



Angus Stakes

► by *Shauna Rose Hermel*, editor

Another chapter

“What after all has maintained the human race on this old globe despite all the calamities of nature and all the tragic failings of mankind, if not faith in the new possibilities and courage to advocate them.”

— *Jane Addams, Nobel prizewinning author & social activist*

Executive decision

At its February meeting, the Board of Directors of the American Angus Association appointed John Crouch executive vice president (see page 60). He is only the 10th man to sit at the helm of the organization in its 119-year history. Formerly director of performance programs, Crouch had been serving as interim executive vice president since October, following the death of Richard Spader.

The position vacancy was announced last fall along with a call for applications. A search committee was appointed to screen the applicants. They forwarded three candidates, including Crouch, to the full Board for consideration to fill the lead staff role at the Association. These three talented, progressive industry leaders were interviewed at the beginning of the February Board meeting.

After a thorough industry search, John Crouch was given unanimous support from the Board of Directors as the best candidate to lead your Association forward.

Later in the week, Bill Bowman was promoted to director of performance

programs, and Matt Perrier was promoted to director of commercial relations (see page 302).

Angus Productions Inc. (API) extends a hearty congratulations to these three men, each of whom has played an integral part in developing and implementing the programs that have positioned the American Angus Association as the leader it is today.

Moving forward

The American people and our Angus family have certainly been witness to the “calamities of nature” of which Jane Addams spoke. We have lost several fellow cattlemen this year, including two of our Association leaders — Richard Spader and Pat Grote. And the terrorist acts of Sept. 11, 2001, certainly qualify as a tragic failing of mankind.

But as this February’s Board meeting unfolded, I couldn’t help but feel elated. It seemed to mark a turning point. We’ve done a lot of reminiscing in the last four months, but now is the time to look forward and to begin writing a new chapter in Angus history.

Learn from the past. Be grateful for the position in which it has placed our breed. But look for the new possibilities.

Change is a constant. And while it can make us uneasy, change brings with it new opportunities — if we have the courage to implement them.

Board action

The Board explored many opportunities at its February meeting in Saint Joseph. Please see “Board Action,” which begins on page 60, to find an overview of the meeting and the actions that were taken.

Besides selecting a new executive officer, the Board discussed the national advertising strategy for the Association, a marketing cooperative, the Angus-derivative issue, a new point structure for Roll of Victory (ROV) shows, opportunities for the Angus Foundation and much more.

We’ve certainly called upon our Board members to make some huge decisions in the past few years. I wish everyone had the opportunity to see how thoroughly they discuss matters to ensure they are making the decisions that will propel the breed and provide opportunities for members.

They have put us in position to look forward to what’s to come and to start writing a new chapter in Angus history.

E-MAIL: shermel@angusjournal.com

ANGUS PRODUCTIONS INC.

3201 Frederick Ave., Saint Joseph, MO 64506-2997
phone: 1-800-821-5478; fax: (816) 233-6575
office hours: (M-F) 8 a.m.-4:30 p.m. (Central time)
home page: www.angusjournal.com ■ Staff are listed by name, phone extension and e-mail prefix. All direct phone numbers are “(816) 383-5...”; all e-mail addresses are “...@angusjournal.com”

General manager—Terry Cotton, 214, tcotton

Editorial Department—Editor, Shauna Rose Hermel, 270, shermel ■ Assistant Editor, Stephanie Veldman, 215, sveldman ■ Assistants, Abra Ungeheuer, 239, abra, & Lance Ziesch, 277, lziesch ■ Artists, Christy Benigno & Mary Black ■ Proofreader, Lucille Standlee

Field editors—Eric Grant, PO Box 296, Oak Creek, CO 80467, (970) 736-0580, wahoo_eg@yahoo.com ■ Janet Mayer, 259 Mile Hill Rd., Johnstown, PA 15909, (814) 322-4687, jmayer5013@aol.com ■ Becky Mills, Rt. 1, Box 414, Cuthbert, GA 31740, (912) 732-6748, lovettmills@alltel.net ■ Troy Smith, HC 72, Box 18A, Sargent, NE 68874, (308) 527-3483; wordsmith@nctc.net

Contributing Writers—Raylene Nickel & Billie Shelton

Advertising/Production Department—Manager, Cheryl Oxley, 216, coxley ■ Advertising assistants, Doneta Brown, 289, dbrown, & Rich Masoner, 223, rmasoner ■ Production assistant, Carol Beckett, 226, cbeckett ■ Advertising artists, Monica Ford, Julie Seitz-Aud & Gary Zuidema ■ Advertising proofreader, Jacque McGinness

Special Services Department—Coordinator, Sharon Mayes, 221, smayes ■ Assistant, Vickie Whitsell ■ Artists, Janet Herkelman & Fern Poquette ■ Proofreader, Linda Robbins

Web Marketing Department—Director, Angie Denton, 211, adenton ■ Assistants, Tanya Peebles, 234, tpeebles, & Abra Ungeheuer, 239, abra ■ Artist, Ray Palermo

Photo Department—Coordinator, Donna Conley, 217, dconley ■ Digital imaging specialist, Kathrin Gresham

Circulation coordinator—LaVera Spire, 220, lspire

Network systems coordinator—Bruce Buntin

Office assistant—Lauralee West

