



# The Angus Link

by **JIM SHIRLEY**, *director of commercial programs and vice president of industry relations, American Angus Association*

## What might have been

I often think about the cattle we raised when I was growing up. To tell you the truth, they were not very good. I think they were pretty high-quality for their time, but compared to today's cattle, they were not very good.

Now, as I have mentioned in this column in the past, my father was truly an exceptional cowman. He did all the things necessary to raise a 100% calf crop (or close to that anyway) year after year. He did the best he could with the knowledge available to him. But the only tool he had for most of his life was visual appraisal.

### Changes and tools

We all realize that the beef industry has changed since my father's day. Yet, the biggest change has been the cattle. They are much better than the cattle of my youth because we now have so many more objective tools to use.

It is true that visual appraisal for several traits affecting the usefulness of cattle, such as structure and soundness, is still important. Today, however, the American Angus Association offers 17

expected progeny differences (EPDs) for economically important traits, plus five dollar value indexes (\$Values) to objectively characterize seedstock for the commercial cattleman.

For much of the country, bull sale season is just getting ready to start. The seedstock selections made by commercial cow-calf producers will affect their cow herds and their profit picture for years to come. If you are going to be purchasing bulls this year, be sure to use all the tools available to you. Most Angus breeders provide all the individual performance and EPDs on all their bulls for sale, thus allowing you to make informed decisions.

Many of you who have purchased bulls in the past will be receiving EPD updates on your herd bull battery from the Association soon. This update will list all of the bulls 5 years old and younger that the Association has listed in your ownership (some of you will have received this update in August 2006). The EPDs for each bull listed will be updated to reflect the best and

most up-to-date information we have regarding your herd bulls.

This list gives the commercial cow-calf producer the opportunity to look at all of his herd bulls' EPDs in a concise and easy-to-use form. By studying this list, a producer may find performance traits on which he or she may need to put more or less emphasis in future herd sire selections.

Another tool that is available is the Association's sire summary. This may be used to look up and compare sires that are used in the industry, and it also provides you with valuable information such as breed averages for all the EPDs, genetic trends for traits and much more useful information. The sire summary is available online at [www.angussiresearch.com](http://www.angussiresearch.com), or you may order a hard copy for your use by calling the Association.

Another great resource available to commercial cow-calf operators looking for Angus seedstock is the Association's regional managers. These gentlemen work tirelessly to help registered and commercial cattlemen with seedstock purchases. If you do not know your regional manager or how to contact him, you can find his contact information on page 89 or on the Association's web site, or you can call (816) 383-5100 to get that information.

I would be remiss if I didn't take this opportunity to encourage you to look at the AngusSource® program in helping you to market and receive true value for your Angus-sired feeder calves or replacement females. The AngusSource program is a U.S. Department of Agriculture (USDA) Process Verified Program (PVP). This verifies age, source and Angus-sired genetics. You can find more information about AngusSource at [www.angussource.com](http://www.angussource.com) or by contacting the Association.

### A better herd

As I reflect back on my youth I often wonder what our family operation would have been like if my father would have had all the selection and marketing tools that are available to us today. I have to believe our herd would have been better.

An even more important question is, "What will your cow herd look like, and what will your operation's profit picture be in the future?" The bull selections you make this year will go a long way in determining the answer to that question. Use all the selection and marketing tools available.

## AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave.  
Saint Joseph, MO 64506-2997  
phone: (816) 383-5100 • fax: (816) 233-9703  
home page: [www.angus.org](http://www.angus.org)  
e-mail: [angus@angus.org](mailto:angus@angus.org)  
Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

### OFFICERS

Jot Hartley, president, PO Box 553, Vinita, OK 74301; [jot\\_hartley@hotmail.com](mailto:jot_hartley@hotmail.com)  
John Crouch, executive vice president, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org)  
Paul Hill, vice president, 11503 SR 554, Bidwell, OH 45614; [champion@jbnets.net](mailto:champion@jbnets.net)  
Jay King, treasurer, 28287 Woodside Dr., Rock Falls, IL 61071; [svreality@cin.net](mailto:svreality@cin.net)

### BOARD OF DIRECTORS

#### Terms expiring in 2007 —

Jarold Callahan, 7450 N.W. 192nd St., Edmond, OK 73003; [callahan@expressranches.com](mailto:callahan@expressranches.com)  
Norman Garton, RR 4, Box 153, Nevada, MO 64772; [ngar2@yahoo.com](mailto:ngar2@yahoo.com)  
Jay King, 28287 Woodside Dr., Rock Falls, IL 61071; [svreality@cin.net](mailto:svreality@cin.net)  
Richard (Dick) Tokach, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com)  
Phil Trowbridge, 164 Waltermire Rd., Ghent, NY 12075; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

#### Terms expiring in 2008 —

Gregg Blythe, 3207 Old River Rd., Decatur, AL 35603; [clydec7@aol.com](mailto:clydec7@aol.com)  
Bill Davis, 34840 CR 106, Sidney, MT 59270; [rolnrok@hughes.net](mailto:rolnrok@hughes.net)  
Robert (Bob) Schlutz, 260 Colonel's Dr., Box 66, Columbus Junction, IA 52738; [rwschlutz@aol.com](mailto:rwschlutz@aol.com)  
John Schurr, 40842 Farnam Rd., Farnam, NE 69029; [john@schurrtop.com](mailto:john@schurrtop.com)  
Gordon Stucky, 421 N.E. 70 Ave., Kingman, KS 67068; [circlesangus@pixius.net](mailto:circlesangus@pixius.net)

#### Terms expiring in 2009 —

Al DeClerk, 3914 Engelberg Rd., Pocahontas, AR 72455; [eaferd@cox-internet.com](mailto:eaferd@cox-internet.com)  
Joe Hampton, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; [rhampton@webkornet.com](mailto:rhampton@webkornet.com)  
Steve Olson, PO Box 590, Hereford, TX 79045; [sg\\_olson@sbcglobal.net](mailto:sg_olson@sbcglobal.net)  
Rob Thomas, 42734 Old Trail Rd., Baker City, OR 97814; [thomasangus@hughes.net](mailto:thomasangus@hughes.net)  
Cathy Watkins, 4556 N. CR 850 W, Middletown, IN 47356; [beaver-ridge@worldnet.att.net](mailto:beaver-ridge@worldnet.att.net)

### ADMINISTRATIVE STAFF

Executive vice president: John Crouch  
Executive administrative assistant: Diane Strahm  
Vice presidents: Finance — Richard Wilson  
Information & Data Programs — Bill Bowman  
Industry Relations — Jim Shirley

### DEPARTMENTAL STAFF BY DIVISION

**Finance** — Milford Jenkins, president of the Angus Foundation; Kenny Miller, assistant director of finance; Richard Wilson, director of finance

**Industry Relations** — James Fisher, director of activities & junior activities; Ty Groshans, assistant director of commercial programs; Sara Moyer, director of AngusSource®; Jim Shirley, director of commercial programs; Shelia Stannard, director of communications and events

**Information & Data Programs** — Lou Ann Adams, director of information systems; Bill Bowman, director of performance programs; Scott Johnson, director of Angus Information Management Software; Sally Northcutt, director of genetic research; Bryce Schumann, director of member services & office management; Carol Waller, assistant director of member services & office management

### AMERICAN ANGUS AUXILIARY

President — Mary Greiman, Garner, Iowa

