

Highlights

Huseman named feedlot specialist

Certified Angus Beef LLC (CAB) has hired Clayton Huseman to fill the newly created feedlot specialist position. As a member of the CAB Feeder-Packer Relations Division, Huseman will work closely with Assistant Director Turk Stovall and Director John Stika to serve licensed feedlots. His primary area of focus is Kansas and the Southwest, working with current and potential licensees.

Huseman, a native of Ellsworth, Kan., grew up on a commercial Angus ranch. In 1994 he created a Quarter Horse training business, which he still manages today. Huseman holds a bachelor's degree in animal science from Kansas State University (K-State). He held various leadership positions while attending K-State, including those in the student senate, the Agricultural Student Council and Alpha Gamma Rho fraternity.

"I'm glad to be part of this team that is creating more value for Angus-type cattle," Huseman says. "We're working for those who care enough about quality to buy the bulls and put in the time, effort and money to produce the right cattle — they need to get the premium for that."

Hassle-free holiday shopping

There's no need to traverse the stores this holiday season. Let your fingers do the walking by Internet or telephone to get *Certified Angus Beef*[™] (CAB[®]) merchandise or great-tasting steaks.

The Flavor Finder at www.2eatcab.com makes it easy to purchase gift certificates to a CAB restaurant in your family member's or friend's hometown. The Web site also provides a complete listing of online grocers and gift catalogs offering CAB steaks for delivery in the United States, Puerto Rico, Canada, U.S. Virgin Islands, Japan and Europe.

Don't forget the new shirts, hats and mugs featuring the CAB and Olympic marks. They're also available on the Web.

If you don't have Internet access, call the toll-free consumer tip line at 1-877-2-EAT-C-A-B for your shopping needs.

Feedlot programs spotlight leadership

Looking back on a successful fiscal year, the CAB Feeder-Packer Relations Division announces three new incentive programs for its Feedlot Licensing Program (FLP) partners, beginning Oct. 1, 2000. Director John Stika says the series, collectively called Partner Spotlight Recognition programs, was organized "to acknowledge feedlot partners and their employees for efforts in growing and promoting the [FLP] through advancing a quality approach to management and information feedback."

30-0 Program. A combination of volume and quality focus will win "On Target" awards in this program that recognizes groups of CAB-enrolled cattle achieving at least a 30% CAB acceptance rate with 0% "out" cattle. Outs include Yield Grade (YG) 4

and 5, Standard or lower quality grade, too heavy, too light, no rolls and dark cutters.

There are no minimum group-size requirements, Stika says, "because we aim to encourage sorting cattle into uniform outcome groups." Qualifying 30-0 groups will be refunded the appropriate per-head enrollment fee, and the feedlot and cattle owners will be recognized among their peers and the Angus industry.

Special recognition, including an On-Target trophy, will be awarded when a licensee reaches a threshold volume of 500 head of cattle meeting 30-0 specifications. Gold and Platinum Target awards are set at the 1,000- and 2,000-head cumulative levels to include all enrolled cattle harvested since initial licensing.

Feedlot of the Month. This monthly feedlot-business recognition is based on factors that include the volume of enrolled cattle, CAB acceptance rate, 30-0 program qualifiers, feedlot performance information, efficiencies in implementing the FLP, customer service initiatives, feeder- and fed-cattle procurement, and marketing strategies.

The winning feedlot will be provided with a complimentary employee luncheon featuring CAB value-added products and will become eligible for the Feedlot Partner of the Year Award presented at the annual conference.

QA Officer of the Month. Individual CAB quality assurance (QA) officers will receive monthly recognition based on the focus maintained in executing the mechanics of the FLP, specifically pertaining to the individual's attention to detail and cooperation with the program. Winners will get complimentary CAB value-added products and become candidates for the CAB QA Officer of the Year Award, which earns the winner a trip for two to the National Finals Rodeo (NFR) in Las Vegas, Nev.



CAB PROGRAM CONTACTS

EXECUTIVE OFFICE

206 Riffel Rd.
Wooster, OH 44691-8588
phone: (330) 345-2333
fax: (330) 345-0808

Jim Riemann, *President*
Brent Eichar, *Senior Vice President*
Tracey Erickson, *Vice President*
Louis "Mick" Colvin, *Advisor*

SUPPLY DEVELOPMENT TEAM

CAB Satellite Office, 1107 Hylton Heights Rd., Manhattan, KS 66502
phone: (785) 539-0123
fax: (785) 539-2883

Larry Corah, *Vice President*
John Stika, *Director, Feeder-Packer Relations*
Turk Stovall, *Assistant Director, Feeder-Packer Relations*
Clayton Huseman, *Feedlot Specialist*
Becky Grund, *Supply Development Graduate Assistant*
Glenda Larkins, *Office Manager* (Manhattan office)

Ron Bolze, *Director, Genetic Programs*
1380 CR I, Colby, KS 67701
phone: (785) 462-6404
fax: (785) 462-6789

Steve Suther, *Director, Industry Information*
16360 Victory Rd., Onaga, KS 66521
phone: (785) 889-4162
fax: (785) 889-4163

Rod Schoenbine, *Manager, Carcass Data Collection and Product Utilization* (Wooster office)
Christy Johnson, *Supply Development Marketing Manager* (Wooster office)
Carol Grantonic, *Administrative Assistant* (Wooster office)

SHIPPING DEPARTMENT

To order CAB merchandise, call
1-800-725-0070
or fax (330) 345-0803

TOLL-FREE TIP LINE

1-877-2-EAT-C-A-B

CERTIFIED ANGUS BEEF LLC BOARD OF DIRECTORS

Steve Brooks, *chairman*; Dick Spader, *vice chairman*; Jim Riemann, *president*; Leroy Baldwin; Howard Hillman; Brian McCulloh; Lowell Minert; Bud Smith; and Arnie Hein