American Angus Association Seeks Your Input

The leading U.S. beef breed organization begins long-range planning sessions this winter.

by **CRYSTAL ALBERS**

The American Angus Association Board of Directors has announced a long-range planning initiative to identify and assess the needs of members and their customers.

Beginning this winter, the American Angus Association will conduct a series of long-range planning sessions geared toward accumulating input and subsequently developing long-range efforts and strategies to continue the breed's relevance into the future.

Association President Joe Hampton says the organization will seek member input through a variety of media and meetings scheduled to take place over the course of several months.

The initiative remains in its initial planning phase, but the Association plans to unveil specific details soon. The Association staff and Board will begin gathering input during Angus events in conjunction with the 2011 National Western Stock Show in Denver, Colo.

"The goal of these long-range efforts is to develop a defined strategy to set the course of our organization based upon the input of our membership, those who use our genetics, and other industry stakeholders," Hampton says. "We have a tremendous and diverse membership. Together, we can help set the course for the Angus breed for the next several years."

Bryce Schumann, Association CEO, says staff will spend the next few months implementing the long-range sessions and prioritizing the areas that will keep Angus genetics an integral component of the industry.

"Our performance in fiscal year 2010 continued to demonstrate strong demand for quality Angus genetics and solidified our long-held position as a leader in the beef cattle industry," Schumann, says. "This long-range planning initiative is meant to continue that industry leading position and Angus demand well into our future."

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