



Movin' Forward

by **BRYCE SCHUMANN**, chief executive officer, American Angus Association

Quality at every step

For nearly 130 years, America's farmers and ranchers have together built the Angus breed into the nation's No. 1 source for beef cattle genetics.

Passion for quality

This success has been built on generations of hard-working men and women who — like you — have dedicated their lives to their cattle, the land and a passion for quality.

In fact, quality is at the heart of everything we do — from quality genetics to quality data; from quality programs to quality people.

The Business Breed has been built on that quality focus, and it's led to programs like Certified Angus Beef LLC (CAB), which transformed America's meatcase and helped to reverse years of waning beef demand.

As Angus breeders, your livelihood — and those of more than 60% of U.S. cow-calf producers who now identify their herds as Angus — depends on continuing a long-held commitment to quality.

Your dedication to doing things right is felt at every step of the production

chain. Association programs like Cattlemen's Boot Camps and the recently completed Beef Leaders Institute (BLI) help to foster leadership within the cattle business and promote the basic tenets of producing quality Angus genetics.

Quality assurance

Likewise, the checkoff-funded Beef Quality Assurance (BQA) program also serves as an important part of the quality equation.

The BQA program took shape in the early 1990s. Many of you may recall its precursor, Beef Safety Assurance.

Today, the program teaches U.S. farmers and ranchers commonsense husbandry techniques and best practices for things like herd health and recordkeeping. BQA training and guidelines are designed to make certain all beef consumers can take pride in what they purchase — and that's important in a society frequented with all too many negative anti-agriculture messages.

As you prepare to vaccinate and wean your calves this fall, consider becoming BQA-certified as part of the essential

Summer experience

The American Angus Association and Angus Productions Inc. (API) welcomed four interns to Saint Joseph, Mo., this summer.

Carrie Gilliam, Washington, Kan., served as the 2011 public relations and communications intern, assisting the department by writing press releases and video scripts, editing and designing Angus literature, publicizing Angus events, taking photos and assisting with social media.

Gilliam is a family member of the G&G Angus Cattle operation and is a recent graduate of Kansas State University with a bachelor's degree in ag communications and journalism.

Emily Moore, Jerseyville, Ill., served as junior activities intern, assisting with the planning and execution of National Junior Angus Association (NJAA) shows and events, including the National Junior Angus Show (NJAS) and the Leaders Engaged in Angus Development (LEAD) Conference.

Moore is a third-generation Shorthorn breeder. She attends the University of Illinois and will receive her bachelor's degree in ag communications next year.

Katie Gazda, Athens, Ga., interned with API's Editorial Department, contributing her writing, photography and social media skills to the *Angus Journal*, the *Angus Beef Bulletin*, the *Angus Beef Bulletin EXTRA* and the *Angus e-List*.

Her experience includes raising and showing Angus cattle and working on her family's farm, Gazda Cattle Co. The daughter of David and Carolyn Gazda, she has been involved in the NJAA and the Georgia Junior Angus Association and served as the 2009 Miss American Angus. In the fall, Gazda will be a senior at the University of Georgia (UGA) where she is pursuing a degree in ag communication.

Brandi Kapfer, Memphis, Mo., interned with the Web Services Department, assisting in updating web pages, posting sale books online and finding ways to improve current breeder sites.

Kapfer is a 2011 graduate of Northwest Missouri State University (NWMSU) where she received a bachelor's degree in interactive digital media, an interdisciplinary degree with an integrated curriculum from the departments of computer science, mass communications and fine arts.

quality assurance process. The right management and production practices are often in the best interests of not only the beef industry, but your bottom line.

When Angus calves leave the farm or ranch for quality-focused markets,

your extra efforts carry through to the consumer. In the end, everyone benefits.

Visit www.bqa.org for training manuals, guidelines and other information to become BQA-certified.



AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave. • Saint Joseph, MO 64506-2997

phone: 816-383-5100 • fax: 816-233-9703 • home page: www.angus.org

e-mail: angus@angus.org • Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)

2011 OFFICERS

Joe Hampton, president and chairman of the Board, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; joe.hampton@ncagr.gov • **Jarold Callahan**, vice president and vice chairman of the Board, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com • **Phil Trowbridge**, treasurer, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com

2011 BOARD OF DIRECTORS

Terms expiring in 2011—**Arlen Sawyer**, 44718 873rd Rd., Bassett, NE 68714; cell: 402-760-0232; abcattle@huntel.net • **Doug Schroeder**, 971 Rose Ave., Clarence, IA 52216; cell: 563-357-4044; schroederangus@msn.com • **Darrell Silveira**, PO Box 37, Firebaugh, CA 93622; cell: 559-217-1504; silveirabros@msn.com • **Jim Sitz**, 9100 U.S. Hwy. 91 N., Dillon, MT 59725; cell: 406-925-9888; sitzangus@gmail.com • **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

Terms expiring in 2012—**Charlie Boyd II**, 6077 Helena Rd., Mayslick, KY 41055-8717; cell: 606-584-5194; cboyd2@maysvilleky.net • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; sfostersrf@gmail.com • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; cell: 605-430-4372; sdangus@sdplains.com • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; sg_olson@live.com • **Cathy Watkins**, 4577 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; beaver-ridge@att.net

Terms expiring in 2013—**Leo McDonnell Jr.**, 1640 Hwy. 10, Columbus, MT 59019; cell: 406-780-0176; bulltest@wtp.net • **John Elbert Harrell**, 1343 Lee Rd. 157, Opelika, AL 36804; cell: 334-524-9287; jhnharrell@gmail.com • **John Pfeiffer**

Jr., 5103 W. Hwy. 51, Mulhall, OK 73063; cell: 405-880-0862; pfeiffer@agristar.net • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; james.rentz@yahoo.com • **Kevin Yon**, PO Box 737, Ridge Spring, SC 29129; cell: 803-622-4140; kyon@pbtcomm.net

Industry appointments—**CAB Board**, **Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; bnorton@biozymeinc.com • **AGI Board**, **Doug Parrett**, University of Illinois, Department of Animal Sciences, 184 Animal Sciences Lab MC 630, 1207 W. Gregory Dr., Urbana, IL 61801; office: 217-333-2647; dparrett@illinois.edu • **Foundation Board**, **Laurie Widdowson**, 15175 U.S. Hwy. 30, Lodgepole, NE 69149; cell: 308-249-0205; laurie.sandpointcattle.com

ADMINISTRATIVE STAFF

Bryce Schumann, CEO; **Diane Strahm**, executive administrative assistant; **Bill Bowman**, COO and AGI president; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Terry Cotton**, API president; **John Stika**, CAB LLC president

DEPARTMENTAL STAFF

Lou Ann Adams, director of information systems; **Crystal Albers**, assistant director of communications & web editor; **Bill Bowman**, director of performance programs; **Eric Grant**, director of public relations; **Scott Johnson**, director of AIMS; **Don Laughlin**, director of member services; **Kenny Miller**, director of finance; **Sally Northcutt**, director of genetic research; **Robin Ruff**, director of junior activities; **Sara Snider**, director of AngusSource®; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Crystal Young**, assistant director of public relations