

# ASSOCIATION HIGHLIGHTS



Compiled by Shauna Rose Hermel, Angus Beef Bulletin editor

## Look for delegate ballots

Ballots to elect delegates and alternates to the 2018 Annual Convention of Delegates will be mailed July 6, 2018.

Active life and active regular members who qualified as eligible voting members will receive a ballot for their state/district.

Signed ballots must be received in the Association office no later than Tuesday, Aug. 7, 2018, by 4:30 p.m. CDT. Ballots received after that date will not be counted.

For more information, see Article III Section 3.8. Election of Delegates in the Association bylaws.

## Register for Convention

Registration for the 2018 Angus Convention, set for Nov. 3-5 at the Greater Columbus Convention Center in Columbus, Ohio, opens July 1. Nearly 2,500 cattlemen and women participated in the 2017 Angus Convention in Fort Worth, Texas. We expect Ohio to host an event you won't want to miss.

Offering Angus University educational sessions, business meetings, industry-leading speakers, renowned entertainment and an in-depth look at the *Certified Angus Beef*® (CAB®) brand, the 2018 Angus Convention will offer something for every progressive cattleman and woman.

The convention is a meeting place for breeders and industry influencers to exchange ideas and share a vision for the future of

Angus genetics and beef worldwide.

To register, check out hotel blocks and obtain more information, visit [AngusConvention.com](http://AngusConvention.com).

## 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 *Angus Journal* Editor Julie Mais by Aug. 1. Biographies and photos submitted by the deadline will be published in the October *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.

## Living the Dream

National Junior Angus Association (NJAA) members and their families will be "Living the Dream in 2018" as they head to Madison, Wis., for the 50th National Junior Angus Show (NJAS). The Wisconsin and Illinois Angus associations, Angus auxiliaries and junior Angus associations will host the event at

the Alliant Energy Center July 7-13.

Visit [www.angus.org/njaa/shows.aspx](http://www.angus.org/njaa/shows.aspx) for more details.

## LEAD is Aug. 2-5

The 2018 LEAD conference, themed "Under the Big Sky," is set for Aug. 2-5 in Billings, Mont. The National Junior Angus Board (NJAB) has planned leadership and personal skill-building activities for NJAA participants 14-21 years old.

Visit [www.angus.org/njaa/Conferences.aspx](http://www.angus.org/njaa/Conferences.aspx) for details.

## New merchandise line

If you've been looking for a way to show your Angus pride with apparel or home décor, look no further than *The Angus Brand*, a new line of merchandise launched by the American Angus Association.

The Association recently rebranded its line of merchandise. The offerings have been designed specifically for the Angus enthusiast. The high-quality, yet attractively affordable, line of apparel and home décor was personally curated to fit the aesthetic of any hardworking, yet stylish ranch lifestyle.

As an added bonus, all Association literature is available to order alongside the clothing and home goods selections. Conveniently order your sale kit, Angus beef cut chart or informational brochure from *The Angus Brand* while shopping for your friends and family.

Proceeds directly benefit the Angus Foundation and its mission of youth,



## Barn gets its day

Four decades of better beef is something worth celebrating. This year is the 40th anniversary of the *Certified Angus Beef*® (CAB®) brand. To mark the milestone, the brand is painting 40 barns across the country with the CAB logo. Pfeiffer Angus Farms, Mulhall,

Okla., served as the site for barn No. 12.

A group of family friends, local dignitaries and media gathered to watch paint dry as the mural came to life on the Pfeiffer barn. To honor the momentous occasion, the governor of Oklahoma issued a proclamation so that April 27, 2018, will go down in history as "Brand the Barn Celebration Day."

Angus seedstock producers John and Gaye Pfeiffer are longtime brand supporters, John having served as CAB Board chairman and currently



*Gaye (left) and John (center) Pfeiffer are honored as April 27, 2018, was proclaimed "Brand the Barn Celebration Day" by the Oklahoma governor.*

on the Board of Directors.

"To have Certified Angus Beef paint the emblem on our barn and all our friends from around the state who came to celebrate with us means a lot," he said. "It was a gala atmosphere, and we all had a lot of fun."

For years to come, the mural of the CAB logo will stand

as a landmark along Highway 51. It's an anchor that will spark opportunities to tell the brand's story and those of Angus ranchers who make it possible.

"Oklahoma's economy depends on agriculture, especially cattle," Gaye said. "What the *Certified Angus Beef* brand has really provided is value to the customer base that buys our bulls and to registered seedstock. So when we get to share that story with our community and our friends and neighbors, it's a real honor and a treat."

education and research. Visit *The Angus Brand* at [shop.angus.org](http://shop.angus.org) or stop by the booth at the NJAS.

### BIF coverage online

Colorado State University hosted the 2018 Beef Improvement Federation (BIF) Annual Meeting and Research Symposium June 20-23 at the Embassy Suites Convention Center Hotel in Loveland, Colo.

The Angus Media team provides online coverage of the event at [www.bifconference.com](http://www.bifconference.com). Visit the Newsroom for summaries, proceedings, PowerPoint presentations and audio of this year's sessions. Coverage also features

award winners, including the BIF Seedstock Producer of the Year and Commercial Producer of the Year.

Angus Media has provided online coverage of the event since 2002. An archive of that coverage is available on the site.

### Blythe joins CAB team

Production Specialist Eric Blythe has joined the *Certified Angus Beef*® (CAB®) brand's Supply Development team in Wooster, Ohio. The son of Duane and Debbie Lyons-Blythe, White City, Kan., grew up with four siblings on the family's Angus ranch, which has been a frequent cooperator and host for CAB

activities over the years.

Blythe earned his degree in animal science and industry at Kansas State University, where highlights included a semester abroad in Italy, along with ranching and feedlot internships.

Blythe will help serve the production division on special projects while connecting foodservice, retail and chef partners to the story of how the beef they proudly sell moves from pasture to plate.

"With my background growing up in the seedstock industry and subsequent work experiences in the commercial and feedlot segments, I can speak confidently about the

*Continued on page 62*

entire beef production system,” says Blythe. “I look forward to sharing my insights of life in the cattle business to help create connections across the entire beef supply chain.”

## Full Circle Online Auction

The American Angus Auxiliary will host its third annual Full Circle Online Auction, a national Angus consignment sale.

The Full Circle Online Auction is an innovative, web-based consignment market that offers Angus breeders, families and allied industries the opportunity to both sell and buy, while making a substantial contribution to help ensure the sustainability of the Auxiliary’s ongoing support of the Angus breed and its youth.

Hosted by [www.anguslive.com](http://www.anguslive.com), the auction will be Sept. 26-27. Proceeds will support the Auxiliary’s mission, including breed promotion, beef education and youth development through programs, awards and scholarships.

The Auxiliary is currently seeking a wide variety of items with a fair market value in excess of \$100. Auction categories include Angus memorabilia/collectibles, games/toys, vacation packages, home décor, cattle services, embryo/semen packages, cattle services and other useful items.

Consignors can donate 100% to the Auxiliary or can choose to receive 50% of the gross revenue their lots generate, as well as recognition in the sale promotion to be launched at the NJAS and the online site throughout July, August and September.

For a consignment contract and more information, visit [www.angusauxiliary.com/fullcircleonlineauction.html](http://www.angusauxiliary.com/fullcircleonlineauction.html).

## 2019 NWSS Angus Bull Sale

The 2019 National Western Angus Bull Sale at the National Western

Stock Show (NWSS) is set for Wednesday, Jan. 9, in Denver, Colo. Changes in entry requirements this year include:

- Any bull that is a potential carrier for any genetic condition recognized by the American Angus Association must be tested free of that condition(s) when entered. The late entry deadline is Oct. 1, 2018.
- When entered, all bulls must be genomic-trait tested and possess a complete set of expected progeny differences (EPDs) and dollar value indexes (\$Values).
- All bulls when entered must rank in the top 50% of the breed for at least half (5) of the following 10 EPDs and \$Value indexes: calving ease direct (CED), birth weight (BW), weaning weight (WW), yearling weight (YW), milk, scrotal circumference (SC), marbling (Marb), ribeye (RE), weaned calf value (\$W) and beef value (\$B).

Other show changes include:

- The bull show sale will begin at noon or immediately following the Roll of Victory Open Bull Show, which begins at 8 a.m.
- In addition to the current ultrasound protocol, bulls will be scanned for intramuscular fat (IMF) and ribeye area (REA) at check-in.

Other entry requirements include:

- All bulls must be calved after Jan. 1, 2016. All bulls born before Jan. 1, 2018, must have passed a complete breeding soundness exam (sometimes referred to as a BSE) within 30 days of the sale.
- All bulls must be enrolled in Angus Herd Improvement Records (AHIR®) with official weights processed prior to the sale book deadline, Oct. 25, 2018.
- All bulls must conform to health regulations of the NWSS and American Angus Association.

Judges this year will be Lake Elliott, Adams, Tenn.; Joe Fisher, Sacramento, Calif; and Landi McFarland-Livingston, Ellston, Iowa. The auctioneer will be Joe Goggins, Billings, Mont.

Consignments received on or before Sept. 15, 2018, carry an entry fee of \$400 per head. From Sept. 16 through Oct. 1 the fee is \$500. All bulls must be entered in the NWSS.

For more information contact regional manager David Gazda, sale manager, at 706-296-7846, or the Events and Education Department at 816-383-5142.

## Value Discovery deadlines

Entries are still open for the second annual Angus Value Discovery Contest.

The competition highlights the partnership between genetic suppliers — breeders and artificial insemination (AI) companies — and their customers. Winners will claim

## At a glance

### JULY 2018

- 7-13** 50th National Junior Angus Show, Madison, Wis.
- 15** Late LEAD registration deadline

### AUGUST 2018

- 1** Board of Director candidate bios due to Julie Mais.
- 2-5** LEAD: Angus Under the Big Sky
- 29-30** Applied Reproductive Strategies in Beef Cattle Symposium, Ruidoso, N.M.

### SEPTEMBER 2018

- 7** CAB Value Discovery entry deadline

### NOVEMBER 2018

- 3-6** Angus Convention, Columbus, Ohio

their share of nearly \$5,000 in cash and prizes.

“Think of those cattlemen who buy your best, and take the calves all the way to the feedyard,” says Justin Sexten, director of supply development for Certified Angus Beef LLC (CAB). “They probably call to share some exciting carcass data at the end. Those are the ones you want to enter.”

Key rules to note:

- Groups are ranked on grade, yield and discount information on the packer harvest summary.
- Lots must be 30 head or more, and at least 75% sired by Angus bulls.
- Groups must be harvested by Aug. 15, 2018.
- The entry deadline is Sept. 7.

This year there’s an easier point of entry, where all information can be electronically uploaded, and there is an option for commercial producers to register themselves.

Genetics providers contribute 25% of prize value in credit if their nominee wins grand or reserve champion pen, and CAB pays the rest.

For more details, contact Kara Lee at klee@certifiedangusbeef.com, visit [www.cabpartners.com](http://www.cabpartners.com), or call 330-345-2333.

## MaternalPlus incentives

The Association is offering cash-back incentives for herds enrolling in MaternalPlus®. Incentives include:

- Introductory 5% cash back on Association fees once a producer completes the first year’s enrollment.
- 2.5% cash back each subsequent year a re-enrollment is completed until 150,000 females are enrolled in the program.
- Association fees eligible for the cash-back rebate include

*Continued on page 64*

## 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 weaning weight) .....	\$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](http://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).

membership, registration, transfer and AHIR submitted and paid for in the previous 12 months.

To learn more about MaternalPlus, visit [www.angus.org](http://www.angus.org) or AAA Login.

## Black Books available

Order 2019 AngusSource® Black Books before July 31, 2018. The pocket-sized books include a calendar as well as space to keep management records on your cow herd. Any quantity is available for \$3 each and can be customized — free of charge — with purchase of 100 or more.

Customized orders may include your operation's logo and contact information foil-stamped onto the back cover, while standard orders feature the Association's logo.

To order, contact the AngusSource Department at 816-383-5100 or email [blackbooks@angus.org](mailto:blackbooks@angus.org). Books will be shipped by Oct. 15.

## Submit entries online

Junior members can submit show entries online at [www.angus.org/njaa](http://www.angus.org/njaa). Just provide the necessary information, including a Visa® or MasterCard® number to cover entry and bedding fees. Online entries are subject to the same entry deadlines as those submitted via mail. No late entries are accepted for any reason.

## Need help with a transfer?

If you know of a junior member who has purchased or raised a heifer that he or she wants to show, please note all ownership deadlines. If a deadline is approaching and you haven't received the transferred registration, contact the Association for assistance 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.



## Kentucky Hosts 2019 NJAS

The NJAS will be at the Kentucky Exposition Center in Louisville, Ky., July 14-20, 2019. Sponsored by the Kentucky Junior Angus Association, next year's event is themed "Win, Place & Showing for the Purple!"

## Affordable ID

Looking for an affordable way to identify your herd? Visit [www.customcattletags.com](http://www.customcattletags.com), a service provided by the American Angus Association. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags for cattle producers across the United States. Anyone can order ear tags, applicators, syringes and accessories.

## Sale-day or field-day kit

Producers planning sales or field days can request a planner and kit from the Association. The kits include educational and promotional information about the Angus breed and Association programs.

All materials should be requested at least two weeks prior to your event to ensure items will reach your destination. Contact Amber Wahlgren or Lea Ann Maudlin at 816-383-5100.

## The Angus Report

*The Angus Report* delivers Association and industry news each week on RFD-TV. Catch the original broadcast at 7:30 a.m. CDT Monday morning. Each program is rebroadcast Saturday at 1:30 p.m.

State Angus associations,

publications, breeders and others looking for website content are encouraged to post segments on their websites. Videos will be updated regularly at [www.angus.org](http://www.angus.org) and through the Association's Facebook and Twitter pages.

## Download Angus App

Angus Mobile is a free smartphone application for iPhone, iPad and Android devices that allows app users to update herd data no matter where they are.

Download the easy-to-navigate app and gain access to the latest news, sale reports, show results, expected progeny differences (EPDs) and dollar value indexes (\$Values), percentiles and much more. Visit [www.angus.org](http://www.angus.org) for more details.

## Lifetime membership

The Association offers producers a lifetime membership option. The \$1,500 membership lasts throughout the life of the sole person named on the membership. Payments may be broken into three nonrefundable yearly installments.

Lifetime memberships can be issued to one person only and are not meant for partnerships. The membership option may be used for a farm name, provided only one person is included on the membership.

## Purchase photos online

While in the showing or covering events, Angus Media staff capture thousands of photos. Many can be found at <https://photo.angus.org>. The Association recently released new prices and offers digital downloads, photo prints and other gift items, such as magnets, photo books, keychains and more.

Contact the Communications Department at [prphotos@angus.org](mailto:prphotos@angus.org) or 816-383-5100 for more information. 