



► The headquarters of the American Angus Association moved to Saint Joseph, Mo., from the Chicago Stockyards in 1956. Saint Joseph also serves as home to Angus Productions Inc. (API), the Association's for-profit subsidiary that publishes the *Angus Journal* and the *Angus Beef Bulletin*. Headquarters for Certified Angus Beef LLC (CAB) are located in Wooster, Ohio.

**A**s the Angus business embarked on a new millennium in 2001, members of the American Angus Association accepted new challenges, set new goals and faced new demands from their customers in the commercial marketplace. In order to help members meet those challenges, goals and demands, the Association renewed its commitment to providing the programs and services members need to continue "Leading the Angus Advance" in the year 2001 and beyond.

The Angus advance is alive and well in commercial herds across the nation, as well as in grocers' retail cases across North America and on foodservice menus around the world. Consumers and cattlemen alike know that Angus means quality. The Angus advance in these marketplaces is the key to success for members of the American Angus Association.

The pages of this annual report review the programs, people and services that have led the Angus advance throughout the past year. The officers, directors, employees and staff of the American Angus Association are committed to its members. Throughout the year, their focus has remained on the Association mission statement, vision statement and long-range goals that serve as a road map for "Leading the Angus Advance" into 2002 and beyond.

# "Leading the Angus Advance" 2001 Annual Report

**American Angus Association**  
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Phone: (816) 383-5100 • Fax: (816) 233-9703  
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► Officers and directors of the American Angus Association for fiscal year 2001 are (seated, from left) Minnie Lou Bradley, Texas; Lowell Minert, Nebraska; Leroy Baldwin, Florida, vice president; Howard Hillman, South Dakota, president; Steve Brooks, North Dakota, treasurer; Ben Eggers, Missouri; Abbie Nelson, California; (standing, from left) Leo Baker, South Dakota; Brian McCulloh, Wisconsin; Jot Hartley, Oklahoma; Jim Bradford, Iowa; John Curtin, Illinois; Dave Smith, Indiana; Joe Elliott, Tennessee; Cecil McCurry, Kansas; Keith Arntzen, Montana; and Paul Hill, Ohio.

## Association Officers and Directors Lead the Angus Advance

No other group of people take the job of leading the Angus advance more seriously than the officers and directors of the American Angus Association. This group of 17 farmers and ranchers volunteer their time and talents to lead the breed and assure that Association members have the tools they need to produce seedstock that will be competitive in the commercial marketplace.

The Board meets four times each year to discuss issues, to set goals and to chart the course for the Angus industry of the future. The group works both in committees and as a whole to conduct the business of the Association. The responsibilities of the group continue to evolve with the beef producer's

ever-changing role in the cattle business and the role of Angus genetics in the marketplace.

Members of the Association Board of Directors also serve on the boards of Angus Productions Inc. (API), Certified Angus Beef LLC (CAB) and the Angus Foundation. Bob Norton, Saint Joseph, Mo., serves as an appointed industry representative to the CAB Board.

The American Angus Association is a not-for-profit organization and is owned and controlled by its members. Directors are elected by delegates who represent their respective states at the Association Annual Meeting each November in Louisville, Ky. Each director is allowed to serve two three-year terms and, if so elected by the

membership, to serve two additional years as an officer.

The primary role of the American Angus Association is to collect and to process performance and ancestral records on Angus cattle and to issue certificates of registration and transfer. The Association also provides a variety of other services for members, including support of shows and educational events, junior programs, public relations, and the world's largest end-product marketing program, CAB. In addition, its for-profit subsidiary, API, publishes the Association's member publication, the *Angus Journal*, and a publication for commercial producers, the *Angus Beef Bulletin*.



# Association Advances with a Commitment to Members



► Don Painter (left) and Donna Holmes retired after 45 and 43 years of service respectively. Painter is the Association's longest-term employee in its 118-year history.

The collection and storage of ancestral and performance records continues to be the primary function and purpose of the American Angus Association. Data is power, and the Association is committed to the integrity and accessibility of data for members as it relates to the Angus advance. As members work to improve the breed through individual herds, these records continue to be the largest and most valuable resource of the breed.

With a focus on the goal to be the "leading information and service center ... for the beef industry," the Information Systems (IS) and Member Services teams continue to develop new ways for breeders to submit and access their data from the Association. With most of these services being Internet-based, the Association's Web site at [www.angus.org](http://www.angus.org) has become a virtual pencil and paper for members, offering instant submission of work, notification of items in suspense and faster processing of registrations and performance data.

The member logon feature, located at [www.angusonline.org](http://www.angusonline.org), is for members only and serves as the hub for these services. Members can view their herd inventory, expected progeny differences (EPDs) on owned cattle, active dam lists, cow production records, account histories with the Association and Angus Productions Inc. (API), and various Angus Herd Improvement Records (AHIR) reports. They can also enter registrations, weaning weights and yearling weights and pay membership dues online.

Members continue to embrace technology

## Record of Business Statistical Report—Fiscal Year 2001

Year-to-date	2001	Increase or (decrease)	
		No.	%
Registrations	271,206	(16)	(0.01)
ET registrations	22,154	1,771	8.69
Transfers	159,029	(10,203)	(6.03)
Regular members	2,612	—	—
Convert to regular members	253	—	—
Total regular	2,865	(147)	(4.88)
Junior members	1,749	56	3.31
Nonresident members	3	—	—
AI certificates	109,824	157	0.14

## Top 10 States in Registrations and Transfers

State	Registrations	State	Transfers
Montana	27,657	Texas	12,890
Nebraska	18,391	Missouri	12,255
Missouri	18,345	Montana	10,656
Texas	15,984	Oklahoma	9,256
Kansas	14,912	Kansas	8,477
South Dakota	14,490	Nebraska	7,321
Oklahoma	12,780	Tennessee	6,912
Iowa	11,662	Kentucky	6,780
Kentucky	9,831	Iowa	6,678
Virginia	8,747	Virginia	5,639

## Top 10 States in New Regular and Junior Memberships

State	Regular	State	Junior
Texas	254	Texas	151
Missouri	182	Missouri	125
Kentucky	158	Illinois	116
Oklahoma	152	Iowa	103
Tennessee	127	Indiana	91
Iowa	114	Kansas	86
Illinois	104	Oklahoma	84
Virginia	100	California	70
Kansas	90	Ohio	69
Ohio	80	Kentucky	60

with nearly 25% of registrations, 33% of weaning weights and 40% of yearling weights having been received electronically during the year.

Business statistics for the year included processing 271,206 new Angus calves and 159,029 transfers of cattle to new owners; both down slightly compared to 2000. Regular memberships were steady at 2,612 while junior memberships were up 4.9% at 2,865.

Other areas of growth included artificial insemination (AI) certificates issued, calves produced by embryo transfer (ET) and all areas of business in the AHIR program.

An era ended for the member services department in 2001, when director of member services Don Painter and office manager Donna Holmes retired after 45 and 43 years of service respectively. Painter goes on record as the Association's longest-term employee in its 118-year history.

Bryce Schumann was appointed the new director of member services, moving from his former post as director of activities. Carol Waller was promoted from the registration department to fill the role of office manager.



# Regional Managers Lead the Advance in the Field

Just as the American Angus Association office in Saint Joseph, Mo., strives to provide members with the services they need, the Association's team of 12 regional managers is an extension of that commitment in the field. These men serve as a resource to the Association's more than 35,000 regular and junior members and thousands of commercial producers, as well as the beef industry's link to the Angus business.

Attending Angus shows, sales and events is not only a primary responsibility for regional managers, but it provides one of the best means of access to the membership.

In fiscal year (FY) 2001, regional managers attended a total of 585 production, consignment and dispersal sales. Table 1 on this page indicates the average prices of cattle reported at Angus sales during the year. As beef producers continue to look to Angus genetics for the production efficiencies and carcass traits their herds need, regional managers will continue to be a valuable resource for commercial cow-calf producers, stockers, feeders and others in the beef production chain.

Because the work these men do is vital to the Angus business, the Association continues to maintain the largest field staff of any breed. Regional managers work from their homes and divide their time between serving the Association and representing Angus Productions Inc. (API), the Association's for-profit subsidiary that publishes the *Angus Journal* and the *Angus Beef Bulletin*. They also assist the Certified Angus Beef LLC (CAB) Supply Development team in sourcing Angus genetics from the



► Attending Angus shows, sales and events is not only a primary responsibility for regional managers (RMs), but it provides one of the best means of access to the membership. Above, RM Don Laughlin assists a junior member in the showing at the 2001 National Junior Angus Show (NJAS).

commercial sector and channeling those cattle into feedlots that participate in the CAB Feedlot Licensing Program (FLP).

There is no direct cost to members for the services of regional managers, except, of course, for advertising in the *Angus Journal* or *Angus Beef Bulletin*. Even though the amount of time they can spend visiting individual breeders is limited, they are available to answer questions about Association programs or services.

Serving as an Association regional manager means spending little time at home. In 2001 they averaged 42,287 miles on the road, spent an average of 99 nights in motels or hotels and consumed an average of 379 restaurant meals.

Regional managers are committed to furthering the Angus advance across America for the benefit of the Association and its members.



## American Angus Association—Record of Business Summary of Sales—Fiscal Year 2001 (Oct. 1, 2000, to Sept. 30, 2001)

Type of Sale	COWS			BULLS		STEERS		TOTAL		Avg. Price
	Number Reported	Number Sold	Avg. Price	Number Sold	Avg. Price	Number Sold	Avg. Price	Number Sold	Gross	
Consignment	166	4,214	\$1,973	5,487	\$1,911	75	\$924	9,776	\$18,866,079	\$1,930
Production	397	12,069	\$2,677	24,745	\$2,356	27	\$1,130	36,841	\$90,651,172	\$2,461
Dispersion	22	3,967	\$2,399	349	\$1,564	0	—	4,316	\$10,063,547	\$2,332
<b>TOTALS</b>	<b>585</b>	<b>20,250</b>	<b>\$2,476</b>	<b>30,581</b>	<b>\$2,267</b>	<b>102</b>	<b>\$978</b>	<b>50,933</b>	<b>\$119,580,798</b>	<b>\$2,348</b>



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►The Angus Herd Improvement Records (AHIR) program processed an all-time high 693,700 individual weight records, an increase of 1.3% from FY 2000.

# Performance Programs Lead Genetic Progress



►The American Angus Association's *Sire Evaluation Report* serves as the industry's guide to Angus genetics, listing proven sires for a variety of production and carcass traits. A printed copy of the report, which is produced each spring and fall, is available on request to members and commercial producers. A searchable version of the report is available online at [www.angus.org](http://www.angus.org).

The Performance Programs Department, in keeping with its long-range goals, strives to enhance the foundation of genetics and performance information available to Angus breeders and the commercial beef industry.

The American Angus Association maintains the world's largest database of performance information, including more than 9 million weight records. This database is the envy of the beef cattle industry, and it continues to set the standard for all other breeds and organizations worldwide. The work of the Performance Programs Department is critical to the Angus advance and to the profitability of Angus breeders.

Fiscal year (FY) 2001 was another banner year for the department. The Angus Herd Improvement Records (AHIR) program processed an all-time high 693,700 individual weight records, an increase of 1.3% from FY 2000. Additionally, the number of herds processing records through AHIR was 7,522, an increase from the previous year.

## End product merit

Angus breeders continue to express high interest in characterizing the breed for

genetic prediction of end product merit. 2001 saw an increase of nearly 30% in the number of animals processed through the National Centralized Ultrasound Processing (CUP) Laboratory. This ever-growing database has expanded to include 7,196 sires, 94,104 dams, 93,740 yearling bulls and 45,388 yearling heifers. The total number of animals with body composition expected progeny differences (EPDs) resulting from ultrasound technology at year-end was 237,135. Every bull recording 100 or more calves in the Angus herd book has ultrasound body composition EPDs.

## Genomics

In April, the Association's Genomic Task Force met and drafted "Strategic Plan: Breed Improvement with Molecular Genetics."

Breed improvement of Angus cattle is entering a new and exciting era with the advent of technology allowing scientists to unravel the secrets of the animal genome. Until this point, beef cattle breeders have relied solely on the phenotypic expression of traits to measure genetic differences between animals. In the future, animal scientists will incorporate actual DNA information into their evaluations, along with the phenotypic differences.

The American Angus Association recognizes the tremendous opportunities available for breed improvement via molecular genetics. The Association will work closely with universities, allied industries, private industry genomic companies and the membership to incorporate molecular genetic information into its National Cattle Evaluation (NCE) programs.

## On the horizon

Continued research in the field of reproduction has also been addressed. A pilot project combining data resources of several breeders and the Iowa State University (ISU) research herd has been initiated to determine the feasibility of establishing an EPD for female fertility.

With the realization that genetic evaluation programs traditionally supported and administered by university research were gradually being phased out, the Board approved a transition of genetic evaluation to an in-house program over a five-year period beginning in FY 2002.



# Commercial Programs Contribute to the Angus Advance

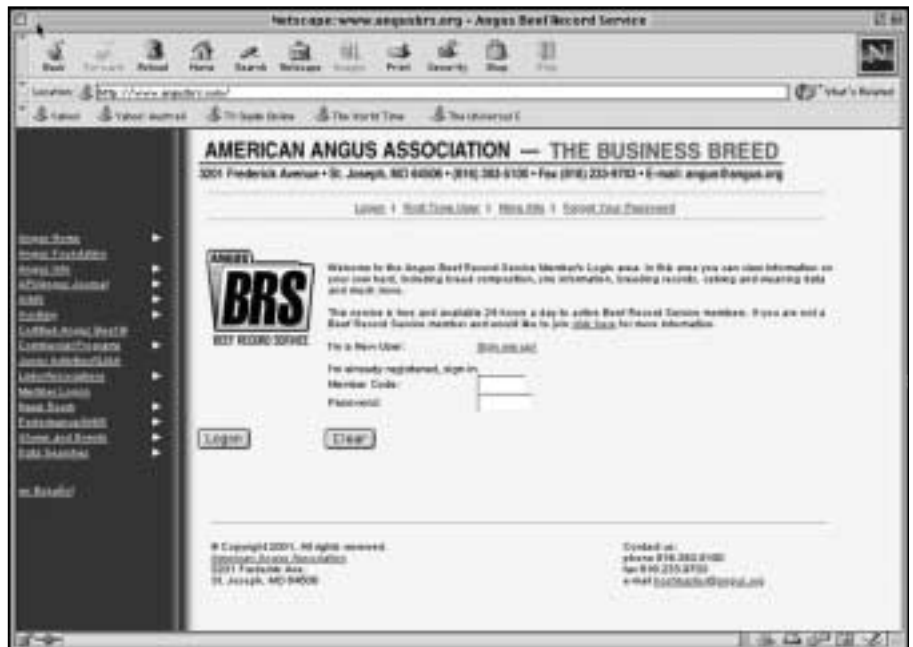
The Angus advance continues to make its way through the nation's commercial cow herds, with research indicating that more than 65% of those herds are Angus or Angus-based. The success of commercial producers is critical to the success of the Angus breed, the American Angus Association and its members. The Association's Commercial Relations Department plays a vital role in creating awareness for value-based marketing and the value of genetic information, as well as source and process verification information on commercial cattle.

In fiscal year (FY) 2001, the Commercial Relations Department continued to enhance and develop programs that add value for commercial producers using Angus genetics. The Angus Beef Record Service (BRS) is one of those programs, arming producers with the tools to keep vital production records on their herds. In the initial year that Angus BRS was offered to the commercial sector, 6,173 dams were enrolled by 88 producers. These numbers represent quarterly growth of 35% for the program.

In addition, the Commercial Relations Department has worked closely with the



► In the initial year that Angus BRS was offered to the commercial sector, 6,173 dams were enrolled by 88 producers.



► Producers who use the Association's Angus Beef Record Service (BRS) can now enroll dams and sires, view herd data and submit weaning, yearling and carcass data online at [www.angusbrs.com](http://www.angusbrs.com). This 24-hour, paperless service offers producers maximum convenience for structured recordkeeping.

Information Systems (IS) team to develop online services, at [www.angusbrs.com](http://www.angusbrs.com) that allow commercial cattlemen to become part of the Angus advance. Here commercial producers can log on and enroll dams, sires and sire groups, as well as enter breeding information, weaning and yearling data, and feedlot and carcass data. Angus BRS online users can also view herd inventories; view enrolled dams, sires and sire groups; and access work history and BRS summaries.

Commercial producers continued to benefit from other services offered by the department, including the Angus Resource Clearinghouse Network (ARCNet). This service can be accessed online at [www.arcnetonline.com](http://www.arcnetonline.com) and assists producers using Angus genetics in exchanging information in the marketing of their cattle. Producers use ARCNet to buy and sell Angus cattle, finding listings for replacement females and feeder cattle. ARCNet feeder-cattle listings and Angus-influence sale dates are distributed to approximately 293 feedlots, with a one-time capacity of more than 5 million head, that have expressed interest in feeding Angus-influence cattle. A feature of ARCNet is the Bull Listing Service (BLS),

which provides commercial producers with a tool to find bulls for sale that meet their specific genetic needs.

The Commercial Relations team grew during 2001 with the addition of Matt Perrier as assistant director in January. Perrier left his post as regional manager in New Mexico and Texas to move to the Saint Joseph office and begin working with commercial producers across the United States.

Staff changes in other departments allowed commercial relations staff to become more involved with developing corporate and industry alliances for sponsorship of Association programs and activities. These alliances not only bring financial benefits to the Association and low-cost services to members, but they also open the door to cooperative marketing opportunities that complement commercial relations programs.





► In July, *AgriTalk* host Ken Root, right, broadcast his program live from the National Junior Angus Show (NJAS) in Denver, Colo. National Junior Angus Association (NJAA) Board members Ryan Sweeney and Sonya Smith provided information about junior programs and the NJAS. Root also spoke to audience members and took phone calls from listeners.



► The American Angus Association's national advertising campaign reaches commercial producers across the country and appears in beef and agricultural publications. This ad promoted one of the Association's newest programs, the Angus Beef Record Service (BRS).

## Public Relations Spreads the Angus Message

The Communications and Public Relations (PR) Department has the opportunity of working with all departments and programs of the American Angus Association as it spreads the Angus message across the country and around the world.

The national advertising campaign encompasses beef industry publications across the nation, as well as state and regional agricultural publications. During the last year, a series of three ads was published that promoted the use of registered Angus bulls, the value of the Angus female, and the importance of recordkeeping and how the Angus Beef Record Service (BRS) can help producers manage their herds. In addition to print advertising, radio spots and Internet advertising were part of the campaign mix.

To complement its national advertising, the PR department has an extensive publicity program that includes 46,863 press releases and 42,651 photographs being mailed to state and regional publications. These releases and photographs are also mailed to hometown newspapers and broadcasters. Earlier this year the department began distributing the press releases via e-mail, and started posting them to the virtual newsroom located at

[www.angus.org](http://www.angus.org), allowing quicker dissemination of the news. Releases recognize individual members' achievements and promote Association programs and activities.

In addition to distributing information before and after events, the staff works to promote Angus programs and the membership during events. Several television, radio and newspaper interviews took place at shows and events during fiscal year (FY) 2001. For the first time ever, the *AgriTalk* radio show broadcast live from the National Junior Angus Show (NJAS). Host Ken Root interviewed National Junior Angus Association (NJAA) members, directors, and Association staff and directors.

Although promotion of Angus programs is important to the PR department, educational efforts are just as important. To educate others about the Angus breed, Association programs and the beef industry in general, the department produces and distributes various types of literature and participates in industry trade shows.

The Association receives nearly 3,000 calls and letters each year from cattle producers, Extension educators and students, requesting information. In an effort to provide up-to-



► The PR department is continually revising literature in order to ensure that correct and timely information is presented to those interested in Association programs.

date information, the department revised several pieces of literature, including the *Bull Buying Strategies* brochure, the *American Angus Association* brochure, the *Road to Success* brochure, and the beef cut chart.

The Association also informs the membership by distributing newsletters at its bigger events. Each year, at the Annual Meeting in Louisville, Ky., and at the National Western Stock Show (NWSS) in Denver, hundreds of Angus breeders converge for an extended stay. To keep them informed, newsletters are distributed to all Angus guests at headquarter hotels and are made available in the Angus booth and near the showing.





# Angus Activities Take On a New Look in 2001

Nearly every one of the 35,000 members of the American Angus Association participates in some type of Association-sponsored activity each year. This year, several changes have evolved.

When Bryce Schumann accepted a move from director of activities to director of member services, the Board of Directors combined the direction of activities and junior activities under the supervision of James Fisher.

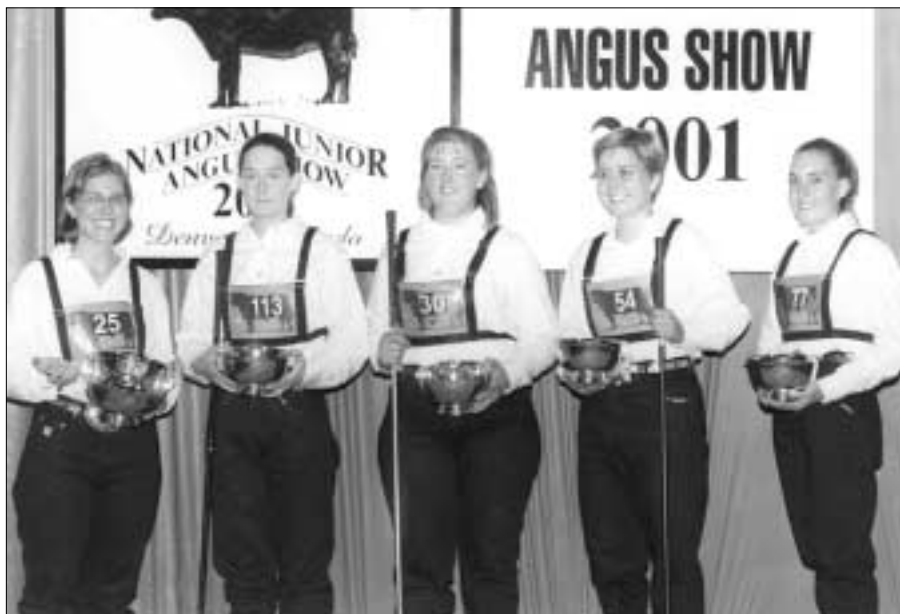
Fisher, who has worked for the Association more than 10 years, now oversees the Roll of Victory (ROV) program and plans meetings and other Association activities in addition to the duties he had formerly as director of junior activities. The national conference and tour were reassigned to the Communications and Public Relations Department.

## The show scene

A couple of enhancements have been made in the ROV program, which includes 14 recognized shows where animals and exhibitors accumulate points during the show season. Each November those animals and competitors are recognized at the North American International Livestock Exposition (NAILE) in Louisville, Ky. After each recognized ROV show, the points are updated and posted to the Association's Web site, [www.angus.org](http://www.angus.org).

In addition to the ROV shows, the Association pays premiums at more than 100 other Angus shows across the country.

Another show change made during the past year is the simplification of the Breeder's



► These young ladies claimed top honors at the 35th Annual National Junior Angus Showmanship Contest, held in conjunction with the 2001 National Junior Angus Show (NJAS) in Denver, Colo., July 9-14. Pictured are (from left) Rachel Postin, Stephens, Ga., first; Robbie Smith, Lebanon, Tenn., second; Sarah Fuller, Twin Falls, Idaho, third; Lana Myers, Jennings, La., fourth; and Lacey Robinson, Montgomery City, Mo., fifth. Fifty-two contestants competed in the two-day event that evaluated their showmanship skills.

Best Six Head rule. The rule now states, "The exhibitor of the breeder's six head must be breeder and first owner, identified by the same member code for the animals exhibited. Cattle owned by other exhibitors may be included provided the exhibitor of the breeder's six head is the breeder and first owner of the included animal(s). Animals must be exhibited in individual classes. Cattle bred and owned by a junior member(s) may be included if the exhibitor of the breeder's

six head is an individual or married couple and the parent or legal guardian of the junior member(s)."

## Angus gatherings

The Annual Meeting and Banquet, which are conducted in conjunction with the NAILE, involve many members. At the banquet, those who have made significant contributions to the Angus breed and its success are inducted into the Angus Heritage Foundation. Inductees in fiscal year (FY) 2001 included Bill Borrer, Gerber, Calif.; Pat Goggins, Billings, Mont.; Robert Van Stavern, Columbus, Ohio; and Clarence Hillman, Canova, S.D., posthumously.

The activities department worked with the initial planning phases of this year's National Conference and Tour in the Nebraska Sandhills. The Oct. 3 conference, "Leading the Angus Advance," in North Platte, featured some of the industry's top speakers.



► These men were inducted into the Angus Heritage Foundation in fiscal year (FY) 2001 for their contribution to the Angus breed. They include (from left) Bill Borrer, Gerber, Calif.; Pat Goggins, Billings, Mont.; Robert Van Stavern, Columbus, Ohio; and Clarence Hillman, Canova, S.D., posthumously.





► Junior Angus members from 25 states gathered in Nashville, Tenn., for the annual LEAD (Leaders Engaged in Angus Development) Conference. An evening dinner and dance at KMK Acres, Thompsons Station, Tenn., allowed the participants to see some of the country outside of Nashville and to unwind after three intensive days of workshops, speakers and tours.

## Advancement Depends on Junior Activities

It is nearly impossible to go to an Angus event where young people are not present. Chances are those young people are some of the nearly 12,000 members of the National Junior Angus Association (NJAA). The NJAA is made up of youth under the age of 21 who have a passion for the Angus breed. The



► Serving on the 2001-2002 National Junior Angus Association (NJAA) Board of Directors are (seated, from left) Tom Patterson, Columbus, Mont., chairman; Ryan Sweeney, Mason, Mich., vice chairman; Heath Johnson, Corinth, Miss., communications director; Christy Walther, Mount Crawford, Va., Angus Foundation director; Brittney Burns, Kickapoo, Ill., leadership director; and Jessica Sawyer, Bassett, Neb., membership director. New directors elected to serve two-year terms are (standing, from left) Lacey Robinson, Montgomery City, Mo.; Lana Myers, Jennings, La.; Mercedes Danekas, Wilton, Calif.; John McCurry, Burrton, Kan.; Brian Howell, Union City, Ind.; and Brandon Walker, Lexington, Ga.

American Angus Association is proud and supportive of the NJAA members, who hail from every state in the nation and Canada. They represent the future of the beef industry.

The highlight of the year for many NJAA members is the National Junior Angus Show (NJAS), a week-long event that includes the world's largest single-breed beef cattle show, educational contests and the opportunity to form lasting friendships with others from across the country. This year's event was in Denver, Colo., and it was notable for several reasons. One, it was the farthest west the NJAS has ever been. Two, "Under the Western Sky" was the first NJAS hosted by a group of states working together, instead of the usual single host state.

This year 558 exhibitors showed 981 head of cattle, and more than 500 young people took part in competitions involving team sales, prepared and extemporaneous speaking, posters, graphic design, photography and showmanship. The American Angus Auxiliary sponsored the All-American *Certified Angus Beef*® (CAB®) Cook-Off.

In addition to the contests and competitions, the NJAA Annual Meeting is also conducted at the NJAS. During the

meeting, delegates elect six new directors to the NJAA Board and vote on any proposed bylaw changes.

The NJAA Board of Directors is comprised of 12 elected junior members from 12 different states who serve two-year terms. In their second year, directors assume officer roles, and the newly elected six round out the board. The board works to bring information and education to the state and local level and plans contests and events for the entire membership. They also raise money for the Angus Foundation, which supports youth, education and research.

Building leadership skills is an integral part of junior programs. Each year the LEAD (Leaders Engaged in Angus Development) Conference allows junior members ages 14 to 21 to come together to learn about the beef industry, the American Angus Association, and to enhance leadership and interpersonal skills. This year's conference, "A Cut Above the Rest," drew 125 junior members and advisors to Nashville, Tenn.

The Junior Activities Department is busiest in the summer when the members it serves are out of school and can attend events. The summer would not be complete without a summer intern. This year, Clint Brown, a junior Angus member from Creston, Iowa, and a student at Iowa State University, helped organize and plan events for the many juniors across the nation.



# Angus Foundation Advances Communication, Fund-Raising Efforts

The Angus Foundation was established in 1980 to support youth, education and research. Twenty-one years later, the Angus Foundation has expanded its efforts to benefit the future of the Angus breed. The 501(c)(3) organization works directly with the American Angus Association and strongly supports the National Junior Angus Association (NJAA).

Each year the Angus Foundation presents \$25,000 in scholarships to young Association members at the National Junior Angus Show (NJAS). The Angus Foundation also supports the NJAA Board of Directors and benefits the youth who participate in educational contests and leadership conferences.

During the past year, the Angus Foundation advanced its communication efforts. A Web site, [www.angusfoundation.org](http://www.angusfoundation.org), went online in the spring of 2001. The site features links that describe the benefits of the Angus Foundation, outlines the levels of giving and ways to donate to the Angus Foundation, and is complete with contact information and photographs of events.

This fall, the first ever Angus Foundation newsletter, *Foundation for the Future*, was mailed to more than 22,000 active regular and life members. The biannual newsletter is



► The Sitz Family, Harrison and Dillon, Mont., graciously donated the pick of their 2000 heifer calf crop to highlight the annual heifer package, which set a new record — \$101,000. Falcon Seaboard Ranches, Fredericksburg, Texas, purchased the package.

intended to inform the membership of the happenings of the Angus Foundation. The fall edition recognizes Foundation donors, summarizes the year's highlights and announces upcoming events.

The Angus Foundation Heifer Package, which sells each January in Denver at the National Western Stock Show (NWSS), set a new record in 2001. The package sold for a record \$101,000. The Sitz family, Harrison and Dillon, Mont., donated the pick of their 2000 heifer calf crop. Falcon Seaboard Ranches, Fredericksburg, Texas, purchased the package.

A new fund-raising venue occurred this summer — a golf tournament was organized in conjunction with the NJAS. Fourteen teams of four spent the morning at Thorncreek Golf Course in Thornton, Colo., to compete for prizes while supporting the Angus Foundation.

All Angus enthusiasts will want to be a part of the latest way to give to the Angus Foundation. Keith Evans, former director of communications and public relations, has written a book that describes the first 117 years of the American Angus Association. *A Historic Angus Journey — The American Angus Association 1883-2000* features more than 350 pages of text and photographs and



► Nearly 60 golfers gathered July 10 at Thorncreek Golf Course for the first-ever Angus Foundation Golf Tournament. Here golfer Rick Taylor, Belle Point Ranch, Lavaca, Ark., repairs a ball mark on the green.

is the first book about the history of the Association ever published. Black, leather-bound books are available for \$50, and beige, cloth-covered books are available for \$25.



► The Angus Foundation newsletter, *Foundation for the Future*, debuted this fall. More than 22,000 active members of the American Angus Association received the publication, which featured the new Angus Foundation logo on its masthead.