



Board Action

► Highlights of the June 7-10, 2003, meeting of the American Angus Association Board of Directors

Pursuant to notice, the meeting of the American Angus Association Board of Directors was called to order in the boardroom of the American Angus Association, Saint Joseph, Mo., on June 7, 2003. The following officers and directors were present: Steve Brooks, president; Joe Elliott, vice president; Keith Arntzen, treasurer; Leo Baker; Gregg Blythe; Minnie Lou Bradley; Bill Davis; Ben Eggers; Mark Gardiner; Jot Hartley; Paul Hill; Jay King; Abbie Nelson; Robert "Bob" Schlutz; John Schurr; Dave Smith; and Richard "Dick" Tokach. Highlights of the meeting are as follows.

ACTIVITIES COMMITTEE

- Steve Patton, Freeman, S.D., will judge the North American International Livestock Exposition (NAILE) open Angus show at Louisville, Ky., Nov. 17-18, 2003.
- Jack Ward, Lagrange, Ind., will judge the National Western Stock Show (NWSS) open Angus show in Denver, Colo., Jan. 15-16, 2004.
- Henry Bergfeld, Summitville, Ohio; Dick Burns, Kickapoo, Ill.; and Jim Pipkin, Republic, Mo., will judge the pens and carloads at the NWSS Jan. 17, 2004.
- Modifications were made in the Roll of Victory (ROV) show rules, Distribution of Points, Rule 5. A copy of the ROV rules is available on the American Angus Association Web site or by contacting the Activities Department.
- The cow-calf pair rules that apply to open Angus shows have been approved to also apply to the junior cow-calf pair classifications.

BREED IMPROVEMENT COMMITTEE

- The minimum weaning age was lowered to now include calves from 120 to 280 days for adjustment and inclusion in National Cattle Evaluation (NCE). Also, a new nonlinear adjustment formula for 205-day weights was implemented and will be applied to weaning weights processed after June 8, 2003.
- The data management and support of the Beef Record Service (BRS) Program was moved from the Commercial Programs Department to the Performance Programs Department to improve efficiency, support and promotion of BRS.

PUBLIC RELATIONS COMMITTEE

- Details were finalized for the 2003 National Angus Conference and Tour scheduled for Sept. 24-27 in Mandan, N.D. Registration

materials will be distributed to members and affiliates in July.

- A total of 55 attendees from 20 states and 28 associations participated in the Angus Leaders' Boot Camp June 5-6 in Saint Joseph, Mo.
- The Association won two national Best of NAMA (National Agri-Marketing Association) awards for radio advertising.
- Posters matching the national ad campaign will be distributed to sale barns across the country again this year.
- The 2003-04 national advertising campaign will include print, radio and electronic advertising. The campaign will focus on three areas, including Angus bulls, Angus females and the *Certified Angus Beef*[®] (CAB[®]) brand. Targeted promotional efforts will also continue in the Southern United States. Headlines for the new ads include:
 - Female ad: "She's Better Than Black, She's Angus."
 - Bull ad: "Unless It's Angus, It's Just Bull."
 - CAB ad: "It's Prime Time for Angus Genetics."
 - Southern ad: "Hot Opportunity."
- Preliminary advertising budgets were reviewed.
- The media schedule for the 2003-04 national advertising campaign was approved.
- Association photos will continue to be distributed as usual, but will include a request for photo credit.

FINANCE COMMITTEE

- The committee reviewed the financial reports for the seven-month period ending April 30, 2003. The cash balance on the consolidated financial report is \$3,474,000. The investment portfolio of \$11,560,000 consists of government and agency notes, money market accounts, bank certificates

of deposits, bond mutual funds, and stocks managed by Chase Investment Counsel Corp. The total of all assets is \$22,058,000. Long-term debt includes \$522,000 for accrued health benefits for retired employees and \$162,000 for the deferred compensation liability. The net income for the period is \$2,256,000.

- The committee reviewed the projected income statement for the current fiscal year (FY) ending Sept. 30, 2003, and a preliminary budget for the fiscal year ending Sept. 30, 2004.
- The committee discussed adding personnel for the purpose of allowing more emphasis on commercial programs. The discussion centered on the fourth key issue from the Strategic Planning sessions, which is "What resources need to be realigned to more effectively communicate to our customers?" A motion was passed to re-examine programs to achieve better utilization and effectiveness of all resources.

MEMBER SERVICES COMMITTEE

- New Member Logon features include:
 - The capability to download an Excel spreadsheet of the calving and weaning report or the yearling report.
 - Members can choose any or all of the Angus Herd Improvement Record (AHIR) reports for which they do not want to receive paper copies.
 - A DNA typing sample submission online form to print for use to mail in with DNA samples.
 - Allow members to view the results of their DNA cases.
 - The ability to request DNA cards to be mailed to them.
- A policy was instituted to add expected progeny difference (EPD) updates for all animals where the Angus Information Management Software (AIMS) user is the *first owner* of the animal.
- A member's five-year buyer list will be made available on Member Logon to view or to print at any time.
- AIMS Version 2.3 has been released and was mailed as of June 3. New, fixed and enhanced features seem to be working well for those making the upgrade from 2.2 to 2.3.

CONTINUED ON PAGE 140

BOARD ACTION

CONTINUED FROM PAGE 139

- ▶ AIMS and Information Systems (IS) departments will be working on new ways to seamlessly update information between AIMS and Member Logon.
- ▶ Staff is to investigate and review issues for the electronic nomination and election of Delegates for the American Angus Association Annual Meeting. They are to report to the committee at the September meeting.
- ▶ Bryce Schumann, director of member services, shared with the committee a letter from James Reecy. Research continues at Iowa State University (ISU) regarding DNA markers for Class I genetic defects.
- ▶ Bridger Feuz with MMI Genomics Inc. made a presentation on DNA testing services provided to the American Angus Association.
- ▶ *Section II Rule 3(c) was amended to read: Tattoo marks shall be limited to a maximum of five units in a row in each ear.*
- ▶ The committee directed staff to review the feasibility of accepting permanent visual identification (ID) to fulfill tattoo requirements in the *Breeder's Reference Guide*.
- ▶ Staff will report findings and feasibility of an electronic transfer of registration option to the committee at the September Board meeting.

COMMERCIAL & INDUSTRY RELATIONS COMMITTEE

BRS Report:

- ▶ Year to date, 2,141 dams have been enrolled in BRS, and 970 weaning weights have been submitted.
- ▶ Since the program's inception, 11,626 dams have been enrolled from 134 herds.
- ▶ Orders may be placed with the Commercial Programs Department prior to July 15, 2003, for customized BRS Blackbooks sponsored by BioZyme Inc. The cost is \$2 per book.

AngusSource Program enhancement:

- ▶ Tags will be offered to designate feeder calves and commercial replacement females sired by registered Angus bulls.
- ▶ The \$1-per-head fee includes an All-Flex tag, shipping and enrollment in the AngusSource Program.
- ▶ Potential sires' registration numbers and location of birth (state) will be required.
- ▶ Submission of health, management and past cattle performance information is also encouraged.
- ▶ See www.angussource.com for more information.

Affiliate database consolidation project:

- ▶ An effort will be made this summer to consolidate duplicate Affiliate (formerly nonmember) codes. These duplicates usually occur due to slight differences in a name or an address when transferring registration papers.

EPD update for affiliates:

- ▶ Annual EPD updates will be mailed in the spring to Affiliates who have purchased two or more bulls in the past three years.

CERTIFIED ANGUS BEEF LLC

- ▶ Jim Riemann presented the President's report. Noted were recent staff additions, including the hiring of a full-time employee in Japan. Sales are on track to reach the goal of 580 million pounds (lb.) for the year.
- ▶ Riemann recapped the progress in transitioning the DNA technology license from Certified Angus Beef LLC (CAB) to a new investor as instructed by the Board in an April 10, 2003, conference call.
- ▶ The financial reports through April 2003 were reviewed. Brent Eichar shared that the company is on track to balance the budget for the fiscal year.
- ▶ Larry Corah presented a report on the activities planned for the CAB brand's 25th anniversary. A major focus of the celebration will be the annual conference along with a commemorative video.
- ▶ Eichar presented a summary of marketing highlights, which included the various activities within the target markets, special projects, cross-promotions and public relations areas.
- ▶ Eichar presented a preliminary budget for FY 2004. The budget reflected a growth of 8.5% in sales along with additional spending in the areas of brand building, marketing support and staff in the sales areas.

ANGUS PRODUCTIONS INC.

- ▶ The Board reviewed the Angus Productions Inc. (API) financial and budget reports for the period ending April 30, 2003.
- ▶ The preliminary API budget for FY 2004 was presented.
- ▶ Following a proposal to extend the *Angus Beef Bulletin* circulation, staff will investigate distribution of the *Angus Beef Bulletin* to *Angus Journal* subscribers relative to costs, logistics and implications and report back at the September API Board meeting.
- ▶ The Board reviewed the API Policy of reporting EPD and performance information and revised it as follows: *Angus Productions Inc. (API) will use their*

reasonable best efforts to publish the most current EPDs and individual performance records in Angus Journal and Angus Beef Bulletin advertising, Angus catalogs, Web pages and other promotional materials they prepare.

EPDs and interim EPDs are generated from the most current National Cattle Evaluation utilized by the American Angus Association Performance Programs Department, including values that would normally appear on an animal's current Performance Registration Certificate, Angus Performance Pedigree and AHIR performance summary or the American Angus Association Web site.

Data, adjusted measurements and ratios used will be the most current information available from the American Angus Association database at the time of publishing. Projected EPDs will not be published.

Reasonable attempts will be made to fully explain any other data and adjusted measurements a breeder desires to advertise and/or publish.

ANGUS FOUNDATION

- ▶ As of April 30, 2003, the Angus Foundation has total current assets of \$306,000 and total investments of \$1,189,000 for Total Assets of \$1,496,000. The Angus Foundation has no current liabilities.
- ▶ The Angus Foundation Golf Tournament is scheduled during the National Junior Angus Show (NJAS) for Tuesday, July 15, 2003. There are 13 hole sponsors, multiple flag prize sponsors and general award sponsors.
- ▶ The silent auction to benefit the Foundation is scheduled during the NJAS.
- ▶ There are 50 applicants vying for the 20 Angus Foundation scholarships and 12 applicants for the CAB/NJAA scholarship.
- ▶ Plans are on track to unveil the "In Apple Blossom Time" print at the NJAS this summer. More than 100 prints have been purchased thus far, and the rest will be on sale at the 2003 NJAS.
- ▶ The American Angus Association art book compiled by Keith Evans and Frank Murphy is currently in production, and it is set for release at the NAILE in Louisville, Ky., this fall.
- ▶ The donor of the heifer for the 2004 Foundation Heifer Package is Beartooth Ranch, Columbus, Mont. The heifer is BT Everelda Entense 51N. She is a Jan. 19, 2003, daughter of Twin Valley Precision E161.
- ▶ An Angus Foundation reception is being planned during the NAILE to honor significant past donors to the Angus Foundation.

NEXT BOARD MEETING

Sept. 10-12, 2003, in Saint Joseph, Mo.

