

NATIONAL Denver Hosts Angus Show

Angus exhibitors, spectators participate in 107th Annual National Western Stock Show.

by *Shauna Rose Hermel*, editor

Angus enthusiasts headed to Denver mid-January for the National Western Stock Show (NWSS) in Denver, Colo. As football fans headed to Invesco Field at Mile High Stadium to watch the Broncos play a double-overtime game against the Baltimore Ravens, Angus exhibitors brought cattle into stalls on the Hill and filled pens in the Yards, and the National Western kicked off its 107th annual event at the National Western Complex.

Attendance for the opening weekend of the show was 81,921, and Sunday's attendance of 44,666 was the third highest opening Sunday of all time.

"With the Broncos game on Saturday and the cold weather over the weekend, we are very happy with the number of guests that joined us for opening weekend," said Paul Andrews, president and CEO of the NWSS.

The 2013 opening day featured the richest one-day rodeo in Colorado history, with

three Colorado vs. The World rodeos in which 80 cowboys and cowgirls competed for \$100,000 in prize money.

Monday

American Angus Association staff checked in junior and Roll of Victory (ROV) entries on the Hill Monday morning, then carloads and pens in the Yards Monday afternoon before setting up the tent for the Listening Post.

Angus producers attending the NWSS were encouraged to stop by the Listening Post to visit with staff of the Association, Angus Genetics Inc. (AGI) and Certified Angus Beef LLC (CAB). Staff was available throughout the week to visit about Association programs and the cattle industry, or just share a cup of coffee.

Exhibitors relaxed Monday evening at the Herdsman Social in the Yards.

Tuesday

The International Livestock Congress—USA 2013 hosted a full-day conference Tuesday, Jan. 15, at the Renaissance Denver Hotel. The program was themed "Beef's Greatest Challenge: Feeding the World II — Meeting the Challenge." Attendees heard firsthand from world-renowned speakers, including Gary Smith, emeritus distinguished professor at Colorado State University; John Lundeen, National Cattlemen's Beef Association (NCBA); Phil Seng, U.S. Meat



► Exhibitors brought 82 bulls in the ring for judge Doug Parrett in the super-point ROV Angus show Wednesday, Jan. 16.



► **Left:** Angus members talked with American Angus Association, Angus Genetics Inc. (AGI) and Certified Angus Beef LLC (CAB) staff members at the Listening Post in the Yards. Here, Don Laughlin (left) speaks with Jim Scarlett (center).

► **Right:** The National Western Stock Show is the only show with stockyards. This gives exhibitors exposure to both registered and commercial cattlemen.



PHOTOS BY KASEY MILLER

Export Federation; Russell Cross, Texas A&M University; and Daren Williams, NCBA; along with several guest panelists. Speakers covered the latest information on environmental impacts on beef production, sustainability, knowing international customers and competitors, plus current market issues domestically and internationally. For coverage see pages 277-287 in this issue.

Thirty-nine head sold Tuesday night at the Bases Loaded Sale hosted at Coors Field. The sale grossed \$725,100 for an \$18,592 average. Find the full sale report at www.angusjournal.com/aj_salereports.html.

Wednesday

Bulls took the ring Wednesday, Jan. 16.

The Super-point ROV Angus Show in Stadium Arena Wednesday morning featured 82 Angus bulls. Doug Parrett, Urbana, Ill., evaluated the bulls, naming Sankey's Justified 101 grand champion. Chris and Sharee Sankey, Council Grove, Kan., and Foster Campbell, Bossier City, La., own the son of Sankey's Lazer 609 of 6N. Express Angus Ranches, Yukon, Okla.; Seldom Rest Farms, Niles, Mich.; and Dameron Angus Farm, Lexington, Ill., own the reserve grand champion bull. Dameron First Impression is a May 2010 son of SAV Brilliance 8077. See page 84 for additional highlights.

One of the highlights of the NWSS is the naming of the Outstanding Herdsman of the Year. Herdsmen from across the country select one of their own to be recognized for their efforts. Andrew Foster of Seldom Rest Farms was presented the honor before the naming of the grand champion ROV bull. For more information see page 94.

The National Western Bull Sale Show began at noon Wednesday. Dan Shike, Champaign, Ill.; Bill Davis, Sidney, Mont.; and Jake Scott, Gordon, Neb., comprised the panel that evaluated the 35 bulls consigned to the only sale managed by the American Angus Association.

Callahan Cattle Co., Edmond, Okla., and Express Angus Ranches, Yukon, Okla., consigned the grand champion bull, EXAR Stoney 0262B, a January 2010 son of EXAR Titlelist T011. Greg Smith, Elida, N.M., consigned the reserve grand champion bull. G13 Bravo is a Feb. 2011 son of SAV Brilliance 8077. For additional winners see page 102.

An annual tradition, at the conclusion of the show, all the bulls were brought back into Stadium Arena and onlookers were invited to



► Juniors led 155 entries, including one cow-calf pair, in the Junior Angus Heifer Show Thursday, Jan. 17. Paul Hill, Bidwell, Ohio, served as judge.

enter the ring to get a close-up view and visit with their owners.

The sale of the Angus Foundation Heifer Package led off the National Western Angus Bull Sale Wednesday afternoon. Herbster Angus Farms, Falls City, Neb., bid \$110,000 to purchase the heifer package, which featured the "pick" of the 2012 spring heifer crop donated by Connealy Angus, Whitman, Neb. For more information see page 112.

The bull sale grossed \$272,400 to average \$7,783. Champion bull EXAR Titlelist T011 was the top-selling lot at \$24,500, selling to MMR Farms LLC, Scottsburg, Ind. Pleasant Valley Lute 1207, the reserve spring bull calf champion, was purchased by Hamilton Farms, Cochran, Alta., Canada, and Wilbar Farms, Dundurn, Sask., Canada, for \$23,000.

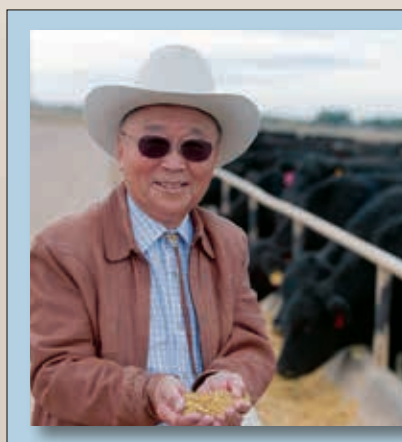
To cap off a full day of events, Tom and

Lois Ames hosted Angus enthusiasts at their beautiful Spruce Mountain Ranch, Larkspur, Colo., for "Angus Night on the Mountain II." Seven exclusive packages, an elite heifer, a diamond necklace, and one raffle item generated \$31,780 in gross proceeds at the Angus Foundation fundraiser. The proceeds will be used to support the Angus Foundation's education, youth and research efforts and the 2013 National Junior Angus Show (NJAS), which will be hosted in Kansas City, Mo., July 5-11. For more information about Angus Night on the Mountain II, see page 114.

Thursday

Junior members led 155 entries at the Junior Angus Heifer Show Thursday. Paul Hill, Bidwell, Ohio, evaluated the 154 females

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John Matsushima was named the 2013 Citizen of the West at the National Western Stock Show (NWSS) in Denver, Colo. The annual award honors individuals who embody the spirit and determination of the western pioneer and who are committed to perpetuating the West's agricultural heritage and ideals.

Matsushima, a first-generation Japanese-American who grew up in Weld County and showed 4-H steers alongside Kenny Monfort, is a retired animal-sciences professor honored for innovations in beef-cattle nutrition, for educating an estimated 10,000 students and for helping to open foreign markets to U.S. beef.

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and one cow-calf pair before selecting champions.

Connor Holvoet, Wever, Iowa, led the grand champion female. Top Line Lady 1176 is a May 2011 daughter of SAV Brilliance 8077. EXAR Envious Blackbird 1760 was named reserve grand champion female. Ashley Cox, Eagle Point, Ore., owns the March 2011 daughter of Dameron First Class.

Katy Satee, Montague, Texas, showed the grand champion cow-calf pair. DAJS Miss Blackcap 2 is a February 2008 daughter of DAJS The Matrix 008. Her calf is a June 2012 heifer sired by DAJS Shockwave 612. To see additional winners, see page 100.

During the junior show, 2012 NJAS host states Kentucky, Ohio and Tennessee presented a check for \$115,000 to the Angus Foundation. The donation was made possible by excess funds from the 2012 NJAS, themed "In a League of Our Own," which took place in Louisville, Ky., last summer. For more information, including how the funds are to be allocated, see page 122.

Featured events Thursday evening included the Denim & Diamonds Angus Sale at the Beef Palace Auction Arena and the Trowbridge Family & Friends Angus Sale. The 148 lots in the Denim & Diamonds sale

brought \$344,550, including 18 females that averaged \$10,067 and two bulls that averaged \$46,875. The 45 lots in the Trowbridge sale brought \$290,225 for an average of \$6,449. Find the full sale reports at www.angusjournal.com/aj_salereports.html.

Friday

The super-point ROV Angus show resumed Friday morning with the female show. Exhibitors led 246 entries in the female show and one cow-calf pair before judge Parrett.

Ashley Cox, Eagle Point, Ore., owns the grand champion female. EXAR Envious Blackbird 1760 is a March 2011 daughter of Dameron First Class. Cameron Ward, Plattsburg, Mo., claimed reserve grand champion female with WB PVF Lucy 1052, a February 2011 daughter of PVF Windfall SCC 9005.

Satee again led DAJS Miss Blackcap 2 and her heifer calf to grand champion cow-calf pair.

The National Western Foundation Female Sale took the spotlight Friday afternoon. Find the sale report at www.angusjournal.com/aj_salereports.html.

Saturday

Rob Thomas, Baker City, Ore.; Rick Blanchard, Firebaugh, Calif.; and John Grimes, Hillsboro, Ohio, evaluated the Angus Carload & Pen Show Saturday in the Yards. The show featured four carloads and 40 pens of three.

Express Angus Ranches claimed grand champion carload with sons of EXAR Upshot 0562B and Connealy Consensus 7229. Vin-Mar Cattle Co., Gordon, Neb., won reserve grand champion with sons of Sitz Upward 307R, Vin-Mar O'Reilly Factor, Vin-Mar Right Now and Connealy Consensus 7229.

Express won both the grand champion and reserve grand champion pen of three. The grand champion pen was sired by EXAR Upshot 0526B and Connealy Consensus 7229. The reserve grand champion pen was sired by Dameron First Impression, Dameron First Class and PVF Insight 0129. For more information see page 104.

While Angus exhibitors headed home Saturday afternoon, the NWSS continued through Sunday, Jan. 27, recording a final Sunday attendance of 39,272, the second-highest final day on record. Total attendance for the 16-day event was 628,366.



Colorado 4-H Foundation hosts interactive cowboy ethics booth

The Colorado 4-H Foundation invited the public to learn about Cowboy Ethics, or The Code of the West, at this year's National Western Stock Show (NWSS). The foundation hosted an interactive booth in the educational section of the trade show showcasing the 10 principles of Cowboy Ethics and how those principles are being implemented in 4-H.

"The intent of spreading the code to our community members is to inspire productive and better citizens through character building," says Gary Small, executive director of the Colorado 4-H Foundation. "What Ann Moore has done at Cherry Creek High School with her classes and how inspired her students are is just amazing. We want to spread that, too."

The principles of Cowboy Ethics were envisioned and created by James Owen, author of *Cowboy Ethics*, *Cowboy Values* and *The Try*. He based these 10 principles on the iconic Western cowboy and how he lived his life. They are the values that shape the character of the hard-working, honest cowboy.

The Colorado 4-H Foundation received a grant from the Daniels Fund to implement Cowboy Ethics through

4-H youth development programming. The mission of the Colorado 4-H Foundation is to provide positive youth development and education by raising and distributing funds in support of diverse Colorado 4-H programs.

Bill Daniels, a pioneer in cable television known for his generosity, established the Daniels Fund to provide grants to nonprofits and college scholarships to high school students in Colorado, New Mexico, Utah and Wyoming. For more information, visit www.danielsfund.org.

Owen hopes to inspire others to be heroes in their own lives and

live each day with honesty, loyalty and courage. He founded the Center For Cowboy Ethics and Leadership in 2006 and promotes these values through books, films, speaking engagements, workshops, youth initiatives and partnerships. For more information about Owen or the Center, visit www.cowboyethics.org.

For more information about the Colorado 4-H Foundation or if you are interested in being involved with the Colorado Cowboy Ethics program, call Gary Small, Foundation executive director, at 970-491-1537 or visit www.co4hfoundation.colostate.edu.

Code of the West: Ten Principles to Live By

1. Live each day with courage
2. Take pride in your work.
3. Always finish what you start.
4. Do what has to be done.
5. Be tough, but fair.
6. When you make a promise, keep it.
7. Ride for the brand.
8. Talk less and say more.
9. Remember that some things aren't for sale.
10. Know where to draw the line.

Source: James P. Owen, from his book *Cowboy Ethics*.