



Movin' Forward

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

The best is yet to come

This summer has been one for the record books. Scorching temperatures and little rain have made it a frustrating time for many in the cattle business. But we cannot lose hope that there are better (and cooler) days just around the corner.

Setting goals

At this time last year, we were involved in the development and approval of our Long-Range Strategic Planning sessions. That process was an extremely valuable experience for our organization and its members. Using feedback from breeders, commercial cattlemen and others with a stake in the Angus business, the Association Board of Directors set strategic goals for the breed and developed four key initiatives to further its success.

Less than a year later, the Association and its members are delivering on all four initiatives:

- development of reproductive trait data and inventory-based reporting;
- development of an education and culinary center;

- expansion of Angus TV; and
- the development of affordable DNA tools for the commercial Angus business.

Long-range success

In June, the Angus Board of Directors met to conduct Association business and set the course for the upcoming fiscal year. Several important decisions were made that week:

Advertising campaign. The Board approved new advertising concepts based on findings from a recent white paper authored by Nevil Speer and titled *Crossbreeding: Considerations and Alternatives in an Evolving Market*. If you haven't had a chance to read the paper, it is available on our website.

Speer presents an interesting challenge for cattlemen, asking them to analyze crossbreeding as an overall management style. Is it really the most cost-effective and efficient way to produce the high-quality beef consumers are demanding?

Our advertising campaign, to begin this fall, will touch on a few of the

questions raised in Speer's paper. Look for them in your favorite cattle publication.

MaternalPlus and GeneMax. Earlier this year, the Association launched two new tools for producers to use on their herds. The first, MaternalPlus, is an inventory-based reporting system focused on improving lifetime productivity measures in the breed. It has seen considerable growth since it was released.

The Board is optimistic that the number of producers using the MaternalPlus program will continue to increase throughout the summer and fall. Learn more about how to participate on our website and through AAA Login.

The second tool, GeneMax™ is targeted toward commercial cattlemen. A partnership between Angus Genetics Inc. (AGI), Certified Angus Beef LLC (CAB) and Pfizer Animal Genetics, GeneMax has received valuable support from academia. Several educational events have helped to promote the test, which

measures gain and grade potential of cattle.

Angus Trading Post. To align with our Long-Range Strategic Plan goals to offer increased marketing opportunities to breeders and their customers, Angus Productions Inc. (API) has developed a new effort called Angus Trading Post. It is an online marketplace, where producers can list their cattle or search for the next addition to their herd. You're sure to read more about this exciting opportunity in the coming months.

As you can see, the American Angus Association — driven by our Board of Angus cattle producers — has accomplished much in the past several months.

Our driving formula is input from our members and their customers.

Our future advancements will continue to center on the Association's one fundamental purpose: to increase member success and profitability.



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)

2012 OFFICERS

Jarold Callahan, president and chairman of the Board, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; callahan@expressranches.com • **Phil Trowbridge**, vice president and vice chairman of the Board, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; phil@trowbridgefarms.com • **Gordon Stucky**, treasurer, 421 N.E. 70 Ave., Kingman, KS 67068; cell: 620-532-4122; gordon@stuckyranch.com

2012 BOARD OF DIRECTORS

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; home: 605-866-4426; 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

Terms expiring in 2014—Chris Sankey, 1121 Lake Rd., Council Grove, KS 66846; cell: 620-343-0456; sankeys6nranch@yahoo.com • **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; JimSitz1@gmail.com

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; **Katie Allen**, director of marketing and public relations for the Angus Foundation; **Tonya Amen**, director of genetic services; **Bill Bowman**, director of performance programs; **Brian Brigham**, director of genetic systems; **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; **Chris Stallo**, assistant director of information systems; **Shelia Stannard**, director of activities & events; **Jena Thompson**, assistant director of public relations