



► **Left:** Angus exhibitors from across the country brought 219 females to be judged by Jack Ward, Plattsburg, Mo. The NWSS doubled as the 2004 National Angus Show.

able to attend the event. The results can be viewed at [www.angusjournal.com/Denver](http://www.angusjournal.com/Denver). The following is a brief overview of Angus activities at the 2004 NWSS.

### The excitement begins

It's not easy to eliminate an extra "official" day during the events packed into Angus week at the NWSS. However, at this year's event, Angus breeders on the hill didn't check in until Monday, Jan. 12 (compared to Sunday in the past), making the 2004 NWSS a six-day event.

Following check-in on the hill, herdsmen gathered at the annual Herdsman's Banquet to honor Bruce and Amie Stertzbach with the Herdsman Award. Peers in the barn vote each year in Denver to recognize fellow fitters for their hard work and camaraderie (see story on page 108).

### Juniors make memories

National Junior Angus Association (NJAA) members took center stage Tuesday, Jan. 13, to parade their females before show judge Alan Miller of LeRoy, Ill. He sorted through 85 entries before selecting the grand champion female, LaGrand Georgina 3171, exhibited by Amber Barker, Sparks, Nev. Katy Satee, Montague, Texas, led the reserve grand champion female, DAJS Diana M212. Satee also exhibited the lone cow-calf pair. Additional results of the junior show can be found on page 116.



► The Angus Listening Post in the yards was a popular stop for Angus breeders and beef industry leaders to share ideas and views for the future. American Angus Association staff fielded several questions about new features, including \$Value Indexes and AngusSource, throughout the week.

# NWSS Memories

Pleasant temperatures greeted Angus breeders during the 2004 National Western Stock Show.

Story & photos by **Corinne Patterson**

**S**nowstorms that have blanketed the National Western Stock Show (NWSS) Complex in Denver, Colo., are memories for cattlemen who have been attending the event for many years. But the 2004 NWSS may be remembered for its mild temperatures and sunny skies the second full week of January.

The comfortable climate allowed for a lively atmosphere in the yards throughout the week. American Angus Association staff provided a cup of coffee and lent an ear to allow producers to share views and ideas at the Angus Listening Post in the yards. Breeders could find Bill Bowman, director of performance programs; John Crouch, executive vice president; and Matt Perrier, director of commercial programs, on hand to answer questions about Association programs, including the new \$Value (pronounced dollar value) Indexes and AngusSource.

"Thanks in large part to the excellent weather, Association members and affiliates steadily streamed through the Angus

Listening Post," Perrier says. "Attitudes were very positive, and most discussions and questions surrounded new Association programs, such as the \$Value Indexes and AngusSource. Producers also had questions about current issues, including a national ID (identification) program and market outlooks for the future."

While many breeders get the opportunity to talk to Association staff only on the phone or by e-mail, the NWSS provided one-on-one, face-to-face contact, Perrier says.

"It was also beneficial for Association staff to have ample time to ask questions and receive input on current and future programs and services," he says. "We had a wide array of questions, from the most basic 'How do I get started in the Angus breed?' to comprehensive discussions of future needs of Association members in the areas of commercial marketing and genetic selection."

As the events progressed throughout the week, Angus Productions Inc. (API) provided real-time coverage for family and friends not

Wravenna Phipps, Kearney, Neb., reported for duty at her first Roll of Victory (ROV) show as Miss American Angus. She handed out ribbons to class winners and awards to the champions. She had assistance from a few state Angus queens and princesses.

## Traceability, BSE roundtable

Several Angus breeders and Association staff members attended the National Western International AgriBusiness Center's roundtable discussion Jan. 13. With the finding of bovine spongiform encephalopathy (BSE) only 20 days prior to the event, the center's roundtable discussion, "Traceability ... Are You Ready?" became a discussion on BSE.

Mark Gustafson, senior vice president of Swift & Co.; Gary Smith, Colorado State University (CSU); Sen. Wayne Allard (R-Colo.); Wayne Cunningham, Colorado state veterinarian; and Gary Cowman of the National Cattlemen's Beef Association (NCBA) gave short presentations on how concern about BSE is being addressed by their segments of the industry.

Gustafson said Swift has already started a system for traceability at the request of international buyers. Japan requested traceability as a byproduct of BSE, Gustafson said. He added that the industry is heading toward total traceability, but said there will be a building phase to get a working system in place.

"I would encourage everybody that is in the production line, no matter how big or how small, [to] start identifying, start keeping records," he said. Packers are working to accommodate the data collected on cattle in various ways, whether it is through electronic identification (EID) or retinal scanning, etc., Gustafson said. The end goal will be to trace cattle from the production floor, through fabrication and, finally, labeling of the finished product.

"I think traceability is going to be something that we have to have in place," Gustafson shared. "It would have been helpful in dealing with the BSE issue, but it is not too late. It is just time to get started."

## National show begins

The 2004 NWSS doubled as the National Angus Show for the 2003-2004 show year. Some of the special awards given at the national show included a bronze bull, a crystal bowl and a NWSS jacket.

The Super-Point ROV Angus Show began Jan. 14 with the female show. Jack Ward,



► **Left:** Mark Gustafson, senior vice president of Swift & Co., told attendees at the NWSS international roundtable discussion that traceability through identification will happen in the near future. He encouraged beef industry members to begin preparing for it now.



► **NWSS ROV Judge Jack Ward** hands his business card to the exhibitor of the grand champion bull. He said that attendees should judge the show for themselves and take note of the bulls in the ring because they could influence the future of the breed.

Plattsburg, Mo., was on hand to judge the 219 entries. During the champion drive, Ward shared with the crowd the importance expected progeny differences (EPDs) play in the beef industry. While he said he first selected his placings based on phenotype, he used EPDs to confirm his placings, and very rarely did he have to make a switch. He told onlookers that numbers matter and that the entire beef industry would continue to focus in that direction.

Texas NJAA member Zachary Wells, Hamilton, bred the grand champion female, Wells Beauty 12W. Reserve grand champion honors went to WK Exciting Elluna 3173, exhibited by Whitestone-Krebs, Gordon, Neb.

Complete results of the ROV female show are available on page 94.

## Bulls for sale

Regional Manager Chuck Grove is in charge of the only American Angus Association-sponsored sale each year at the NWSS. Breeders from across the country bring their bulls to be evaluated by a five-person panel to determine sale order.

This year's panel of judges included Donald Bloom, Westville, Ind.; Jeff Gooden,

Iberia, Mo.; Bruce Kiesewetter, Letts, Iowa; Lorna Pelton, College Station, Texas; and Kevin Yon, Ridge Spring, S.C.

Odell Angus Ranch, Byars, Okla., exhibited the grand champion sale bull. New Haven Angus, Leavenworth, Kan., exhibited the reserve grand champion sale bull.

Following the show, the bulls were led back into the arena to allow prospective buyers the opportunity to evaluate them.

The sale took place that afternoon at the hands of Auctioneer Joe Goggins, Billings, Mont. The 39 lots grossed \$201,050 for an average of \$5,155 per lot. Complete results are provided beginning on page 132.

## Foundation heifer

James Fisher, director of activities and junior activities, said the 2004 Foundation Heifer Package was one of the top genetic packages to be offered to date. Beartooth Ranch, Columbus, Mont., donated BT Everelda Entense 51N, a January 2003 daughter of Twin Valley Precision E161. The package included several other benefits.

Mountain Meadow Cattle Co., Walden, Colo.; and Sterling Hunter, Bath, Mich.,

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purchased the offering for \$55,000. See page 138 for more details.

### 2004 NJAS support

Angus breeders gathered at the Denver Marriot City Center Hotel for hors d'oeuvres, spirits and fellowship at the annual Angus Reception Thursday evening.

Several items were auctioned in support of the 2004 National Junior Angus Show (NJAS).

Sandpoint Cattle Co., Kenesaw, Neb., purchased five embryos out of Thomas Lucy 1967 for \$11,000. The embryos were donated by Thomas Angus Ranch, Baker City, Ore.

A fishing trip to Saskatchewan, Canada, was donated by Circle A Ranch, Iberia, Mo. Little Cedar Cattle Co., Beaverton, Mich., purchased the trip.

Mountain Meadow Cattle Co., a 2004 Foundation Heifer Package buyer, purchased six embryos out of Graham Duchess 55 for \$5,400. The embryos were donated by Good Neighbor Farm, Moultrie, Ga.

The Missouri Junior Angus Association donated two hand-carved knives to be auctioned. Cliffside Farms, Lancaster, Ky., purchased one for \$950 and Sydenstricker Genetics, Mexico, Mo., purchased the other for \$800.

### Bulls on center stage

The ROV show resumed Friday, Jan. 16, with Ward again sorting the entries. Before naming champions, Ward took the opportunity to share with the crowd his vision of the beef industry.

Using younger bulls that have not been proven is often discouraged, but that shouldn't be the case with the bulls in the ring, Ward said of his division champion lineup. "Within this ring this morning there will be some bulls that will make an impact in this breed in the future. . . . Sample them, use them, develop them, and find what ones are going to be the movers and shakers."

Pulling a business card from his pocket, Ward continued, "I'm going to give a business card to the person who has the grand champion bull, and they can send 10 straws of semen to my sons and bill it to them." He encouraged producers to do the same, finding their own personal favorites



► Larry Corah, CAB vice president, recognizes the winners of the 2003 NACC during the pen and carload show Saturday at the NWSS.

and buying semen to sample them. "They are good bulls. They deserve a lot of credit."

Ward handed Scott Bush his business card as he bestowed grand champion honors to Bush's Absolute Power, owned by Clifford Bush & Sons, Britton, S.D.; Gamble Angus Farm, Clinton, Tenn.; and Absolute Angus, Bristol, Tenn. The bull surfaced out of 79 entries to claim top honors.

Reserve grand champion bull was WCC Extra Stout N7, exhibited by Wilson Cattle Co., Cloverdale, Ind.

Complete results of the ROV bull show are available beginning on page 94.

### Good weather

The good weather remained for the pen and carload competitions Saturday, Jan. 17, which concluded NWSS Angus events.

Express Angus Ranches, Shawnee, Okla., claimed champion honors in both the carload and pen shows. Henry Bergfeld, Summitville, Ohio; Dick Burns, Kickapoo, Ill.; and Jim Pipkin, Republic, Mo., judged the show.

Reserve champion carload was exhibited by TC Ranch Inc., Franklin, Neb. LaGrand Angus Ranch, Freeman, S.D., owns the reserve grand champion pen.

For complete results see page 150.

Francis and Mary Rogers, Wagon Wheel Ranch, Yuma, Colo., and their family were honored by the NWSS before the champion pen was named. They were given a plaque for their support of the NWSS since 1950 and for their continuous support and promotion of the Angus breed.

Certified Angus Beef LLC (CAB) recognized 2003 National Angus Carcass Challenge (NACC) winners. A feature about these top producers can be found in the February 2004 *Angus Journal* or through a back issues search at [www.angusjournal.com](http://www.angusjournal.com).

