

LEAD IN

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There are many reasons why cattlemen join the American Angus Assn. Some are personal and others are based upon sound economic reasons.

I personally know people who have joined for their children. Others join because the Association provides activities and services that appeal to business people. Still others participate because of social reasons, many because their Angus business is a family affair. Most everyone joined because of their desire to be in the purebred registry business and they selected Angus as their breed.

Whatever the reason, the American Angus Assn. is a large organization with a very diverse membership-one which requires a broad range of programs and activities to meet the needs of the members and the breed.

Regardless of their reasons for joining or for breeding registered Angus cattle, all members should occasionally take stock of the Association. They should ask themselves whether or not they receive from the Association what they feel is necessary to fulfill their needs as members. We know that different members have different needs so the continuing challenge for members, Board and staff is to develop and implement the programs and policies that as far as is possible meet the specific needs of the membership.

The Association has developed specific departments over the years to address various issues. Activities, breed improvement, junior activities, public relations and advertising, member services, field services and CAB represent the major areas of Association service to members.

A great deal of time and effort is expended in each one of these areas to offer the best services to our members. It is no accident, for example, that Angus Association members are the only breed association members in the world who enjoy one day turn-around time on registrations and transfers. Many of the good ideas and recommendations for improvement in all areas come directly from the membership. The Certified Angus Beef program grew out of the interest of a group of Angus breeders in promoting high quality Angus beef to consumers. For this reason, your input is very vital to both the short term and long term growth of this Association.

I encourage you to share your thoughts and ideas with Directors, staff or me, personally. This is the sure way to see that our programs continued to expand and improve to meet the needs of members today and in the future.

The first three months of Fiscal 1989 have been some of the most exciting in recent years. Virtually all areas of Association business are up between 10 and 20 percent. This means we all have a lot to be proud of and it also reflects stronger demand for Angus cattle and renewed interest in the registered Angus business. But good times do not call for complacency. If we are to continue to grow and improve on a local, state and national level, then we need the help of every Association member.

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