

ASSOCIATION HIGHLIGHTS

Compiled by Julie Mais, editor

Rooms available for NWSS

The American Angus Association has reserved a block of rooms at the Hilton Denver City Center for lodging during the 2020 National Western Stock Show (NWSS). Reservations must be made by Jan. 1 to secure a room at the discounted rate. All rates are \$139 per night, with a \$20 charge for each additional person in the room.

The hotel is located at 1701 California St., Denver, CO 80202. Call 303-297-1300 to reserve a room.

NWSS Angus Bull Sale

The 2020 National Western Angus Bull Sale will be Thursday, Jan. 16, 2020, at 1:30 p.m. in the Beef Palace Arena during the NWSS in Denver, Colo. All consignments will be genomic tested; possess a complete set of expected progeny differences

(EPDs) and dollar value indexes (\$Values); and must be free of any genetic conditions recognized by the American Angus Association.

All bulls born before Jan. 1, 2019, must have passed a complete breeding soundness examination (sometimes referred to as a BSE), both physical and semen, within 30 days of the sale.

For more information about the sale, contact Jeff Mafi, sale manager, at 816-344-4266.

Angus Foundation Heifer

This year's Angus Foundation Heifer package offers buyers the opportunity to bid on one lot with three options.

Three heifer calves from the mating between Thomas Patricia 9705 and KCF Bennett Consent Y75 hit the ground at Knoll Crest Farm in Red House, Va., in late September. The buyer will have the opportunity to choose between three embryo transfer (ET) heifer calves after genomic testing is done and genomic-enhanced expected progeny differences (GE-EPDs) are calculated.

This special heifer package goes to support the Angus Foundation's unrestricted funds and will be auctioned off at the NWSS Angus Bull Sale at 1:30pm on Jan. 16, 2020, in the NWSS Beef Palace Arena.

A video of the Angus Foundation Heifer package can be viewed at www.angusfoundation.org.

Ranchers Rendezvous at Spruce Mountain

One-of-a-kind auction items, food, fun and Angus cattle will

complement stunning ranch views Thursday, Jan. 16, 2020, at Spruce Mountain Ranch in Larkspur, Colo. Tom and Lois Ames, Spruce Mountain Ranch, are hosting "Ranchers Rendezvous at Spruce Mountain," to raise money in support of the Angus Foundation.

The event will start at 5:30 p.m., following the Angus Roll of Victory (ROV) Bull Show and Angus Bull Sale during the NWSS. The Spruce Mountain Ranch and Angus Foundation live auction begins at 7:30 p.m.

All are invited to attend as bus transportation to and from Spruce Mountain Ranch will be provided. Registration is requested by Jan. 3, at www.angusfoundation.org. For more information contact Rod Schoenbine, Angus Foundation director of development, at 330-464-9793 or rschoenbine@angus.org.

Rule 504 reminder for bulls born after Jan. 1, 2018

In the September 2018 meeting of the American Angus Association Board of Directors, the Board voted to update Rule 504 from the *Breeder's Reference Guide* (the updated portion of the rule is noted below). Bulls born on or after Jan. 1, 2018, are reaching breeding age, and according to Rule 504, these bulls must be tested for the full suite of conditions to qualify for artificial insemination (AI) certificates.

Rule 504: DNA-Marker-Typing

A record of the DNA-marker type, or blood type if identified before January 1, 2001, of all bulls that are the source of semen for the purpose of Artificial Insemination must be

At a glance

December 2019

- 26 Wildorado, an *I Am Angus* film, airs on RFD-TV

January 2020

- 1 NWSS hotel reservation deadline
- 10 YCC application due to Angus Foundation
- 15-18 National Western Stock Show
- 16 National Western Angus Bull Sale
- 16 Ranchers Rendezvous at Spruce Mountain
- 31 Data on females due for Pathfinder status

filed with the Association before calves that are sired artificially by such bulls shall be eligible for registration or before “Out of Herd” AI Service Certificates may be obtained from the Association. ***The full suite of known commercially available tests for the genetic conditions monitored by the American Angus Association will be required for all bulls, born on or after January 1, 2018, that are the source of semen for the purpose of Artificial Insemination.***

Custom cattle tags

Looking for an affordable way to identify your herd? Visit www.customcattletags.com, a service provided by the American Angus Association. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags for cattle producers across the United States. Anyone can order ear tags, applicators, syringes and accessories.

Important dates for Pathfinder

Launched in 1978, the Pathfinder® Angus Program identifies superior females in the breed based on performance records submitted through Angus Herd Improvement Records (AHIR®). To qualify, cows must be actively enrolled in AHIR producing her first calf near the herd's average age for first calving. Second, her first three calves must post a minimum average weaning weight ratio of 105 in a contemporary group with a minimum of five herd mates of the same sex. Lastly, calves must be sired by a registered Angus bull.

All data on females must be received by the end of the business day on Jan. 31, 2020, to be eligible for 2020 Pathfinder status. Pathfinder status will be announced on Feb. 6, 2020.

Holly Martin named director of communications



The American Angus Association announced Holly Martin as director of communications. She will lead the communications efforts of the Association, Angus Genetics Inc. and the Angus Foundation.

“Holly brings a wealth of leadership, communications and cattle industry experience and will be a huge asset to the Angus team,” says Mark McCully, American Angus Association CEO.

“I’m really looking forward to seeing her contributions to the Association and our members.”

Martin has been an editor, president and publisher in her tenure at the High Plains Journal. She joined High Plains Journal in 1994 after graduating from Kansas State University with a bachelor’s degree in agricultural communications and animal science and industry.

“I’m thrilled to be joining such an elite organization,” Martin says. “The Angus breed has a rich heritage and a bright future, and I’m looking forward to serving such a great membership.”

Martin has served in many industry leadership positions, including on the Kansas Farm Bureau Foundation board of directors, AAEE – Ag Communicators Network board of directors and as president in 2009, and was selected to attend the National Cattlemen’s Beef Association Young Cattlemen’s Conference in 2012.

An experienced communicator, Martin has moderated more than 50 farmer and rancher events and has presented on agricultural communications and general agriculture topics to a variety of audiences. In addition, she has won several industry awards, including AAEE – Ag Communicators Network Fellow of AAEE in 2015, Master Writer in 2015 and numerous writing awards for both AAEE and Livestock Publications Council.

Martin joined the American Angus Association Oct. 21.

MaternalPlus incentives

A whole-herd reporting initiative, MaternalPlus®, began at the Association in 2012 with the aim to increase the suite of cow productivity selection tools available to Angus members and their commercial customers. Members already submitting 100% of their weaning weights each year, heifer breeding records and dam disposal codes, should consider signing up for MaternalPlus whole-herd reporting and reap additional benefits.

Benefits include:

- Calving ease direct, birth weight, and weaning weight EPDs on unregistered calves.
- Increased accuracy of heifer pregnancy EPDs that are now included in \$M.
- Additional herd management reports.

- Cash-back rebates on American Angus Association fees.

It’s simple. It’s AHIR® for the whole herd. To learn more about MaternalPlus whole-herd reporting, visit www.angus.org/MaternalPlus or your AAA Login.

Black Books available

Members, get your two free 2020 Angus Black Books. The pocket-sized books include a calendar as well as space to keep management records on your cow herd. Orders of more than two are available for \$3.25 each. Each book is customized with the Association’s logo and contact information on the back cover.

To order, contact the American Angus Association at 816-383-5100 or email blackbooks@angus.org.

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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 Arthrogryposis 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).

I Am Angus airs Dec. 26

A small town in search of a future finds hope in a young cowboy and his class of high school ag students. Facing the odds, they become one of the first student-led cattle companies in the nation. Tune into RFD-TV Dec. 26 to see Wildorado, an *I Am Angus*® documentary, or visit our Youtube channel — Angus TV.

Looking for an internship?

The American Angus Association offers several opportunities for college students hoping to further their education and gain valuable real-world experience with the world's leading beef cattle association and branded-beef program.

Paid summer internships offer goal-oriented students an opportunity to build upon writing, editing, photography and organizational abilities while developing knowledge of agriculture and the beef industry.

Look for deadlines, requirements and application details online at www.angus.org/careers.

CAB brand launches podcast

Just like raising cattle, creating innovative beef



dishes demands precision, grit and science. Visit www.certifiedangusbeef.com/podcast for the *Certified Angus Beef*® (CAB®) brand's new "Meat Speak" podcast (a short, web-based radio program) to dive deep into culinary innovation. You can hear two new episodes each month from creative cookery to meat science with some of the world's greatest chefs and beef eating enthusiasts.

As the CAB brand works with partners all along the supply chain,

Meat Speak drives demand and adds value to the beef you produce through one of the most popular storytelling platforms. Listen to the latest online now or subscribe through Apple Podcast, Spotify or Google Play.

Apply to attend YCC

The Angus Foundation will nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2020 Young Cattlemen's Conference (YCC) — the beef industry tour sponsored by the National Cattlemen's Beef Association (NCBA).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications, found at www.angusfoundation.org, should be returned to the Angus Foundation no later than Jan. 10, 2020. Learn more about the YCC and the program's educational and networking opportunities at www.beefusa.org.

The Angus Report online

To keep up with digital and video trends, *The Angus Report* moved online Nov. 25. The same educational and informative content will be provided, but in shorter segments. Subscribe to the Youtube channel — Angus TV — and watch www.angus.org/angustv to stay updated on industry information.

Purchase photos online

While in the show ring or covering events, Angus Media and Communications staff capture thousands of photos. Many can be found at <https://photo.angus.org>. Contact the Communications Department at prphotos@angus.org or 816-383-5100 for more information.

Range Beef Cow Symposium coverage

Visit www.rangebeefcow.com for comprehensive coverage of the 2019 Range Beef Cow Symposium (RBCS) hosted Nov. 18-20 in Mitchell, Neb. Angus Media's coverage was made possible through the sponsorship of Leachman Cattle of Colorado.

RBCS was sponsored by the Cooperative Extension Service and animal science departments of the University of Wyoming, South Dakota State University, Colorado State University and the University of Nebraska. The biennial symposium provides practical production management information with an emphasis on western operations.


Visit the site Newsroom for summaries, available PowerPoint presentations, proceedings and audio.

Angus Beef Bulletin

Advertising deadlines are fast approaching for the February issue of the *Angus Beef Bulletin*.

The space reservation deadline is Jan. 3; materials deadline is Jan. 10; and the issue will arrive in mailboxes Feb. 15-20.

Redesigned in 2018, the Bulletin is a four-color magazine focused on providing commercial cattlemen practical management and marketing information.

To reserve an advertising space, contact your regional manager or advertising executive. Back issues are available at <http://www.angusbeefbulletin.com/extra/abb-back-issues.html>. 



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