

by Mark McCully
CEO, American Angus Association



Focus is the key

Years ago, I had one of those motivational pictures hanging in my office. I was playing more golf at the time and this picture was of an island green. The title of the picture was “Focus” and the caption read, “The ability to block out the unnecessary puts the goals within reach.”

Since moving into this role, I’ve been frequently reminded of that picture and the need to be focused. Concentrating on strategic priorities is vital for the Association.

In November, staff brought a draft of strategic priorities to the Board of Directors. With much dialogue and input from the directors, we settled on a list for the coming fiscal year.

The intention is what that poster reminded me of: focus. There are many day-to-day activities that fall outside of these priorities. Important member services will not be downplayed. These strategic priorities are those bigger areas that will take specific effort to make improvements, and are centered around four key areas with strategies under each area.

You can read more of those details below, but I want to call out a few.

Elevating communication and educational opportunities for, and with, our membership is vital. I

want our members to be incredibly confident in their Association and utilizing programs and tools that best fit their operation. Communication is also a two-way street. We want to hear from members and better understand their challenges and priorities.

We will serve you to help make our Angus cattle even better. I’m excited to work on emerging tools around cow herd longevity, fertility, immune response and environmental adaptability. To do that, we must find ways to collect the phenotypes that will keep our genetic predictions and genomic tools powerful and accurate.

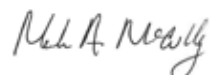
We will be intentional in our breed promotion efforts to create value with a focus on the registration paper and the registered Angus bull and female. There is tremendous significance in the documentation and information that comes with registered seedstock, and we need to showcase it. And, part of driving demand for registered

Angus bulls will be growing the AngusLinkSM program.

Through Angus MediaSM, we will continue to innovate new marketing programs for members of all sizes.

Financial stability and sustainability of the Association is vital. We want to keep fees and services affordable and yet offer industry-leading programs. Over the next year we will look at fees, services and the revenue model while considering alternative ways to package them in a way that is both strategic and in line with our mission.

These strategic priorities are certainly not all-inclusive, but it provides us with key areas of focus for the near future. I’m excited about the progress we can make with these intentional priorities and ultimately, how they will benefit the Angus breeder. **AJ**



mmccully@angus.org

American Angus Association Strategic Priorities for FY2020

Membership

- Elevate communication and educational opportunities for members to increase knowledge, confidence and utilization of Association programs and tools
- Increase member services by improvement of recordkeeping tools and website (Login) navigation
- Increase member recruitment and retention
- Increase leadership development opportunities for youth including options for recent National Junior Angus Association (NJAA) alumni

Genetic Improvement

- Increase whole herd data collection to better characterize and predict longevity traits
- Better characterize the genetics of animal health and environmental adaptability
- Improve fertility and conception rates
- Improve consistency and eating satisfaction of our end product
- Increase the collection of phenotypes

Value Creation

- Elevate the value of the registration paper to the commercial producer
- Increase the value of feeder cattle sired by

registered Angus bulls through AngusLinkSM

- Innovate with new marketing and advertising programs for members
- Elevate the benefits of Angus over other breed options

Association Sustainability

- Explore options for fees and services including bundling and inventory-based systems
- Model future core revenue streams and expenses for the Association and its entities

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816-383-5100

www.angus.org/Media/About/AngusJournal.aspx

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AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703

Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central); home page: www.angus.org

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cell: 303-324-5149; dschiefel@meltel.net •
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cell: 925-250-5304; dplangus@aol.com
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jconnealy@gmail.com •
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Terms expiring in 2021 — Jim Brinkley, Missouri; phone: 660-265-5565; brinkleyangus@windstream.net • James S. Coffey, Kentucky; cell: 859-238-0771; james@branchviewangus.com • Chuck Grove, Virginia; cell: 816-390-6600; chuckgrove64@hotmail.com • Mike McCravy, Georgia; cell: 770-328-2047; mmcattle@yahoo.com • Mick Varilek, South Dakota; cell: 605-680-2555; varilekangus@midstatesd.net

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