



# Association Highlights

► by *Crystal Albers*, assistant director of communications & web editor, American Angus Ass'n

## Fall NCE released this month

The release of the fall 2010 National Cattle Evaluation (NCE) is scheduled this month. Watch for new performance data to be posted online by July 12.

The fall 2010 NCE will include expected progeny differences (EPDs) for 14 traits measuring production, maternal and carcass performance as well as dollar value indexes (\$Values).

If you have questions, contact the Performance Programs Department at 816-383-5100.

## Association TV show to air

The Association has again partnered

with VitaFerm®, an industry-leading animal nutrition product, to sponsor a live educational television program on RFD-TV.

The next *VitaFerm Angus Hour* is set to air Monday, Aug. 9, on the network — available on Dish Network channel 231, DirecTV channel 345 and through more than 625 small, independent cable providers. The program will again feature live audience questions.

A similar live program first premiered April 12 and featured Angus and industry experts who discussed age and source verification as well as nutrition's role on the bottom line and end product. If you missed the April 12 show, visit the Videos page at

[www.angus.org](http://www.angus.org). Segments from the August show will also be posted online.

## Custom black book orders due July 15

Now is the time to place your order for the 2011 Beef Record Service (BRS)/AngusSource® black books. The pocket-sized books include a calendar, as well as space to keep management records on your cow herd.

The 2011 books are available in any quantity for \$3 each and can be customized — free of charge — with purchases of 100 or more.



The books make great promotional gifts to commercial customers. Customized orders may include your operation's logo and contact information foil-stamped onto the back cover, while standard orders feature the Association's logo.

Through the Angus Foundation, Biozyme has reduced book costs by contributing to the production of the black books, which feature a VitaFerm ad on the inside front cover. Custom orders must be placed by July 15.

To place orders, contact the AngusSource department at 816-383-5100 or [blackbooks@angus.org](mailto:blackbooks@angus.org). Books will be shipped by Oct. 15 — in time to distribute to customers during the fall marketing and holiday seasons.

## NJAS this month

The National Junior Angus Show (NJAS) is July 11-17 at the National Western Stock Show Complex in Denver, Colo. The Kansas, Colorado and Nebraska Angus and Junior Angus associations are hosting this year's event, themed "Rush to the Rockies."

If you can't make the trip to Colorado, you can still watch the live show online at [www.liveauctions.tv](http://www.liveauctions.tv) and view the results posted daily by Angus Productions Inc. (API) at [www.njas.info](http://www.njas.info). Also check the Association's Facebook and Twitter pages for the latest show updates.

## AgDay to cover NJAS

National agriculture news program AgDay will be in attendance at the NJAS to capture the tradition of the show and to bring juniors to the small screen.

## ASSOCIATION FEES

### 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 weaning weight) .....	\$3
Artificial insemination (AI) service certificate .....	\$10
Regular annual membership .....	\$80
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](http://www.angus.org).

## BREEDER'S REFERENCE

Symbols are used with a registration number to denote important information about an animal. An "F" following the symbol for a genetic defect means the animal has tested free of the defect. A "C" following represents a carrier of the defect.

Symbol	Meaning	Symbol	Meaning
#	Pathfinder cow or Pathfinder sire	NH	Neuropathic hydrocephalus
+	Embryo transfer calf	OS	Osteopetrosis
^	Cell clone	RD	Red
%	Split-ET	RTF	Produced 35 or more calves from daughters without a simple recessive genetic defect or genetic factor
@	Clone-ET	SN	Syndactyly
AM	Arthrogryposis multiplex	WT	Wild type color gene
D2	Dwarfism by DNA test	XC	Carrier of more than 1 defect
DM	Double muscling	XF	Free of more than 1 defect
DW	Dwarfism		
HG	Horn gene		
HI	Heterochromia irides		

"Few other venues offer so much enthusiasm and hope for the future of the Angus industry, and we want to share that with others. Coverage provided by AgDay and other media will allow us to do that," says Eric Grant, American Angus Association director of public relations.

AgDay will attend Thursday and Friday's NJAS events. Segments will air on RFD-TV following the NJAS. RFD-TV is available on Dish Network, channel 231; on DirecTV, channel 345; and on more than 625 small, independent cable operators.

### **Delegate ballots due Aug. 17**

The deadline to nominate state and district delegates for the Annual Convention of Delegates was June 30. Ballots used to vote for eligible nominees will be prepared and mailed mid-July to all active regular and life members.

All ballots must be received in the Association office by Tuesday, Aug. 17, to be counted. To ensure a valid ballot, vote for no more than the designated number of delegates listed at the top of the ballot and remember to sign the document.

Elected delegates will conduct Association business at the 127th Annual Convention of Delegates Nov. 15 during the North American International Livestock Exposition

(NAILE) in Louisville, Ky. If a delegate cannot attend, an alternate delegate can then attend and vote.

### **Attend the Angus Foundation Golf Tournament**

In conjunction with the 2010 NJAS, the 10th Annual Angus Foundation Golf Tournament will be Tuesday, July 13, at Coal Creek Golf Course in Louisville, Colo. The tournament is open to both adults and youth. Funds raised through team entry fees and event sponsorships support the Foundation's education, youth and research efforts.

Player entry fees will be \$110 for adults and \$85 for junior Angus members. For more information contact the Angus Foundation at 816-383-5100 or log on to [www.angusfoundation.org](http://www.angusfoundation.org).

### **Silent Auction to support Foundation**

A silent auction featuring a variety of Angus items will be conducted this month during the NJAS in Denver, Colo. All proceeds from the auction will benefit the Angus Foundation. Many valuable items and collectibles will be featured.

### **Montana to host NAC&T**

The 2010 National Angus Conference & Tour (NAC&T) will be Sept. 15-17 in Bozeman, Mont. The daylong conference and two days of tours hosted by the South Montana and American Angus associations



will feature some outstanding Angus genetics and scenic ranch settings in Big Sky Country. An optional golf tournament is also planned.

Refer to page 44-45 of the June *Angus Journal* or visit [www.angus.org](http://www.angus.org) for more details and registration materials as they become available, or contact the Activities Department at 816-383-5100. More information can also be found at [www.nationalangusconference.com](http://www.nationalangusconference.com). The event is sponsored by Land O'Lakes Purina Feed LLC and Alpharma Animal Health.

### **Cattlemen's Boot Camp set for North Carolina**

The American Angus Association and North Carolina State University (NCSU) will host a Cattlemen's Boot Camp Aug. 10-11 at the NCSU campus in Raleigh, N.C. The

CONTINUED ON PAGE 24

day-and-a-half events are open to all cattle producers and include information from management and breeding to marketing and evaluating the end product. Boot Camps are one of the educational efforts made available through the Angus Foundation.

Registrations, which are due July 20, cost \$75 per person and include meals and materials.

A block of hotel rooms is available at the Holiday Inn Brownstone, 1707 Hillsborough St., Raleigh, NC 27605. Call the hotel at 919-828-0811 by July 26 to make reservations. Ask for the Cattlemen's Boot Camp block to get the negotiated rate.

A complete schedule of events and registration forms are available online at [www.angus.org](http://www.angus.org). For more information or to register, contact the Activities Department at 816-383-5100.

### Candidate résumés due Aug. 15

Those Association members who have expressed an interest in seeking a position on the Board of Directors should submit their biographies and a photo to *Angus Journal* Editor Shauna Rose Hermel by Aug. 15. All biographies and photos submitted by the deadline will run in the October *Angus Journal*, prior to the election at the Annual Convention in November.

### Lifetime membership options

The American Angus Association offers producers a lifetime membership option. The \$1,500 membership lasts throughout the life of the sole person named on the membership. Payments may be broken into three nonrefundable yearly installments.

Lifetime memberships can be issued to one person only and are not meant for partnerships. The membership option may be used for a farm name, provided only one person is included on the membership.

For more information or for an application, visit [www.angus.org](http://www.angus.org).

### Request your field day kit now

Producers planning summer field days at their operations should plan now by requesting a field day kit from the Public Relations and Communications Department. The kits include educational and promotional information about the Angus breed and Association programs.

All materials should be requested at least two weeks prior to your event to ensure items will reach your destination.



# Association Goes Mobile, Social

**T**oday's tech-savvy world is a far cry from sun-beaten Pony Express riders of years ago. Instead of a weeklong ride to the coast, most Americans can now communicate with someone overseas without getting out of their pajamas.

Granted, some time-honored ranching duties like fixing fence or checking cows haven't changed, but for the most part it's a wireless world out there.

Now, the American Angus Association can help you navigate it. The organization joined social networking giants Facebook and Twitter last month and introduced a handy mobile version of the [www.angus.org](http://www.angus.org) website.

These tools join a variety of others offered by the Association and Angus Productions Inc. (API), including *The Angus Report* — a weekly web-based news program that keeps you informed and connected whether you're on horseback, like those original Pony Express riders, or headed to the county fair. All you need is a smartphone and a little free time.

### Facebook

The Association has introduced a Facebook fan page, available at [www.facebook.com/americanangusassociation](http://www.facebook.com/americanangusassociation) or by searching for "American Angus Association."

For Facebook users, the page allows you and anyone interested in Angus to stay connected and updated on the latest Association information. Become a fan by clicking 'like' and get connected to hundreds of fellow Angus people from across the country.

In addition, the National Junior Angus Association (NJAA) and American Angus Auxiliary have also introduced fan pages.

### Twitter

Twitter users can receive daily "tweets" regarding Association and industry news by following the Association at @AngusAssoc.

Now with more than 100 followers, the Association's Twitter presence offers late-breaking news and complements Facebook and [www.angus.org](http://www.angus.org) resources.

Visit <http://twitter.com/AngusAssoc> for more information or to join Twitter.

For more information about the American Angus Association on Facebook or Twitter, contact Crystal Young, assistant director of public relations, at [cyoung@angus.org](mailto:cyoung@angus.org) or 816-383-5100.

### The Angus Report

If you're pressed for time, the Association now offers an internet-based news program featuring the latest Angus information.

The weekly program — available by clicking "Videos" at [www.angus.org](http://www.angus.org) — offers you an opportunity to catch up on the week's top stories in as little time as possible. The program covers a variety of topics in a traditional television news format and is available to post to your own website, free of charge.

For more information about *The Angus Report*, contact Crystal Albers, assistant director of communications, at 816-383-5100 or [calbers@angus.org](mailto:calbers@angus.org).

### Angus.org mobile

Now when you're on the go, the Association can be, too. A new mobile version of the [www.angus.org](http://www.angus.org) website is available for smartphone users. Just type the web address into your browser. If your phone is compatible, the mobile version of the site will automatically load — making it easier for you to look up an animal or view the latest Angus news and information while on the road or at a sale.

Finally, the Association offers all this in addition to its time-tested communications platforms at [www.angus.org](http://www.angus.org) and through the *Angus Journal* and *Angus Beef Bulletin*. Now, more than ever, the power to stay connected — the power of Angus — is at your fingertips. Join us.

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