

Association Link (from page 11)

Livestock Exposition (NAILE). The election of officers and five members to the Association Board of Directors will highlight the Annual Meeting, scheduled for 2 p.m. at the Kentucky Fair and Exposition Center (KFEC). Elected delegates and other attendees will hear annual reports of the Association and its entities for fiscal year (FY) 2008.

The Annual Banquet will be Monday evening at the Executive West Hotel. Special honorees at the banquet will include the National Junior Angus Association (NJAA) Outstanding Leadership Award winner and inductees into the Angus Heritage Foundation.

The Angus show schedule will follow the same schedule as in the past. The junior show will be Sunday, Nov. 16; the ROV bulls and cow-calf pairs will show Monday, Nov. 17; and ROV females will show Tuesday, Nov. 18.

View from the road

Miss American Angus Danielle Foster, a Michigan native, recently traveled to the Michigan State Senate with *Certified Angus Beef*® (CAB®) steak strips in hand. Her goals: speak to officials about the importance of agriculture — and tempt their taste buds.

Foster discussed the “promise of tomorrow” — kids involved with agriculture, especially livestock. She also wanted to put the word “Angus” in the minds of lawmakers. Each senator received an information packet, brochure and a beefy treat to reinforce the message.

Crediting staff from the American Angus Association and Certified Angus Beef LLC (CAB), Foster says their pamphlets and other information made her job easier.

“I read over the basics and really thought about what I wanted to say in the short time I had,” she says. “Keeping up with current events in the cattle and agriculture industry

was important. Many of the senators mentioned them.”

Besides the political aspects of her reign, Foster is also scheduling television appearances. In May, she appeared with Orion Samuelson and Max Armstrong on RFD-TV’s, “This Week in Agribusiness.”

“In addition to my farming background and how it all started, we discussed my duties as Miss American Angus and the message I want to convey, especially to younger children,” Foster says. “Beef is a valuable part of a well-balanced diet, and we talked about that. Mr. Armstrong made the point that it’s ‘in our blood’ to make a high-quality product, and I agree. Everyone involved with cattle and agriculture in general has a passion for it.”

During her reign, Foster hopes to address the positives of the industry. She wants consumers to see that dedication.

“This passion is the best quality assurance we could possibly have,” she adds.

The gift of the horse

The American Angus Auxiliary is honored to have “Blue,” a May 2006 gelding, donated to them by Sheri Spader of Spader Farms in recognition of her late husband Richard “Dick” Spader’s love for Angus youth, Angus cattle and good horses.

Blue is sired by Blue Max Hancock and will be auctioned off in the Trowbridge Family and Friends Sale at the Brown Palace in January during the 2009 NWSS in Denver, Colo. The proceeds will be used for college scholarships and awards for Angus youth. Blue is currently in training with Rich Masoner, API Web Services manager.

More information is available on the Auxiliary web site at www.angusauxiliary.com.



Your Input Needed

Dear *Angus Beef Bulletin* Subscriber:

In your October issue of the *Angus Beef Bulletin*, you will receive a request to complete a brief questionnaire for a research project being conducted by the University of Arkansas under the direction of Angus Productions Inc. (API).

The intent of the study is to better understand the needs and expectations of *Angus Beef Bulletin* subscribers in an effort to redesign and refocus the *Angus Beef Bulletin*. Results from the four-part questionnaire will be used to determine reader habits and expectations, and to identify potential improvements and future direction for the magazine. By more fully understanding these issues, we will be able to identify improvements needed in the publication.

Please take time to complete the questionnaire when you receive it.

Thank you in advance for your assistance with this important research. It is through people like you that API will continue to provide a successful product to meet your needs and expectations.

Sincerely,

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Miss American Angus Danielle Foster appeared on “This Week In Agribusiness” with Max Armstrong (center) and Orion Samuelson (right).