

# Angus Stakes

by **SHAUNA ROSE HERMEL**, editor, *Angus Beef Bulletin & Angus Journal*

## Communication, timing

At the University of Wisconsin-Madison, it could be a long hike from meat science classes all the way across campus to my future husband's fraternity house, especially if there was a cold wind blowing off the lake. But it never failed. If I tried to be nice and pick him up after class, I'd sit and wait for 20 minutes, then leave thinking I had missed him. Later, the conversation would be something like: "Thought you said you were going to pick me up." "I was there; waited a half hour." "I told you I had to talk to so-and-so after class." "Nope." "Yeah, I did. Remember, when we were at the library yesterday?"

## A two-way deal

A different day and we could switch roles. Even after celebrating our 20th anniversary, we still have that same conversation, although the subject matter differs.

Oh, we got the big things communicated ... religion, importance of family, football, the difference between dear and DEEEEEERRRRRRR.

Communication involves two parts — the broadcast and the reception.

To communicate a message, it has to be delivered. Now the form of delivery can vary from a whisper to a shout, from scribble on a notepad to a billboard-size illustration to a tweet. It can be face-to-face, via a printing press, over the airwaves, in an e-mail, you name it. But the message has to be sent for information to get from Point A to Point B.

For a message to be communicated, it has to be received. That means someone has to hear, to read, to open, to see, to feel — and, I dare say, it has to pass the surface and reach the awareness of the receiver.

Now, lots of things can go wrong in between the sending and the receiving. The note can get rained on, the billboard can be blown over, the e-mail can be filtered as spam, the speaker can go mute. The messenger can be shot, some other message may be louder, or the receiver may be asleep or otherwise tuning out the frequency.

## The time is right

I can't begin to estimate the number of communiques that come in and go out of the American Angus Association every day. Our switchboard can handle more than 500 incoming calls on a busy day. There are systems in place to handle questions about registration, about AngusSource®, about Certified Angus Beef LLC (CAB) or how to use Angus Information Management Software (AIMS).

For the next few months the Association has in place a formal way to handle your ideas about how the Association can best meet your needs. In short, the Association is listening. Speak now and speak up.

From now through mid-March,

the Association staff and Board is soliciting your input to answer nine questions fundamental to the direction the organization needs to head. There are multiple ways you can provide your input — from stopping in at the Listening

Post at the National Western Stock Show to filling out the survey posted online at [www.angus.org](http://www.angus.org). As for me, I'll be filling out the survey inserted in this magazine (see page 32A-B) and mailing it in, though it may take an extra sheet.

Now's your chance to affect the fundamental direction of the American Angus Association. You have an ear. Tell 'em what they need to know to make the best decisions to serve you.

