



ASSOCIATION PUBLIC RELATIONS MATERIALS

Note: All American Angus Association educational and promotional materials are available at no charge unless otherwise noted. Various Certified Angus Beef LLC (CAB) literature is also available upon request.

EDUCATIONAL LITERATURE

Angus History Sheet

A one-page history of the Angus breed in the United States. Includes when the breed was first brought from Scotland, early importers and breeders and the start of the American Angus Association.

How to Develop a Successful Registered Angus Herd

An eight-page booklet containing tips for success in the Angus business, advice on getting started and basic information on managing and marketing your herd.

How to Sell Angus Cattle

A booklet made up of the advertising and merchandising columns that appeared in the *Angus Journal* from April 1984 through the June-July issue of 1985. The booklet covers some of the basics of advertising and promoting a registered Angus herd. Free to American Angus Association members. Available for \$5 to nonmembers.

Tattooing, Steps to Permanent Identification

Outlines the steps for tattooing Angus cattle. Includes how to number ear tags and how to develop a herd ID system.

Learning to Judge Angus Cattle

An eight-page brochure aimed at beginning judging students. Includes values of judging, card marking and scoring, taking notes, giving reasons and two sample classes. (Revised 1999)

The Road to Success

A pamphlet describing the programs offered to youth through the National Junior Angus Association (NJAA). Includes an application form for junior membership. (Revised 2001)

Fitting—A Behind-the-Scenes Look

This eight-page brochure is ideal for

junior members preparing to show their first Angus projects or for youth project leaders searching for instructional information on fitting. Covers both fitting at home and at the show.

The Angus Advantages

Explains how Angus can work in cattlemen's herds to improve demand, boost profits and take some of the work out of cattle production. It discusses convenience traits and crossbreeding with Angus, as well as straightbred Angus breeding programs. The booklet also discusses Certified Angus Beef LLC (CAB) and the Angus Herd Improvement Records (AHIR) program. (Also available in Spanish)

Angus Herd Improvement Records

Complete explanation of the AHIR program and why it is important to enroll in the program. Explains expected progeny differences (EPDs) in simplified terms. (Revised 2002)

Bull-Buying Strategies to Improve Your Herd

Explains how to evaluate a herd of commercial cows and how to set herd goals, then select registered Angus bulls that will improve the herd and contribute to a more successful and more profitable cow-calf operation. (Revised 2001)

American Angus Association

Explains each department of the Association and how it serves its members. Helpful for new breeders or for anyone wanting to get better acquainted with the American Angus Association. (Revised 2001)

Angus Resource Clearinghouse Network

Highlights and describes one of the Association's newest programs, the Angus Resource Clearinghouse Network, or ARCNet, which is a listing service designed to help producers track their

Angus cattle in the commercial industry.

Angus Beef Record Service

This pamphlet describes the Angus Beef Record Service (BRS), which is a recordkeeping system for commercial cattle. The booklet describes how the service works, and includes sample forms for producers to follow.

Bull Listing Service

This pamphlet includes a form for breeders to fill out to list their Angus bulls for sale on the Angus Web site.

Angus Information Management Software (AIMS)

This brochure highlights the software that was produced by the American Angus Association to simplify recordkeeping.

Angus Beef Chart

A poster of an Angus steer marked with wholesale and retail cuts of meat. Available sizes: 25"×30" and 8"×11", which folds out to a 16"×11" spread.

AUDIOVISUALS

Four audiovisual productions are available free of charge for scheduled showings or are for sale at the listed price. Borrowed productions must be returned promptly and only the return postage paid. Please order at least four weeks in advance.

The Good Life—Breeding Registered Angus

This 17-minute video uses actual Angus breeders to explain the joys and satisfactions derived from breeding registered Angus cattle. Cost, \$10.

Get the Showmanship Edge

This 7-minute video explains the basic skills of showmanship and standard showing procedures. Junior Angus members demonstrate such basic showmanship techniques as setting an



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animal's feet and leading and turning an animal. Discusses equipment used in the showing, as well as showing attire and etiquette. Cost, \$10.

Fit to Show — How to Groom Your Angus Heifer

This 15-minute video explains the essentials for getting a heifer ready to show. Topics covered include washing and rinsing, clipping and fitting. The video covers the basics and is aimed at beginners. Cost, \$10.

You Be the Judge — Angus Cattle Evaluation for Beginners

This 60-minute instructional video covers the basics of Angus cattle judging. Scott Schaake, judging team coach at Kansas State University, provides the on-camera instruction. He discusses what to look for when evaluating cattle and tips for taking notes and giving oral reasons. Two collegiate judges give sample oral reasons on the tape, and viewers can practice what they've learned on two practice classes, one Angus heifer class and one market steer class. Official placings and reasons are also included. Cost, \$15.

ARTWORK

Ready-to-Print Artwork

Professionally designed artwork ideal for use in ads, sale and show books, show

bills or stationery. Line drawings include bull, bull heads, heifer, heifer heads, cow-calf, young exhibitor, steers in feedlot and many more. Downloadable files of all artwork are also available at www.angus.org.

PROMOTIONAL ITEMS

Black & White Posters — set of three posters featuring cow with calf, steer, 22½"×34"; bull, 34"×22½".

Big "Angus" Poster — poster featuring large bull head and the word Angus, 36"×45".

Over-the-Wire Posters — eye-catching red-and-white poster with a bull on one side and a cow and calf on the other. Ideal for decorating show stalls or sale rings.

Framing Prints — nine high-quality reproductions of Frank Murphy paintings, suitable for framing. Includes:

1. Angus bull, 24"×20"
2. cow and calf, 24"×20"
3. calf with butterfly, 24"×20"
4. steers, 24"×20"
5. bull head, 18"×24"
6. heifer head, 18"×24"
7. first Angus (Angus bull with Longhorn cows), 32½"×22"
8. Chicago International show scene, 20"×24"

9. "Angus in the High Country," 23"×19"

10. 1983 Centennial poster

[Prints are available for \$5 each or a complete set of prints 1 thru 8 for \$25. Prints 9 and 10 can be purchased separately for \$5 each. (Bull, cow with calf, and calf with prairie dog also available in 11"×14".)]

Truck Door Decal — long-lasting decal with bull head and "American Angus Association" and "There's more profit with Angus," 11"×12", \$1.50 each.

Windshield Membership Decal — 4" diameter, 75¢ each, three for \$2.

AHIR Decal — black and red on white AHIR decal, 8½"×6", \$1.50 each.

Bumper Stickers — "Angus — The Business Breed," 11½"×3", 50¢ each.

Angus Flags — red, white and black with a bull head, 5'×3', \$25 each.

Clock — "Angus — The Business Breed" clock with cow and calf, 10½", \$12.

Stall Cards — red and white card with "Angus — The Business Breed," 35¢ each.