



Angus Stakes

► by *Shauna Rose Hermel*, editor

Opportunities to learn

At the educational forum in Louisville, Ky., Nov. 16, the American Angus Association kicked off a series of 12 outreach seminars designed to inform members and their commercial customers of two of its newest services — AngusSource and the Association's first set of multitrait selection indexes, including total beef value (\$B), feedlot value (\$F) and carcass grid value (\$G).

Customer service

Bill Bowman, director of performance programs, and Matt Perrier, director of commercial programs, will outline the two new tools.

- The \$B, \$F and \$G values are dollar-based indexes designed to assist commercial producers in making genetic comparisons while considering multiple traits (see "Putting It All Together," page 85).
- The AngusSource program is an identification and marketing program for Angus and Angus-cross commercial steers and replacement females (see "AngusSource — a step toward the future," page 25, and "Program offers means of customer service," page 142 of the October 2003 *Angus Journal*).

At each of the upcoming seminars, Bowman and Perrier will also lead an interactive discussion about current Association programs, plus potential genetic programs and customer-service options.

"These seminars are an opportunity to reach out to our members and those who use Angus genetics to increase awareness of and

answer questions about two of our newest programs," says John Crouch, Association executive vice president. "Most importantly, we encourage Angus breeders to attend and provide input to Association staff relative to our programs and services and ways they can best serve members now and in the future."

Meetings scheduled in December include:

- Dec. 16 at 2 p.m., Hampton Inn, Billings, Mont.
- Dec. 17 at 2 p.m., Holiday Inn Express, North Platte, Neb.
- Dec. 18 at 1 p.m., Missouri Cattlemen's Association, Columbia, Mo.

Other confirmed dates include: Jan. 23, 2004, Hutchinson, Kan.; Feb. 2, Boise, Idaho; Feb. 3, Sacramento, Calif.; Feb. 13, Athens, Ga.; and May 3, Winchester, Va. Other confirmed locations will include Indianapolis, Ind.; Fort Worth, Texas; and Cullman, Ala.

Anyone interested in attending a seminar should call the Association at (816) 383-5163, accessible 24 hours a day, or e-mail Perrier at mperrier@angus.org to RSVP. The most up-to-date schedule will be available online at www.angus.org.

Don't miss real-time coverage

The API staff will be providing real-time coverage of two industry meetings in December and January.

- Log on to www.rangebeefcow.com for coverage of the Range Beef Cow Symposium, which is Dec. 9-11 at the Scotts Bluff County Fairgrounds Events Center, Mitchell, Neb. Visit the site now for an overview of the symposium and registration information.
- Log on to www.4cattlemen.com for coverage of the 2004 Cattle Industry Annual Convention and Trade Show in Phoenix, Ariz., Jan. 27-31. The event will feature joint and individual meetings of five industry organizations: the National Cattlemen's Beef Association (NCBA), the Cattlemen's Beef Promotion & Research Board (CBB), the American National CattleWomen Inc. (ANCW), Cattle-Fax and the National Cattlemen's Foundation (NCF).

Long-distance Christmas

We wish a long-distance "Merry Christmas" and offer best wishes to former assistant editor Stephanie Veldman. Stephanie accepted a position as associate editor for *BEEF* magazine, Minneapolis, Minn., where she will begin Dec. 1.

Christmas tidings

The greatest gift ever given was delivered with the phrase, "For unto you is born this day in the City of David a Savior, which is Christ the Lord (Luke 2:11)." Merry Christmas.

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