

ASSOCIATION HIGHLIGHTS

Compiled by Julie Mais, editor

Make plans for Angus Convention

Registration for the 2020 Angus Convention, set for Nov. 7-9 at the Kansas City Convention Center in Kansas City, Mo., is open. Hosted with the 137th Annual Convention of Delegates, the Angus Convention offers hands-on education, face-to-face networking and entertainment.

The Angus Genetics Symposium from Neogen Genomics, and Angus University, sponsored by Zoetis, will be featured again this year.

The convention officially kicks off on Saturday with a speaker who has elevated his game in numerous arenas. Jordy Nelson, Super Bowl champion, former Green Bay Packer, Angus cattleman, Kansas State University alumni and Kansas rancher, will bring his unique perspective on taking success to the next level when he addresses attendees during the Opening General Session.

The event also features four grand-prize giveaways and *Certified Angus Beef*[®] (CAB[®]) brand meals throughout the weekend.

At a glance

September 2020

1 Century Award applications due

15 Talon Internship Program host applications due

November 2020

7-9 Angus Convention

11-12 Full Circle Online Auction

To register, find hotel block information and more, visit www.AngusConvention.com.

Angus-on-dairy \$Values

Angus Genetics Inc. (AGI) launched two new dollar value indexes (\$Values) targeted to select profitable Angus sires to be utilized in beef-on-dairy breeding programs. A public index search for the Angus-on-Holstein (\$AxH) and Angus-on-Jersey (\$AxJ) indexes can be found on the AGI website. Members can also download any indexes on owned, active animals in their herd inventory through Custom Animal Reports in AAA Login.

Talon internship accepting host applications

The Angus Foundation, in conjunction with the Angus/Talon Youth Education Learning Program Endowment Fund, is currently accepting host breeder applications for the Talon Internship Program.

The internship program is designed to pair Angus youth with an Angus breeder to develop a mentor/mentee relationship throughout the course of a summer. This relationship provides an educational experience that will increase the knowledge and understanding for raising registered-Angus cattle and the beef cattle industry for the mentee. Intern(s) will be compensated by the Angus Foundation through the Angus/Talon Youth Education Learning Program Endowment Fund.

Applications for Angus breeders interested in hosting interns in

the summer of 2021 are due to the Angus Foundation and Events and Education Department by Sept. 15. For more information and both the breeder and intern application, please visit www.angus.org/Foundation/WhatWeDo/Youth/TalonYouth.aspx, or contact the Events and Education Department.

Erceg named CAB director of communications



Nicole Erceg, who first joined the brand full-time as a producer communications specialist in 2017, was recently

promoted to Certified Angus Beef LLC director of communications.

In her new role, Erceg will lead communication strategy and voice, bringing stories of the brand and its partners to the world. She will direct issues management and gate-to-plate conversation initiatives and work with the communications team to use written word and multimedia to build and position the brand in the market.

Although Erceg notes that she'll miss the day-to-day interactions she had with cattlemen, she's excited.

"I love this job because I get to work for Angus cattlemen, and this role is an opportunity to serve in a new way," Erceg says. "I look forward to helping elevate great stories of our product, producers and partners to deepen our relationships with stakeholders across the beef value chain."

She will continue to collaborate

with the producer communications team, led by Miranda Reiman, and the greater supply team.

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) and 840 radio frequency identification (RFID) tags for cattle producers all across the United States. For producers having a sale, Custom Cattle Tags is your source for sale tags.

Full Circle Online Auction

The American Angus Auxiliary will host its 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, the auction is set for Nov. 11-12. Proceeds will support the Auxiliary's mission, including breed promotion, beef education and youth development through various 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,

Marshall named director of commercial industry relations



Troy Marshall's rich experience in the beef industry combined with his industry knowledge make him a natural fit to connect with commercial producers who utilize

Angus genetics targeting the cow-calf, stocker and feeder segments.

"I am incredibly excited to have Troy joining our team," says Mark McCully, American Angus Association CEO. "Troy has such a unique background in multiple facets of the cattle industry and is a real thought leader for our business. His creativity, experience and credibility will be enormous assets to our organization and will advance our efforts with commercial cattlemen to the next level."

Marshall comes to the American Angus Association with a wealth of cattle industry knowledge. For more than 25 years, Marshall has been the owner of Marshall Cattle Co., where he has placed an emphasis on serving cattlemen with superior Angus and SimAngus genetics. In addition to his time on the ranch,

he shared his knowledge as contributing editor for more than 10 years at *BEEF* Magazine and was the editor and publisher of *The Seedstock Digest*, the nation's first weekly publication aimed at seedstock producers.

"The commercial cattleman has and always will be the primary focus of the American Angus Association, and I'm excited to have the opportunity to be part of the team that is focused on creating value for Angus genetics within the commercial industry," Marshall says. "The commercial industry has done a great job of improving the quality of the product we produce, but they have not always been able to capture the value of the superior genetics and management that they are putting into their cattle. Our goal is to provide the opportunities to help capture that value."

Marshall has also served as the director of commercial programs for the American Maine-Anjou Association and the North American Limousin Foundation and has been a market analyst for CattleFax. These positions have allowed Marshall to develop a trend of commitment to creating opportunities for producers.

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 online. For a consignment contract and more information, visit www.angusauxiliary.com.

Century Award applications

The American Angus Association initiated the Century Award to recognize its members and their families who have been in continuous production of registered Angus cattle for at least 100 years. Award recipients will be recognized at the Association's Annual Awards Banquet.

Visit www.angus.org to apply by the Sept. 1 deadline or to get more information about the award.

Historic Angus Herd award

Active members of the Association who have been in the continuous production of registered Angus cattle for 50 years or more are eligible to apply for the American Angus Association's Historic Angus Herd Award. Awards are presented throughout the year.

To qualify, the herd must be owned by the original member or their immediate family, and documentation of herd records must be provided. Herds that qualify are presented an official certificate

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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 Arthrogyrosis 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).

signed by the Association president and recognized in the *Angus Journal*. Download a Historic Angus Herd Award application or view a listing of members who have been recognized with the Historic Angus Herd Award since the program was started in 1988 at www.angus.org.

Sale day kit

Producers planning a fall sale can request a sale-day kit from the American Angus Association. Go online and visit The Angus Brand at <https://shop.angus.org> to find educational and promotional information about the Angus breed and Association programs. Printed literature is free, but will include the cost of shipping.

AJ Daily and AJ Weekly

The *AJ Daily* and *AJ Weekly* e-Newsletters got fresh new looks. Subscribe today to stay up-to-date on beef industry news, current events and upcoming Angus sales. Visit <http://anguselist.com> to subscribe.

Thank you

The last few months have certainly been a roller coaster, but one thing that remained certain was our willingness to do whatever it took to host the National Junior Angus Show (NJAS), a highlight for so many of our Angus families. The Events and Education Department would like to thank junior members and their parents, Angus breeders and sponsors for their patience and understanding through the relocation and planning process of the 2020 NJAS.

We can't thank you all enough for your help and support in making this show a possibility for National Junior Angus Association (NJAA) members. We hope that the experiences, the memories and the friendships will be cherished and last a lifetime, regardless of how different the NJAS looked and felt from past years.

— Events and Education Department