



Angus Incentive Program

Cash Awards, Prizes to Individuals and State Associations in Membership Campaign

The cattle business is set to rebound during 1984, many farm economists believe. As a result the American Angus Assn. has announced a 1984 national Angus membership campaign and registration and transfer incentive program designed to help the Angus breed capture a significant portion of this beef cattle growth.

The programs offer valuable prizes to members and cash incentive awards to state Angus associations who help boost activity in the American Angus Assn., reports Dick Spader, executive vice president of the Association.

The grand prize for individual members is a round trip ticket to Denver for the 1985 National Western Stock Show plus three nights free lodging in the Angus headquarters hotel. This individual will also be named Angus Promoter of the Year and receive an appropriately engraved replica of the famous western statue "The Drifter." The grand prize will be awarded to the individual who sells the most new memberships that total \$1,000 or more. In addition, each member who sells at least \$1,000 worth of new memberships will receive a new pair of Justin cowhide boots.

However, nearly every individual has an opportunity to win. The member who sells only \$50 in memberships (for instance, three regular and two junior memberships) will receive a beautiful gold-tone Angus lapel pin. For selling \$100 or more in memberships the prize is an Angus boot carrier. An Angus weather vane will be awarded to breeders who sell \$200 or more in memberships, and a beautifully designed nickel-silver Angus belt buckle goes to individuals who sell \$500 in memberships. The awards will be made at the end of the 1984 fiscal year and the American Angus Assn. will keep track of all sales as long as breeders put their name, address and member code on the front of each membership they are responsible for selling.

State Angus associations can earn cash incentive awards for helping increase registrations, transfers and memberships within their states, above their base, which is the official 1983 fiscal year figures.

For example, each state association will receive a \$5 incentive award for each new regular membership above their 1983 base. This is in addition to the awards that individual breeders within that state will receive. For example, in 1983 Illinois had 70 new members. If there are 90 new regular Illinois members in the 1984 fiscal year, the Illinois Angus Assn. will receive \$100.

The state incentive program for registrations and transfers is based upon various size categories. There is a separate program for both registrations and transfers. The categories for both registrations and transfers, and the awards that state Angus Associations will receive are presented in the chart below.

registered cattle from them joins the American Angus Assn.

Any member may participate, by writing or telephoning the Association and asking for their free membership kit. It will include applications for regular and junior membership, plus instructions on how to sell the most memberships.

For example, many members may want to price their cattle so that the price of the animal includes a \$20 regular or \$5 junior membership for the buyer. In addition to being good public relations the new member will be reminded of you each month when he or she receives the Angus Journal.

Breeders who feel that this is too expensive, can still insure that many of their new

STATE INCENTIVE PROGRAM FOR REGISTRATIONS AND TRANSFERS		
Category	Required Increment	Incentive Award
0 to 250	25	\$ 25 for each 25 increase
251 to 500	50	\$ 50 for each 50 increase
501 to 1,000	100	\$100 for each 100 increase
1,001 to 2,500	10%	\$150 for each 10% increase
2,501 to 5,000	10%	\$200 for each 10% increase
5,001 to 10,000	10%	\$300 for each 10% increase
10,001 to 15,000	10%	\$400 for each 10% increase
15,001 to 20,000	10%	\$500 for each 10% increase

For example, a state in the 501 to 1,000 registration category could win \$100 for each 100-head increase in registrations in the state during the 1984 fiscal year. States with over 1,000 transfers but not more than 2,500 in 1983 could win \$300 by increasing its transfers by 20 percent during the 1984 fiscal year.

Details of the state incentive program will be mailed soon to all regional managers as well as representatives of the various state Angus associations. However, people with questions should contact staff members of the Association at their convenience.

A flyer detailing the individual breeder 1984 Angus membership campaign will be mailed to most members within the next few weeks. It offers individuals the opportunity to earn valuable prizes just by making sure that each person who purchases

customers join the American Angus Assn. by following this procedure. After the sale is completed, fill out the appropriate membership blank for the person who purchases the animal. Explain that all he needs to do is sign the application and mail it with a check to become a member of the American Angus Assn. Emphasize that membership includes a one-year subscription to the Angus Journal.

Remember, Angus growth means more business for all members of the American Angus Assn. The more new members you personally sign up, the more Angus business you can expect in the years ahead. What's more, an increased number of new members and registrations means more funds will be available for national Angus promotion and advertising and other programs that help Angus breeders become more successful.

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