.C. "Dan not only is one of the industry's most respected geneticists, but also pos-

sesses a common touch, a rare ability to communicate complex concepts into actionable and beneficial information for producers. Along with our talented team of scientists and customer service providers, we are looking forward to him taking our genetic evaluation programs and services into the future."

Moser has 15 years of experience in genetic research and teaching in animal breeding and genetics. He served as the faculty coordinator for the Kansas State University (K-State) Purebred Beef Unit for the past six years and as the breed association liaison for the NCBA Carcass Merit Project, working directly with 13 breed organizations, including the American Angus Association. He has also served as a director of the National Beef Cattle Evaluation Consortium and the Ultrasound Guidelines Council and as an advisory board member for the \$5 million USDA National Institute of Food and Agriculture (NIFA) feed-efficiency grant led by the University of Missouri. Moser has been a frequent speaker at industry events and has made presentations at 11 Beef Improvement Federation (BIF) annual meetings.

"Angus has a long and storied tradition for its commitment to providing the industry with innovative genetic-evaluation programs," Moser says. "I am proud to be joining that tradition and look forward to working with Association members and the industry to develop new and innovative technologies and services for Angus breeders."

As AGI president and Association director of performance programs, Moser will oversee the organization's genetic research and development efforts, as well as further the advancement of genomic-enhanced selection tools and the weekly National Cattle Evaluation.

A native of Effingham, Kan., Moser received his bachelor's of animal sciences and industry from K-State in 1991, then earned his master's and doctoral degrees in beef cattle genetics from the University of Georgia. Moser began his new role on Sept. 1.

— Adapted from a release by Crystal Albers, Angus Productions Inc.

The 2015 books are available in any quantity for \$3 each and can be customized — free of charge — with purchases of 100 or more.

To place orders, contact the AngusSource department at 816-383-5100 or [blackbooks@angus.org](mailto: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](http://www.customcattletags.com) to order ear tags, applicators, syringes and other accessories needed to manage cattle this spring.

Custom Cattle Tags provides high-quality, customized ear tags.

Recent updates to the website include a new look and several tags and syringes 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.”

### **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](http://www.angus.org) for more details.

### **Post Angus videos on your website**

The American Angus Association has released its latest national advertisements focusing on the straightbred Angus advantage. Short video segments are available to post to state association or individual websites, free of charge. Watch the videos at [www.angus.org](http://www.angus.org) or on YouTube by searching for “Angus means business.” Contact the Public Relations and Communications Department at 816-383-5100 for more information.

### **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](http://www.angus.org) and through the Association’s Facebook and Twitter pages.

### **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.

### **Angus media recognized by LPC, AAEA for excellence in communications**

Collectively the *Angus Journal*,

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**Association Link** (from page 13)

Certified Angus Beef LLC (CAB) and the American Angus Association earned 15 awards in the 2014 Livestock Publications Council (LPC) contest and four awards through the American Agricultural Editors Association (AAEA) writing and photography contests for a total of 19 national awards this year. Winners were announced during the Agricultural Media Summit in Indianapolis, Ind., July 26-30.

In the AAEA Writing Contest, Editor Shauna Hermel received first-place honors for her personality profile entitled "Family Matters," featuring 2013 American Angus Association President Phil Trowbridge and his family. The article ran in the November 2013 issue of the *Angus Journal*.

Associate Editor Kasey Brown achieved Level Two Master Writer and Level One Master Photographer, while Field Editor Barb Baylor Anderson reached Level Three Master Writer status. Angus writers and designers took home 15 LPC awards as follows:

**First-place awards:**

- Newsletter: *Angus Beef Bulletin EXTRA*: September and December 2013 — *Angus Beef Bulletin* staff
- National show coverage: NWSS coverage 2013 — Mary Black, designer
- Commentary or essay: "Fostering a Vision of Success" — Shauna Rose Hermel

- Annual reports: Fiscal Year 2013 Annual report — Carrie Heitman, designer; Jena McRell, writer

**Second-place awards:**

- Cover, Association: August 2013 — Craig Simmons
- Single photo or graphic illustrating an article: *Angus Beef Bulletin*; Pen Rider — Troy Smith
- Marketing article, Association: "A Helping Hand Adds Value" — Kasey Brown
- Instructional story, Association: "Protecting Your Pond" — Linda Robbins
- Miscellaneous writing: "Day in the Life" series — Bryan Schaaf and Miranda Reiman

- Livestock headline: "The Quality Revolution Begins with You" — Eric Grant, Crystal Albers and Derrick Collins
- Best of the Bunch photo contest, Scenic Division: Carrie Heitman

**Honorable mention:**

- News story: "Schmallenberg Virus" — Kasey Brown
- Production/management article: "Swing for the Fences" — Kasey Brown
- Newsletter: *Directions* — Craig Simmons, designer
- Single article layout and design, "More Climate Change Coming" — Craig Simmons, designer

**CAB tracks beef ads, sales**

Steve Ringle is accustomed to speaking in terms of volume. As business analysis director for CAB, his focus is less on the amount of money coming in and more on the product moving through the supply chain. At least that was the case until cattle numbers began dropping and prices went in the opposite direction.

"That's the biggest reason we are taking such an interest in charting beef ads right now," he says. "As those prices remain very, very high, it does have that ripple effect all the way down the supply chain."

That's why Ringle and his team began looking more closely at the retail ad data they've collected for years. Those ads come from circulars that promote discounted prices to get shoppers in the stores.

"We always talk in volume," he says, "and we've taken notice of the volume impact when we lose out on a hot front-page feature at one of our licensed partners."

Retail stores can still feature CAB in their weekly ads and succeed financially without sacrificing quality, taking a step down or switching proteins altogether.

Another part of the message, Ringle says, is this: "Don't make the decision for the consumer. Go ahead and put CAB in the ad. If a consumer wants to enjoy a high-level eating experience, give them that choice and let them take that product home and have it exceed their expectations."

Otherwise, if retailers cut back and drive their shoppers to lower-quality items, "that may have an impact on their business moving forward," he says.

In fact, in spite of some middle-meat items showing up as high as \$9.99 compared to last year's \$6.99 or \$7.99 per lb., many retailers have run the ads and experienced positive sales. Ringle admits the decision-makers have to "step out of their comfort zones" to reap those rewards.

Ads drive volume, which comes back to the data form Ringle has tracked for years, along with the high-quality approach.

"Even in light of higher prices and huge price swings, beef demand

**Meat scientist "Dr. Phil" named to 40 Under 40**

It was a rare moment for Phil Bass. That's "Dr. Phil" to all who know the corporate meat scientist for the *Certified Angus Beef*® (CAB®) brand.

Rare because national honors don't come around often, and rare because the naturally talkative Bass was so taken aback.

"When I got the phone call, I was speechless," he admits.

The call from Vance Publishing's Agribusiness Group was to notify Bass he'd been named one of the company's 40 Under 40.

Started just last year, 40 Under 40 recognizes those judged most likely to make a difference for their leadership and commitment in advancing the cause to double food production by 2050, says Vance's Greg Johnson.

"These are 40 of the brightest leaders in the agriculture industry, and we hope readers of all our brands are inspired by the work these young people are doing," he says.

As for Bass, who soon regained his eloquence, the first honor was "just to be nominated" by colleagues within the brand.

"I did know about it, because I gave them my birthday and I think the spelling of Ferndale (California), my hometown," he says. "But knowing that they see what I do and appreciate what I do, that means a lot."

Certified Angus Beef LLC President John Stika wrote in a nominating letter this summer, "Phil is a natural teacher, and shares an engaging mix of meat science and the beef production story with leaders and influencers invested in our food supply.

"These dialogues invariably generate meaningful and impactful conversations about modern beef production, challenging misperceptions and myths and allowing individuals to understand the realities themselves," Stika wrote, calling Bass a forward-thinking, creative and engaging leader.

The adjunct meat science professor at Colorado State University (CSU) has been with the brand for five years, living near its headquarters in Wooster, Ohio, with his wife, Tina, and son, Vincent. Before taking on his current role in 2011, Bass was executive account manager for the Canadian market. He's been teaching for 10 years, first as a graduate instructor at his alma mater, California Polytechnic State University.

"I don't think I'd be able to do what I do, quite to the extent, in academia," he says now. "The original direction that I had was to go back into academia and teach, and CAB has really allowed me to do that."

Those who take in his riveting blend of theatre and meat science wonder how much of that is an act. The answer is, not much.



"It doesn't matter where I go, this is me. This is all you get," Bass says. "I don't know how to be anything different. It's just that CAB allowed me to really start to grow in that respect and do what just comes naturally to me, to teach, ya know. To be recognized for that, that's just beyond words. It's just really, really cool."

For all his imaginative powers, the extroverted scientist couldn't see himself on the honored list before that phone call.

"This is something that other people achieve. I would probably be one of the people writing the nomination, or the guy giving the pat on the back to the other folks," Bass says. "My really good friend and former colleague [at CSU] Dr. Dale Warner, he was in the inaugural class, just a wonderful person and when I saw him getting that, I said 'Oh it couldn't have happened to a better person.' And then Tonya Amen (genetic service director of Angus Genetics Inc.), they're up-and-coming legends."

Still, Bass feels no pressure now that he's on the same list; he will just keep on being Dr. Phil.

"I can't change who I am," he says. Part of that does gradually change the man. "That's just who I am, too, always trying to get better, challenging myself — but this isn't the pressure. No, the pressure's just every day, waking up and saying, 'What can I do to get better?' And for my family, for my community, for my company and for the agricultural community, really. That's what it's all for, yeah."

Vance Publishing's Agribusiness Group will feature profiles of Bass and the other 39 honorees in November and December print editions of its nine publications, and all will be posted on [www.40Under40ag.com](http://www.40Under40ag.com).

— Adapted from a release by Steve Suther, Certified Angus Beef LLC.

definitely is still there, and high-quality beef demand is still there,” he says.

### **Chef coats and cow pens**

“How many of you grew up on a farm?”

That was the first question Mary McMillen posed to a group of 19 culinary students from the Charlotte, N.C., Johnson & Wales University (J&W) as they stood in their brand new chef coats under the barn at Back Creek in Mount Ulla, N.C.

No hands moved.

“How many of you have ever eaten a hamburger?” McMillen asked next.

All hands stretched high in the air.



“They all eat hamburgers. They all know what a good hamburger or a good steak is,” McMillen explained. “So that was the point of entrance into engaging them in what we were going to do. We had to interact with them in a way they would understand.”

McMillen, CAB public relations director, continued the conversation by asking what makes that hamburger or steak stand out. She answered for them this time.

“It’s the beef.”

During a busy summer, full of events both in Wooster and afar, this one to Back Creek’s Angus Farm wasn’t exactly planned.

“It was a quick turnaround, a spur of the moment,” she said. “Two of the J&W staff went on our chef tour in May and came back charged up. One called me and said ‘This is amazing. I want to take some students and faculty to a farm right now.’”

The next month the group was standing on one just an hour outside of Charlotte.

While it’s typical for CAB to host staff from the esteemed academy to educate them on beef quality and production, working with students was a first. Having just begun their culinary expeditions, many questions were

posed — and then answered through firsthand experience.

“It’s a special thing to catch them as they’re starting their careers,” she said. “These students had only been in their classes for two weeks. One kid had literally just graduated from high school. So it was a good thing.”

### **Carcass 101 North**

With differences in the market structure for finished cattle in Canada, price signals for quality have not been as strong as those in the United States, but they are emerging. Canadian Angus producers are learning how and why to meet the growing demand.

With that in mind, the Canadian Angus Association co-sponsored Carcass 101. The sold-out, two-day seminar at Alberta’s Olds College National Meat Training Centre explored beef grading, ultrasound technology and consumer

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trends, with emphasis on genetics and management.

“We wanted to create an awareness of the demand for quality from a consumer standpoint,” says CAB Vice President of Supply Development Larry Corah, “and then from a production standpoint, look at how to get at creating

that quality — genetics, but also the management that ties into that.”

Corah and CAB meat scientist Phil Bass presented and discussed marketing initiatives in support of the Canadian organization.

Carcass 101, the first of its kind and planned as an annual event, was

modeled after those in the United States where ranchers and feeders mix with those on the retail and foodservice side, creating dialogue and an opportunity to learn from one another.

“We want to create a linkage between the production sector and the licensee base in Canada, just as we do in the

United States,” Corah said.

One highlight was the chance for attendees to evaluate cattle on both live and carcass merit.

“We broke a carcass down completely, starting with the chuck to the round, and walked everybody through the different cuts and how they’re used from a consumer standpoint — how it’s ultimately marketed to the consumer,” Corah said.

With what he says has been “a gradual evolution” since CAB began production in Canadian plants 15 years ago, emphasis has shifted from primarily weight to now quality grade. Corah reiterated the opportunity ranchers there have to supply more quality product to meet the growing demand.



Attendees of Carcass 101 North evaluated cattle on both live and carcass merit.



He said the next step is up to packing partners to further incentivize quality to drive demand. That has begun in some areas, and it’s something producers can support through collaboration.

“We had a lot of dialogue between the different sectors of the industry as to how they can work together to create that quality eating experience,” Corah said.

Looking to implement changes in the herd? Regardless of location in North America, he advised producers to select based on genetics, consider retained ownership to see what they have and work with specific feedlots that are comfortable marketing cattle on a grid and sharing information.

“It’s a networking system, where cow-calf producers start becoming aware of what their calves can do on the rail,” Corah said. “Then getting that information, working with feedlots that are able to get them premiums to drive the whole thing. So it’s really an information-sharing system.”