

# Association Link

## Spring Sire Evaluation available online

The spring 2006 Sire Evaluation Report is now available on the Internet at [www.angus.org](http://www.angus.org). Accessing the report online is the fastest and easiest way to get the latest performance information on sires in the Angus breed. It allows you to specify ranges of expected progeny differences (EPDs) and to sort bulls that qualify in those ranges.

Printed copies of the Sire Evaluation Report will be available at the National Western Stock Show (NWSS) in Denver, Colo. In addition, active members who returned their blue request cards to receive a printed copy of the fall 2005

report will receive the spring 2006 report automatically. All other members and all commercial producers who want a printed report must request it by contacting Brenda Schafer at (816) 383-5144 or [bschafer@angus.org](mailto:bschafer@angus.org).

## Angus outreach meetings planned

The Association continues to plan Outreach Seminars across the United States. This month, seminars are planned for Oregon, Arkansas and Texas.

- On Thursday, Jan. 5, an Outreach Seminar is set for 6 to 9 p.m. at the Comfort Suites in Redmond, Ore.

- On Saturday, Jan. 7, another outreach meeting is set from 1 to 3 p.m. at the Holiday Inn Downtown in Fort Smith, Ark.

- On Friday, Jan. 20, an outreach meeting will be at the Fort Worth Stock Show, Fort Worth, Texas, from 10:30 a.m. to noon. The seminar will take place in the Cattle Barn #1 Dorm, just above the cattle stalled in Barn #1.

Association staff and directors will be on hand to discuss current Association programs, including the AngusSource<sup>SM</sup> marketing program and genetic selection tools.

Watch [www.angus.org](http://www.angus.org) for an updated list of Outreach Seminars.

## Angus activities slated for 100th National Western

Five days of Angus events, including the 2006 Super-Point Roll of Victory (ROV) and National Angus Show, junior heifer show, pen and carload show, and National Western Angus Bull Sale are planned during the 100th NWSS in Denver, Colo.

The activities begin with the junior heifer show Tuesday, Jan. 10. The female portion of the ROV and National Angus Show will be Wednesday, Jan. 11. The ROV bull show will resume on Friday, Jan. 13.

The National Western Angus Bull Sale highlights the events on Thursday, Jan. 12. The bull sale show begins at 9 a.m. in the Stadium Arena. Five judges will evaluate the 58 bulls entered. The sale begins at 2 p.m. in the Beef Palace Auction Arena. The sale of the 2006 Angus Foundation Heifer Package will precede the bull sale.

Angus activities conclude on Saturday, Jan. 14, with the pen and carload shows in the yards. The event begins at 9 a.m. in the Livestock Center Auction Arena.

An Angus "Listening Post" is available for the third year for visitors Wednesday through Saturday. Association members and commercial cattle producers are encouraged to stop by the Angus tent in the yards to talk about current beef industry issues, visit with Association staff, ask questions and exchange ideas.

## Brand building

A Brand Builders seminar took place at the Certified Angus Beef LLC (CAB) Wooster, Ohio, corporate office in October 2005. The seminar

provided Angus breeders with a better understanding of the brand, equipped them to better inform

customers of the brand's benefits, and offered ideas they can use to market their cattle with a high-quality beef message.

Producers representing 14 programs from nine states, ranging from California to Maryland, attended. Steve Irsik, Irsik Family Partnership, and Mark Sebranek, Irsik & Doll Feedyard, shared from the perspective of a commercial cow-calf producer and feedlot operator. It was a valuable part of the program and added another dimension to discussions.

Attendees also welcomed Ellen Humphries, Fort Worth, Texas, managing editor of *The Cattleman*; Terry Cotton and Brooke Byrd of Angus Productions Inc. (API); and Mick Colvin, one of the original founders of the CAB program and the original executive director.

## NWSS coverage on the Web

Not going to Denver? You can still keep up with what's going on via the

(Continued on page 8)

## Association Elects New Leadership

Ben Eggers was elected president of the American Angus Association at the organization's 122nd Annual Convention of Delegates Nov. 14, 2005, in Louisville, Ky. His term follows Minnie Lou Bradley, Memphis, Texas.

More than 300 delegates elected to represent American Angus Association members from more than 40 states conducted the annual meeting and election. The meeting was at the Kentucky Fair and Exposition Center (KFEC) in conjunction with the North American International Livestock Exposition (NAILE).

Jot Hartley was elected by the delegates to serve as vice president of the Association, and five individuals were elected to the Association Board of Directors. Paul Hill, Bidwell, Ohio, will serve as treasurer for the year.

**Eggers** and his wife, Darla, live near Mexico, Mo., where Ben is manager of Sydenstricker Genetics. His responsibilities include production, herd health, nutrition, genetics, advertising and promotion, and managing the annual production sale. In 2001, the farm was awarded the Beef Improvement Federation (BIF) Seedstock Producer of the Year Award.

Ben is an active member of the National Cattlemen's Beef Association (NCBA), serving on its board of directors and several committees, as well as acting previously as the Association's representative on the NCBA board. He also served as president of the Missouri Cattlemen's Association and has been active in other agriculture organizations on the state level.

Ben is a Missouri native and the third president of the Association to be raised near Jackson, Mo.

**Hartley** and his wife, Renee, along with their sons, own and operate Spur Ranch, a diversified operation consisting of purebred and commercial Angus cows and stocker cattle. The ranch is located near Vinita, Okla., and hosts a production sale each fall.

Jot holds a degree in finance from Oklahoma State University and a degree in law from the University of Oklahoma. He is a licensed attorney admitted to practice in several state and federal courts, including the U.S. Supreme Court.

He is a former director and past president of the Oklahoma Angus Association and a member of the Oklahoma Cattlemen's Association.

While serving as vice president, Jot will serve as chairman of Angus Productions Inc. (API) and on the Certified Angus Beef (CAB) LLC Board. He will also serve on the Executive Committee.

## Directors elected

Following is a brief biography of the five members elected to the American Angus Association Board of Directors at the 2005 Annual Meeting. More extensive biographies were published in the October 2005 *Angus Journal*.

**Gregg Blythe**, Madison, Ala., was elected to his second term on the Board. He is involved in his family's farming and Angus operation and has been active in the cattle business for numerous years. During his first term on the Board, he served on the following committees: Information & Data

Management, Finance & Planning, Activities, and Public Relations. He has also been on the API Board and served as the Board chaplain.

**William "Bill" Davis** has spent his life in the Angus business. Today, he operates Rollin' Rock Angus near Sidney, Mont. Bill was elected to his second term on the Board. During the past three years, he served on the Information & Data Management Committee and the Industry Relations Committee, as well as the API and Angus Foundation boards. He is a past director and president of the Montana Beef Performance Association and past director of the Montana Stockgrowers Association.

**Robert "Bob" Schlutz**, Columbus Junction, Iowa, is a second-term director on the Board. He served on the Activities & Events and Member Services committees, as vice chairman of the Finance Committee, and on the Angus Foundation and CAB boards. Bob and his family operate Da-Es-Ro Angus Farms, and he has been on the Iowa State Fair board for 14 years, serving two of those years as president.

**John Schurr** and his family run a purebred Angus and Charolais herd in southwest Nebraska near Farnam, where John grew up. He was elected to serve a second term on the Board. During his first term, he served on the following committees: Breed Improvement, Commercial & Industry Relations, Public Relations, and Activities & Events. He also is on the CAB Board. He and his three sons work together at Schurrtop Angus and feed cattle at the family-owned Schurr Ranch-77 Feedyard.

**Gordon Stucky**, Kingman, Kan., was elected to his first term to the Board. He and his family own Circle S Angus Ranch, west of Wichita. He is past director and president of the Kansas Angus Association, and is chairman of its commercial female sale. He has also been active in BIF, his local Extension council, the Kansas Farm Bureau and the Kansas Livestock Association (KLA).

— Story & photo by Shelia Stannard



Named to the Board of Directors at the American Angus Association Annual Meeting in Louisville, Ky., are (seated, from left) officers Paul Hill, Bidwell, Ohio, treasurer; Ben Eggers, Mexico, Mo., president; and Jot Hartley, Vinita, Okla., vice president; and (standing, from left) directors John Schurr, Farnam, Neb.; Bob Schlutz, Columbus Junction, Iowa; Gregg Blythe, Madison, Ala.; Gordon Stucky, Kingman, Kan.; and Bill Davis, Sidney, Mont.

## Association Highlights

(from page 6)

Internet. API will provide online coverage of Angus events at the NWSS in Denver, Colo. Log on at [www.angusjournal.com/denver](http://www.angusjournal.com/denver) during the show to see results and photos from NWSS Angus events.

### A step ahead

“We have long referred to Angus as ‘The Business Breed,’” said 2006 American Angus Association President Ben Eggers, Mexico, Mo., in introducing the speakers to the educational forum hosted by the American Angus Association during the North American International Livestock Exposition (NAILE) in Louisville, Ky., in November 2005.

“How well our business operates depends on our ability to maintain our leadership role in the beef industry and to steadily increase our market share.

“Understanding this industry is vital for individual breeders to maintain their competitive advantage as we go forward,” he continued. “Our two speakers this afternoon will challenge your thought processes, make you proud

of what the Angus breed has accomplished, and give you some insight as to what the future holds for all of us.”

Speakers Vern Pierce, University of Missouri beef economist, and Tom Brink, vice president of cattle ownership and risk management for Five Rivers Ranch Cattle Feeding LLC, gave attendees the upper hand on what to expect in the future.

Pierce spoke about misplaced opportunities for making money in the cattle business and warned producers against leaving money on the table. He pointed out a growing trend of people with more money to spend on convenience items, and spoke about the need to move beef from a commodity to a “meal solution.” He noted that producers, processors and retailers are all going to influence future decisions in the food chain.

The economist stated that visionary leaders take their organizations forward. “Conventional thinking has never caused a single innovation,” Pierce said. Angus producers will be faced with two choices, he noted. They can either stay where they are, or move ahead.

Brink began his talk by explaining that Association members should be proud because Angus is the biggest of all the registered breeds, but they should also realize the percentage of Angus seedstock in the U.S. is tiny compared to all the cattle in the commercial industry. He offered three “headwinds” and four “tailwinds” producers need to realize to face the future.

Headwinds are those challenges producers must be prepared to face in the future, Brink noted. The first challenge is that the high level of Angus market penetration will make continued growth a challenge. He also discussed the problems with the increased rate of Yield Grade (YG) 4s and what can be done to fix the problem, as well as the increased use of hybrid seedstock throughout the industry.

Tailwinds are opportunities producers can take advantage of for success. Brink emphasized that Angus beef’s current popularity with the consumer is a huge advantage. “Angus beef is everywhere,” he said. Secondly, he noted, Angus popularity continues throughout the production system. “No individual breed is even close to what you have,” he stated.

A third tailwind Brink encouraged producers to take advantage of is what he called the “amazing Angus EPD (expected progeny difference) machine.” Finally, he said, low quality grades in the southern U.S. leave room for Angus expansion.

Brink told the crowd, “You’ve got to align yourself to the commercial industry, not the other way around.”