

JUST COZ

by Rick Cozzitorto
President, Angus Media



Devoted to serving members

The 2018 sale season is well under way, with the cattle market stronger than anyone expected. Though a blessing, cattle producers have also battled a very tough winter across the country, enduring long periods of frigid cold and worrisome days doing what was necessary to ensure cattle were fed and watered.

I'm sure America's farmers and ranchers share my sentiments in looking forward to warmer temperatures, longer days and new beginnings of the coming spring.

In this issue of the *Angus Journal*, we feature Terry Cotton, a remarkable man who has given 37+ years of his life to the Angus breed, traveling to sales across the country providing sales and marketing strategies to keep their operations at peak performance.

I hope you appreciate the numerous sacrifices and contributions Terry has made to further the Angus breed. The many days and nights spent away from his home and family should not go unnoticed or unappreciated.

I speak for us all in sincere appreciation, Terry, for your devotion to the American Angus Association and to Angus Productions Inc.

To Sara, Drew and Adam, thank you for sharing your husband and father with us throughout these years.

Terry, there are no words to adequately express your legendary dedication to this breed. We are blessed to know you and better for having worked with you. May God bless you and your family. Happy trails, my friend!

Marketing tool

Our Angus Media team has been busy advancing our marketing tools for the benefit of our customers and their operations. With a new feature

added to our sale books, you now have the ability to display cattle videos in conjunction with your online sale books. This a great way to market your operations and to expand your audience base.

In 2017, Angus Media online sale books received more than 38 million page views. Now, let those numbers sink in for a moment — 38 million pages viewed with the average viewer staying on the site for 9 minutes.

Compare these numbers to the averages in the industry, and the online sale book and video page is, by far, the most viewed site in agriculture. What a great additional marketing tool you now have at your disposal to use in promoting your sales and Angus herds.

Angus Media is striving to become the No. 1 marketing option in the ag industry for breeders and companies to reach their goals. Our team is focused and passionate about positioning ourselves as a leader in technology within the ag industry.

Committed to service

Customers frequently ask me what is the best way to market their cattle. I tell them that the combination of both print and digital media is the best marketing combination out there. We are investing in bringing more technology to our sale books and websites by bringing innovation to our members.

Our team is hard at work on hundreds of sale books, ads and brochures to help you receive the most money for your cattle this sale season. We are a service organization, and we are working to provide the best customer experience in the industry.

I am very proud of this team and how far they have come in the last six months. Pick up the phone and give us a call. We are making great strides to make your sale day your best one yet.

Webinar series

Looking ahead, this summer we will launch a series of webinars as educational tools designed to showcase new marketing vehicles available to you beginning in the fall of 2018. Be on the lookout for announcements in May for the summer webinar schedule.

If you are ever in the Saint Joseph area, please stop by the office. We would love to show you the most advanced and up-to-date marketing tools we are working on to give Angus breeders the advantage this fall.

I wish everyone a great spring sale season.

rcozzitorto@angus.media