

ASSOCIATION HIGHLIGHTS

Compiled by Julie Mais, editor

Nominate delegates

Preparations are being made for the American Angus Association's 2020 Annual Convention of Delegates this November in Kansas City, Mo. Information and instructions to nominate delegates to the annual meeting were mailed to every active life and regular member of the Association who qualified as an eligible voting member prior to April 10, according to the Bylaws (see eligibility requirements on page 112 of the April 2020 *Angus Journal*).

The nomination period is April 13-June 12. Each eligible voting member is allowed to nominate one eligible voting member who resides in the same state or district, including himself or herself. The candidate

should be highly involved in the Angus business, willing to attend the meeting and able to represent Angus breeders.

Due to restrictions put in place by the City of Saint Joseph, Mo., as a result of the coronavirus disease 2019 (COVID-19) pandemic, the Association is operating with limited in-building staff. While nominations may be submitted online or by mail, it is requested that those with the capability to submit nominations online do so.

Online nominations must be submitted no later than 4:30 p.m. CDT on June 12, 2020. Nominations submitted by mail must be received in the Association office by that same time and date. At that time, every qualified nominee will be included on a state ballot. State ballots will be mailed to all eligible voting members in July to vote for the final slate of state delegates. When you receive the form, please return it promptly.

BIF to host symposium online

The Beef Improvement Federation (BIF) board of directors, along with the Florida 2020 BIF Research Symposium and Convention committee, has been closely monitoring the COVID-19 situation, with particular consideration to its effect on this year's convention.

"Due to increasing concerns around this evolving situation and standing by our commitment to keeping the safety of our participants, volunteers and partners as our top priority — we've made the decision

to transition this year's conference to an online format," says Tommy Clark, BIF president.

The virtual event will be hosted online the week of June 8 on the Zoom webinar platform. By mid-May, participants will be able to register for the event, find a detailed schedule and Zoom tutorials on the BIF website, www.beefimprovement.org.

BIF award winners will be recognized during the online symposium.

Individuals who have registered for the event will be refunded their registration. Please contact the hotel to cancel room reservations. Those who booked flights are encouraged to contact the airline to check their refund policy for cancellations due to COVID-19.

New ownership and entry deadlines

Due to the COVID-19 pandemic affecting Angus sales across the country, the American Angus Association and National Junior Angus Association (NJAA) are extending entry and ownership deadlines for upcoming events and shows from May through the summer. With some sales having to postpone, it's understood difficulty may be presented to both breeders and exhibitors.

Below are the new deadlines for the 2020 NJAA shows:

- May 10: All-American Breeders' Futurity and Junior Preview Show; Louisville, Ky., ownership and entry deadline
- May 15: Eastern Regional Junior

At a glance

May 2020

15 NJAS paper entry deadline

15 Entry deadline for NJAA photography, graphic design, creative writing and Cook-Off contests

25 NJAS ownership and online entry deadline

25 Entry deadline for NJAA public speaking and career development contests

June 2020

12 Delegate nomination period ends

15 LEAD early registration deadline

Angus Show; Lebanon, Tenn., ownership and entry deadline

- May 15: Northwest Regional Preview Show; Ellensburg, Wash., ownership and entry deadline
- May 15: National Junior Angus Show; Harrisburg, Pa., paper entry deadline
- May 16 - May 25: National Junior Angus Show, online entry only
- May 25: National Junior Angus Show, ownership and online entry deadline

Some sales may be postponed to dates after the deadlines above. Please contact your regional manager or the events and education department to discuss alternatives if these cannot be met.

Submit entries online

Junior members can save time by submitting entries for shows online. Log on to www.angus.org/njaa and provide the necessary information.

Transfer assistance

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 approaching and you haven't received the transferred registration, 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 or circumstances.

CAB team update

The *Certified Angus Beef*® (CAB®) brand was born of innovation. To continue supporting its partners,

the brand recently evolved its leadership team, recognizing several retirements, promotions and new team members.

"We've had a long track record of strong leaders, and that's true as we look to those who have stepped up to guide our next 40 years," says John F. Stika, Certified Angus Beef LLC (CAB) president. "It takes

a dedicated and creative group of people to move this brand forward, and I'm excited to leverage the experience and skill set of this team to position our partners from gate to plate for ongoing success."

The executive leadership team, anchored by longtime staffers Brent Eichar, senior executive vice president of operations and finance,

Silveira joins Angus Journal team



Megan Silveira joined the *Angus Journal* staff as assistant editor March 9.

Silveira, a Denair, Calif., native, remembers her first encounter with the Angus breed at 7 years old. She says she had no idea the simple act of washing an Angus show heifer for the first time would have such a powerful influence on her life.

"Since that moment 15 years ago, I've never once doubted my purpose in life revolved around the Angus industry," Silveira says. "The American Angus Association helped me grow from a junior member into the cattle breeder

and woman I am today," she says. "I am excited to have the opportunity to give back to the organization and breed that played such a vital role in my life."

Since the purchase of her first heifer at the age of 8, Silveira says she has learned why the world knows Angus cattle as the Business Breed.

From the maternal instincts of Angus females to passion burning bright in the hearts of their breeders, Silveira says even as a young child she has never doubted this sector of the agriculture industry was where she belonged.

In the summer of 2018, Silveira served as an editorial intern in Angus Media and contributed to the *Angus Journal*, *Angus Beef Bulletin* and *Angus Beef Bulletin EXTRA*. After three months in Saint Joseph, Mo., learning the ins and outs of the publication process, Silveira says she had found a place she wanted to call home in the future.

"We are thrilled to have Megan join the *Angus Journal* team," says Julie Mais, *Angus Journal* editor. "During her summer internship with Angus Media, Megan demonstrated a strong work ethic, and a passion for crafting stories of Angus breeders and sharing information important to their way of life. We look forward to her contributions to help us better serve Angus breeders and our *Angus Journal* readership."

As assistant editor, Silveira will assist in *Angus Journal* production, write articles and travel to and cover Angus events and industry news.

Silveira graduated from Oklahoma State University with Bachelor of Science degrees in agricultural communications and agribusiness in 2019. She is currently pursuing her master's degree in agricultural communications. She is currently working part-time and will join the staff full-time in Saint Joseph in 2021.

"My goals in life have always centered around the cattle and people who make this breed great," Silveira says. "I am eager to work with passionate, like-minded people to share the stories of breeders across the country."

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CURRENT ASSOCIATION FEES

Following are the correct fees for various American Angus Association services. Be sure to send the correct amount of money with the work being requested, as incorrect payments are the main cause of delays.

REGISTRATIONS

- Applications for animals less than 4 months of age\$7
- Applications for animals 4-10 months of age \$9
- Applications for animals 10-12 months of age\$14
- Applications for animals more than 12 months of age \$27

TRANSFERS

- Applications received less than 30 days from sale date \$5
- Applications received 30-60 days from sale date.....\$7
- Applications received more than 60 days from sale date\$12

MISCELLANEOUS

- Angus Herd Improvement Records (AHIR) fee (per first weight submitted) \$3
- Artificial insemination (AI) service certificate.....\$10
- Regular annual membership\$80
- Regular annual membership with Angus Journal subscription..... \$130
- Lifetime membership (optional to pay in three \$500/year installments).....\$1,500
- Junior annual membership (less than 21 years of age)..... \$20
- Embryo-transfer (ET) calf..... regular registration fee plus \$10
- Cell-clone transplant calf.....regular registration fee plus \$50

Rules of the American Angus Association are included in the Breeder's Reference Guide. Free copies are available from the Association. An online version is available through the "Rules and Forms" link at www.angus.org.

BREEDER'S REFERENCE

Symbols are used with a registration number to denote important information about an animal.

SYMBOL MEANING

- # Pathfinder cow or Pathfinder sire
- + Embryo transfer calf
- ^ Cell clone
- % Split-ET
- @ Clone-ET
- * Parentage qualified to both parents and the mating

The American Angus Association currently recognizes the following genetic conditions:

CODE MEANING

- AM Arthrogryposis multiplex
- CA Contractural arachnodactyly
- D2 PRKG2 gene mutation for dwarfism
- DD Developmental duplication
- DM Double muscling
- DW Dwarfism
- HG Horn gene
- HI Heterochromia irides
- M1 nt821 mutation for double muscling
- NH Neuropathic hydrocephalus
- OH Oculocutaneous hypopigmentation
- OS Osteopetrosis
- RD Red gene
- SN Syndactyly
- WT Wild type color gene

The following single-letter descriptors appearing after a genetic condition code shall have the following meaning:

- P - refers to a "potential" carrier based on an ancestor known to carry that specific mutation.
- F - refers to an animal tested for one or more genetic conditions and determined to be "free" of that specific mutation.
- C - refers to an animal tested for one or more genetic conditions and determined to be a "carrier" of that specific mutation.
- A - refers to an animal tested for one or more genetic conditions and determined to be a carrier of two copies of that specific mutation. It may or may not exhibit the phenotype associated with that genetic condition.

The following letter designations describe cases in which there is more than one genetic condition present:

- XF - Free of more than one genetic condition.
- XC - Carrier of more than one genetic condition.
- XA - Affected of more than one genetic condition.
- RTF - Recessive trait free (produced 35 or more calves from daughters without a genetic defect).

and Tracey Erickson, senior vice president of marketing, now includes:

- Steve Ringle as executive vice president of business analysis
- Pam Cottrell as senior vice president of people and culture
- Bruce Cobb as executive vice president of production

Adding to this leadership team in the area of business development are:

- Sara Scott, vice president of foodservice
- David O'Diam, vice president of retail
- Cody Jones, vice president of international

Leading marketing alongside Tracey are:

- Deanna Walenciak, vice president of domestic brand marketing
- Christy Johnson, vice president of branding
- Melissa Brewer, vice president of communications
- Gebran Charbine, vice president of international and ethnic brand marketing

"While it can be challenging to replace great people, these innovators made significant contributions to the brand and motivated our staff to build relationships with partners," Stika says. "I am truly excited about the expertise and dedication of the people leading those endeavors."

Focus on the Future

The 2020 National Junior Angus Show (NJAS) will take place July 5-11 in Harrisburg, Pa.

More than 1,200 head of cattle are expected to compete in the show ring at this year's NJAS, themed "Focus on the Future". The NJAS is the world's largest single-breed beef show and an annual highlight for hundreds of Angus youth and their families.

May 25 is the online-entry and ownership deadline for the cattle

show. May 15 is the deadline for several of the contests connected to the show. See page 82 in this issue for more details.

Foundation Golf Tournament

The 20th Annual Angus Foundation Golf Tournament will be hosted Tuesday, July 7, at the Dauphin Highlands Golf Course in Harrisburg, Pa., in conjunction with the 2020 NJAS.

The 18-hole tournament begins at 8:30 a.m. with a continental breakfast, followed by a shotgun start at 9:30 a.m. After the tournament, a *Certified Angus Beef*® steak meal will be provided, awards will be presented to teams and players, and sponsors will be recognized.

Several sponsorship opportunities are available. The sponsorship deadline is June 5.

Player registration is \$100, or NJAA members may register for \$75. Register by July 1 to avoid a \$10 late registration fee.

Sponsorship and registration forms can be found at www.angus.org/Foundation/GetInvolved/Events/GolfTourney.aspx or by contacting Rod Schoenbine, Angus Foundation director of development, at 330-464-9793.

Feeding Quality Forum

The *Certified Angus Beef*® (CAB®) Feeding Quality Forum (FQF) is set for Aug. 25-26 in Fort Collins, Colo. The two-day event brings together cattle feeders and their cow-calf suppliers with topics that affect both segments.

Sessions will range from a global commodity outlook to innovations in health and trends in the beef business. The schedule allows for networking time, including the

evening banquet to celebrate the 2020 FQF Industry Achievement Award honoree.

Visit www.feedingqualityforum.com for more information.

2020 Angus Convention

Mark your calendars to attend the 2020 Angus Convention at the Kansas City Convention Center in Kansas City, Mo., Nov. 7-9.

Booth information is available at www.angusconvention.com. Registration and hotel blocks will open July 1.

The convention offers producers and industry leaders opportunities for networking, education and breed improvement, in addition to conducting the business of the American Angus Association.

Candidate résumés

Association members seeking election to the Board of Directors of the American Angus Association may send a short biography, along with a photo, to Editor Julie Mais by Aug. 1. Biographies and photos submitted by the deadline will be published in the October issue of the *Angus Journal*, prior to the election at the Annual Meeting in November.

Biographies should be approximately 500-700 words and will be shortened if necessary.

MaternalPlus incentives

A whole-herd reporting initiative, MaternalPlus®, began at the Association in 2012 with the aim to increase the suite of cow productivity selection tools available to Angus members and their commercial customers. Members already submitting 100% of their weaning weights each year, heifer breeding records and dam disposal codes, should consider signing up for

MaternalPlus whole-herd reporting and reap additional benefits.

Benefits include:

- Calving ease direct, birth weight, and weaning weight expected progeny differences (EPDs) on unregistered calves.
- Increased accuracy of heifer pregnancy EPDs that are now included in \$M (maternal weaned calf value).
- Additional herd management reports.
- Cash-back rebates on American Angus Association fees.

It's simple. It's AHIR® for the whole herd. To learn more about MaternalPlus whole-herd reporting, visit www.angus.org/MaternalPlus or your AAA Login.

Custom cattle tags

Cattle producers looking for affordable ways to identify their herd can visit www.customcattletags.com, a service provided by the American Angus Association. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, Tissue Sampling Units (TSUs), sale tags and 840 radio frequency identification (RFID) tags for cattle producers across the United States. 