



Newsmakers

► Items of interest **about** and **for members** of our Angus family

Summer interns arrive in Saint Joseph

Four students started internships at American Angus Association headquarters in Saint Joseph, Mo., in early June.

COURTNEY WIMMER, Fulton, Kan., is the editorial intern at Angus Productions Inc. (API), publisher of the *Angus Journal* and the *Angus Beef Bulletin*. While at API, she will conduct interviews, participate in industry events, write and edit stories, and shoot photographs for the publications.

"I am very excited to learn more about the American Angus Association and the beef industry," Wimmer says. "I am also eager to meet the members that make this association so successful."

Wimmer says she has always been intrigued by the complexity of the beef industry and the dedication of those involved in it.

"This internship will give me valuable insight into the beef industry," Wimmer says. "I know I will gain an immense amount of knowledge and experience that will help me promote agriculture in the future."

Wimmer will be a senior at Kansas State University (K-State) this fall. She is actively involved in Alpha Zeta Agricultural Honorary Fraternity and Agricultural Ambassadors, and she is president of the university's Agricultural Communicators of Tomorrow (ACT) chapter.

Wimmer, 21, is the daughter of Gary and Sheila Wimmer. She plans to graduate in

May 2003 with a bachelor's degree in agricultural communications and minors in animal science and international agriculture.

KENDRA KELTON of Muldrow, Okla., is the 2002 public relations intern for the American Angus Association. She will gather information and write press releases, cutlines and informative feature articles about commercial producers across the United States. Kelton will travel to the National Junior Angus Show (NJAS) in Milwaukee, Wis., and the Agricultural Publications Summit in Reno, Nev. She will also attend numerous state preview shows.

"It is a great opportunity to work with an association that has been part of my life," Kelton says. "I look forward to learning how the Public Relations Department and Association work together to publicize the Angus breed."

Kelton, 21, is the daughter of Robin and Susan Kelton. She is a senior at Oklahoma State University (OSU), majoring in agricultural communications and animal science. Kelton plans to graduate in December 2003. While at OSU, she has been active in ACT, Livestock Publications Council (LPC) as a student member and Delta Delta Delta sorority.

SHARON COMBES, Lebo, Kan., is the 2002 junior activities intern for the American Angus Association. Combes will help with the numerous activities the National Junior Angus Association (NJAA) has planned for the upcoming summer. Some of the events include the NJAS in Milwaukee, Wis.; the Leaders Engaged in Angus Development (LEAD) Conference in Sacramento, Calif.; and numerous regional and state preview shows.

"This internship will give me the opportunity to work with and meet some outstanding individuals," Combes says. "It will also give me experience that will benefit me in the future."

Combes, 22, is the daughter of David and Sara Combes. She is a senior at K-State, majoring in agribusiness with a minor in leadership studies. She plans to graduate in December 2002.

While at K-State, Combes has been active

in Agricultural Ambassadors, the K-State Ag Alumni Board and the Ag Economics/Agribusiness Club.

KELLY WORTHEN, Saint Joseph, Mo., is the 2002 production intern for API. Worthen will help in the digital imaging area of the



Kelly Worthen

Angus Journal production department. Her duties will include using Photoshop, scanning photos, carrying out enhancement functions, manipulating images as required for publication and following all electronic file management procedures. Other duties may include using QuarkXPress and Photoshop for advertising layout, sale book layout and editorial layout.

Worthen is a senior at Missouri Western State College, majoring in commercial art. She plans to graduate in December 2003.

► IN THE NEWS

Angus bulls lead semen sales

Angus bulls dominate domestic beef semen sales and custom frozen beef semen, according to the 2000-2001 semen sales report released by the National Association of Animal Breeders (NAAB). The report also indicated that Angus are gaining momentum in beef semen export sales.

"The report released by the NAAB confirms the research we've done in determining the influence and demand for Angus genetics in today's beef industry," says John Crouch, executive vice president for the American Angus Association. "Cattle producers look to Angus genetics for the production, carcass and maternal traits they need to be profitable in the beef business."

Angus ranked at the top in domestic beef semen sales, selling 651,508 units in 2001, nearly eight times the units sold by the next breed.

In the area of custom frozen beef semen, Angus also ranked first with 608,739 units in 2001. That was more than three times the next closest breed competitor.

With 248,622 units sold (28% above 2000 figures), Angus ranked second in beef semen export sales. Red Angus topped export sales.

"The tremendous growth we saw in 2001 in the export market may be the most exciting fact in the report," Crouch says. "While domestic beef producers have known the value of Angus genetics for many years, producers in other countries are just starting to experiment with Angus sires from the United States. That market represents a huge opportunity for our membership."

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► 2002 summer interns for the American Angus Ass'n and Angus Productions Inc. are (sitting) **Kendra Kelton**, Muldrow, Okla., public relations; (standing, from left) **Sharon Combes**, Lebo, Kan., junior activities; and **Courtney Wimmer**, Fulton, Kan., API.

Tennessee honors John Crouch

John Crouch was honored by the state of Tennessee May 22 for his achievements in the beef industry and recent appointment as executive vice president of the American Angus Association. The event took place at the Ellington Agricultural Center, which is headquarters for the Tennessee Department of Agriculture, in Nashville.

“We’re proud of John not only for what he has accomplished for himself but what he has done for the beef cattle industry through his involvement with the American Angus Association,” said Dan Wheeler, Tennessee Commissioner of Agriculture. “John has many friends and colleagues who wanted to show their support and appreciation.”

Crouch was presented a Tennessee-crafted oak grandfather clock. State representative Stratton Bone presented Crouch with a proclamation from the Tennessee General Assembly recognizing him for his accomplishments and contributions to the beef cattle industry.

As executive vice president of the American Angus Association, Crouch oversees the operation of the organization and its employees, works with the Association’s officers and 15-member Board of Directors and represents the Association and its members throughout the beef industry.

His career with the Association started in 1974 as a regional manager and included an appointment as director of performance programs, which allowed him to be part of the development of the world’s largest database of beef cattle records.



► The state of Tennessee honored John Crouch, executive vice president of the American Angus Ass’n, May 22 at the Ellington Agricultural Center in Nashville. Pictured are (from left) Commissioner **Dan Wheeler**, Tennessee Department of Agriculture; **Judy and John Crouch**, Saint Joseph, Mo.; and Rep. **Stratton Bone**, Tennessee House of Representatives.

Crouch grew up on a registered Angus farm near Jonesborough, Tenn. He is a 1963 graduate of the University of Tennessee-Knoxville, where he earned a bachelor’s degree in animal husbandry.

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'Black Hide' campaign wins national honors

The American Angus Association's "Black Hide" campaign was recognized by the National Agri-Marketing Association (NAMA) as best in its class. The campaign, which included five single-page, four-color print advertisements, won the single-page ad series in the national competition.

Susan Rhode, director of communications and public relations for the Association and coordinator of the Association's national advertising program, accepted the award at the Best of NAMA/Golden ARC awards ceremony April 17, 2002, in Nashville, Tenn.

"This award is truly an honor for the Association and its membership, as it recognizes only the top work in agricultural

marketing," Rhode says. "The directors who serve on the Association's Public Relations Committee should be congratulated for their cutting-edge approach to marketing Angus genetics, which resulted in this award-winning campaign."

NKH&W Inc., an advertising and public relations agency in Kansas City, Mo., worked with the Public Relations Committee to develop the campaign, which was designed to position Angus as the breed of choice with commercial producers. The series outlines benefits in five different messages about the breed, including Angus sires, Angus females, Angus genetics, the Angus Beef Record Service (BRS) and Certified Angus Beef LLC (CAB).

The Best of NAMA competition recognizes excellence in creative agri-marketing communications. More than 1,100 entries in 69 categories were judged in six regions in the overall competition.

IN PASSING

Jacquelyn Neese, 78, of Rutledge, Mo., died April 11 at the Scotland County Memorial Hospital in Memphis, Mo. The daughter of Edgar and Orilla Padgett, she was born in Memphis Nov. 3, 1923.

After graduating from high school in 1941, she attended the Kirksville (Mo.) State Teachers' College for one year. She left college early to teach in rural schools due to a shortage of teachers during World War II.

She married Joe Neese Jr. in 1946, moved to a farm near Rutledge and continued to teach for five years, until the birth of her children — Robert David and Mary Susan.

She later returned to Northeast Missouri State University in Kirksville to earn a bachelor's degree in elementary education in 1970 and a master's degree in 1974. She retired from teaching in 1983, but continued to substitute for another 12 years.

She is survived by her husband and son, who continue their registered Angus

STATE SPOTLIGHTS

Alabama Angus Ass'n Annual Meeting, April 19, Cullman

► Alabama Angus Ass'n officers are (seated, from left) **Tom Lovell**, Opelika, president; **Joseph King**, Nauvoo, first vice president; **Jay Evers**, Birmingham, second vice president; **Mike McGuire**, Waverly, executive secretary; and **James Shropshire**, Thorsby, past president. Directors include (standing, from left) **David Ficken**, Huntsville; **Banks Herndon**, Hatchechubbee; **Len Gibbs**, Huntsville; **Gregg Blythe**, Madison; **B.C. Jackson**, Hope Hull; **Jack Tate**, Boaz; **Rob Adams**, Union Springs; **Bill Wheeler**, Flat Rock; and **Mahlon Richburg**, Auburn.



Idaho Angus Ass'n Annual Meeting & Banquet, Feb. 8, Twin Falls



► Idaho Angus Ass'n officers include (seated, from left) **Arnold Callison**, Blackfoot, president; **Jackie Kohntopp**, Jerome, secretary-treasurer; and **Curtis Gay**, Jerome, vice president. Directors include (standing, from left) **Fritz Fuller**, Twin Falls; **Mark Malson**, Parma; **Hal Harris**, Kuna; **Rick Zabel**, Kuna; **Neal Ward**, Blackfoot; **Dennis Boehlke**, Nampa; and **Gary Stoller**, Melba.



► The **Graham Hooper Family**, Bliss, was named the Idaho Angus Ass'n Family of the Year. Pictured are (seated, from left) **Graham Hooper** holding **Thomas Kinder**, **Patty Hooper**, (standing, from left) **Laura Hooper**, **Willis Kinder** and **Cindy (Hooper) Kinder**.

▶ NEWSMAKERS

seedstock herd near Rutledge, three grandchildren and one great-grandson.

▶ INDUSTRY EXTRAS

Ryan Ludvigson has joined the staff of Walter & Associates, L.C., Ames, IA. Most recently Ludvigson operated Orion Enterprises, a consulting firm specializing in marketing beef seedstock and genetic management. Prior to that, he was sales

manager for Leachman Cattle Co. He is a native of Holstein, Iowa, and has both a bachelor's and a master's degree from Iowa State University (ISU) in agricultural business and marketing.

Walter & Associates manages the Centralized Ultrasound Processing (CUP) Laboratory, serving as an independent third-party interpreter of ultrasound scans. Mark Henry is general manager of operations.

Select Sires Inc., Plain City, Ohio, named **Joel Mergler** vice president of training and herd-management products. Mergler will coordinate marketing activities for the

federation's portfolio of herd-management products and will continue to manage the organization's sales training and development activities.

Accelerated Genetics named **Jim Martin** reproductive specialist. Martin will be based out of the production facility in Westby, Wis.

ABS Global, De Forest, Wis., named **Ryan Starkenburg** progeny test coordinator. He will be in charge of maintaining all dairy and beef progeny testing at ABS and will assist in technical support and training. 