



Cow Chips

Summer, 2024

GEORGIA

ANGUS ASSOCIATION

Social and Meeting

The Georgia Angus Association held a meeting and social on May 18, at Elrod Farms in Talmo, Georgia. Approximately 50 people were on hand to enjoy fellowship with fellow Angus Breeders and great food catered by fellow Angus Breeder Fred Gretch and his G Brand Barbecue. Smitty Lamb, American Angus Association Board member, gave an update of what is going on in the American Angus Association. Georgia Junior Angus President Henry Throne and GJAA board member Keely Shultz gave an update on the junior association and highlighted some activities some of the juniors would be participating in this summer

A big thank you to Cole Elrod and his crew at Elrod Farms for providing the location for this event.





**By Jessica Hartman
American Angus Association**

What better place to explore the future of the Angus breed than in a city built by the cattle industry. The American Angus Association® is headed to Fort Worth for the 2024 Angus Convention, Nov. 1-4. Cowtown will serve as a fitting backdrop to drive innovation, explore and shape the future of the Angus breed, and engage in education and conversation.

The event will kick off in true Texas style with the National Angus Tour and Beef Blitz on Friday, Nov. 1. These ticketed events immerse attendees in the local industry.

National Angus Tour

Explore the Texas countryside, visit local businesses making big industry impacts, and catch up with fellow producers. Stops include Cox Ranch, Vytelle Corporate Laboratory and Teskey's Western Store.

Beef Blitz

Spend the day with Certified Angus Beef and get a behind-the-scenes look at the foodservice and retail world, showing how progressive technology and merchandising offer consumers the best eating experience with the best Angus beef.

The stellar lineup continues through the weekend with general sessions focused on providing producers with unique perspectives and a little food for thought to take back to the ranch.

Opening Session

Disruptive and Un-Traditional Marketing with Branding and Relationship Expert Scott Scratten

The ability to build relationships and be heard by your market has never been greater, but it is overwhelming to determine what tools to use. This entertaining and thought-provoking talk covers both online and offline methods of staying in front of your target audience so that when they have the need to buy, they choose you.

Genetic Symposium

The Genetic Key: Revolutionizing Animal Health in Beef Cattle through Genetics

How can genetics play a role in addressing health challenges in beef cattle? From hereditary diseases to resilience against environmental stressors, we will explore advancements made in other species and how genetic advancements could transform the landscape of beef cattle management. Discover how harnessing genetic insights can not only mitigate health issues but also enhance productivity, sustainability, and profitability within the beef industry.

Inspirational Session No Bad Days with Hunter Pinke

How to live the rest of your life without having another bad day. After becoming a paraplegic in a skiing accident, Hunter was told he would have good days and bad days. He decided differently. Hunter shares the real source of joy and the truths that can get you through any tough day.

A pillar of the annual convention, Angus University educational sessions will drive conversation around marketing, herd rebuilding, diversification, and succession planning.

Angus Media Marketing Summit

Back by popular demand, the Angus Media Marketing Summit will help you reach new customers, tell your story, and leverage the right tools to get the job done. Angus Media's team of experts will help you think about marketing from a new perspective – offering strategies to turn minor adjustments into major gains.

Herd Rebuilding

Traditionally, herd rebuilding has allowed the cattle industry to make significant genetic gains. Do you have a road map to ensure your operation can capitalize on the opportunity?

Diversification

New revenue streams can allow space for younger generations to come home to the operation or provide the security to take risks where you otherwise wouldn't. Explore the possibilities with experts in a variety of ranch-adjacent opportunities.

Succession Planning

Planning for life after the ranch can be a hard conversation to start. Let's start it together – with simple steps to help you explore the options, choose the right one for your family, and lay the groundwork to create peace of mind.

All members are welcome to invite commercial customers to take part in the convention, connect with fellow ranchers and attend the educational session. Angus University will host an additional session focused on commercial operations.

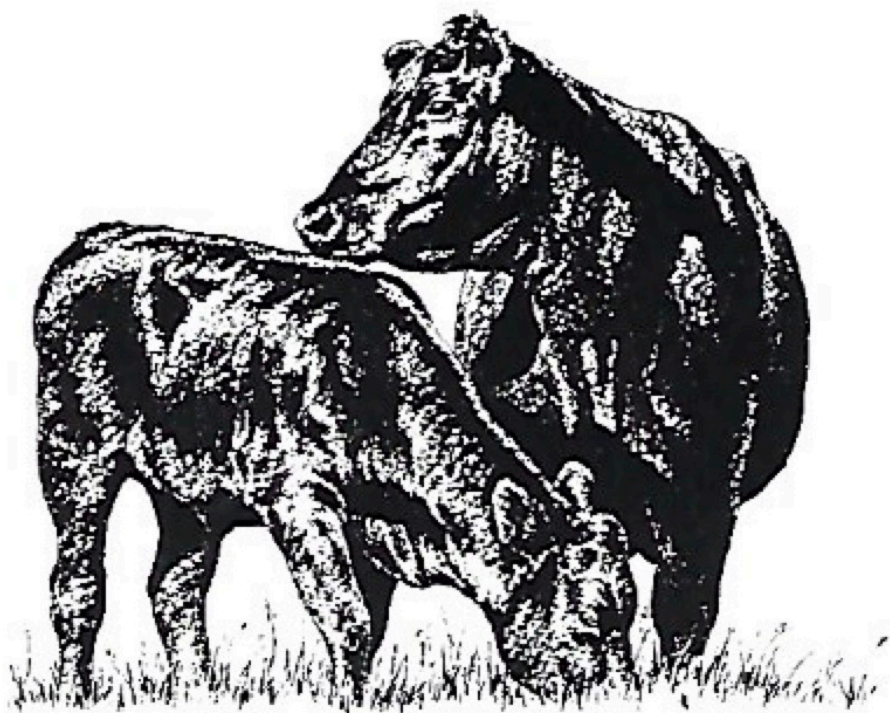
Capturing Value: Commercial Cattlemen's Session

Take an in-depth look at a rapidly evolving marketplace and how AngusLinkSM may be your missing link to capturing added value.

Between educational sessions, we will celebrate the accomplishments of producers who have helped move the breed forward, elect the next Board of Directors, discuss the state and future of the American Angus Association® and explore new industry innovations at the trade show.

Voting Is Now Open

The voting period to elect delegates to attend the 2024 Annual Convention of Delegates, set for November 4 in Fort Worth, Texas, is open now through August 6. Ballots were mailed in early July to all eligible voting members. New this year, each active life and regular eligible voting member can opt to cast their vote online using their unique election code instead of returning the traditional ballot form. All voting must be completed and received by the Association no later than 4:30 p.m., CDT on August 6. Please contact the [Member Services](#) department at the American Angus Association with any questions.



Dues Are Due

If you have a renewal notice enclosed with your mailed copy of the Cow Chips then it is time to renew your dues.

If you are interested in becoming more involved in the association and helping plan and implement events that will promote the Association and the Angus breed please reach out to a member of the board.

GAA Hats and Shirts for Sale

Shirts are \$25

Hats are \$25 or Two for \$40

Contact Macy Taylor for more details at macydtaylor@gmail.com



Junior Spotlight

National Junior Angus Show

Keely Shultz earns the Angus Foundation Minix Scholarship



Keely Shultz, Danielsville, Ga., left, received the Ed and Wilma Minix/Black Witch Farm Angus Youth \$3,000 Scholarship at the 2024 National Junior Angus Show (NJAS) Scholarship Presentation, July 3-4 in Madison, Wis. Pictured presenting the award is Smitty Lamb, American Angus Association board member, right. Since 1998, the Angus Foundation has awarded more than \$4.9 million in undergraduate and graduate scholarships to Angus youth. Photo by Pearl's Pics.

Other Scholarship Winners

Hannah Williams, Milan, GA - \$2000 Undergraduate Foundation Scholarship
Savannah Page, Jefferson, GA - \$2000 CL Cook Scholarship



Henry Throne Exhibits Cattle

The Georgia Junior Angus Association won herdsmanship, 15 head or less, at the 2024 National Junior Angus Show (NJAS), June 30 - July 6 in Madison, Wis. Photo by Pearl's Pics.

Congratulations to Henry Throne. Lexington, GA on exhibiting a class winner at the NJAS in Madison, Wisconsin

GAA New Members

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GEORGIA

— ANGUS ASSOCIATION —

Dates to Remember

2024

Sept 12 - D&W Angus Production Sale, Hartwell, GA
Oct 05 - Georgia Nat'l Fair Jr. Angus Heifer Show, Perry, GA
Oct 15 - 17 - Sunbelt Expo , Moultrie, GA
Oct 17 - Oakdale, Rome, GA
Oct 19 - Wolf Creek Farms, Hawkinsville, GA
Oct 22 - 111 Farms Online Sale, Whigham, GA
Oct 24 - Oliver Angus - SE Wye Genetics Sale, West Point, GA
Oct 25-26 - Yon Family Farms, Ridge Spring, SC
Nov 02 - Barnett Angus Ranch Bull Sale , Washington, GA
Nov 02 - Chatel Farms Bull Sale, Reidsville, GA
Nov 14 - Circle G Ranch Bull Sale. Adel, GA
Nov 16 - Strickland Cattle & Guest Sale, Glennville, GA
Dec 06 - Calhoun Bull Test Sale, Calhoun, GA
Dec 14 - Cowboy Logic, Talmo, GA

2025

Feb 15 - Yon Family Farms, Ridge Spring, SC
Mar 05 - Tifton Bull Test Sale, Irwinville, GA
Mar 15 - Smith Angus, Wadley, GA
Mar 22 - Chatel Farms, Reidsville, GA
Mar 29 - Turpike Farms Bull & Female Sale, Milan, GA
Apr 05 - Circle G Ranch Adel, GA
Apr 12 - CAM Ranches/Ogeechee Farms Southern Synergy Female Sale, Wadley, GA
Apr 19 - Precise Cattle, Watkinsville, GA
Apr 26 - Katie Colin Farm Cartersville, GA
Apr 27 - Rocking W Angus Jefferson, GA Sale



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