

Association Link

Outreach Seminars set

A series of Outreach Seminars hosted by the American Angus Association continues. Plans are being finalized for two seminars in March. A March 11 seminar is set for Indianapolis. It will be

during the Indiana Angus Information Futurity at the Indiana Farm Bureau Building. Another will be March 23 at the Village Inn Golf and Conference Center in Clemmons, N.C. It will begin at 4 p.m.

The seminars will include

presentations about AngusSourceSM and genetic selection tools, as well as other Association programs. Watch www.angus.org for complete details.

Printed Sire Evaluation Report now available

The printed version of the *Spring 2006 Sire Evaluation Report* is now available. Active members who returned their blue



request cards to receive a printed copy of the spring 2006 report will receive it automatically. Other members and commercial producers who want a printed report should request it via e-mail or by calling the American Angus Association. Submit your request to Brenda Schafer at bschafer@angus.org or (816) 383-5144.



Cattle show airs again this month

The Angus episode of "The Cattle Show" will air again later this month. The show, which originally showed on RFD-TV in July 2005, features the advantages of Angus genetics. "The Cattle Show" will air Tuesday, Feb. 21 at 8 p.m.; Wednesday, Feb. 22 at 4 a.m. and noon; and Sunday, Feb. 26 at 10 p.m. DVD copies of the show are available from the Association for those who don't have access to RFD-TV.

Affiliates receive EPD updates

As an Angus affiliate — an individual who is not a member of the Association, but who has recently purchased and received the ownership transfer of a registered Angus bull — you should have received several weeks ago updated expected progeny differences (EPDs) on all active bulls currently in your ownership. This service is one of the benefits affiliates receive when their Angus seedstock supplier transfers the ownership of a bull into their name.

More than 36,000 updates were sent to affiliates nationwide. This service is offered on an annual basis following the release of National Cattle Evaluation (NCE) data in December. The update includes the bull's name, birth date and all EPDs available. A letter from the Association accompanied the update and outlined commercial services provided by the Association.

These EPD updates, distributed with the sponsorship of Intervet, increase the value of these bulls' properly transferred registration certificates.

If you're not receiving the registration papers of all the Angus bulls you purchase, you're missing out on this valuable benefit of using Angus genetics. For more information contact the Commercial Programs Department at (816) 383-5100.

Cattlemen's Boot Camps set

The Association and the Angus Foundation are pleased to announce they will be conducting Boot Camps in conjunction with two universities. The first camp is set for April 28-29 at Cal Poly in San Luis Obispo, Calif. The second camp is set for Aug. 29-30 at the University of Illinois in Urbana.

In an effort to further educate producers about the beef industry, the sessions are designed for smaller groups to see and hear about production, management and marketing.

An Angus Skills Lab, open to a limited number of newer Angus producers, will take place as well. The lab offers producers hands-on training for artificial insemination (AI), freeze-branding, tattooing and other management practices.

Watch www.angus.org for more details about the Cattlemen's Boot Camp and Angus Skills Lab.

Angus Productions Inc. offers online coverage

Angus Productions Inc. (API), publishers of the *Angus Journal* and the *Angus Beef Bulletin*, offer online coverage of several major industry events.

Visit www.4cattlemen.com for coverage of the 2006 Cattle Industry Convention and Trade Show, which was Feb. 1-4 in Denver, Colo. "Cowboy Up!" was the theme of the event, which annually features joint and individual meetings of five industry organizations, including the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion and Research Board (CBB), the American National CattleWomen Inc. (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF).

More than 250 exhibitors were expected to participate in the trade show, which was billed as the largest beef cattle industry trade show in the country. www.4cattlemen.com will feature highlights of the new products and services on display representing animal health, animal identification (ID), farm and livestock equipment, feed, fencing, finance, seed and pest control, beef industry publications, and much more.

API staff also provided coverage of the general sessions, council meetings, committee work and policy development at the conference, as well as the bovine viral diarrhea (BVD) symposium and the Cattlemen's College® that preceded the convention.

CAB staff changes

Two Certified Angus Beef LLC (CAB) staffers have transitioned to new positions to launch the new division of supply development marketing. Christy Johnson is the director of the division, moving from her former post in marketing-communications education. Lance Zimmerman moved from industry information assistant to become supply

development marketing manager. Their experience with the CAB program, Angus producers and feedlots will help deliver a quality production message to commercial cattlemen.

Dates set for 2006 National Angus Conference & Tour

Plans are already under way for the 2006 National Angus Conference &

Tour. The annual event is set for Sept. 26-28 and will be headquartered in Boise, Idaho. This year's conference will include presentations about Association programs, as well as a lineup of industry experts. A tour hosted by the Idaho and Oregon Angus associations is planned. Watch for more information in future issues of the *Angus Beef Bulletin* or online.

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Right: Pictured following the sale of the Foundation Heifer Package are (back row, from left) Bill Rishel; Milford Jenkins, Angus Foundation director of development; Barbara Rishel; Paul Hill, Angus Foundation Board chairman; Casey Jentz, NJAA vice chairman; Heath McPherson, NJAA membership director; Curtis Bryant, NJAA Foundation director; Jake Tiedeman, NJAA chairman; Jason Behrhorst, at the halter; Ben Simek; Ronald and Myki Simek; Lindsey Simek, holding Anna; (front row, from left) Kristen Oaks, NJAA director; Dawson and Makenzie Simek; and Renee Thelen, NJAA leadership director.

[PHOTO BY THE AMERICAN ANGUS ASSOCIATION]



Foundation Heifer Package sells for record amount

Canyon Creek Angus LLC set an all-time record when owners Ronald and Myki Simek of Genoa, Nev., and Ben and Lindsey Simek and their family of Cody, Wyo., purchased the Angus Foundation Heifer Package for \$250,000 at the 2006 National Western Angus Bull Sale, Jan. 12, in Denver, Colo.

Bill and Barbara Rishel of Rishel Angus Ranch, North Platte, Neb., donated B/R Ruby of Tiffany 4214 to headline the package. Other donors to the package included American Live Stock Insurance Co., Geneva, Ill., donating 30 days of insurance. Lathrop Livestock Transportation, Dundee, Ill., provided transportation to the buyer's farm or ranch. Trans Ova Genetics, Sioux Center, Iowa, provided a flush and three embryo implants into the buyer's recipient cows.

Junior entry booklets mailed

Every active junior member of the Association should have recently received a booklet of information regarding shows and events, entries, and deadlines for all 2006 junior activities. This booklet contains the rules, entry forms and information Angus youth need to participate in regional preview shows, regional shows, the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference this year.

If you are interested in participating in these events and you haven't received a packet, contact the Junior Activities Department at (816)383-5100.

Indianapolis is site for 2006 NJAS

It is never too early to make plans for the NJAS. This year's event is set for July 9-15 at the Indiana State Fairgrounds in Indianapolis. The Indiana Junior and Indiana Angus associations are inviting all to the event, "All Roads Lead to the '06 Show," in America's heartland. The event will feature the largest single-breed beef cattle show in the world and a host of educational and leadership activities for youth 9 to 21 years old.

Look for the show schedule and hotel information in the junior information packet, in future issues of the *Angus Beef Bulletin*, or in the spring 2006 edition of the *Directions* newsletter. Online information is posted at www.njas.info.

Association can help with junior transfers

If you know of a junior member who has purchased or raised a heifer that he or she wants to show, please make note of all ownership deadlines. If a deadline is fast approaching, the Association can help.

Contact the Association at least two weeks prior to the show ownership deadline. Every effort will be made to get the transfer processed in time. Remember, late transfers are never accepted, regardless of the reason.



Keep on truckin'

U.S. Foodservice Inc.—Plymouth Division has added another layer to its marketing campaign. The company unveiled the CAB truck wrap at its November 2005 sales meeting. Its trucks will now help spread the brand's message throughout the Minneapolis area. U.S. Foodservice—Plymouth is part of U.S. Foodservice Inc., based in Columbia, Md.



Supporting local schools

School budgets are stretched thin across the nation, from the smallest towns to the biggest cities. Helping raise funds for schools benefits children and generates good will in the community. Pier 49 Catfish in Broken Bow, Neb., offered a coupon for 10% off a *Certified Angus Beef*® (CAB®) brand entrée, which was printed on tickets for local high school basketball games. For each coupon redeemed, \$2 was donated to the school indicated on the ticket.



"Every high school [in our area] is short on funds. I wanted to do whatever I could to help those kids and contribute to the community," Randall Treat, the restaurant's owner, says.

Sales matched the restaurant's reputation for fine food and service, as evidenced by the "People's Choice" awards it earns in the local *McCurtain Gazette* each year. The restaurant features a complete selection of seafood and CAB steaks, including its popular Jack Daniels® ribeye, flat-iron and New York strip steaks.

Scholarships offered, earlier deadline announced

Now is the time for high school seniors who are college-bound or those who are already taking college classes to work on scholarship applications. The Angus Foundation will award 20 scholarships to deserving junior Angus members who are working toward college degrees. Eighteen juniors will receive \$1,000 scholarships, and two will receive \$3,500 scholarships.

Applicants for Foundation scholarships must be junior, regular or life members of the American Angus Association and less than 25 years old. Selection is based on involvement in Angus activities, academics and involvement in the beef industry. Scholarship winners will be announced during the awards function at the 2006 NJAS.

The National Junior Angus Association (NJAA)/CAB scholarship will also be awarded to one deserving Angus junior at the NJAS in July. Applicants for the \$1,000 scholarship

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must meet previously mentioned requirements and be incoming sophomores, juniors or seniors in college. Applicants must be majoring in animal science, meat science, agricultural communications or other related fields.

All applications are due May 1, which is earlier than in the past. Contact the Angus Foundation or Junior Activities Department at the Association for application forms, or obtain one online at www.angusfoundation.org.

Meeting demand naturally

Tyson Foods Inc. of Dakota Dunes, S.D., announced Jan. 17 that it would team with CAB to provide CAB Natural beef. Tyson will also soon begin offering Star Ranch Natural Angus Beef.

"The CAB brand and Star Ranch Angus Beef have been very successful

programs for Tyson, and we're excited to add 'natural' product lines to both," says Noel White, group vice president of Tyson Fresh Meats. "Consumer demand for natural beef is increasing, and we believe there's an opportunity for us to grow with it. While we have every confidence in our traditional beef products, we also believe in giving our customers a choice."

The beef products will come from cattle that have never received antibiotics or hormones and have been given a 100% grass and grain diet. They will be black Angus, source-verified to birth and fed in "natural"-designated feedyards. The Beef Marketing Group (BMG), a cooperative of Kansas and Nebraska feedyards, is the first cattle-feeding organization to participate in the initiative (see "CAB Natural, Tyson Link to Production System," page 90).

"We believe our efforts to source naturally raised cattle and following proper animal handling and feeding protocols will provide consumers with another high-quality protein choice," White says. "In fact, we believe this program will raise the standard for performance in the production and marketing of fresh, natural beef."

Tyson, formerly known as IBP Inc., became a licensed CAB packer in 1992. It is the leading supplier of CAB products to the foodservice and retail industries in the U.S. and worldwide. After 14 years of this successful partnership, entering the natural market was a "natural progression," White says.

Tyson-supplied CAB brand Natural and Star Ranch Natural products were made available to retail and foodservice customers on a limited basis in February. The products are expected to complement the traditional offering in the retail meatcase and also meet the demands of natural foods retailers.

Regional leadership conference planned

The North Dakota Junior Angus Association (NDJAA) is planning a

regional Leaders Engaged in Angus Development (LEAD) Conference for March 31-April 2 in Fargo, N.D. The event is designed for junior Angus members who want to enhance their leadership skills and beef industry knowledge.

For more information about the regional LEAD Conference, contact NDJAA advisors Kathy and Richard Tokach at (701) 445-7390.

Plan now to attend events in Reno

The 2006 Western National Angus Futurity and 2006 Western Regional Junior Angus Show are approaching quickly. The events are set for April 22-24 in Reno, Nev. Activities are being planned for both juniors and adults, so make travel and hotel arrangements now.

The headquarters hotel for the event

is John Ascuaga's Nugget. To make room reservations, call 1-800-648-1177. Identify yourself as part of the Western National Angus Futurity group to receive negotiated rates. All reservations must be made before April 1 to ensure availability.

