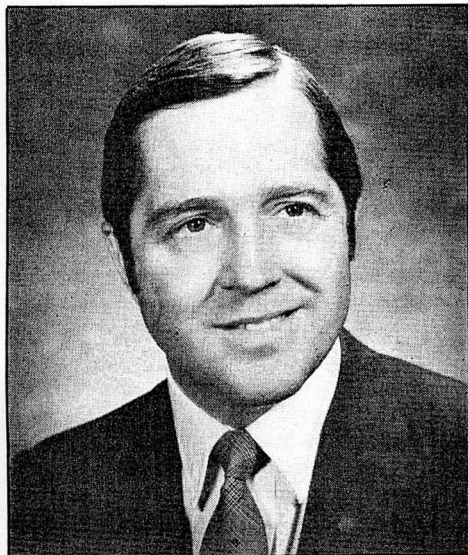


from the office

LEAD IN

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This new year is destined to be a good one for Angus activity if business in November and December are reliable barometers. The first two months of fiscal year 1983 show a marked increase in all categories of activity—registrations, transfers and Regular and Junior memberships issued.

Registered Angus auction sales this past fall have also been a rewarding experience for most members. Averages appear to be generally up. All this reflects an increase in the widespread respect for Angus cattle, and more general acceptance of their profit-making potential by commercial cattle buyers across the country.

Even though we can look to 1983 with a great deal of optimism, I want to discuss various efforts that are underway at the American Angus Assn. office to increase all Angus activity. At the same time, I want to encourage you to join in the concentrated Association effort to boost Angus business and to further enhance use of Angus cattle in commercial herds.

Last December the office began mailing a personal letter to all non-member buyers of registered Angus bulls and females. The letter encourages them to become members

of the American Angus Assn. and to become more involved in Association and Angus activities. This non-member buyers list often totals more than 300 people in any given week. It represents tremendous potential for new activity. The first few weeks of the program have produced significant results.

In addition to this letter, a letter is being sent to members who become inactive because they have not registered cattle for three consecutive years. The letter explains the benefits of registering cattle, of keeping their cow herd registrations up to date, and of being an active member of the Association. In addition, we conduct surveys of inactive members to determine why they have become inactive, and to learn how we can help to keep them in the registered Angus business. We use all this information to help keep the loss of members and the loss of Angus business to a minimum.

Too often we overlook the role played in our business by the people who have small herds and record only a few head each year. However, those members who record 10 head of cattle or less each year represent more than 75% of our active members and they account for about one-fourth of our income from registrations. They are vital to the success of the Angus breed and we must continue to find ways to make their experience in the Angus business more profitable and enjoyable.

In February we will send a multiple registration form to all members to simplify the registration of spring and fall calves. A second mailing is being considered for later in the year. It only costs a few dollars to register a potential purebred replacement heifer or herd bull, and the registration certificate, particularly if it is a performance registration certificate, can help sell these animals.

Further, if you have received work from the Association office in recent weeks you have observed a colorful flyer that is being included with all daily work. The flyer encourages you to transfer all registered animals that you sell and to transfer them on performance certificates. There is no additional cost to seller or buyer for the perform-

ance certificate and it is an excellent way to demonstrate the added value of the cattle you sell. The certificate is something that few other producers of registered breeding cattle can offer their customers.

The flyer also discusses the promotional dollars that are generated when Angus breeders transfer cattle. One dollar from each Angus transfer is sent to the Beef Industry Council of the National Live Stock and Meat Board to be used exclusively for advertising beef to consumers. We have a long way to go to catch up with other livestock species in promoting our product to the consuming public, but we have made a good start and we must constantly work for improvement.

In other correspondence with potential members we are explaining the value of the *ANGUS JOURNAL*, and why everyone who is involved with the Angus business, registered and commercial, should be receiving it. The *JOURNAL* is a strong selling point for membership in the Association.

You too can take an active role in beefing up the Angus business and the strength of your Association. When you sell cattle to non-members you might find it a very good public relations move to buy them a Regular or Junior membership. At the very least, supply them with a membership blank, and explain the advantages of becoming a member. One of the strongest selling points for membership is that they will receive the *JOURNAL*. Of course, they are also eligible to enroll immediately in the AHIR program. Be sure, too, to get these people involved as soon as possible in your local and state Angus associations. People who become involved early are more likely to be a success and to be long-term contributing members in our business.

The American Angus Assn. has accepted the challenge in 1983 to increase business activity and the strength of the Angus breed. This challenge is not just for the Association staff and its officers and directors. The Association is you. Without your interest and support we cannot fully achieve our goals as we strive to improve on our number one status in the industry. **AJ**