



# Movin' Forward

by **BRYCE SCHUMANN**, CEO, American Angus Association

## A shining example

The Angus Means Business National Convention & Trade Show Nov. 4-6 was a testament to our great cattle breed and the people who stand behind it.

### Angus pride

This year met the American Angus Association and its members with unprecedented opportunities, a healthy bottom line and the best registered-Angus sales figures ever reported. It also contained its fair set of challenges. Amidst this backdrop, something spectacular happened the first week in November — something of which we should all take note.

People from different regions, production environments, herd sizes and industry sectors came together under one roof and, despite their differences, were united by one thing: Pride in the Angus breed.

What began as an unproven idea initiated more than two years ago finally came to fruition in Kansas City, Mo., and provided a shining example of the breed's influence in the production of

quality cattle genetics and quality Angus beef. It also provided a way of moving the breed forward.

Approximately 2,000 cattle producers participated in the many educational workshops, the all-day Angus University, an impressive trade show, entertainment and social events. More than 300 delegates also met for the 131st Annual

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Convention of Delegates to conduct the business of the Business Breed, naming the Association's well-qualified leaders including an officer team and five new members to its Board of Directors. (See page 22 or [www.angusconvention.com](http://www.angusconvention.com) for highlights from the event.)

I want to thank and congratulate the many Association members, staff, Board of Directors and industry partners who took part in this entire process and who allocated much time and energy to ensure a successful event. Your work was evident in the days leading up to and during our first-time convention, and I couldn't be prouder.

### The path forward

The convention and trade show began as a way to open our doors at the Association, to invite more discussion, more people and more value into the larger conversation of raising Angus cattle and providing a quality product from start to finish. We accomplished that in November.

That mission was evident in every endeavor, present in the tours of the Association's Saint Joseph, Mo., headquarters, and throughout the event as people met in the trade show, in the lobby, in the main exhibit halls and in the hallways.



Everywhere one looked, the convention facility teemed with people meeting, sharing ideas, debating and learning.

I'm grateful to the staff of the American Angus Association and its four entities for their professionalism in conducting the event, to the Board for making it possible and to you for participating in this high-caliber event that raises the bar for our breed and provides a path forward.



## AMERICAN ANGUS ASSOCIATION®

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### 2015 OFFICERS

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### 2015 BOARD OF DIRECTORS

**Terms expiring in 2015** — **Charlie Boyd**, treasurer, 6077 Helena Rd., May's Lick, KY 41055; cell: 606-584-5194; [cboyd2@maysvilleky.net](mailto:cboyd2@maysvilleky.net) • **Scott Foster**, 11893 M 140, Niles, MI 49120; cell: 269-208-6470; [sfostersrf@gmail.com](mailto:sfostersrf@gmail.com) • **Phil Howell**, 729 W. Washington St., PO Box 442, Winchester, IN 47394; cell: 765-546-0838; [dochowell765@aol.com](mailto:dochowell765@aol.com) • **Vaughn Meyer**, 15571 Sorum Rd., Reva, SD 57651; home: 605-866-4426; [sdangus@sdplains.com](mailto:sdangus@sdplains.com) • **Don Schiefelbein**, 34897 717th Ave., Kimball, MN 55353; cell: 303-324-5149; [dschiefel@meltel.net](mailto:dschiefel@meltel.net)

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**Industry appointments** — **CAB Board**, **Dwight 'Kip' Palmer**, Palmer Food Services, 900 Jefferson Rd., Rochester, NY 14623; office: 585-424-3210; [kpalmers@palmerfoods.com](mailto:kpalmers@palmerfoods.com) • **AGI Board liaison**, **Dr. Larry Kuehn**, U.S. Meat Animal Research Center, P.O. Box 166, Clay Center, NE 68933; office: 402-762-4352; [larry.kuehn@ars.usda.gov](mailto:larry.kuehn@ars.usda.gov) • **Foundation Board**, **Curtis Long**, RR 4, Box 620, Butler, MO 64730; cell: 660-200-5945; [vepperson@butlerdoctor.com](mailto:vepperson@butlerdoctor.com)

### ADMINISTRATIVE STAFF

**Bryce Schumann**, CEO; **Diane Strahm**, executive administrative assistant; **Rich Wilson**, CFO; **Milford Jenkins**, Angus Foundation president; **Dan Moser**, AGI president; **Eric Grant**, API president; **Terry Cotton**, vice president of sales; **John Stika**, CAB LLC president; **Chris Stallo**, vice president of operations

### DEPARTMENTAL STAFF

**Crystal Albers**, director of communications; **Tonya Amen**, director of genetic services; **Eric Grant**, director of public relations; **Carrie Horsley**, director of marketing and public relations for the Angus Foundation; **Jason Kenyon**, director of information systems; **Ginette Kurtz**, director of commercial relations; **Kenny Miller**, director of finance; **Ashley Mitchell**, assistant director of events and education; **Jaclyn Upperman**, director of events and education; **Brenda Weigert**, operations coordinator for member services