

June 7—10, 1986 board meeting

# Progress of Association programs reviewed

The American Angus Assn. Board of Directors convened for its meeting June 7-10, 1986 included Dr. A. V. Bartenslager, president; Joe Neely, vice-president; Richard L. Spader, executive vice-president; and directors Gary Dameron, Tom Drake, Richard Janssen, Harvey Lemmon, David McMahan, Sr., Paul May, Fred Smalstig, Andrew Starr, Keith Stevenson, Paul Stueland, Robert Thomas, Vance Uden, Jerry Williams, and H. Wayne Wyble.

Executive Vice-President Spader reported little change in the Association's business activity from the previous quarter. Though registrations and transfers have averaged 20 percent below last year's activity, the past month has produced a 1.25 percent increase in registrations. The "over one year of age" registration program has met with popular response. More than 7,000 forms have been returned by breeders taking advantage of the opportunity.

Income has exceeded expenses for both the Association and the *Angus Journal* through the month of May. Carry forward financial figures are not this positive with the possibility existing of the organization enduring a shortfall for Fiscal 1986, a reflection of reduced registration and transfer activity.

Spader also presented an overview including CAB staff additions and programs, regional manager vacancy, computer software programs for Angus breeders, AHIR processing, the activities department, public relation's national profit conference, the *Angus Journal*, and Special Services division of API, Inc.

Recognized by both the board and the staff were four Association employees—Donald R. Painter, George Rice, Cuma Johnston, and Barbara Kelly—for attaining 30 years of service to the organization.

## Executive Committee

Two Article VII By-Laws investigations were discussed and the investigations completed.

Financial matters discussed included the projected financial figures

for Fiscal 1986 plus the budgeting plans for Fiscal 1987.

It was decided to continue collecting the \$1 transfer checkoff fee for beef promotion efforts after October 1, 1986 when the new Beef Information and Research Act becomes effective. The committee moved the \$1 per transfer monies be directed for intensified Angus beef promotion.

## Finance Committee

For the eight month period ending May 31, 1986, the Association financial report shows an excess of revenue over expenses of \$148,106 which is \$61,661 less than budgeted. Reviewing CPA firms for the annual audit and complying with Federal laws and regulations relative to the Association's pension plan were other matters requiring the committee's attention.

## Rules and Arbitration Committee

Approved was a rule change requiring blood typing for all parents of bulls to be used for artificial service and for those females being used as embryo transfer donor dams. Effective date for both procedures is October 15, 1987 for both bulls and females born on or after this date.

If either parent is dead and blood type is needed, an inferred type may be attempted through blood typing progeny and their sires and dams.

No change in recipient dam policy was forthcoming as the committee considered the subject to have been thoroughly reviewed in the past with no new information justifying a change at this time.

## Public Relations

The final ad in the "elephant" series will appear in September publications. The department is working with Fletcher/Mayo/Associates toward developing a new thrust for the 1987 advertising campaign.

Better education of breeders toward using purebred-registered Angus bulls will be addressed by a series of co-op ads. Clarification and importance of EPDs was also stressed as an educational need.

It was reported the 1986 Association campaign won second place in

## HIGHLIGHTS

- ✓ Blood typing rules expanded for A. I. sires and embryo donors
- ✓ Minimum EPD parameters will be included in future Pathfinder guidelines
- ✓ Research to focus on 1987 advertising themes
- ✓ ROV show recognition program modified
- ✓ A. I. Service Certificate options reviewed

the National Agri-Marketing Association competition, the second consecutive year the program has received national attention from NAMA.

A review of the Public Relations Department's extensive effort to provide hometown news items was presented. It was the committee's recommendation breeders be aware of hometown news releases so they may bring these releases to the attention of local newspapers and other media. A survey will be conducted to determine if local media are using the publicity.

A final report on the Department's Beef Profit Conference was presented.

## Breed Improvement

No change for Pathfinder guidelines was deemed necessary after the committee's extensive review. Incorporation of EPD into the guidelines was a matter for discussion as led by Dr. Doyle Wilson of Iowa State University, and it was concluded minimum EPD parameters will be included in future guidelines.

With-in house testing procedures for producing EPD for all AHIR is progressing. Testing will continue.

Dialogue also continues between the Canadian and American Angus Associations regarding AHIR services.

Dr. Wilson will develop methods for analyzing and presenting carcass field data tailored to the needs of CAB. Funds were also appropriated from the technical breed improvement fund for additional research at Iowa State University, addressing the longevity of daughters of high, medium, and low milk EPD sires.

A new brochure explaining sire

evaluation procedures was discussed with the committee expressing its desire the material be available for distribution at the National Beef Profit Conference in September. New EPD for 1986 will be available to breeders on dams and non-parent animals as soon as possible, prior to September 1, 1986.

John Crouch will be working with a group of Montana breeders feeding sire groups of steers for carcass data of importance to CAB.

### **Activities Committee**

Ten applicants were placed through the Summer Job Program; one placement to Canada was arranged.

After lengthy discussion, the committee voted to allow multi-ownership of bred and owned heifers in Association sponsored shows as a means of being consistent with multi-owned bred and owned bulls. Effective January 1, 1987, a rule will be in effect requiring an exhibitor to maintain full possession (family possession permissible) from the ownership deadline through the final day of the show.

Mark Wyble reported the National Junior Angus Show to have the second largest number of entries ever, surpassed only by the Centennial

Show in Des Moines, 1983. Bred and owned entries are up from last year. Nearly 150 steers were entered in this year's event. Wyble cited several state associations that have been aggressively promoting the registered Angus steer in their field day events, state fairs, and previews, with particular mention made of Indiana's C.I.A. steer program.

A carcass scoring formula was discussed with suggestions for greater refinement to improve its usefulness and merit.

The sale management firm of James Danekas and Associates will

co-manage the National Western Sale. Steve Dorran will be the auctioneer. Doug Slattery will judge the sale cattle at Denver. It was also announced the 1988 National Angus Show will be held at Louisville, Ky. in November, 1987.

The Roll of Victory (ROV) show recognition program was modified. For the show season 1986-87, show animals may only collect points from two super point shows and three from recognized point shows. However, exhibitors may continue to enter additional shows after they have amassed their allowable points.

Including Senior Yearling Heifers in the show classification was approved.

### **Planning and Industry**

Feasibility of a range bull certificate was studied. John Crouch reported on his discussions with other breeds employing this program. The topic will be tabled pending additional input.

Bob Chern, director of electronic data processing, presented the nearly completed Angus Herd Management software service for on-the-ranch micro computers. Four separate modules make up the program: a cow/calf round-up module, an ancestry/pedigree module, a financial module, and a user report writer. It was reported general release of the product was expected around August 1, 1986.

### **Angus Productions, Inc.**

It was reported total advertising space published January through May, 1986 is nearly identical to the total from the previous year with revenue exceeding that of the previous period as well.

The Special Services Department has produced sales achieving revenue of more than \$99,000 above budget. Advertising sales have contributed to API, Inc. exceeding its projected rev-

enue figure by 24.5 percent for the seven months ending April 30, 1986.

The API board recommended a policy be implemented directing all future National Junior Angus Show programs be published by the *Angus Journal*.

### **Certified Angus Beef**

Two new staff members have been added. Bill Wylie has assumed duties as Food Service Coordinator replacing Tim Hussman who has resigned. Ken Gronewald assumes responsibilities as Processing Coordinator.

Mary Ferguson, director of marketing concepts, presented all CAB promotional material developed over the past eight months since her arrival.

Other CAB items included review of an agreement with Creativators, Inc. concerning the production of frozen CAB minute steaks, restructured steak, and gourmet burgers. It was also reported CAB sale volume for April broke the January record by approximately 170,000 pounds. Income for April also posted a record \$64,791.

### **Old Business**

The rule relating to the registration of steers was amended to now read:

Steers born after December 31, 1986 with white skin above the underline or on a leg, foot, or tail shall not be eligible for registration. Second reading of the Rule will take place at the September board meeting.

The Board of Directors also instructed Executive Vice-President Spader to negotiate the contract renewal with Dr. Raul Foretic concerning foreign market development.

Other matters pending included the thorough review of the A.I. Service Certificate options, and the board voted to retain the rules as established.

### **New Business**

Chairman of a special Certified Angus Feeder Committee, board member Dick Janssen, presented a recommendation that a director be hired for this program. The Board of Directors approved a director of the CAF program with responsibilities assigned to a present member of the Association.

The Board of Directors adopted as a standard business practice, the right to withhold Association services if *Angus Journal* accounts receivable are not paid.