



Disruptive or Innovative?

Travelocity founder encourages Angus breeders to say “yes” to innovation.

by Lindsay King

Having touched down in more than 120 countries, Terry Jones shared his worldly views Nov. 2 with a captive audience of Angus breeders at the Angus Genomics Symposium during the 2019 Angus Convention in Reno, Nev. What caught the cattlemen’s attention? Jones’s buzzword: disruption.

Audience thoughts immediately went to social media and the intrusive cell phone. Jones was quick to explain the concept of disruption and why producers should embrace it.

“Things are moving fast, and it’s connectivity that’s made things move so fast,” Jones said. “The telephone took 75 years to reach 50 million users. Pokémon Go™ only took 15 days to reach that number.”

Everyone knows what happened to Blockbuster by way of connectivity. In 2008, the company’s CEO wasn’t worried about the looming streaming systems. Just 10 years later, Blockbuster closed its doors permanently. What that CEO viewed as a disruption was an innovation for Netflix. It’s that small manner of thinking that clinched Blockbuster’s fate and everything Jones encouraged convention attendees to avoid.

Rapid rate of change

Jones challenged producers to think outside the box when it comes to revolutionizing the Angus cow. Production doesn’t typically change much from one generation to the

next, but Jones predicts that won’t be an option anymore.

“Over the next five years, we will see as much change as we have seen in the last 70,” Max Armstrong said as he introduced Jones.

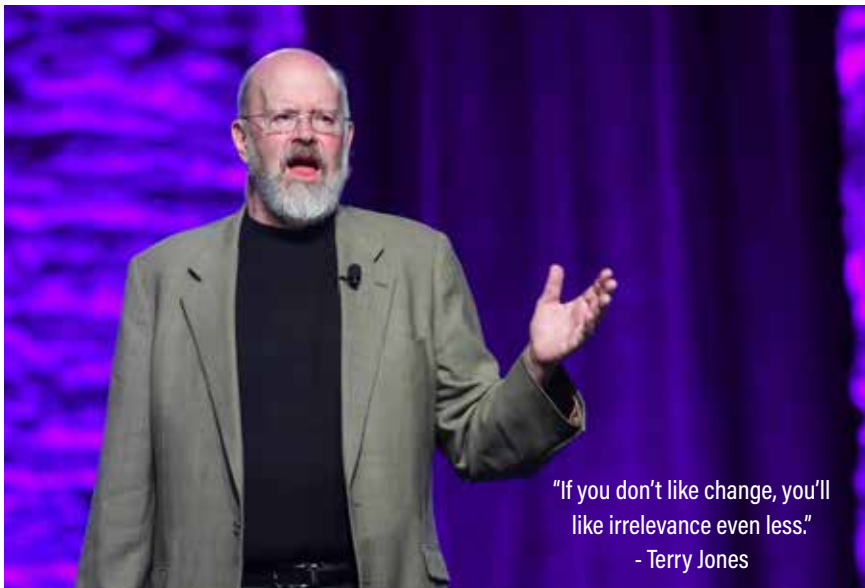
In a world where “this is how we’ve always done things” prevails, Jones told breeders to follow his lead when it comes to risk.

“I started my career as a receptionist for a travel agency almost 50 years ago,” Jones said. His career quickly evolved into becoming an entrepreneur when Jones saw an avenue for recreating the travel agency system.

He is the founder and former CEO of Travelocity. But that’s just one of three successful startups Jones has launched in his 70-year life. His most recent startup was surprisingly a failure, but that’s not something Jones frowns upon.

“Failure is ok,” Jones said. “It’s an open door. You don’t have to totally fail, but you do have to experiment. At *Kayak.com* 20% of what you see every day is a test. We are constantly failing and continuously learning.”

Jones introduced 10 forces of digital disruption: connectivity, big data, Internet of Things (IoT), mobility, robotics, drones, artificial intelligence (the other AI), virtual reality, 3D printing and AI becoming the new user interface.



Though the internet might appear to be the heartbeat of these disruptions, it's the perspective of the cattlemen that makes the difference.


"If you don't like change, you'll like irrelevance even less," Jones said. Though this statement brought a round of laughs, it's all too clear that adaptability is becoming the name of the game in cattle country.

Drones fly parallel to mounted cattlemen as the two check cattle; tractors are plowing fields but harbor no driver; fitness tracking-like bands are becoming common place on cattle pasterns. The point Jones was making was this: don't let some kid in Silicon Valley steal your business.

In other words, he said to take the leap of faith when it comes to risk and innovation.

"Disruption and innovation are just two sides of the same coin," Jones said. Innovations are only viewed as a disruption when that organization didn't do it. If the coin were flipped and you had the brilliant idea, it wouldn't be considered a disruption at all.

Most people know where they are headed, but getting there is the hardest part. Jones encouraged Angus breeders to adapt to the technology that could get them there.

"If you come together as a trade association — which you have done — you are collectively smarter than any startup," Jones said. "You just have to stop saying 'no' and realize that in the 21st century you have to take risks. Saying 'yes' is hard; saying 'no' is easy." 

Pioneer in Pulmonary Arterial Pressure Research Recognized

Tim Holt recognized with the Tomhave Industry Achievement Award.

by Karen Hiltbrand, American Angus Association



Pictured (from left) are Mark McCully, Association CEO; Tim Holt; and Dan Moser, AGI president.

Serving as a standard for researchers to follow, Tim Holt was named the recipient of the Tomhave Industry Achievement Award on Nov. 2 at the Angus Genomics Symposium during the 2019 Angus Convention.

The Tomhave Industry Achievement Award was created in partnership with Neogen Geneseek, to recognize and celebrate those who have made their mark on the beef cattle industry. The award was created in honor of 21-year secretary

of the American Angus Association® William H. Tomhave. Both an admired cattleman and longtime servant to the Angus breed, Tomhave helped rebuild confidence in the Association by overseeing a period in which registrations, transfers and membership grew at a historic pace.

Tim Holt, a veterinarian and associate professor at Colorado State University (CSU), is no stranger to the Angus breed. He has distinguished himself globally as a leader in research in the field of high-altitude tolerance testing. Holt is known around the world for his pioneering of the pulmonary arterial pressure (PAP) test.

"Without innovation, progress cannot be made, and it's individuals like Dr. Holt who are leading the way in advancement," said American Angus Association CEO Mark McCully. "The development of PAP testing is another great tool for members to utilize to help ensure they meet their production goals."

Holt's contributions in the field of combating high altitude disease with the use of pulmonary arterial pressure measurements, or PAP testing, have significantly benefited the breeders and ranchers who manage cattle in our nation's high country.

The American Angus Association released the first research expected progeny difference (EPD) for PAP in early 2019. This milestone would not have been possible without Holt's perseverance and ingenuity. This research EPD stems from collaborative efforts between CSU, the American Angus Association and Angus Genetics Inc (AGI). This soon-to-be-released EPD is a first of its kind for any breed association and will help producers identify cattle less susceptible to high altitude disease.

"For the first time in my life, I don't know what to say," Holt said. "It's overwhelming and astronomically humbling to be given an award for doing what you love to do and having a passion for what you do, especially when it's given by people who I love to work with."