



Board Action

► Highlights of the Feb. 19-21, 2014, meeting of the American Angus Association Board of Directors

Board conducts February business

Pursuant to notice, the meeting of the American Angus Association Board of Directors was convened Feb. 19-21, 2014, in Saint Joseph, Mo. The following officers and directors were present: Gordon Stucky, president and chairman of the board; Cathy Watkins, vice president and vice chairman of the board; Jim Sitz, treasurer; Charlie Boyd; Tom Burke; Scott Foster; John Elbert Harrell; Phil Howell; Leo McDonnell; Vaughn Meyer; John Pfeiffer Jr.; Chris Sankey; Arlen Sawyer; Don Schiefelbein; Doug Schroeder; Darrell Silveira; Jim Sitz and Kevin Yon. Highlights of the meeting are as follows.

ACTIVITIES COMMITTEE

The 2014 All-American Angus Breeders' Futurity in Louisville, Ky., will be designated a Super-Point Roll of Victory (ROV) Show for the 2014-2015 show season.

The 2014 Kansas State Fair will be designated as a 2014-2015 recognized ROV Show.

Pick-of-pen bulls has been eliminated in the National Western Stock Show (NWSS) bull sale, only allowing pen bulls to sell that are designated by the seller. If an NWSS participant (Hill or Yards) wants to enter a late entry, that animal has to participate in the sale bull show. Division or reserve division champions in the open bull show have the opportunity to pay a late entry fee into the bull sale, but are not required to participate in the sale bull show. The late entry fee would be set at \$750.

A slate of judges for the 2014 National Junior Angus Show (NJAS) and Eastern Regional, as well as the 2014-2015 ROV show season, was approved.

The herdsman social hosted in conjunction with the NWSS will be in a new location at the NWSS Complex.

In addition to the current expected progeny differences (EPDs) that the judges receive for the pen and carload shows, they will receive calving ease direct (CED) EPDs and weaned calf (\$W) and beef (\$B) dollar value indexes (\$Values).

An additional calf division will be added after the February bulls and heifers in the Open Show Classifications for shows Jan. 1-May 31.

BREED IMPROVEMENT COMMITTEE

Pulmonary arterial pressure (PAP) research and data collection were discussed. It was approved to continue data collection

ANGUS THE BUSINESS BREED

of PAP scores through AAA Login, collaborate with Colorado State University and Tim Holt on future technician training needs, and prepare an American Angus Association sire research report with PAP EPDs and accuracies.

Discussion took place regarding breeder interest in a tenderness EPD and associated accuracy. Staff summarized a prototype genomic-enhanced tenderness genetic evaluation. Staff was directed to incorporate the tenderness EPDs and accuracy as part of the regularly published weekly EPDs.

Updated age-of-dam adjustment factors were approved for weight traits as part of the national cattle evaluation (NCE) procedures.

An extensive discussion was held on foot-scoring data collection and future interest in a genetic selection tool. The committee emphasized the need for a simplistic scoring system to generate a database. It was approved to develop a foot-scoring system with data collection guidelines.

FINANCE & PLANNING COMMITTEE

The balance sheets and income statements were reviewed for the period ending Jan. 31, 2014. The financial review included the consolidated financial reports and the financial reports of each entity.

Also reviewed were the mutual funds and account managers that currently comprise the Association's investment portfolio.

MEMBER & AFFILIATE SERVICES COMMITTEE

The committee proposed an amendment

to Rule 102(c) expanding the stated range of animals that can be registered by affidavit to conform to practice and custom. The board approved the proposal. Visit www.angus.org/Pub/brg_part2.pdf to see Rule 102(c) as amended.

The committee, and then the full board, approved the addition of the following term and condition under "Conformance with Registration" to the Suggested Sale Terms and Conditions:

"The seller guarantees to the buyer that with respect to all females exposed to multiple service sires, each such service sire will have parentage markers on file with the American Angus Association." Visit www.angus.org/Pub/suggested_sale_terms.pdf to go to the website for the "Suggested Sale Terms and Conditions."

The committee and the full board approved a proposed Bylaw amendment to Article II (Membership), Section 2.9 bringing the junior membership and regular membership definitions up to date with regard to the payment of annual dues as they pertain to defining how a member is considered to be "active" or "inactive." The proposal will be brought to the 2014 Annual Convention of Delegates in November.



ANGUS FOUNDATION

Construction on the *Building an Angus Legacy* granite paver and planter walkway at the entrance of the Association building is on schedule to begin in early March. Phase II sales of remaining available granite pavers will be announced soon.

The Angus Foundation Heifer Package fundraiser at the 2015 NWSS was unanimously approved.

"Angus Foundation 2020" continues to move forward, including a long-range strategic planning session to be held in the spring.

Applications for the Angus Foundation Undergraduate Student and Graduate Student Scholarship Program are due May 1.

A proposal was approved for the Angus

Foundation to expand its portfolio of undergraduate scholarship offerings to include an allied-Angus producer component that would provide support to youth from commercial and allied-Angus breeder families. A subcommittee was appointed to further develop the guidelines, selection criteria and application.



ANGUS GENETICS INC. (AGI)

Orders were summarized for high-density genomic trait tests with GeneSeek® and Zoetis along with parentage and GeneMax™ activities. Genomic calibration activities were outlined for the high-density genomic tests, with a planned update to the NCE genomic-enhanced EPDs (GE-EPDs) in summer 2014.

ANGUS PRODUCTIONS INC. (API)

The editorial team recently provided event coverage for several winter meetings, including the Applied Reproductive Strategies in Beef Cattle meeting in Staunton, Va.; the Range Beef Cow Symposium in Rapid City, S.D.; the International Livestock Congress–USA during the NWSS in Denver, Colo.; and the Cattle Industry Convention in Nashville, Tenn.

The 2014 *BIFconference.com* website has gone live. Staff also noted the increased participation in various *Angus Journal* digital media platforms.



CERTIFIED ANGUS BEEF LLC (CAB)

Recent activities at the NCBA convention exhibited great brand presence and highlighted the teamwork between CAB and Association staff. Staff reported on the recent article "Ground Beef Nation" and the plan for additional education and collaboration with the author. The recently

published *Image Book* was designed to help preserve the brand's premium reputation and character by communicating to licensees the core guidelines to maximize brand recognition, relevance and value.

International trademark efforts to protect the *Certified Angus Beef*® (CAB®) brand in New Zealand, Uruguay, Brazil, South Africa and Europe were highlighted.

Nearly \$100 million in premiums have been paid by packers to their suppliers for cattle qualifying for the brand in the past two years. An update was provided on the status of a new licensed packer in Iowa and the status of potential production of CAB product in Russia.

Staff provided a supply and sales update noting that the current supply of certified cattle fiscal year-to-date was up 8%. Sales and demand have continued to be strong through January, with sales up 6%, or 18 million pounds (lb.). All divisions have shown growth, with international and foodservice leading the categories. While retail sales have grown over last year, the next few months of higher prices will likely impact retail features and volume. The price to value relationship continues to be strong for the brand (i.e., consumers may be cutting back, but they want quality when they do enjoy beef, and as a result are choosing CAB product).

Staff provided an update on the use of beef semen within the dairy industry, noting that the interest in the concept was gaining traction with dairies and that other breeds were being promoted as a better option than Angus. Staff was asked to explore options to become more involved in the discussions in an effort to support the use of registered-Angus bulls.

BOARD OF DIRECTORS

The board approved an update of terminology on the registration certificate to read as follows:

"The animal described in this Certificate was entered in the American Angus Herd Book in accordance with application certified by the First Owner to conform to the Bylaws, Rules and Policies of the Association. Certificate and Entry are made subject to the right of correction, modification or cancellation."

The board approved a plan to unify the Association's public relations department and Angus Productions Inc. into a single, cohesive Angus communications center.

NEXT BOARD MEETING

June 4-6, 2014, Kansas City, Mo.

