



# Association Highlights

► compiled by **Shelby Mettlen**, assistant editor

## New Angus genomic test announced

On Nov. 4, the American Angus Association will be introducing a new genomic test, AngusGS™. AngusGS will be a

high-density 50K test designed by the team of geneticists at Angus Genetics Inc. (AGI) with testing conducted by Neogen GeneSeek Operations. The new genomic test is built

specifically for Angus cattle, which, over time, will mean improved accuracy and better results.

The AGI team has worked to saturate the new genomic test with markers targeting specific genomic regions of influence in Angus cattle. This means future improved test accuracy once a subset of animals has been tested with AngusGS. Additional markers for traits like fertility, feed efficiency and tenderness, including calpain and calpastatin, have been included to advance research for future trait selection.

AngusGS will become the latest technology offered by AGI, and the testing cost will be significantly lower than similar tests in the past. The AngusGS price will be \$37, a savings of more than 50% of previous pricing on HD genomic tests.

Initial utilization of AngusGS will be similar to upgrading all newly tested animals from a low-density test to a high-density test available through AGI. The current genomic markers utilized in the Angus weekly genetic evaluation will be included on AngusGS and will continue to be included in the genetic evaluation. Producers should feel confident using the current genomic tools to test and make decisions until the new test arrives. In addition, AngusGS parentage markers are included in the test design and are compatible with all previously reported parentage results in the Association's database.

As of Aug. 14, members can order the Neogen GGP-LD and the Zoetis i50K test for the same price (\$37) as the AngusGS™ test.

## Zoetis announces price reduction

In partnership with Angus Genetics Inc., Zoetis is offering new pricing for the i50K™ and GeneMax® Advantage™ genetic tests. As of Aug. 14, 2017, Angus breeders have access to the tests at \$37 per test for i50K, and \$28 per test for GeneMax Advantage.

Proven solutions like i50K and GeneMax Advantage provide producers with the confidence necessary to maximize the use of genomic data to make smarter decisions in their herds. Zoetis continues to invest its considerable research and development resources into building high-quality genomic tools for the breed.

With more than 320,000 Angus animals tested in the last eight years in the United States, Zoetis is a strong provider for

## 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
Regular annual membership with <i>Angus Journal</i> subscription . . . . .	\$130
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.

Symbol	Meaning
#	Pathfinder cow or Pathfinder sire
+	Embryo transfer calf
^	Cell clone
%	Split-ET
@	Clone-ET

The American Angus Association currently recognizes the following genetic conditions:

Code	Meaning
AM	Arthrogryposis multiplex
CA	Contractural arachnodyctyly
D2	PRKG2 gene mutation for dwarfism
DD	Developmental duplication
DM	Double muscling
DW	Dwarfism
HG	Horn gene
HI	Heterochromia irides
M1	nt821 mutation for double muscling
NH	Neuropathic hydrocephalus
OH	Oculocutaneous hypopigmentation
OS	Osteopetrosis
RD	Red gene
SN	Syndactyly
WT	Wild type color gene

The following single-letter descriptors appearing after a genetic condition code shall have the following meaning:

- P – refers to a "potential" carrier based on an ancestor known to carry that specific mutation.
- F – refers to an animal tested for one or more genetic conditions and determined to be "free" of that specific mutation.
- C – refers to an animal tested for one or more genetic conditions and determined to be a "carrier" of that specific mutation.
- A – refers to an animal tested for one or more genetic conditions and determined to be a carrier of two copies of that specific mutation. It may or may not exhibit the phenotype associated with that genetic condition.

The following letter designations describe cases in which there is more than one genetic condition present:

- XF – Free of more than one genetic condition.
- XC – Carrier of more than one genetic condition.
- XA – Affected of more than one genetic condition.
- RTF – Recessive trait free (produced 35 or more calves from daughters without a genetic defect).

## At a glance

Oct. 1 — NAILE entry deadline  
Oct. 1 — NWSS Angus Bull Sale entry deadline  
Oct. 28 — American Royal Jr. Heifer Show, followed by American Royal ROV show  
Nov. 3 — Angus Foundation Supporter Recognition Event, Fort Worth, Texas  
Nov. 4-6 — Angus Convention, Fort Worth, Texas  
Nov. 4 — AngusGS™ test available  
Nov. 5 — Angus University, Fort Worth, Texas  
Nov. 12 — NAILE Jr. Angus Show  
Nov. 13 — NAILE ROV Angus Show

Nov. 20 — NWSS Super-Point ROV show entry deadline  
Nov. 20 — NWSS junior Angus show entry deadline  
Dec. 1 — Allied Angus Breeders Scholarship application deadline  
Dec. 1 — Talon Internship application deadline  
Jan. 10, 2018 — NWSS Angus Bull Sale  
Jan. 10-14, 2018 — NWSS Angus events  
Jan. 11, 2018 — YCC Sponsorship application deadline



producers looking to unlock their herd's genetic potential. The lower price for i50K and GeneMax Advantage is backed by the same quality and service that has made Zoetis a leading source for cattle genetic testing.

### Coverage of ARSBC

The *Angus Journal* editorial team coordinated online event coverage for the 2017 Applied Reproductive Strategies in Beef Cattle (ARSBC) symposium Aug. 29-30 in Manhattan, Kan. The website — [www.appliedreprostrategies.com](http://www.appliedreprostrategies.com) — offers the summary, proceedings paper, PowerPoint presentation and audio of each speaker's presentation (as available) in the website's Newsroom.

Kansas State University and the Beef Reproduction Task Force hosted this year's symposium. Topics featured an overview of reproductive management, strategies for artificial insemination (AI) success, handling hormones and frozen genetics, nutrition, sexed semen, embryo transfer, *in vitro* fertilization, reproductive health, genetics, fetal programming and pregnancy detection, among others.

### NAILE entries due Oct. 1

If you plan to show at the 2017 North American International Livestock Exposition (NAILE) this November, make sure your entries are in by Oct. 1. Premium sale books and entry forms are available by contacting the NAILE office at 502-595-3166. Entries may be mailed, submitted by fax at 502-367-5299 or submitted on the website at [www.livestockexpo.org](http://www.livestockexpo.org).

### Last chance for NWSS Angus Bull Sale entry

Entry forms for the 2018 National Western Stock Show (NWSS) Angus Bull Sale are available now and should be postmarked by Oct. 1 for the late-entry deadline fee of \$500. The sale will be hosted in Denver during the NWSS, Wednesday, Jan. 10, 2018, at 5 p.m. in the Stadium Arena.

In conjunction with the sale will be the selling of the Angus Foundation Heifer Package and heifer pregnancies.

The sale bull show will begin at 8 a.m. that morning in the Stadium Arena. This year cash prizes and awards will exceed \$10,000 to the division/reserve division and grand/

reserve grand champion consignments.

Entry forms are available from Tonya Theis, Events and Education Department, 816-383-5142. For further information contact your regional manager, Theis or David Gazda, sale manager, at 706-296-7846.

### Enroll in the MaternalPlus Program

MaternalPlus® is a cow herd reporting program aiming to collect cow and heifer production data to increase the accuracy of current predictions, including heifer pregnancy, and work toward future selection tools such as longevity.

Participants pay on a per-cow basis, \$3 annually, allowing her calf's Angus Herd Improvement Records (AHIR®) data to be

processed free of charge. By enrolling in MaternalPlus, members receive calving ease direct (CED), birth weight (BW) and weaning weight (WW) expected progeny differences (EPDs) without having to register individual calves. Additional herd reports, including



CONTINUED ON PAGE 22

## ASSOCIATION HIGHLIGHTS

CONTINUED FROM PAGE 21

genetic trend reports benchmarking your herd against the rest of the Angus database, are available for those enrolled. Stay ahead of the curve and enroll today.

For more information or details, visit

[www.angus.org/Performance/MaternalPlusInfo.aspx](http://www.angus.org/Performance/MaternalPlusInfo.aspx), or contact Kelli Retallick at [kretallick@angus.org](mailto:kretallick@angus.org) or 816-383-5190.

### New hires

*Association and Angus Media add to Team Angus.*

**Katy Holdener**, a native of Tracy, Calif., has been hired by the American Angus Association as the organization's digital content manager. Holdener began her new role Aug. 14.

As the digital content manager, Holdener is responsible for executing communication and branding strategies for all digital content, both external and internal, for the Association and its entities.



**Katy Holdener**

"Katy is a talented and bright individual with a keen eye for producing quality content, as well as understanding the importance of building a strong digital brand, which speaks to a variety of audiences," says Clint Mefford, director of communications. "Katy will play a key role in streamlining online processes and enhancing user experience for members in the digital realm."

In her new position, Holdener will coordinate digital stories for the *angus.org* website, while reviewing and creating monthly analytic reports to determine audience engagement. She will also serve an integral role in overall communications planning and scheduling to meet the needs of Association members, commercial

partners and other audiences.

"It is truly an honor to join the American Angus Association's knowledgeable and experienced communications team," says Holdener. "I look forward to building relationships with the Association's membership while cultivating relevant and insightful digital content."

Holdener will also contribute to the Association's multimedia reporting efforts, including writing, photography and videography for *The Angus Report*, *I Am Angus* and the *Angus Journal*.

Prior to joining the Angus team, Holdener served as the marketing and communications coordinator for the American Hereford Association in Kansas City, Mo., and was vital in the revitalization of their digital and online presence.

"Coming from a cattle background, I have always held the American Angus Association in high regard," says Holdener. "I am excited to represent the members of the largest breed association in the world across various digital platforms."

**Gail Lombardino**, a native of Saint Joseph, Mo., has been hired by Angus Media as a member of the print services team. Lombardino began her new role Aug. 14, after previously serving as the owner of Homestead Graphics.



**Gail Lombardino**

As a member of the print services team, Lombardino will work as part of the in-house production team, applying print media solutions to overall client objectives. She will also lead process and pricing initiatives for the team.

During her time at Homestead Graphics, Lombardino served as a freelance graphic artist for Angus Media for the Special Services Department, where she produced sale books and other promotional items.

"It was simply time to officially make Gail a part of Team Angus," says Sara Reardon, Angus Media general manager. "She brings a wealth of knowledge and skill to our team."

"We are fortunate to have Gail on our team as we continue to provide industry-leading advertisement products and first-rate customer service to our clients," Reardon says.

"I'm looking forward to the creative environment and working with old friends and new colleagues," Lombardino says. "I hope as a team we can share ideas, collaborate, expand the customer base and streamline the entire process for Angus breeders."

Lombardino brings more than 25 years of cattle industry experience with Angus and other cattle breeds to the team. Prior to joining team Angus, Lombardino owned Homestead Graphics, which specialized in producing print advertising for purebred cattle operations and breed associations. She previously worked as a production artist at the American Hereford Association. She is a graduate of Missouri Western State University, where she obtained a bachelor's degree in commercial art.

### National Western deadline nears

Nov. 20 is the ownership (denoted as issue or process date on registration certificates) and entry deadline for the 2018 NWSS Super-Point Roll of Victory (ROV) and junior Angus shows. Submit your entries on time; no late entries are accepted.

For information about the NWSS, visit [www.nationalwestern.com](http://www.nationalwestern.com).

### Angus University at the 2017 Angus Convention

The 2017 Angus Convention offers a tremendous lineup of speakers and workshops for the fourth annual Angus University on Sunday, Nov. 5, sponsored by Merck Animal Health.

The Angus University general session features two outstanding keynote speakers:

Ed Hendee, owner of the famous Taste of Texas restaurant, and Randy Blach, CattleFax CEO.



Afternoon breakout sessions will discuss key beef industry topics, including bull and heifer selection; managing consumer demands and environmental regulations; expected progeny differences (EPDs); current consumer beef trends; parasite management; low-stress cattle handling; and more.

Registration is now open for the 2017 Angus Convention, which takes place Nov. 4-6 in Fort Worth, Texas. Visit the convention website, [www.angusconvention.com](http://www.angusconvention.com), to register and make hotel reservations for the three-day event, access a convention schedule, trade show map and more.

### Download Angus Mobile to keep up with industry action

Be sure to download the latest version of the Angus Mobile smartphone app. The latest show information and Angus resources are at



your fingertips when you download Angus Mobile.

Anyone with a smartphone or tablet can download Angus Mobile. Once the app is installed, the events section can be found at the bottom of the screen.

Angus Mobile can be used to access herd information and news headlines from the American Angus Association. The app also offers tools such as a calving book and gestation calculator. Also, the event section is updated throughout the year to share coverage of other Angus events.

Visit the iTunes Store or the App Store from your iPhone, iPod or iPad. For Android

## Focus on progress

*International Genomics Symposium at the 2017 Angus Convention to feature Lowell Catlett and panel discussion with Angus Genetics, Inc.*

The 2017 Angus Convention will feature an exciting general welcome session and the International Genomics Symposium, sponsored by Neogen GeneSeek Operations, to lead off this year's event, including the unveiling of the next generation genomic profile test AngusGS™, powered by Neogen.

"This year's International Genomics Symposium focuses on progress," says Clint Mefford, director of communications at the American Angus Association. "From the future of technology impacting the Angus business and innovative genetic tools, 2017 Angus Convention attendees will get to see firsthand how our industry is moving forward."

The general welcome session features futurist Lowell Catlett. Catlett retired in July 2015 as Regents professor in ag economics and ag business and extension and the dean & chief administrative officer of the College of Agricultural, Consumer and Environmental Sciences at New Mexico State University. His knowledge of

technologies and their implications on the way we live will be the theme of his upbeat presentation, which promises to be thought-provoking and entertaining.

Following Catlett's presentation, Angus Genetics Inc. (AGI) will present an engaging panel discussion. The panel will feature Dan Moser, AGI president; Stephen Miller, AGI genetic research director; and Kelli Retallick, AGI genetic service director. The AGI team will lead a discussion on how genetic technology is progressing at an ever-increasing rate and how that will impact Angus breeders' herds on a daily basis.

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devices, visit Google Play or the Amazon App Store and a quick search for "Angus" in the application link will lead you to the app.

For the best possible experience with Angus Mobile, update the application when a new version is released.

### Allied Angus Breeders Scholarship

The Angus Foundation Board of Directors approved funds to provide \$1,000 scholarships to three youth who use Angus genetics in their seedstock or commercial

operations. Awards will be given out in July 2017.

Applicants must be enrolled in a junior college, four-year college/university or other accredited institution for the fall of 2017.

They can be an entering freshman or a continuing student in any undergraduate program. The applicant or applicant's parents/guardians must have transferred or been transferred a registration paper in the last 36 months.

Full details of eligibility can be found at

[www.angusfoundation.org](http://www.angusfoundation.org). Information can be found in the resources section on the home page. The Allied Angus Breeders Scholarship application will be available online Dec. 1.

### Foundation to sponsor YCC participant

The Angus Foundation will nominate and sponsor an Association member between the ages of 25 and 50 to attend the 2018 Young

CONTINUED ON PAGE 24

Cattlemen's Conference (YCC) — the beef industry and tour sponsored by the National Cattlemen's Beef Association (NCBA). Lake Elliott of Robert Elliott and Sons, Adams, Tenn., was sponsored to attend this year's event (see page 70).

Sponsorship and program nomination is granted to an active Association and NCBA member using an application process. Applications were available Oct. 1 at [www.angusfoundation.org](http://www.angusfoundation.org) and should be returned to the Angus Foundation no later than Jan. 11, 2018. Learn more about the YCC and the program's educational and networking opportunities at [www.beefusa.org](http://www.beefusa.org).

### News from BIF available online

Angus Media was on hand to cover the 2017 Beef Improvement Federation (BIF) Research Symposium and Convention in Athens, Ga., May 31-June 3. Visit the Newsroom and Awards pages at [www.bifconference.com](http://www.bifconference.com) for announcement of the award winners and access to summaries, PowerPoint presentations, proceedings papers, and audio of symposium presentations.

### Tag Store offers affordable identification

Cattle producers looking for affordable ways to identify animals within their herds should visit [www.customcattletags.com](http://www.customcattletags.com), a service provided by the American Angus Association. Anyone can order ear tags, applicators, syringes and accessories. Custom Cattle Tags provides high-quality, low-cost, customized ear tags, blank tags and prenumbered tags.

### Angus and your future

*The annual Angus Foundation Supporter Recognition Event will take place Friday, Nov. 3, 2017, in Fort Worth, Texas.*

The Angus Foundation is continuously making a positive difference in the future of the Angus breed through education, youth and research efforts. Each year, the Angus Foundation aims to provide additional opportunities and strengthen donor support of the many programs the Angus Foundation funds.

The Angus Foundation will once again recognize supporters who have contributed \$250 or more during the current fiscal year (Oct. 1, 2016-Sept. 30, 2017). The event will take place at 6 p.m. Friday, Nov. 3, at the Omni Hotel, Fort Worth, Texas, in conjunction with the 2017 National Angus Convention.

"The Angus Foundation Supporter Recognition Event is an annual way for the Angus Foundation Board of Directors and staff to show generous supporters appreciation for everything they do," says Milford Jenkins, Angus Foundation president. "The Angus Foundation is truly blessed with an unprecedented amount of support from across the Angus breed."

The evening will kick off with a social at 6 p.m., followed by a dinner featuring the *Certified Angus Beef*<sup>®</sup> brand. During the program, outstanding supporters will be recognized, in addition to donors in the Lifetime Giving Recognition program who have reached or exceeded \$25,000 in total giving this fiscal year. The National Junior Angus Show (NJAS) Carcass Steer Contest winners will also be recognized.

The program will be capped by the auction of a one-of-a-kind commissioned artwork by C.J. Brown called "Leading Into Your Future." The artwork celebrates the 50th anniversary of the NJAS, which is coming up in 2018, by featuring five owned heifer champions from the past 50 years of winners at the NJAS. Proceeds will benefit Angus Foundation education, youth and research initiatives.



### Apply for the Talon Internship

The Angus Foundation, in conjunction with the Angus/Talon Youth Education Learning Program Endowment Fund, is accepting intern applications for the Talon Internship Program. The internship program is designed to pair Angus youth with an Angus breeder to develop a mentor/mentee relationship throughout the course of a summer. This relationship will lead to a successful educational experience and

increase the knowledge and understanding for raising registered Angus cattle and the beef cattle industry for the mentee.

Applications are due to the Events and Education Department by Dec. 1, 2017.

For more information and the breeder application form, please visit [www.angusfoundation.org/fdn/Events/FdnTalon.html](http://www.angusfoundation.org/fdn/Events/FdnTalon.html).

