PENNSYLVANIA ANGUS ASSOCIATION

CELEBRATING OVER 60 YEARS AS AN ASSOCIATION

www.paangus.org

September, 2015

INSIDE THUS ISSUE 8

Local, State, Regional, and National Show Reports.

NEWS! NEWS! Eastern Regional 2016 - JUNIOR NEWS!

Many Fall Sale Flyers and Opportunities

Angus on Parade sale Consignment InfoW



OVER THE BACK FENCE

WWW.PAANGUS.ORG

2015 PA ANGUS ASSOCIATION OFFICERS AND DIRECTORS

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Advertising Rates

Full Page \$100.00 % Page \$75.00

Business Card \$100.00/year

E-blast \$25.00

Next Deadline 11/1/15 to place advertising, submit news, or an editorial comment contact:

Jamie Brozman – 484-221-3455 justenuffangus@gmail.com

SAVE THE DATE PA Angus Breeders' Show July 13-16, 2016

Huntingdon County Fairgrounds, Huntingdon, PA Comfort Inn (814) 643-1600 Huntingdon Motor Lodge (814) 643-1133 Fairfield Inn (814)643-3672

Message from our President

Good day Angus Friends,

It is hard to believe, but another summer is almost past us. I hope this letter finds everyone doing well and that your summer has been enjoyable. As we approach this Labor Day weekend, we will find our thoughts turning to fall and harvest and finishing up projects before winter arrives

In reflection on this summer's events, we have had a number of great activities. Our Breeders Show was again a nice time for our families and thanks to all those who help to pull this together. As always our Juniors have been busy with Eastern Regionals and Nationals and have represented our state well in Lewisburg and Tulsa. My congratulations to all for their hard work and accomplishments. Andrea Foore was the recipient of this year's PA Angus Association scholarship and congratulations to her.

Our Angus on Parade Sale will be held at the Keystone International Livestock Exposition on Saturday, October 3rd. This will be the 2nd year using the video format in addition to live lots at the sale. We have a great line up planned, so check out the catalog (coming soon) at Brubaker Sales. Thank you to our consignors and buyers and I hope to see you there and have a minute to visit at KILE this year.

There are a number of issues in our industry and agricultural that are important for us to be aware of. Some of these include GMO's, COOL, WOTUS, and the international trade agreements being negotiated for a few. The September issue of the Journal has a number of articles on these as well as a series of CAB articles. These issues have the potential to impact our industry and I would suggest that you read these stories to stay atop of these issues.

Best wishes to all of our young people as they start a new school year.

Thank you for all that you do to support our Association and activities. Be sure to let us know how you all do at your county fairs. Remember that our officers and directors are always ready to assist you with your concerns and ideas.

Sincerely,

Gene Trowbridge President



Dear Pennsylvania Angus Breeder,

Autumn is definitely upon us with temperatures getting cooler, crops starting to come off the fields, and calves being weaned. I've always felt this is a fun time of the year because during weaning you get to see how all your hard work paid off from the breeding season the year prior.

Fall sale season has started strong across the country and here in the Eastern Region. If you're looking to add to your herd or purchase a show heifer this fall, there will be several sales in Pennsylvania, Angus cattle for sale privately, and many sales in neighboring states. If I can be of any assistance at a sale, please do not hesitate to call me.

In August the American Angus Association rolled out an updated look to the AAA Login website. I'm sure if you logged into your account recently you were probably surprised to see the setup of your account changed dramatically. Taking a cue from the current look of smartphones and tablet devices, the login site hopes to be more user-friendly for any producer looking to access or submit data on their herd.

Gone is the Classic Menu page of multiple tabs that, in total, contained over 300 different link options. Instead, the home login page has been broken down into six different categories or graphic buttons as seen in Figure 1. Pop-up descriptions for what can be found under each button are visible as you hover over a specific button.

The My Account button allows you to manage your login profile and password, view account balances and history of work in the office. The My Customers button allows you to maintain a database of customers with their full contact information and sales history with animals they purchased.

Fig. 1





From the home login page, the *Manage Herd* button will likely be one of the more active options you use. Clicking on this button takes you to a set of nine graphic buttons that cover such categories as herd information, submission of registrations, transfers, performance data, DNA testing and results, AI and ET information, and information for the MaternalPlus® and AngusSource® programs. (See Fig. 2)

When submitting work online to the Association, the common buttons for use will be *Registration/Transfers/Performance* and *DNA*. If selected, either one will bring up another series of graphic buttons to select from that pertain to each specific topic. This extra level will allow you to narrow in on the topic of your choice and get right to work. The actual submission screens in these areas have not changed, just how you navigate to the area when compared to the Classic Menu.

If you have any questions about the changes, please do not hesitate to contact the American Angus Customer Service department at 816-383-5100 or by email to angus@angus.org.

I look forward to seeing you at the Keystone International Livestock Exposition, which for the first time will be a Roll of Victory (ROV) Angus Show!

Safe travels, Chris Jeffcoat

Regional Manager American Angus Association 717-476-1496 (Mobile) cjeffcoat@angus.org www.ANGUS.org



Board Meeting

10/3/2015
PA ANGUS BOARD OF DIRECTORS MEETING
IMMEDIATELY FOLLOWING THE CONCLUSION
OF THE ANGUS ON PARADE SALE,
(Approximately 3:00 P.M.) AT THE KEYSTONE
INTERNATIONAL LIVESTOCK EXPO,
HARRISBURG, PA.

Philadelphia Room Above the Small Arena - Sky Box



Pennsylvania Junior Angus Association Outstanding Boy and Girl Award Application

The Pennsylvania Junior Angus Association established the Outstanding Junior Boy and Girl Awards to recognize and encourage juniors who strive for excellence. It emphasizes the need for leadership and involvement not only within the PJAA but in other activities as well. Any member of the Pennsylvania Junior Angus Association is eligible to apply. However, once a junior has received this award, he/she may not apply again.

The applications should be post marked no later than November 1 and should be sent to Nancy Livingston at 5460 Davidsburg Rd., Dover, Pa 17315. They can also be emailed to her at tnlangus@comcast.net. Please make sure you get a reply that your application has been received. If not, please contact Nancy.

The application is divided into two sections: Activities and an Open Ended Question.

Part One: Activities

This part of the application should be in the form of an outline and should include a culmination of your years of involvement beginning at age nine in the following activities (limit to three pages).

- 1. Pennsylvania Junior Angus Association Involvement (20 pts.)
- 2. Other Agricultural Activities (4-H, Judging, FFA etc.) (20 pts.)
- 3. School (20 pts.)
- 4. Community (20 pts.)

Part Two: Open-Ended Question

On an additional sheet of paper, please write a brief summary answering the following question (limit to one page). (20 pts.)

How has your involvement in the Pennsylvania Junior Angus Association benefited you?



JUNIOR ROUNDUP

2015 Officer Team

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Eisenhouer, Eric Shoop, and Laini Dean.

PA JUNIOR ANGUS NEWS By: Madison Weaver & Daniel Rohrbaugh

2016 Eastern Regional Planning

The 2016 Eastern Regional Junior Angus Show is well underway. With an Olympic theme, committees are generating ideas to make this show as creative and entertaining as possible. If you have any suggestions, please feel free to contact one of the committee chair members listed. We are looking forward to a great show but will need everyone's help! Contact information may be obtained from the PA Angus directory.

Show Chairwomen: Shelby Dean, Kayce Myers, and Claudia Hissong

Food Committee: Nate Briggs Fundraising: Matthew Mitchell and Caleb Schmuck

Grounds and Decorating: Elizabeth Voight

Queens' Reception: Madison Weaver Gifts, Trophies, Showmanship & Education: Matthew Mitchell

Trade Show and Promotion: Daniel Rohrbaugh

Daily Hospitality: Kyle Livingston Opening Ceremonies & Social: Alexis Cash

Adult Co-chairs: Kate Livingston & Tammy Weaver

The Pennsylvania Juniors will be hosting a Semen Sale at KILE to benefit our general fund. Look for more information from our Semen Sale Committee.

ERJAS T-Shirts For Sale

The theme of the Eastern Regional is "Join the Angus Team in 2016" with our slogan of Outlast, Outwork and Out-Show. This theme is tying in with the 2016 Summer Olympics. If you are interested in buying a t-shirt for the ERJAS please contact Daniel Rohrbaugh at drohr09@dishmail.net or text at 717-819-2471. T-shirts are a bright agua blue with the logo on the front. All PA Juniors will wear these at opening ceremonies, so please make sure you have one or order it now. You don't have to be a junior to buy a shirt! They are \$15 each and can be delivered to KILE.

In order to help raise funds for the Eastern Regional Junior Angus, we are creating an Angus-Monopoly game and we are currently selling spots called "patron ads," which is where your farm name will be printed on the board. The spots cost \$100 and the boards should be ready shortly after Keystone, but definitely by Farm Show.

This is a good opportunity for advertising and a good way to support the juniors as we prepare to host the show next year. Any money donated towards a spot on the board will count towards your donation to Eastern Regionals. For example, if you donate \$100 for a spot, you would be in the \$100 bracket as a donor for the show. Any money donated on top of that will be added to your total.

If interested, please contact Matthew Mitchell at: mnm5237@psu.edu or (484) 332-3965, make plans to purchase them as gifts for Christmas.



News from the Switch (aka show winners)



News from LEAD - 2015 - It was held in Seattle Washington, here's a comment from Alana Eisenhour in the American Angus Association Release:

"LEAD is really life-changing and you get to meet a lot of people and have experiences that you will never get from any other association or club," said Alana Eisenhour of Wellsville, Pa. "The greatest thing is being able to leave a better leader, advocate and well-rounded person by having these experiences."

The PJAA members who attended were: Nate Briggs, Bailey Druck, Alana Eisenhour, Brody Fitzgerald, Bryce Fitzgerald, Andrea Foore, Claudia Hissong, Dakota Mayle, Daniel Rohrbaugh, Caleb Schmuck, Alysha Sweitzer, Haley Sweitzer, Lindsay Upperman and Madison Weaver.



Heifer/Steer Sale Fall 2015 Open House Oct 24-25 Online Sale Oct 26 www.anguslive.com

Lot 1 Angus Heifer





Lot 4 - Angus Heifer—Full Proceeds going to support 2016 Eastern Regional

Sale List

Lot 1 - April Angus Heifer - Duff Hobart 8302

Lot 2 - May Angus Heifer—Dunlouise Cortache Boy D137

Lot 3 - April Angus Heifer - EXAR Classen 1422B

Lot 4 - April Angus Heifer - OCC Missing Link 830M

Lot 5 - March Angus Heifer - OCC Missing Link 830M

Lot 6 - April Angus Heifer - Hoover Dam

Lot 7 - May Angus Heifer - Vin-Mar O'Reilly Factor

Lot 8 - May Maintainer Heifer - No Worries

Lot 9 - June Crossbred Heifer - Just Enuff Edgar's Thunder

Lot 10 - May Sim-Solution Steer - CSCX Bandwagon 513A

Lot 11 - May Maintainer Steer - Jesse James

Lot 12 - May Angus Steer - Northern Improvement 4480

Lot 13 - March Angus Steer - Rito 9FB3 of 5H11 Fullback

Lot 14 - April Angus Steer - Just Enuff Edgar's Thunder

Lot 15 - March Angus Steer - Trowbridge Yachtsman 108

Lot 16 - April Angus Steer - DCC Baseline 511

Lot 17 - June Angus Steer - Just Enuff Edgar's Thunder

Lot 18 - May Angus Steer - GFS Minnie's Mickey 313

Lot 19 - May Angus Steer - Connealy 7226 9425

Jamie, Jerry, Ethan, & Olivia Brozman

Ned & Linda Hower 354 Townshipline Rd.

Cell Phone: 484-221-3455

Home: 610-837-3866

Justenuffangus@enter.net

Lot 11 Maintainer





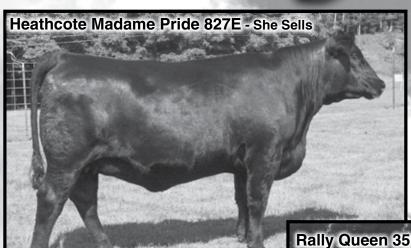


2016 Eastern Regional Junior Angus Show is in Harrisburg June 2016 get your next calf here with us, we will go the extra mile to help you out along the way.

Just Enuff Angus/Area 51 Club Calves has bred and sold in the past Champions in 10 counties, 5 states, and Canada!



Asra Annual Angus Sale



1 PM · Saturday, October 10, 2015 at Rally Farms, Millbrook, Ny

Sire: SAV 707 Rito 9969 • Dam: SAV Madame Pride 8827 BW WW YW MILK CW Marb RE I+4.8 I+63 I+118 I+22 I+47 I+.26 I+.28

Special guests:
CJR Watchwind
Clear Choice Angus
EHB Angus
Heron Run Farm
Howard Hoffman
New Penn Farm
Salem Cross Farm
Spring Hill Angus
Watchwind I
Watchwind II



Sire: Rally Juneau 188 • Dam: Rally Queen 093
BW WW YW MILK CW Marb RE
+3.2 +49 +85 +24 N/A N/A N/A



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Farm (845) 416-1056
Chris Howard, Cattle Mgr.
(845) 416-1056 cell
chrisphoward@optimum.net



HEATHCOTE FARM
Dave Richmond, Manager
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(845) 323-9232 cell
heathcote@optonline.net



Corne Vogelaar
25 Branch Rd. • Far Hills, NJ 07931
(908) 234-1377 office
(908) 234-1364 cell
corne@rbfangus.com



Sire: Connealy Confidence 0100 • Dam: Rally Queen 1108 BW WW YW MILK CW Marb RE -1.4 +51 +92 +20 N/A N/A N/A



Sire: Cedar Chest • Dam: Rally Rito Lady 9127
BW WW YW MILK CW Marb RE
+1.6 +51 +84 +23 N/A N/A N/A



Sire: Cedar Chest • Dam: J D Blackbird 10T

BW WW YW MILK CW Marb RE
+3.9 +49 +80 +20 I+29 I+.30 I+.45



Sire: Connealy Final Product • Dam: Rally Pride 9058

BW WW YW MILK CW Marb RE

-.2 +52 +95 +29 +27 +.45 +.59



Sire: Soo Line Motive 9016 • Dam: Heathcote Katinka 432 BW WW YW MILK CW Marb RE N/A N/A N/A N/A N/A N/A N/A



 BW
 WW
 YW
 MILK
 CW
 Marb
 RE

 I+1.9
 I+55
 I+100
 I+23
 N/A
 N/A
 N/A



Sire: Limestone Great Divide U254 • Dam: Heathcote Primrose 1903 BW WW YW MILK CW Marb RE I+3.1 I+48 I+78 I+19 I+31 I+.30 I+.72



Sire: Kesslers Frontman R001 • Dam: Heathcote Forever Lady H181 BW WW YW MILK CW Marb RE I+1.0 I+42 I+75 I+26 I+17 I+.18 I+.48

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WALBRIDGE PRIMROSE 708

From Upchurch Angus, Lineville, AL AAA +16301192

Offering a flush from this royaly bred ¾ sister to the breed legend, "EXT",. She is Sired by "5522" and out of a maternal sister to "EXT" by "VRD". She offers pedigree prominence and maternal power with a WR of 107 to add more value to your program. Buyer supplies semen and is guaranteed 6 transferable embryos with a 50% guarantee on pregnancies and has the option to purchase any additional embryos.

From High View Farms, Abbeville, SC

Your choice to acquire one of these great proven egg producing Donor females. "815R" is a product of the Juanada cow family and her 3rd dam is the dam of OCC Anchor 771A. She blends many of the great cows in the Ohlde program. "7343" is one of the highly regarded "Eureka" daughters in the breed today and a

daughter of one of the great "Emblazon" daughters, OCC Dixie Erica 691J. Both cows will calve this fall.



OCC JUANADA 815R **AAA 15421534**



CHLOE CREEK DIXIE ERICA 7343 AAA +16003613



COLEMAN DIXIE ERICA 8271

From Burkes Garden Angus, Tazewell, VA

A March open heifer by "Stimulus" out of one of the most phenotypically flawless females in the breed, "8271". This

heifer blends one of the great "EXT" daughters in the breed with a sire who has made a name for himself with high capacity, easy fleshing functional daughters at ZWT Ranch in TN.



DUFF STIMULUS 856

From Clear Choice Angus, Uniontown, PA

4 Grade 1 embryos from a daughter of the highly regarded long time Donor, Boyd Everelda Entense 43J, that are sired by the

many time Champion BCA Flawless 119. The Grand Dam is a full sister to BT Right Time 24J and has been a top-producer with a BR 7@92, WR 7@101 and YR 7@102 and is the dam of \$51,000 Boyd Cowboy 908 and \$23,000 Boyd Everelda Entense 910.



BCA FLAWLESS 119



BOYD EVERELDA ENTENSE 43J

Sale Managed by:



Ken Brubaker 540.908.5799 ken@brubakersales.com www.brubakersales.com



13th Annual

ANGUS ON PARADE SALE

Saturday, October 3rd - 1:00 PM Farm Show Complex, Harrisburg, Pennsylvania

From Throne Stock Farm, Lexington, GA

A flush sister to a 2014 "AOP" Sale Feature, TSF Lady Z21. Sired by the elite maternal Sire, "654X" and a daughter of SH Lady 4465 5119 who is a direct daughter of the top income producing Sinclair Donor, Ideal 4465 of 6807 4286, who has recorded over \$2,5 Million in progeny sales to date. Will calve at sale time to Cole Creek Cedar Ridge IV.



TSF LADY Z21

C18 3-0

OCC REVOLUTION ROSE 813U AAA +16293286

From Antietam Valley Angus, Keedysville, MD

Your choice of two exciting March flush sisters from the impressive "OCC Paxton" daughter, "813 U" and by the powerful and leading



SAV PRIORITY

sire SAV Priority. These heifers are stout yet feminine to capture the attention of any judge in the show ring, and later mature into a highly valued brood matrons. Their dam posts a progeny WR of 115 and she is a 7/8 sister to OCC Unmistakable.

From Tudor Oak Farm, Asheville, NC

Your choice of embryos from this prolific \$10,000 valued "6807" Donor cow that hails from one of the most highly productive cow families in the breed today. She posts a progeny WR 6@107 and her Pathfinder Dam records a progeny WR 16@109 while her Pathfinder Grand Dam posts a WR of 8@112. You can select embryos by "EXT", Big Elban of Graham 16569, OCC Linebred 661L and Leachman Right Time.



TSF FLORA 4275 AAA +15036418



IDEAL 4465 OF 6807 4286

From Black Grove, Newberry, SC AAA 17626199

An own daughter of the breed foundation sire, QAS Traveler 23-4, and out of a daughter of the legendary maternal sire, Basin Rainmaker 654X, that traces to the \$2.5 Million producer Ideal 4465 of 6807 4286. She is a cowman's dream with proven rock solid genetics that will allow her to mature into a very important and high valued matron in any program. She will calve at sale time to OCC Unmistakable 946U.

Callor Email for Sale Book and to receive Videos Online Sponsored by PA Angus Association Held in Conjunction with Keystone International Livestock Exposition.



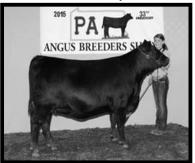
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Planning for "WOW!"

September 2015

By Danielle Foster, Education & Events Manager, Certified Angus Beef LLC

Selling premium beef or bulls, the single most important tool we have is education. An entire network that starts with Angus breeders supplies the *Certified Angus Beef*® (CAB®) brand with a product that is unmatched. We know it's good and we know if we get people to truly understand the science of it all, they'll sell more—and add more value to your cattle.

We can take personal pride in creating those educational moments. When my Grandma said, "proper planning and preparation prevents poor performance," usually she meant some task around the farm that my brother and I were dragging our feet on a bit. But her quote has truly become a mantra for me. From the invites to the moment we send thank-you notes, each event offers teachable moments in context of our premium image.

The food. Think of some events you've gone to... what was most memorable? Many would quickly say it was the food. Many Angus producers have seen firsthand the logistics we go through to bring delicious food to the farm or ranch. We know that we cannot be a premium brand and serve a school cafeteria-style lunch to your attendees.

The agenda. Relevancy is key. Successful people and businesses remain relevant over time. Creating an event agenda carries the opportunity to determine what topics are relevant at that time to that audience. If I'm the planner and see something fun in the current popular context or remember a game about the beef community, I'll find a way to use that fun approach in an educational way.

The logistics. As you keep thinking about events, logistics soon come to mind. There are rentals, restrooms and other things you might not notice until they go wrong (yes, there's a lot to learn about negotiating rates and renting portable restrooms). Although the budget is always a guiding factor, these rentals are a chance to show you are all about quality. Forego the kind of chairs that could break or sink so deep into the grass they'll still be there next year, and go with something a little more stable and secure.

The decor. My family calls me now when they have an event coming up to advise on centerpieces. They know it's my job to make events come to life through decor, whether it is a food & wine festival or a dinner at the ranch. Decor becomes an extension of your messaging and can truly be a memorable part for your attendees.

The mentality. Event planning is a job, yes, but it is driven by a certain attitude. You can plan for anything and everything, but you must expect the unexpected. I have had tornadoes popping up across the plains, large buses that take a wrong turn down a country dirt road, centerpieces that don't get delivered and just about everything else that makes you go "uh-oh." But there's a certain level of excitement and adrenaline that comes from putting that back-up plan into motion. Just like when a tractor gets stuck, a cow needs assistance, the chute breaks while working cattle and so on: it's all about how you handle it. I never saw my dad sweat when things went wrong on the farm and I aim to do the same for our attendees.

You, too, can put a special focus on education and pull off the details that "wow" attendees. Next time you consider your annual sale, your customer appreciation event, your state field day and so on, stop and consider: Do the details you've put into the event match the image you want to convey?

At CAB, whether it is a group of 12, 50 or one of our largest events with hundreds of attendees, a great deal of thought and work goes into making sure the experience reflects the premium image we want to put forward on behalf of your brand.

I take pride in telling YOUR story through each event that I have the fortune to work on. Every detail I put into the event is intended to reflect the details that each of you focus on as you raise a premium product. Thank you for allowing me to tell your story. And if you want to know the ins and outs of renting portable restrooms, we should talk.

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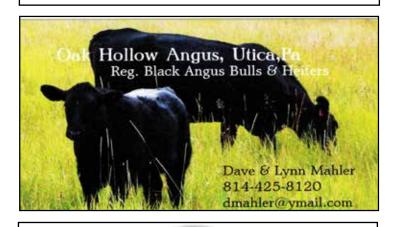
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Wendall Landis (c) 814.280.7611 email: wlandis@psu.edu Mitch Stephens, Assistant Manager

s, Assistant Wanager

814.762.4762 email: mjs5230@psu.edu

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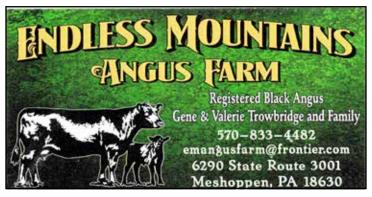
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