

LEAD IN

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It is probably no accident so many of the very successful Angus breeders are the same people one sees regularly at Angus events, both local and national.

Their enthusiasm for what they do is enormous, as is their desire to learn something which can provide them with just a bit more edge in the business of breeding Angus seed stock and merchandising these cattle profitably. And for the most part, these same people enjoy being with other successful Angus breeders. They revel in the low-key social atmosphere while they make business contacts and pick up valuable new ideas and information from old friends and new acquaintances.

During this summer and fall, Angus breeders will have the opportunity to attend all kinds of events—educational meetings, field days, shows, and business meetings. But there is one special event that I want to recommend to all of you. That's the National Angus Beef Profit Conference set for September 11 and 12 here in St. Joseph.

I believe you will find the Conference worthwhile for many reasons.

Most important, what will be said and discussed will help you plan your Angus business for the years ahead.

It certainly doesn't appear there is going to be much room in the beef cattle business in the years ahead for fads. Speakers won't be telling you to manage better, how to improve your herd health or cow conception rates, and many of the other topics so popular at beef cattle and cow-calf conferences. We are going to concentrate on ways to genetically improve the commercial cattle industry with performance-tested Angus seed stock, and ways to use these improvements for increased profits.

The second most important part of this conference will be the opportunity to visit the American Angus Assn., see how it works, and meet the people who provide the excellent service you enjoy. I don't mean the staff—although we will all be here too—but rather the employees who answer the telephones, dig up the information to answer your questions, and who process the work and mail it back to you in a matter of days, not the weeks or months that is characteristic of other breed associations. You will enjoy see-

ing the building, wandering through it, and getting a real feel for how your Association is operated. If you have never been to the Association headquarters, I can almost guarantee you are in for a surprise—a pleasant one.

And, third, you are going to have fun. Aside from the Angus open house, we are going to have a big party in the lot behind the building on Thursday night, September 11. There will be a pitchfork fondue with Certified Angus Beef and entertainment by Wildflower, an exciting instrumental and vocal group from Las Vegas.

You can bank on there being a big crowd—people from all over the United States—many you haven't seen in years. And there will be those people who have taken advantage of nearly every national Angus event held in the last decade or two. Now is your chance to meet them and maybe learn a secret or two.

The fun will begin at noon on Thursday, September 11, and you can be on your way Friday afternoon. Mark your calendar now, then look for complete registration information in next month's *Angus Journal*. AJ