



Ohio Angus Newsletter

June 2009 Issue

www.ohioangus.org

Atlantic National ROV / Regional Preview Junior Show



ROV Show First Place Get-of-sire:
SAV Net Worth 44200
Exhibitor: Champion Hill, Bidwell, OH



ROV Show Grand Champion Cow-Calf:
Champion Hill Lucy 5619
Exhibitor: Larry Simmons Farms, Coolville, and
Champion Hill, Bidwell, Ohio



Junior A Showmanship: William Harsh, Radnor, Ohio, first; Mackenza Muncy, Staunton, Va., second; Lauren Grimes, Hillsboro, Ohio, third; and Miss American Angus Katie Gazda



Junior B Showmanship: Elizabeth Pugh, Louisville, Ohio, first; Bryce Fitzgerald, West Grove, Pa., second; Lane Walton, Mantachie, Miss., third; and Miss American Angus Katie Gazda



Intermediate Showmanship: Savannah Levisay, Creston, Calif., first and overall champion; Jessica Clarke, Rocky Ridge, Md., second; Jordan Mullett, Coshocton, Ohio, third; and Miss American Angus Katie Gazda



Senior Showmanship: Bailey Harsh, Radnor, Ohio, first; Ashlyn Carter, Noblesville, Ind., second; Mandy Richardson, Louisa, Va., third; and Miss American Angus Katie Gazda

Secretary's Corner

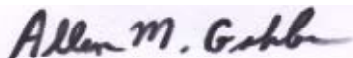
We certainly appreciate the positive feedback on last month's column, as well as the prompt response on preview show entries, and the finalizing / submitting of directory ads that soon followed receipt of the newsletter. And as indicated, we will have another vocabulary lesson this month, but because I believe most of you know the definition of *haste*, I feel confident that we can skip that lesson and move on to a group of words that has recently become very important for everyone in agriculture. We must know and understand these words so that we can educate our non-farming friends and neighbors on what it means and also what it does not mean. That group of words is from the front page of last month's newsletter: HUMAN SOCIETY OF THE UNITED STATES.

Why, now, is this group of words so important to us? As most of you likely know, HSUS has met with agriculture leaders and commodity groups in Ohio this spring, and has indicated that Ohio is their next target for legislative and or ballot initiatives similar to California's proposition 2. If you are not familiar with the proposition, I encourage you to search on-line and learn about it. And if you are not familiar with what effects it may have, I encourage you to visit California in about 5 years and see what it is like to pay \$5 for a dozen eggs, \$10 for a gallon of milk, and who knows how much for pork, chicken, or even a steak at the meat counter.

While their initiatives seem to target mainly pork, poultry, and veal producers, please do not think these initiatives will not affect you as beef producers. They thrive off of the general public's notion that they are the parent company of our local humane societies, and are simply looking out for animal welfare. But in fact, they are a multi-million dollar animal rights activist group that has no connections to local humane societies and intends to stop nothing short of a totally vegan society and virutally no human control over any type of animal. Their initiatives that target animal housing right now, but this is just one step on a well planned ladder.

Please do your part and educate yourselves, your neighbors, your childrens friends' parents, and any other non-farming contacts you have. And please maintain your memberships in any type of agriculatural commodity organization or association so they have the resources to lobby, advertise, and strategize for all of agriculture at this critical juncture in time for Ohio.

Sincerely,



Allen M. Gahler
Secretary / Fieldman

In this issue...

Atlantic National Results.....	1,3
CAB Corner on Quality.....	3
Business cards.....	4,5
Industry News/Notes.....	6,7
Preview Show info.....	7
Sale Reports.....	6,7
Calendar.....	8

Newsletter AD Rates

Monthly Ads now available on the web!!!

Deadline is the 20th of the preceding month in which you wish to advertise, or contact Allen ahead of time for assistance and pricing to create an ad - design and ad retrieval fees from other publications will apply. Web option also available for business card ads as well. Call or email today for details to meet your advertising needs!

	Newsletter	Web	Both
1 page	\$125	\$125	\$150
1/2 page	\$80	\$80	\$100
Bus Card (1 year)	\$150	\$150	\$200

classifieds 1 free 25 word ad per year!

2009 Ohio Angus Association Officers

President: Bob Deitrick (740) 674-4610
ghdeitrick@yahoo.com

Vice President: Dave Felumlee (740) 763-4616
dfelumlee@windstream.net

Chairman: Doug Majors (740) 756-7458
majorsfarms@columbus.rr.com

Treasurer: Bill Levering (740) 694-6078
skyhighfarmscattle@yahoo.com

Secretary/Fieldman: Allen Gahler
641 N. Elliston Trowbridge Rd.
Graytown, Ohio 43432
secretary@ohioangus.org

(419) 350-2091

Industry News and Notes

How do you tell your story?

By Ryan Kiko, CAB Senior Software Developer



You know your customer. Does your customer know you? Does he or she believe in the quality of your product? We all have a story to tell and information to share. Before making decisions, buyers want to know they will get value for their money. And whether we're talking about a calf or a steak, our job as the seller is to ensure buyers have information they need to complete the sale with confidence.

Define and refine

The first step is to identify your audience and define its wants and needs. Only then can you employ the best tools in your arsenal to communicate an effective message.

At Certified Angus Beef LLC (CAB), the consumer target demographic includes women age 34-55, with children, and a yearly income of \$50,000 or more. Having identified the customer, we use various methods to help tell our story – from traditional print media and advertising campaigns to Internet technology.

The ultimate goal is to position Certified Angus Beef® (CAB®) as the brand experts trust. By refining our message to fit our audience, we effectively drive consumers to purchase the brand at our licensed restaurant and retail partners.

The brand's Web site, certifiedangusbeef.com, is one of its most powerful tools. It provides recipes, cooking tips, preparation videos and basic beef information to consumers. A "Where to Buy" feature helps consumers find the brand's licensed partners via location search. These valuable tools combine to meet the needs of the brand's audience.

Exude confidence. Build trust.

To connect with potential buyers, you must be perceived as trustworthy and confident about the quality of your product. Make health and vaccination records, pedigrees, expected progeny differences (EPDs) and nutritional data available. Show profit potential. Most importantly, build a relationship with your customers. The best way to do that is to tell your story – and no one is more qualified to talk about your business than you.

A Web site is a useful storytelling tool. It showcases your operation and displays your product. It paints a picture of your business and the quality of your cattle. It's a forum to discuss genetic selection practices, management systems and animals available for sale.

Make yourself accessible.

The key to Web site success is two-way communication. Offer contact information. Have an e-mail address and check it regularly. Investigate social media. Blogging – an online journal of sorts – has become wildly successful. Tools like Twitter allow frequent bursts of information to pass between people around the world. Representatives from Farm Bureau Federation, state beef councils and university Extension are taking advantage of this new technology – even hosting regularly scheduled ag chats and food chats to exchange information about current issues.

Use the tools available to tell your story. Investigate new avenues to reach potential buyers. And remember, customers don't want to deal with strangers. They want to buy from someone they trust. Show them why you have confidence in your product, and so will they.



These active junior members received Atlantic National Merit Scholarships: Andrea Fitzgerald, scholarship committee, Danielle Foster, Niles, Mich.; Ashlyn Carter, Noblesville, Ind., also the Greg Krueger scholarship winner; Christina Egner, Shelby, Ohio; Courtney Jentz, Fennimore, Wis.; Callie Smith, Lebanon, Tenn.; Mandy Richardson, Louisa, Va; and Paul Hill, show chairman.

Other Atlantic National Winners:

Bred-and-owned senior champion female
Reserve senior champion female, ROV
Maplecrest Blackclass A621
Lauren Grimes, Hillsboro

Bred-and-owned reserve fall heifer calf champion
D C 5682 Blossom 814
Kaitlyn Clarke, West Chester, Ohio

Owned summer heifer calf champion
Early summer heifer calf champion, ROV
Dameron Beauty 8147
Bailey Harsh, Radnor, Ohio



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Tim Evans
Owner



Tom F.
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Miami Valley Angus Association

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PAUL H. HILL
11503 State Rd. 554
Bidwell, OH 45614
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Jon Davis * 740-446-2127

FAX: 740-367-7937 * www.championhillangus.com
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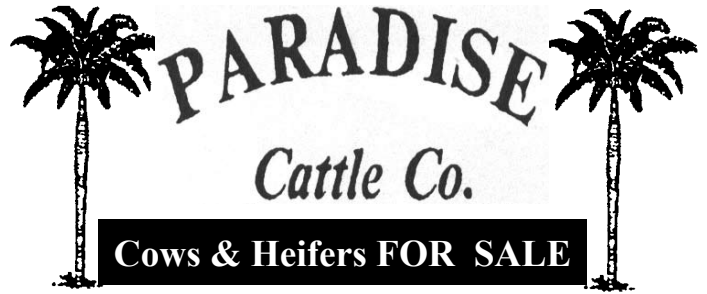
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Angus Producers Claim Annual BIF Honors

Angus producers were honored with top producer awards at the recent Beef Improvement Federation (BIF) Research Symposium and Annual Meeting, April 30-May 3 in Sacramento, Calif. BIF named the JHL Ranch, Ashby, Neb., the 2009 Commercial Producer of the Year. Two producers were announced the co-winners as the Seedstock Producer of the Year — Champion Hill, Bidwell, Ohio; and Harrell Hereford Ranch, Baker City, Ore. BEEF magazine sponsors the awards.

Paul Hill and Marshall Reynolds of Champion Hill manage 220 breeding-age registered Angus females and 630 mostly half-blood Angus females used as recipients on 4,000 acres of owned and leased land in southeastern Ohio. Each year, the operation sells 300 females in two production sales and 200 bulls through a genetic partnership.

Reynolds owned the land and, in 1993, formed Champion Hill, naming Hill as its president. Their philosophy has always been to breed the kind of cattle that will perform in the showring and make a positive contribution to the beef cattle industry. The team at Champion Hill has selected females from the top cow families in the Angus breed to use as foundation donor cows to consistently produce the quality of cattle their customers have come to expect.

"Paul Hill is one of the best promoters of seedstock in the Angus breed. He should be complimented on what he has done to advance the breed," says Darrell Silveira of Silveira Bros., Firebaugh, Calif., and member of the American Angus Association® Board of Directors. "Paul is very deserving of this honor. He has come a long way since the first time we met in 1975 when our reputations were so great that we were stalled together near the wash rack during the National Western Stock Show in Denver, Colo."

"We are honored to have been chosen as the Beef Improvement Federation's 2009 Seedstock Producer of the Year," said Paul Hill. "Lynn and I accept this award on behalf of our partner, Marshall Reynolds, and the entire staff at Champion Hill. We would also like to thank our genetic partners Kelly and Martie Jo Schaff of Schaff Angus Valley, Saint Anthony, N.D."

Hill, who served as president of the American Angus Association in 2008, adds, "We are indebted to the Beef Improvement Federation for providing the guidance to the breed associations in order for them to provide the tools necessary to advance our herd."

Champion Hill was nominated for the award by the Ohio Cattlemen's Association. For more information, visit www.championhillangus.com.

For More Information Contact: Shelia Stannard at 816-383-5152 or [sstannard@angus.org](mailto:ssannard@angus.org)
Adapted from press releases provided by the Beef Improvement Federation.

Champion Hill Spring Production Sale

Top Heifer Lots:

Lot 4: CHAMPION HILL GEORGINA 6959, 11/8/08 daughter of Leachman Saugahatchee 3000C to Mandy Richardson, Louisa, VA and Woodruff Angus, Milton, IA for \$100,000 (1/2 interest)

Lot 22: CHAMPION HILL LUCY 6874, 9/6/08 daughter of Leachman Saugahatchee 3000C to Sterling Reichenbach, Bath, MI for \$57,500 (1/2 interest)

Lot 1: CHAMPION HILL GEORGINA 6826, 7/7/08 daughter of SAV Net Worth 4200 to Lyndsie Kaehler, St. Charles, MN for \$34,000 (1/2 interest)

Lot 11: CHAMPION HILL MAY 6956, 11/7/08 daughter of SAV Net Worth 4200 TO KiamichiLink, Tulsa, OK for \$32,500 (1/2 interest)

Lot 2: CHAMPION HILL GEORGINA 6807, 7/3/08 daughter of SAV Net Worth 4200 to Matthew Mitchell, Reinholds, PA for \$20,000 (1/2 interest)

Lot 43: CHAMPION HILL SHADOE 6814, 7/5/08 daughter of SAV Bismarck 5682 to Lucky Lane Farm, Hillsboro, OH for \$14,000 (1/2 interest)

Lot 10: CHAMPION HILL MAY 6896, 9/11/08 daughter of SAV Net Worth 4200 to ETR Cattle Company, Seward, NE for \$10,500

Lot 21: CHAMPION HILL EMBLYNETTE 6798, 7/2/08 daughter of SAV Mandan 5664 to Dobson Pulpwood Farm, Campti, LA for \$10,500

58 summer and fall heifers sold for a Gross of \$427,950, with a \$7,375 average. Heifers sold to 39 buyers in 18 states. There were 27 repeat buyers. Volume buyer was Belle Point Ranch, Fort Smith, AR.

Auctioneer: Mike Jones Sale Manager: American Angus Hall of Fame
API Representatives: Chuck Grove and Terry Cotton

Eastern Regional / Ohio Preview Show Schedule

Schedule of Events

Ohio State Fairgrounds, Columbus, Ohio

Tuesday, June 23

Facility Setup

Wednesday, June 24

Facility Setup

Cattle tie outs available beginning 9 AM

-no cattle may arrive prior to 9 AM

Thursday, June 25

Begin receiving ER cattle at check-in

All ER cattle must check-in between 10 am and 2 pm

Check-in deadline 2 pm

3:00---Opening Ceremonies

Friday, June 26

6:30am---continental breakfast served

8:00am---Queens event at hotel

11:00am--- Showmanship begins

-Lunch served

30 min. after showmanship---Show begins

Steers - Cow-calf pairs - Bred and owned bulls

Saturday, June 27

6:30am--- continental breakfast served

9:00am--- begin show

Bred and Owned Heifers

Owned Heifers

-Lunch Served

State Groups

Herdsman Awards

Premier Breeder Awards

Cattle released but welcome to spend the night

4:00 p.m. -- Ohio Preview cattle arrival deadline

Ohio Preview check-in following ER show

Sunday, June 28

Ohio Angus Preview Show - Jr. and Open

9:00 a.m.---Showmanship, followed by steers,

cow/calf pairs, bulls, and females



Ohio Preview Information available on www.ohioangus.org

District Show Information...

North Central - July 19, Crawford County Fair

Vicki Harthschuh 419-563-4238

Blackswamp - July 28, Seneca Co. Fair

Sandra Wallace 419-986-5059

Heart of Ohio - July 31, Knox County Fair

Becky Orndorff 740-453-3146

West Central - August 29, Allen County Fair

Jay Clutter 419-657-6304

Sale Reports

EOAA Spring Sale 2009 -A Success

The EOAA Spring Sale was held April 11, 2009 at the Zanesville Livestock Facility in Zanesville Ohio . It was a Standing Room Only Crowd. Auctioneer Gene Steiner, paired up with Master Jerry Ballard on the sale block and sold a quality set of Angus cattle . The outstanding set of Angus cattle went to three states, and nearly set a record average for the sale. The top bull was Lot #6 -Rains Powerstroke PSFRTV,-sired by Sedgwicks Powerstroke 7502,and consigned by Rains Angus - Dale and Brenda Rains from Mercer Pa. The bull sold to Charlie Neptune, New Concord, Ohio for \$2,350.00. The Top Cow /Calf pair-was Lot #33 -Kiata Elba -sired by Hyline Right Time 338 and sold with a February 2009 heifer calf at side by BT Crossover 758N, consigned by David Long-Kaita Angus , from Hamilton, Ohio. The pair sold to Dustin & Erin Bender, Lexington, Ohio for \$2,200.00. The Top Selling heifer was # 26- Highland Farms Shadoe 791-sired by Plainview Lutton E102, bred to EL Capitan, consigned by Wes Untied & Family, Granville, Ohio. The Heifer sold to Haley James, Green Valley Road , New Concord, Ohio, For \$2,475.00. The bull average was \$1,675.00, cow / calf pairs \$1,716.00, and the heifers \$1,354.00. Sale Manager Jim Gibson of Indian Springs Angus would like to give a Big Thanks to the consignors for bringing a quality set of Angus cattle and also to the many people that made this sale a success. The EOAA wishes to extend our thanks to the buyers and wish them success raising Angus Cattle .We hope that you will plan to be with us at the fall sale, Saturday October 31,2009 at 6:00 pm in Zanesville, Ohio. Any one wishing to consign Angus Cattle or for any information for our fall sale, please contact Jim Gibson 740-439-2961 or by E-Mail- jimgibson@yahoo.com

June 25-27 Eastern Regional Jr. Show, Columbus, OH
 June 28 Ohio Preview Show, Columbus, OH
 July 19 North Central District Show
 July 19-25 National Jr. Angus Show
 July 28 Blackswamp District Show
 July 31 Heart of Ohio District Show
 August 1-3 Ohio State Fair Angus Show
 August 29 West Central District Show and picnic

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 TC Flower 3026 #14392364AMF

BW	WW	Milk	YW	SCR	Mrb	RE	\$W	\$F	\$G	\$B
-0.2	+69	+24	+116	I+.28	I+.09	I+.49	+35.12	+48.44	+15.34	+46.65

○ = Top 5%

- Deep ribbed, easy fleshing, quiet son of the deceased Bluegrass New Design 205
- Dam is an outstanding daughter of Sitz Tradition.
- Dam is very angular, correct, deep ribbed, excellent uddered with perfect teat size.
- Grandam is a pathfinder, dam appears to be on her way to becoming one also.
- EPD profile isn't as outstanding as the bull is. We believe you will have to look long and hard to find an outcross bull with more meat, body mass and shape as 811 has.
- Excellent fertility - 39.9 scrotal circumference

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