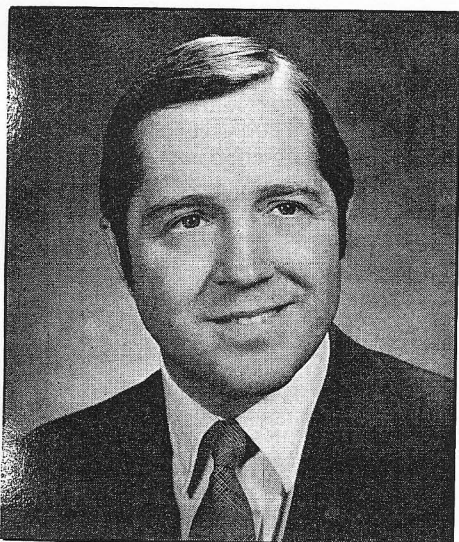


# from the office

## LEAD IN

By Richard Spader  
Executive Vice President  
American Angus Association



Growth of the Angus breed is the responsibility of every Angus Association member. The national advertising and promotion funded by the fees you pay for registrations, transfers and A.I. service certificates is vital to the success and growth of the breed, but it is not enough.

The Association needs for each of its members to actively sell the Angus breed and the Association if it is to continue to prosper and serve members. Today, many people don't join the American Angus Assn. until they need to register cattle. From the time they buy their first Angus until the calves are weaned they remain outside the Association. As a result, many simply don't get the early information and support they need.

How much better it would be if people joined the Association at the time they bought their first animals, even before they purchased their first cattle. The member would begin receiving the Angus Journal within a few weeks. In addition, the Association would immediately send the new member a packet containing the Breeder's Reference Guide, a flyer telling about the regional manager in the area and how to get in touch with him if they need help, plus information on the Angus Herd Improvement Records program and pamphlets containing a wealth of other information.

From the moment these people joined the Association they would be an official part of the American Angus Assn. and have the opportunity to learn more about the business and to become involved in Angus activities in their area. Chances are they would remain active members of the Association far longer than the rather disappointing seven years that the average new member lasts today.

I would like to ask each of you to make certain that every person you sell cattle to becomes a member of the American Angus Assn. almost on the spot. It shouldn't be a difficult or expensive task and, what's more, the American Angus Assn. will reward you

for your efforts as a part of our new 1984 Angus Membership Campaign. The awards are based upon dollar figures, instead of number of new members since regular memberships cost \$20 and junior memberships are only \$5. So if before Sept. 30 you sign up two regular members and two junior members (\$50 total) and put your name, address and member code on the front of each membership application, you will receive a beautiful goldtone Angus lapel pin at the end of the fiscal year. The prizes range up through \$100, \$200, \$500 and \$1,000 sale categories. For obtaining 25 new memberships (\$500) you will receive a beautiful Angus nickel-silver belt buckle.

The grand prize, for those who sell the most memberships that total \$1,000 or more, is a round-trip airplane ticket to the 1985 National Western Stock Show and three nights lodging in the Angus headquarters hotel. Plus, that individual will receive a special trophy and be named "Angus Promoter of the Year."

The state Angus association incentive programs are a bit more detailed but they offer state organizations an opportunity to increase their income this year. Information on both programs is outlined in a story in this issue of the Angus Journal.

The prizes are valuable and it should be fun competing for them. States might even want to set up their own program to reward the top membership sales person in their state.

But, most important, if you get involved you will know that you are building a sound foundation for Angus business to build upon in the years ahead. As individual Angus breeders we have taken a lot for granted over the years. It is time more of us took more individual responsibility for the future of the Angus breed and its overall success. I hope each member will take a firm step in that direction this year by making sure that new people in the business become members immediately. We will all benefit and you will win a prize for your efforts.

AJ