



# The Angus Link

by **TY GROSHANS**, director of commercial programs, American Angus Association

## Technical support team

Do you have a technical support team? Who do you rely on to get the information you need to continue to be successful with your operation?

Communicating with experts in the beef industry and seeking out knowledge of new technologies available will assist producers in making decisions to stay profitable to ensure success for many years. Building a team of experts such as area Extension specialists, veterinarians, seedstock providers, etc., can generate new ideas, new ways to operate and even new marketing outlets for your cattle. Establish for yourself a technical support team that you can call at any time to communicate and re-evaluate your operation and the basic fundamentals that align with your goals.

As American writer Napoleon Hill said, "A goal is a dream with a deadline ... If you keep a goal in your mind, it is nothing more than a dream."

### A supportive role

In the study *Priorities First: Identifying Management Priorities in the Commercial Cow-Calf Business*, "technical support" ranked No. 15. Technical support was not perceived as crucial to profitability as indicated by its low overall ranking. However, this result should not be interpreted to mean producers do not want high-quality information and technical support. Rather, such services are seen as being in a supportive role to higher-level management priorities and decision-making.

Results of the study, which was conducted by Tom Field of Fort Collins, Colo., were drawn from responses of more than 200 successful producers and industry specialists from diverse geographic locations. It should also be noted that a majority of producer respondents were middle-aged managers at the height of their careers in the cow-calf business. Their need for technical support may be lower

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compared to younger and/or less-experienced producers.

### Team of resources

Regardless of your experience level, the American Angus Association has a wealth of resources available, including the staff in the office, regional managers, two excellent publications produced by Angus Productions Inc. (API) — the *Angus Beef Bulletin* and the *Angus Journal* — and several online resources.

The 13 regional managers across the United States work full-time to advance

the Angus breed. These regional managers have a vast knowledge of the available genetics in their respective regions, not only in terms of seedstock cattle but also commercial cattle.

Also, the Association and its entities have advanced web sites containing the most up-to-date information on all aspects of Angus cattle and industry news. The Angus Education Center, available at [www.angus.org/AngusEducation.html](http://www.angus.org/AngusEducation.html), is an online education center that aims to provide visitors — Association members and those interested in beef cattle — with pertinent industry resources and information. It's convenient and accessible 24 hours per day, so you can utilize it at your leisure.

Currently, the Angus Education Center includes an electronic library of Association-developed publications and related learning modules. It is a growing project, and through member feedback and cooperation with other industry partners it will also serve as a portal

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to more specific content related to successfully managing your beef herd.

The exciting part: as a whole, our industry and generations to come will continue to have more and more access to information. This provides opportunity for us to selectively manage our endeavors. We have never had this much access to information; it can be overwhelming, but it is an opportunity as well.

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### Web site support

The American Angus Association and its entities have established valuable resources to serve as part of your technical support team. Visit the following web sites for Angus information and resources:

#### **American Angus Association**

- [www.angus.org](http://www.angus.org)
- [www.angusonline.org](http://www.angusonline.org)
- [www.angussiresearch.com](http://www.angussiresearch.com)
- [www.angusbls.com](http://www.angusbls.com)
- [www.angussource.com](http://www.angussource.com)
- [www.angus.org/AngusEducation.html](http://www.angus.org/AngusEducation.html)

#### **Angus Foundation**

- [www.angusfoundation.org](http://www.angusfoundation.org)

#### **Angus Productions Inc.**

- [www.angusproductions.com](http://www.angusproductions.com)
- [www.angusjournal.com](http://www.angusjournal.com)
- [www.angusbeefbulletin.com](http://www.angusbeefbulletin.com)
- [www.angusalmanac.com](http://www.angusalmanac.com)
- [www.anguseclassifieds.com](http://www.anguseclassifieds.com)
- [www.anguselist.com](http://www.anguselist.com)

#### **National Junior Angus Association**

- [www.njas.info](http://www.njas.info)

#### **Certified Angus Beef LLC**

- [www.certifiedangusbeef.com](http://www.certifiedangusbeef.com)
- [www.cabpartners.com](http://www.cabpartners.com)