



# Movin' Forward

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

## Kudos to API

Celebrating its 30th anniversary this year is one of the quietest — and most unheralded — success stories in the cattle business.

### Dedicated team

Angus Productions Inc. (API) was launched in 1979 when the American Angus Association purchased the *Angus Journal* and brought the business to Saint Joseph, Mo., to strengthen and focus Association communications efforts.

Since that time, the API crew has produced more pages of advertising, more pages of quality editorial, more sale books and more producer web sites than anyone in the business.

And, from Day 1, they've tackled every task that we've asked of them while delivering unmatched service to our membership at the

highest level of quality and professionalism.

Consider for a moment the logistical challenges of producing just one issue of *Angus Journal*. Every ad must be sold, written and designed, requiring the efforts of many. Every feature article must be scheduled months before publication, assigned to a writer, written, edited and designed. Every photo must be taken by someone in the field, prepared for printing and placed in an ad or article. Every word is proofed. Every number is checked. Every piece of information and every layout is checked, and checked again. All of these things

must be done on a continuing, 30-day production schedule.

Five times a year, API publishes the *Journal* and *Angus Beef Bulletin* within the same month, sometimes simultaneously — while at the same



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time producing an average of more than one sale book a day.

All the while, API provides design and support services for more than 256 breeder and agribusiness web sites. It also distributes advertising, sale books, show and sale reports, Angus news and industry information to online readers.

### Professional products

API is able to handle this volume of work — and in a quality, consistent way — because of its team of dedicated professionals.

They don't seek the limelight, just a quality product that benefits us all.

They make it possible for us to promote our sales and events, to

advertise our cattle to the world, and to learn more about new technologies, management practices and events that will shape our livelihoods.

In a nutshell, API is at the foundation of the North American Angus business.

I'd like to thank the API team for their hard work and dedication, and let them know how much we appreciate their ongoing efforts.

We are fortunate to have them as part of our team, and the industry is a better place because of the quality and expertise that they bring to the table.

For the last 30 years, your work has not gone unnoticed. And we look forward to even greater things to come.



## AMERICAN ANGUS ASSOCIATION®

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