



ASSOCIATION PUBLIC RELATIONS MATERIALS

Note: All American Angus Association educational and promotional materials are available at no charge unless otherwise noted. Various Certified Angus Beef LLC (CAB) literature is also available upon request.

EDUCATIONAL LITERATURE

Angus History Sheet

A one-page history of the Angus breed in the United States. Includes when the breed was first brought from Scotland, history of early importers and breeders and the start of the American Angus Association.

How to Sell Angus Cattle

A booklet made up of the advertising and merchandising columns that appeared in the *Angus Journal* from April 1984 through the June-July issue of 1985. The booklet covers some of the basics of advertising and promoting a registered Angus herd. Free to American Angus Association members. Available for \$5 to nonmembers.

Learning to Judge Angus Cattle

An eight-page brochure aimed at beginning judging students. Includes values of judging, card marking and scoring, taking notes, giving reasons and two sample classes. (Revised 1999)

The Road to Success

A pamphlet describing the programs offered to youth through the National Junior Angus Association (NJAA). Includes an application form for junior membership. (Revised 2001)

Fitting—A Behind-the-Scenes Look

This eight-page brochure is ideal for junior members preparing to show their first Angus projects or for youth project leaders searching for instructional information on fitting. Covers both fitting at home and at the show.

The Angus Advantages

Explains how Angus cattle can work in cattlemen's herds to improve demand, boost profits and take some of the work out of cattle production. It discusses convenience traits and crossbreeding with Angus, as well as straightbred Angus breeding programs. The booklet also discusses Certified Angus Beef LLC (CAB) and the Angus Herd Improvement Records (AHIR) program. (Also available in Spanish)

Angus Herd Improvement Records

Complete explanation of the AHIR program and why it is important to enroll in the program. Explains expected progeny differences (EPDs) in simplified terms. (Revised 2004)

Bull-Buying Strategies to Improve Your Herd

Explains how to evaluate a herd of commercial cows and how to set herd goals, then select registered Angus bulls that will improve the herd and contribute to a more successful and more profitable cow-calf operation. (Revised 2001)

American Angus Association

Explains each department of the Association and how it serves its members. Helpful for new breeders or for anyone wanting to become better acquainted with the American Angus Association. (Revised 2001)

AngusSource

Highlights and describes one of the Association's newest programs. AngusSource is a listing service designed to help producers track their Angus cattle in the commercial industry.

Beef Record Service

This pamphlet describes the Beef Record Service (BRS) — a recordkeeping system for commercial cattle. The booklet describes how the service works and includes sample forms for producers to follow. (Revised 2003)

Bull Listing Service

This pamphlet includes a form for breeders to list their Angus bulls for sale on the Angus Web site.

Angus Information Management Software (AIMS)

This brochure highlights the software that was produced by the American Angus Association to simplify recordkeeping.

Angus Beef Chart

A poster of an Angus steer marked with wholesale and retail cuts of meat. Available sizes: 25" × 30" and 16" × 11".

Your Angus Heifer

This booklet was designed to describe selecting, feeding, caring for and showing an Angus heifer. It includes a history of the breed and the NJAA and describes other benefits of becoming involved in junior Angus programs. (Revised 2002)

AUDIOVISUALS

Audiovisual productions are available free of charge for scheduled showings and are available for purchase at the listed

price. Please order at least four weeks in advance. Available in VHS and DVD.

Get the Showmanship Edge

This 7-minute video explains the basic skills of showmanship and standard showing procedures. Junior Angus members demonstrate such basic showmanship techniques as setting an animal's feet and leading and turning an animal. Discusses equipment used in the showing, as well as showing attire and etiquette. Cost, \$10.

Fit to Show — How to Groom Your Angus Heifer

This 15-minute video explains the essentials for getting a heifer ready to show. Topics covered include washing and rinsing, clipping and fitting. The video covers the basics and is aimed at beginners. Cost, \$10.

You Be the Judge — Angus Cattle Evaluation for Beginners

This 60-minute instructional video covers the basics of Angus cattle judging. Scott Schaake, judging team coach at Kansas State University (K-State), provides the on-camera instruction. He discusses what to look for when evaluating cattle and tips for taking notes and giving oral reasons. Two collegiate judges give sample oral reasons on the tape, and viewers can practice what they've learned on two practice classes, one Angus heifer class and one market steer class. Official placings and reasons are also included. Cost, \$15.

ARTWORK

Ready-to-Print Artwork

Professionally designed artwork ideal for use in ads, sale and show books, show bills or stationery. Line drawings include bull, bull heads, heifer, heifer heads, cow-calf pair, steers in feedlot and many more. Downloadable files of all artwork are also available at www.angus.org.

PROMOTIONAL ITEMS

Black-and-White Posters — set of three posters featuring cow with calf, steer, 22½" × 34"; or bull, 34" × 22½".

Big "Angus" Poster — poster featuring large bull head and the word Angus, 36" × 45".

Over-the-Wire Posters — eye-catching

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red-and-white poster with a bull on one side and a cow and calf on the other. Ideal for decorating show stalls or sale rings.

Framing Prints — nine high-quality reproductions of Frank Murphy paintings, suitable for framing. Includes:

1. Angus bull, 24" × 20"
2. cow and calf, 24" × 20"
3. calf with butterfly, 24" × 20"
4. steers, 24" × 20"
5. bull head, 18" × 24"
6. heifer head, 18" × 24"
7. first Angus (Angus bull with Longhorn cows), 32½" × 22"

8. Chicago International show scene, 20" × 24"
9. "Angus in the High Country," 23" × 19"
10. 1983 Centennial poster

[Prints are available for \$5 each or a complete set of prints 1 thru 8 for \$25. Prints 9 and 10 can be purchased separately for \$5 each. (Bull, cow with calf, and calf with prairie dog also available in 11" × 14".)]

Truck Door Decal — long-lasting decal with bull head and "American Angus Association" and "There's more profit with Angus," 11" × 12", \$1.50 each.

Windshield Membership Decal — 4" diameter, 75¢ each, three for \$2.

AHIR Decal — black and red on white AHIR decal, 8½" × 6", \$1.50 each.

Bumper Stickers — "Angus — The Business Breed," 11½" × 3", 50¢ each.

Angus Flags — red, white and black with a bull head, 5' × 3', \$25 each.

Clock — "Angus — The Business Breed" clock with cow and calf, 10½", \$12.

Stall Cards — red and white card with "Angus — The Business Breed," 35¢ each.

ANGUS PUBLICATIONS

Alabama Angus News

Mike McGuire, 10767 Hwy. 280 W., Waverly, AL 36879; (334) 826-7069; alaangus@msn.com

Angus Life Styles

Jim Pomerence, 312 S. Railway, Box 76, Calumet, IA 51009

Angus News

Price Harrison, PO Box 20, Dowelltown, TN 37059; (615) 536-5050

Angus, The Magazine

% James Danekas & Assoc., PO Box 613, Fair Oaks, CA 95628; (916) 362-2697; fax: (916) 362-4015; jdainc@cwo.com

Angus Topics

Ernie Bingman, PO Box 397, Carmi, IL 62821; (618) 382-8553; fax: (618) 382-3436; ernie@angustopics.com

Colorado Angus News

Tari Hoagland, 6246 WCR 24, Longmont, CO 80504; (303) 651-2130; ltlkhoagland@msn.com

Florida Angus News

Chontelle Brown, 592 S.W. Steadman Gln., Fort White, FL 32038; (386) 454-7879

Georgia Angus News

Christy Page, 861 Windward Rd., Winder, GA 30680; (770) 586-5896; ppage19442@aol.com

Idaho Angus News

Jackie Kohntopp, 1078 State Hwy. 25, Jerome, ID 83338; (208) 324-5342; fax: (208) 324-7737; jkohntopp@sunvalley.net

Illinois Angus News

Kerry Johnston, PO Box 77, Virginia, IL 62691

Indiana Angus News

Kristin Wood, 11402 Indianapolis Rd., Fort Wayne, IN 46809

Iowa Angus News

Tricia Holmes, 1424 220th St., Benton, IA 50835; (641) 785-2315

Kansas Angus News

Anne Lampe, 5201 E Rd. 110, Scott City, KS 67871; phone/fax: (620) 872-3915; kansasangus@wbsnet.org

Louisiana Angus News

Mike Rome, 114 N. Cedar St., Tallulah, LA 71282; (318) 574-2465; fax: (318) 574-9509

Maryland Angus News

Mary Bewley, 15359 Union Chapel Rd., Woodbine, MD 21797; (410) 489-4916; lochinvarangus@att.net

Michigan Angus News

Rebecca VanDenBerg, PO Box 134, Jamestown, MI 49427; (616) 662-0899; vandenbergc@core.com

Midwest Angus News

Jim Sample, 634 Watson Ave., Saint Paul, MN 55102

Minnesota Angus Connection

Myrna Scharpe, 29573 401st Ave., Arlington, MN 55307; (507) 964-5756

Mississippi Angus News

Cheryl Evans, PO Box 310, Winona, MS 38967; (662) 283-3337

Missouri Angus Trails

Josh Worthington, 795 Hwy. M, Everton, MO 65646; (417) 844-2601

Montana Angus News

John Patterson, 123 Patterson Ranch Rd., Columbus, MT 59019; (406) 445-2332; blkcow@hotmail.com

Nebraska Angus News

Jennifer Svoboda, PO Box 8, Sargent, NE 68874; phone/fax: (308) 628-4379; info@nebraskaangus.org

New York Angus News

Doug Giles, 15 Heathcote Ln., Amenia, NY 12501; (845) 373-4236

North Carolina Angus News

Bettie Garner, 1642 Freedom Rd., Smithfield, NC 27577; (919) 989-5920; angusnc@aol.com

North Dakota Angus News

Vernon Frey, 1271 55th St. N., Granville, ND 58741-9425; (701) 728-6356; ndangus@ndak.net

Ohio Angus News

Jerry Ballard, 6425 Ballard Rd., Nashport, OH 43830-9594; phone/fax: (740) 452-8821; ohioangus@msmisp.com

Oklahoma Angus Challenger

Matt Sims, 1516 N.W. 179th Ter., Edmond, OK 73003; (405) 348-3955; fax: (405) 348-7090

Oregon Angus News

Troy Van Roekel, 13450 N.W. Shadybrook Rd., North Plains, OR 97133; (503) 647-2744

Pennsylvania Angus News

Barbara Weaver, 641 Spruce Rd., New Holland, PA 17557; (717) 354-7477; fax: (717) 354-6193; weaverland@onemain.com

South Carolina Angus News

Lydia Yon, PO Box 737, Ridge Spring, SC 29129; (803) 685-5048

South Dakota Angus News

Kevin & Helen Geppert, 25525 406th Ave., Mitchell, SD 57301

Texas Angus News

Heather Lichtie, 131 E. Exchange Ave., Suite 116, Fort Worth, TX 76106; (817) 740-0778; fax: (817) 740-0877; taa@sbcglobal.net

Virginia Angus News

Ken Brubaker, 15 Virginia Angus Ln., Staunton, VA 24401; (540) 337-3001; fax: (540) 337-3113; ken@vaangus.org

Washington Angus News

Mary Vejraska, Box 3160, Omak, WA 98841; (509) 826-1700; lucky2@televar.com

West Virginia Angus News

Terri McCoy, PO Box 1303, Franklin, WV 26807; (304) 358-7191; brookwood@access.mountain.net

Wisconsin Angus News

Ardel Quam, N. 706 SR 113, Lodi, WI 53555; (608) 592-3649; fax: (608) 592-7589; quam@chorus.net

Wyoming Angus News

Jackie Nickel, 3146 State Hwy. 154, Veteran, WY 82243; (307) 837-2279

Canadian Angus News

Dave & Marilyn Callaway, Box 43, Priddis, AB, T0L 1W0, Canada