

Leadership Installed

American Angus Association elects officers, Board leadership.

by Sarah Hill, special projects editor

Delegates to the American Angus Association's 134th Annual Convention of Delegates in Fort Worth, Texas, Nov. 6 elected fellow members to serve as the organization's leadership for 2017-2018.

Elected to serve as officers of the American Angus Association were Kevin Yon, Ridge Spring, S.C., president and chairman of the Board; and John Pfeiffer Jr., Mulhall, Okla., vice president and vice chairman of the Board.

Yon succeeds Charlie Boyd of May's Lick, Ky. He and his wife, Lydia, established Yon Family Farms in 1996. The operation is now home to 700 head of Angus brood cows and 300 commercial cows. Yon served on the Association Board for six years, including a year as treasurer, before being elected vice president and vice chairman of the Board for 2016-2017. He has served as president of the South Carolina Angus Association and the South Carolina Cattlemen's Association, and as chairman of the South Carolina Farm Bureau Beef Advisory Committee, among other positions.

Pfeiffer was elected by the delegates to serve as Association vice president and vice chairman of the Board. His family operates



PHOTO BY LEANN SCHLEICHER, ANGUS MEDIA

► Elected to serve as officers of the American Angus Association are (from left) Don Schiefelbein, Kimball, Minn., treasurer; Kevin Yon, Ridge Spring, S.C., president and chairman of the Board; and John Pfeiffer Jr., Mullhall, Okla., vice president and vice chairman of the Board.

a diversified farming operation consisting of 2,200 acres of crops and pasture. Much of the wheat, alfalfa and corn go directly toward the 140 registered and 75 commercial Angus cows.

Pfeiffer has served on the Board for six years, serving as treasurer this past year. He has been president of the Oklahoma Angus Association, a member of the first Oklahoma

Ag Leadership Program, a director for the Oklahoma Cattlemen's Association, and president of the Logan County Cattlemen's Association.

Elected by the Board at its September meeting, **Schiefelbein** will be treasurer for 2017-2018. He has served on the Association Board for five years.

His family operation was started in 1955 by his father, Frank Schiefelbein. Sixty-two years later, with the addition of nine sons and numerous grandchildren and great-grandchildren, the operation continues to grow as fast as the family. Today, Schiefelbein Farms has more than 1,000 registered females, farms 4,600 acres and feeds out 7,500 head of cattle.

Directors elected

Elected to each serve the Association for a second three-year term as a director were Jerry Connealy, Whitman, Neb.; David Dal Porto, Oakley, Calif.; John Grimes, Hillsboro, Ohio; James Henderson, Memphis, Texas; and Dave Nichols, Bridgewater, Iowa.

Connealy was raised on the family ranch, which he has managed since 1981 with his wife, Sharon. The Connealys have three sons:



PHOTO BY ALI LUETY, AMERICAN ANGUS ASS'N

► Elected to serve three-year terms as directors of the American Angus Association are (from left) Dave Nichols, Bridgewater, Iowa; Jerry Connealy, Whitman, Neb.; John Grimes, Hillsboro, Ohio; James Henderson, Memphis, Texas; and David Dal Porto, Oakley, Calif.

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Jed, who works on the ranch; Gabriel; and Ben; and a daughter, Hannah.

Connealy, his family and Connealy Ranch employees feel enormously indebted to the forward-thinking Angus leaders who have dedicated so much time and talent into making the Angus breed dominant in the cattle industry. Connealy feels a great responsibility to ensure that the breed continues to move forward and maintains its strength.

Dal Porto and his wife, Jeanene, still manage their registered and commercial

Angus operation in Oakley, Brentwood and northern California. They have three children — Lindsey, AJ and Dawson.

Dal Porto has firsthand experience at every level in the evolution of performance information and how to apply it. He complements that knowledge with a management background developed from his experiences. Dal Porto and his bull sale partner, David Medeiros, were awarded the 2011 *Certified Angus Beef*® (CAB®) Seedstock Commitment to Excellence Award at the CAB Annual Conference.

Grimes, a second-generation Angus breeder, was raised on his family's Angus and commercial cow-calf operation, Maplecrest Farms, near Decatur, Ohio.

During his youth, he was elected to the original National Junior Angus Board (NJAB). An associate professor at the Ohio State University, Grimes and his wife, Joanie, have two daughters, Lindsey and Lauren.

A fourth-generation rancher, **Henderson** has two daughters, Hayley and Mary Katherine. He and his wife, Mary Lou Bradley, operate Bradley 3 Ranch (B3R).

Henderson has spent

more than 30 years in all segments of the meatpacking and processing industry. He and Mary Lou currently market 250 bulls per year to commercial and seedstock customers throughout the United States.

Nichols has been in the cattle business his entire life, having grown up on his father's cattle-feeding operation. Nichols Farms has grown to 5,500 acres, 1,400 cows and a small feedlot.

The operation annually markets more than 500 bulls and a large number of commercial heifers. Nichols and his wife, Phyllis, and sister-in-law, Lillian, manage the ranch, which has a very active feeder-calf marketing program to enhance their customers' profitability.

A total of 308 delegates from 40 states and the District of Columbia represented Association members during the Annual Convention of Delegates hosted Nov. 6 during the 2017 Angus Convention. Nearly 2,500 Angus breeders and commercial cattle producers attended the three-day event and enjoyed educational seminars, a dynamic trade show, networking and entertainment.

For more about the convention, see Angus Media's coverage at www.angus.org/Media/News/AngusConvention.aspx. For more information about the American Angus Association and its leadership, visit www.angus.org.



PHOTO BY ALI LUEY, A AMERICAN ANGUS ASS'N

▶ Newly elected president Kevin Yon (right) presents the Past President Award to Charlie Boyd, May's Lick, Ky., for his service as the 2016-2017 Association president and board chairman.

American Angus Association announces acquisition of Verified Beef

The American Angus Association announced it has entered into an agreement to acquire the assets of Verified Beef, including its proprietary Reputation Feeder Cattle® program. Association CEO Allen Moczygemba made the announcement Nov. 4 at the 2017 Angus Convention in Fort Worth, Texas. The deal underscores the Association's commitment to programs that increase the use of registered Angus bulls in the commercial segment, growing value for the Angus breed and the entire membership.

Moczygemba said establishing a feeder-calf program built on the use of registered Angus bulls that ties calves back to superior Angus genetics was a strategic priority set by the Board in 2016.

"By marrying the advanced technology platform and proprietary software from Verified Beef with the strength and scale of the Angus brand, the Association will deliver a feeder-calf program that is not only invaluable to commercial cattlemen, but is unmatched in the industry," he said.

Cattle feeders need metrics that align with the traits most valuable to their business, specifically gain and grade, Moczygemba explained. The Angus feeder-calf program will provide a simple tool that validates the genetic potential of feeder calves.

The Association will build on the Reputation Feeder Cattle program. While the current offering is based on a dollar scoring system, its underlying data analysis methodologies and computer

modeling can be adapted to alternative scoring systems, such as the indexing system envisioned by American Angus Association.

"We're confident that as cattlemen better understand the overall performance of Angus genetics, they'll replace other breeds in their bull battery with Angus bulls," Moczygemba said.

According to Tim Watts, CEO of Verified Beef, "Selling calves the old-fashioned way, without genetic data, doesn't work."

"Top Angus calves are consistently undervalued by several dollars per hundredweight or more," Watt said. "Calves from several other popular breeds are often significantly overvalued, and the only way to fix this broken marketplace is for the AAA to implement an industry-changing feeder-calf program."

The program, which will be configured and integrated with existing Angus systems, is expected to be available in summer 2018. An index scoring system will replace the estimated dollar values currently offered. Herds will receive three genetic indexes: average daily gain, quality grade and a score for replacement heifers.

"The index scores will help our ultimate customers, commercial cattle feeders and cattlemen, make informed decisions, even in the fast-paced sale barn," Moczygemba said.

— by Katy Holdener, American Angus Association