



The Web Page

► by **Angie Stump Denton**, director of Web marketing

Holiday shopping online

It's that time of year, time to start looking for those perfect Christmas gifts for loved ones and friends. When looking for gifts this holiday season for Angus enthusiasts, don't forget the online stores available at www.angusonline.org; www.angusjournal.com and www.angus.org/auxiliary.

Angus Christmas cards

These unique Christmas cards feature familiar *Angus Journal* cover images and junior photo contest entries. You can choose from eight cards, blank or with one of six message options. Personalization with your name or ranch name also can be added. Log on to www.angusjournal.com/christmascards for more information.

Angus Foundation offers Angus art book

Angus Art At The American Angus Association, a book featuring the past 50 years of Angus artwork, was commissioned by the Association. It will be available beginning Nov. 20 at www.angusonline.org/store.

The book was written by Keith Evans, former director of communications and public relations for the Association. It features the work of renowned Angus artist Frank Champion Murphy, who has contributed more than 20 oil paintings and numerous drawings and sketches to the Association's Angus art collection.

The 70-page, four-color book documents the history of the Angus art collection and gives a complete biography of Murphy and his career with the American Angus Association. Much of Murphy's artwork has been used in advertising campaigns for the Angus breed throughout the years. Those campaigns are archived in the book as well.

The book is available for a \$20 donation, plus \$5 shipping and handling. Proceeds benefit the Angus Foundation, which supports youth, education and research.

Murphy print

The Angus Foundation is currently merchandising 1,000 signed-and-numbered prints of an original oil painting by Murphy titled "In Apple Blossom Time" for a donation of \$100 per print, plus a \$10 shipping and handling fee. The print

measures 19 inches (in.) × 25 in. and is sold without a mat or frame. If you order online at www.angusonline.org/store, the lowest number print available at the time the order is placed will automatically be sent to the buyer. If you would like to request a specific number of the print, please place your order by calling (816) 383-5100.

Angus history

A Historic Angus Journey — The American Angus Association, 1883-2000, is the first-ever published history of the American Angus Association. The book walks the reader through 117 years of Angus history leading up to the 21st century. It covers the boom years following World War I through the disastrous recession and depression years of the 1920s and 30s. It tells the story of how the Association was almost split apart in the efforts to end proxy voting and install a democratic form of government.

The book tells about the leaders whose efforts changed the Association throughout the years. Learn about the fight to control dwarfism in the 1950s and the programs that were developed to prevent a repeat of this genetic defect scare. Other highlights include the development of the performance records program and national sire evaluation, the rocky early years of Certified Angus Beef LLC (CAB) and its tremendous success, plus much more.

The book is available in a black leather-bound collector's edition for \$50 and a beige cloth-bound edition for \$25. An additional \$5 fee covers shipping and handling. Signed and numbered books are still available by contacting the Angus Foundation at (816) 383-5100.

Also available

Other items available on the American Angus Association's "online store" include clothing (T-shirts, boxers, jackets, shirts, caps and gloves), office items, tattoo supplies and

framing prints. A new item available is the "Angus the Business Breed" coaster set.

Click on the product description on the site to view a picture of the item and add it to your cart. After adding your product(s) of choice, and while viewing your shopping cart, click on the "Checkout Cart" button. This will take you to an online checkout where you will be asked to provide the information necessary to process your order request.

You can either access the cart from your current shopping session or retrieve a saved cart from a previous visit by clicking "Sign-in Cart Processes" on the top menu. You will need to enter your e-mail address and password to retrieve a previous cart.

The online store checkout page contains a form requesting shipping information and payment information. If you have previously placed an order, your shipping information will be already listed. Make any necessary changes before submitting your order. Please provide the information requested, review the order details to ensure their accuracy, then click "Secure Checkout" to submit your order.

Auxiliary Country Store

At www.angus.org/auxiliary/store you can purchase items such as Angus bracelets, buckles, watches and more available from the American Angus Auxiliary. The Auxiliary also has Harvey Rattey sculptures available. The show heifer and cow-calf pieces were created "exclusively" for American Angus Auxiliary fund-raising. You can find more information about these sculptures at www.angus.org/auxiliary.

'Gift of Taste'

The Auxiliary has teamed up with a leading gift catalog company, Rocke's Meating Haus Inc., Morton, Ill., to suggest *Certified Angus Beef*® (CAB®) steaks for your gift-giving needs. Ten percent of the purchase price goes to the Auxiliary to support educational outreach and scholarship programs. You can access "Gifts of Good Taste" from the Auxiliary's Web site.

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Editor's Note: *This is the fourth column in a series looking at Angus Web sites. Next month we'll continue our look at www.angusonline.org. Upcoming real-time coverage sites include www.angusjournal.com/louisville and www.rangebeefcow.com.*

Schema.org Type: WebPage - A web page. Every web page is implicitly assumed to be declared to be of type WebPage, so the various properties about that webpage, such as breadcrumb may be used. We recommend explicit declaration if these properties are specified, but if they are found outside of an itemscope, they will be assumed to be about the page.