

MEMBERSHIP TIPS

by Jerry Cassady, director of member services



Gifts and priorities

Looking back to a much younger version of myself, I can remember anticipating what might be under the Christmas tree each December for my siblings and me.

Although we didn't grow up with extra, there always seemed to be something special for each of us. Now as an adult, one gift I can give to myself each day is the gift of knowledge. With some time, diligence and commitment, the gift of knowledge is something we can continuously give to ourselves.

Angus University

Angus University was founded in 2020 to provide education and resources to both junior and adult members of the American Angus Association as well as the entire beef industry. The goal is to provide a one-stop library for educational resources to empower and equip our members with the information needed to better themselves and their operations, provide a limitless platform that evolves over time, advance Angus education through technology and resources, and serve as a source for all facets of beef industry education.

Angus University is located at www.angus.org within both the Member Services and the News tab. It is your source for all things relating to the Angus business and includes industry-leading information, resources and education.

The primary tabs within Angus University include Resources, Webinar and Newsroom. The

Resources tab contains information sorted into four main categories: Herd Management, Tools and Services, Association Information, and Junior Program Information.

This tab contains various fact sheets, "how to" videos and useful links to aid members. This collection of information is designed to be a comprehensive resource ranging from how to register an animal to a detailed explanation of how to navigate AAA Login. The Webinar tab is where you can locate any upcoming or archived webinar. These video productions are full of information that can better explain programs and services provided by the Association. Within the Newsroom tab, you can find searchable articles and press releases that have been archived for your reference.

This library of information is ever evolving and can be a great resource for members and their customers alike. Visit Angus University for your educational needs, and if you have suggestions for improvements, please feel free to submit your comments within the Contact Us section.

Priorities

By the time you read this, we'll be in the middle of another busy time of year, faced once again by an endless stream of workload and distraction. Nothing new for farmers

and ranchers as we have seen this before. It seems like we jump from one predicament to the next, each commanding our attention and dictating the direction of our lives.

Couple that with the hectic holiday season, and it seems like the stress just piles on, making it difficult to enjoy this special time of year. It doesn't have to be that way. Let's take a moment to pause and try to focus on what's important.

While we hope turning the page to a new year will help us begin anew, we also recognize some old challenges will continue and new ones will arise. Every year presents its own new set of challenges. This year was no different.

Amidst the noise and frustration, we find hope in this season, found in the actual reason we celebrate Christmas. Whatever it takes for you and your family, find a way to let some of the season into your life this year. Merry Christmas! **AJ**

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Editor's note: For more information on programs and services available, contact the Member Services department at 816-383-5100, or email me directly at jcassady@angus.org.