

Association Link

compiled by

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NWSS Bull Sale moves to the Hill

The 2017 National Angus Bull Sale at the National Western Stock Show (NWSS) is set for Wednesday, Jan. 11, in Denver, Colo. Oct. 1 was the deadline for consignments.

All bulls consigned must be entered in the NWSS. In addition, bulls must be genomic-trait-tested and possess a complete set of expected progeny differences (EPDs) and dollar value indexes (\$Values). Bulls born before Jan. 1, 2016, must have passed a complete breeding soundness examination (sometimes referred to as a BSE), including both physical and semen evaluation, within 30 days of the sale.

The Sale Bull Show will start at 8 a.m. in the Stadium Arena. The three-person committee of Kyle Gillooly, Wadley, Ga.; Andy Musgrave, Pittsfield, Ill.; and Jim Vietheer, Wilton, Calif., will place the bulls using a composite system. There will be no individual classes in the show. The judges will be asked to place the bulls in each division only to assist in

making the sale order. No rankings will be published.

Prospective buyers in attendance will be invited into the showring to inspect the bulls after the grand and reserve grand champions have been selected.

For more information contact David Gazda, sale manager, at 706-296-7846 or a regional manager.

The Angus Report returns to original time slot on RFD-TV

Starting Aug. 29, *The Angus Report* returned to its original time slot at 7:30 a.m. CDT each Monday morning on RFD-TV.

The Angus Report is produced by the Angus Media team in the Association's television studio in Saint Joseph, Mo. It is part of a suite of Angus-based media — including the *Angus Journal*, the *Angus Beef Bulletin*, *Angus Talk* and other platforms — that provide coverage from industry events, Angus shows and activities, and farms and ranches across the country.

Tune in for the 7:30 a.m. Monday morning broadcast, or catch the program as it re-airs at 1:30 p.m. Saturday on RFD-TV.

Apply for the Talon Internship

The Angus Foundation, in conjunction with the Angus/Talon Youth Education Learning Program Endowment Fund, is accepting intern 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.

Applications for non-Talon scholarship recipients are due to the Events and Education department by Dec. 1, 2016.

For more information and the breeder application form, please visit <http://www.angusfoundation.org/fdn/Events/FdnTalon.html> or contact Chelsey Smith at csmith@angus.org or 816-383-5149.

Register for the Angus Convention

Registration for the 2016 Angus Convention set for Nov. 5-7 in

Indianapolis, Ind., is open and available at www.angusconvention.com.

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. 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.

Convention highlights will include the National Angus Tour hosted by the Indiana Angus Association and the Angus Foundation's invitation-only Supporter Recognition Event on Friday, Nov. 4; the International Angus Genomics Symposium sponsored by Neogen GeneSeek Operations and Innovation Workshops 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. The grand prize giveaway will be on Monday, and the winner will be announced.

For more details and to register online, visit www.angusconvention.com. See the Convention Guide included in this issue of the *Angus Beef Bulletin* for more information.

Annual Convention of Delegates approaching

You've already voted for the members you wish to represent you as state and district delegates to the American Angus Association Annual Convention of Delegates by submitting nominations in June and casting your ballot in July. Ballots were counted in early August, and the list of candidates and delegates chosen to represent the membership is posted on www.angus.org and was published on page 78 in the October 2016 *Angus Journal*.

Elected delegates will conduct Association business at the 133rd Annual Convention of Delegates, scheduled to be hosted in conjunction with the Angus Convention in Indianapolis, Ind., Nov. 7.

Part of the business for this year's meeting will be the election of five members to the Association's Board of Directors, as well as electing the Board's president and vice president. To learn more about members running for the Board, read "Eight Declare Candidacies" on page 68 of the October *Angus Journal* or visit the "Angus Business" link at www.angusconvention.com.

2017 Angus Foundation Heifer Package set to sell this January in Denver

Basin Angus Ranch of Joliet, Mont., will donate the 2017 Angus Foundation Heifer to headline the Angus Foundation Heifer Package set to sell Jan. 11, 2017, at the NWSS in Denver. The chosen female is Basin Lucy 6265, registration #18479169, a daughter of Basin Lucy 1037, the highest beef value index (\$B) female in the Basin Angus Ranch herd and a phenomenal power cow. Basin Lucy 6265's sire is WR Journey 1X74, the No. 6 bull for \$B index out of 24,373 active Angus sires as evaluated Aug. 12, 2016. Journey has an exceptional combination of calving ease, accelerated performance, docility and end-product excellence. Journey ranks in the top 5% or better among current sires for 11 of the measured traits and indexes available on an Angus pedigree.

See the story on page 24 of the October *Angus Journal* and visit www.angusfoundation.org for more information about the 2017 Angus Foundation Heifer Package.

Foundation to sponsor YCC participant

The Angus Foundation will nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2017 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 will be available Oct. 1 at www.angusfoundation.org and should be returned to the Angus Foundation no later than Jan. 11, 2017. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

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 2017.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of

2017. 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.

Full details of eligibility can be found at www.angusfoundation.org. Information can be found in the resources section on

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the home page. The Allied Angus Breeders Scholarship application will be available online Dec. 1.

Download the Angus App

Angus Mobile is a free smartphone application for 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 for more details.

2017 Black Books available

You can now order 2017 AngusSource/Beef Record Service (BRS) black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd. They feature the American Angus Association logo on the back.

Producers can request two free books and purchase additional books for \$3 each. The 2017 books are available in any quantity.

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

Tag Store offers affordable identification

Cattle producers looking for affordable ways to identify animals within their herds should visit www.customcattletags.com, a service provided by the American Angus Association. Anyone can order ear tags, applicators, syringes and accessories. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags.

Include Angus Foundation in end-of-year charitable-giving plans

The 2016 Angus Foundation fiscal year may have ended Sept. 30, but it's not too late to get in a donation for the 2016 tax year. Your tax-deductible charitable financial gifts by Dec. 31 will help enrich the lives of Angus youth by empowering them to develop lifelong leadership, communication and interpersonal skills. Donors can also choose to invest in education or research and support those specific tenets of the Angus Foundation mission. You can give online at www.angusfoundation.org using Visa® or Mastercard® or contact the Angus Foundation.

Retail stores want CAB

A retail chain and a parent company with four chains under its banner have converted to selling *Certified Angus Beef*® (CAB®) product in their fresh meatcases. Weis Markets Inc., headquartered near Sunbury, Pa., boasts 207 stores in a territory that spans Pennsylvania, Maryland, New Jersey, Virginia, Delaware and New York.

Pure growth aside, Tara Adams, CAB director of account strategy and key accounts, says the chain converted from another Angus brand. Now it will fill a void, particularly in an area of the western Keystone State that was missing the CAB footprint.

"Weis is bringing the brand to their core area, where we didn't have a presence," Adams says. "That's exciting for us."

In preparation for the Sept. 15 launch, CAB account managers spent time at Weis Markets headquarters and multiple stores to prepare leadership and meat managers for the transition.

Similarly, four Pyramid Food stores — Food Pyramid, Price Cutter, Summer Fresh Supermarkets and Country Fresh — will offer the brand to customers in areas where it was lacking or nonexistent.

The combined 40 stores cover Missouri, Arkansas and a portion of Oklahoma.

CAB staff were on location with leadership and meat staff to review CAB quality specifications, working through potential scenarios and customer inquiries. A strip-steak lunch allowed a chance to taste the product.

“We find that to be a priority,” Adams says of the face-to-face interaction. “We want them to not only feel comfortable to answer questions but to make sure they are up to speed on what to expect with a launch.”

Ag comm students intern with CAB

Two future journalism professionals are adding to their résumés this fall.

Both CAB Industry Information interns are senior ag communications majors, have experience in the cattle industry and, coincidentally, share the same first name.

Katie Alexander is working from her collegiate base at Oklahoma State University in Stillwater, Okla. Katie Fuller is doing the same from Texas A&M at College Station, Texas.

Both are writing feature articles and taking photos, authoring blog posts, video scripts, press releases and columns.

“We always enjoy a chance to work with young people who are enthusiastic about writing for the beef community. It’s a great learning experience for all of us,” says Steve Suther, CAB director of industry information. “It helps us continue to tell the story of Angus producers who aim for our high-quality target, along with providing information to help them reach those goals.”

The students attended an introductory seminar at CAB headquarters in Wooster, Ohio, last winter to learn more about the brand and the producers they serve.

Since 2000, the division has hosted more than 40 interns from across the United States.

Deconstructed porterhouse

When the promotion planners at Food City stores saw the brand’s Heritage Campaign ad materials, they were taken by imagery that you might call the deconstructed porterhouse.

“It’s everywhere, from the inside cover of an August weekend race program — *NASCAR at Bristol Motor Speedway* — to the Food City trucks,” notes Christy Johnson, CAB director of advertising and promotion. “It’s even in the University of Tennessee’s football program this year.”

“Food City’s marketing team is one of the best in accessing the tools we offer and utilizing those assets, including photography, and then making great impressions with a creative flair.”

Televised support came from CAB staff working with local meteorologists in Chattanooga, Tenn., for a “Chips on a Grill” segment, and live for a “Backyard Battle” segment from Bristol Motor Speedway.

Cheeseburgers for Days

National Cheeseburger Day was Sept. 18, but that was too little time for the brand. CAB made it a month-long celebration by featuring gooey cheeseburger photos from its partners on Instagram and Facebook during September.

“We have licensed restaurants throughout the country and decided to

highlight those who have really great cheeseburgers,” said Kelly Murray, assistant director of foodservice marketing.

A similar steak promotion in June inspired the fall plan to highlight partners on CAB social media platforms. “Cheeseburgers for Days” was the result of brainstorming in the weeks after “The Steaks of Summer,” she said.

“Consumers could see who has a great cheeseburger and serves *Certified Angus Beef* in their locations,” Murray said.

“Sometimes the only way a consumer will know where to buy is to go to the website and look it up. This promotion exposed them to really great places that they can seek out when they travel, or that are just in their area.”

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As more fast-food restaurants promote a generic “Angus” beef, CAB-licensed partners continue to deliver on quality. Those brand partners aren’t known in the fast-food realm, but they are known for fast-casual dining. The quick-service cheeseburger restaurants promote with buzzwords;

those that feature the original premium Angus brand highlight its 10 quality standards that set their beef above the rest.

“CAB has aligned with the right type of quality-based restaurants,” Murray said, noting the promotions aim to bring new business to those partners.

Angus releases website redesign

The American Angus Association updated its website, www.angus.org, to include a modern and mobile-friendly design, improved navigation menu and prominent news features on the website’s homepage. The changes, which went live Sept. 13, allow users to quickly locate the

information and tools they need for herd management and marketing.

A major draw is the Association’s online recordkeeping service, AAA Login, which is now accessible through the red Login button on the top right-hand side of the navigation menu. All functionality within AAA Login remains the same.

On the www.angus.org homepage, a top news display prominently features Association news and announcements, and articles from the Angus Media team. Down the page, there’s an updated Angus calendar and event results/reports. Users can also catch up on the latest videos from Angus TV and quickly find a breeder in their area.

Featured websites and sale books are a way for Angus breeders to market their genetics and upcoming sales, and the “Employee Spotlight” area will introduce the American Angus Association’s dedicated team of employees at the headquarters in Saint Joseph, Mo. The Angus Convention countdown keeps you up-to-date on news surrounding the Angus breed’s highlight event of the year.

Along with the www.angus.org website updates, AGI launched an expanded online presence. Both seedstock and commercial cattle producers can explore genomic testing options within AGI’s new site, as well as learn how to collect a DNA sample and interpret DNA results.

Visit www.angus.org to learn more.

Event postponed: Cattlemen’s Boot Camp in Nebraska

The Cattlemen’s Boot Camp scheduled for Sept. 21-22 at the University of Nebraska’s East Campus in Lincoln, Neb., has been postponed. The American Angus Association and the University of Nebraska–Lincoln (UNL) will work together to reschedule the educational event in the near future.

Cattlemen’s Boot Camps provide purebred and commercial cattle producers with timely information presented by academic and industry professionals. Generously funded by the Angus Foundation, the events are open to all cattle producers and feature two days of educational speakers and workshops, and hands-on activities to help cattlemen and 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.

Visit www.angus.org for more information on the Nebraska Cattlemen’s Boot Camp as it develops.