



# Movin' Forward

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

## The end of mediocrity

A tombstone outside Edd Hendee's restaurant marks the final resting place of a chicken-fried steak, something he says a great steak house should never have on its menu.

Hendee, a Houston-based radio commentator and restaurateur, is the owner of Taste of Texas, a casual, upscale restaurant that he founded in 1977 with his wife, Nina.

Back then, when they abandoned their "average" menu for food items that would exceed their customers' expectations for quality, a lot of people didn't think they'd survive.

Bankers refused to loan them money. Food writers said their higher prices would drive away business.

And, pundits believed customers would turn away from their narrowly focused menu, which no longer included items like chicken-fried steak, fish and chicken.

What actually happened was the opposite of all the pundits' predictions.

And a big piece of the Hendees' success was their decision to focus on

quality, particularly through the use of the *Certified Angus Beef*® (CAB®) brand.

"We decided if we were going to be anything, we needed to be the best at something," Hendee recalls.

What actually happened went against all of the conventional wisdom of the time. Instead of doing things on the cheap, the Hendees switched to CAB, a beef product known for its consistency and quality.

### Focus on greatness

Today, their restaurant overflows with customers. Their business is thriving. And their commitment to quality stands as a fitting example for others to model their own business ventures after.

Hendee is quick to credit the high-quality CAB brand to his restaurants' success, and like other restaurateurs around the country who have moved from average to focusing on greatness, he is deeply grateful to the farmers and ranchers who produce this great product.

**"You don't win a customer by giving them what they want. You give them more than they expect. You exceed their expectations."**

— Edd Hendee

"You don't win a customer by giving them what they want," Hendee says. "You give them more than they expect. You exceed their expectations."

During the last year, despite the downturn in the economy, this simple message has resonated across the Angus business.

In fact, CAB achieved record sales levels for the third consecutive year, increasing in 2009 by nearly 5% over 2008 levels. During the last 12 months, the brand has set a half dozen monthly sales records, and we continue on pace to set another annual record this year.

While much of the increase has taken place among consumers who are eating more at home, it indicates that their buying decisions, in large part,

continue to be motivated by quality.

We need to keep this in mind as we head into spring, particularly as we approach the breeding season. Take some time to evaluate your cow herd to ensure you're producing only the highest-quality cattle for people like Edd Hendee.

In following Hendee's example — by "burying mediocrity" and embracing the highest quality possible — you'll be strengthening not only your economic position, but that of countless others downstream.



## AMERICAN ANGUS ASSOCIATION®

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

phone: 816-383-5100 • fax: 816-233-9703 • home page: [www.angus.org](http://www.angus.org)

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

### 2010 OFFICERS

**Bill Davis**, president and chairman of the Board, 34840 CR 106, Sidney, MT 59270; cell: 406-489-2311; [rolnrok@hughes.net](mailto:rolnrok@hughes.net) • **Joe Hampton**, vice president and vice chairman of the Board, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; cell: 704-880-2488; [joe.hampton@ncagr.gov](mailto:joe.hampton@ncagr.gov) • **Jarold Callahan**, treasurer, 7450 N.W. 192nd St., Edmond, OK 73012; cell: 405-590-3061; [callahan@expressranches.com](mailto:callahan@expressranches.com)

### 2010 BOARD OF DIRECTORS

**Terms expiring in 2010—Jarold Callahan • Norman Garton**, 15660 E. Pawhuska Rd., Nevada, MO 64772; cell: 417-684-5477; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) • **Chad Hoffman**, 33995 E. 1900 N Rd., Colfax, IL 61728; cell: 309-838-4929; [angus21@mchsi.com](mailto:angus21@mchsi.com) • **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828; cell: 937-477-5347; [james.rentz@yahoo.com](mailto:james.rentz@yahoo.com) • **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; cell: 518-369-6584; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

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

**Terms expiring in 2012—Charlie Boyd II**, 6077 Helena Rd., Mays Lick, KY 41055-8717; 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) • **Vaughn**

**Meyer**, 15571 Sorum Rd., Reva, SD 57651; cell: 605-430-4372; [sdangus@sdplains.com](mailto:sdangus@sdplains.com) • **Steve Olson**, PO Box 590, Hereford, TX 79045; cell: 806-676-3556; [sg\\_olson@live.com](mailto:sg_olson@live.com) • **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; cell: 765-635-4222; [beaver-ridge@att.net](mailto:beaver-ridge@att.net)

**Industry appointments—CAB and Angus Foundation boards, Robert Norton Jr.**, BioZyme Inc., PO Box 4428, 6010 Stockyards Expressway, Saint Joseph, MO 64504; office: 816-238-3326; [bnorton@biozymeinc.com](mailto: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@uiuc.edu](mailto:dparrett@uiuc.edu)

### 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**, assistant 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; **Richard Wilson**, director of finance; **Crystal Young**, assistant director of public relations