



## Board Members Armed With Information

Making sound, effective decisions requires information. Whether it's a decision about buying a bull or any other of the many important daily decisions ranch life demands, good decisions can only be made after the subject is researched and all information is gathered and reviewed.

Members of the American Angus Association and Certified Angus Beef Program Boards of Directors are required to make many decisions. These are decisions of significant importance which affect the organization's focus, many business's livelihoods and, sometimes, the entire scope of the beef industry.

Considering this type of responsibility and influence, the decisions made by board members can't be taken lightly.

The more information gathered and considered, the more confident are those making the decisions.

Recently, several members of the CAB Program Board of Directors invested time to collect such information by travelling to the Ohio headquarters to meet with staff and learn more about daily operations.

"The orientation allowed me to see the complexity of day-to-day Certified Angus Beef™ product tracking," says Lawrason Sayre, newly appointed board member. "Angus breeders are inclined to take this for granted. I saw the dedication and professionalism that make it work."

Bill Rishel, a second year board member, felt presentations by each of the CAB Program's divisions were an important part of the session. "In the long run this will be of value to me as we make budget decisions," says Rishel.

As the board's industry representative, Stan Lammers was pleased to see the coordination implemented into the CAB Program's activities. "The results are accomplished through the cooperation and enthusiasm of the entire staff — from support personnel to the executive director," says Lammers.

The CAB Program Board of Directors' task is to oversee the Program's activities as well as the development and implementation of its \$3.3 million annual budget. The members receive monthly updates, attend quarterly board meetings, participate in CAB Program activities and maintain telephone communication with leaders.

"I attended the CAB Program's National Conference last summer. It gave

me a whole new perspective of the need for a consistent, predictable, uniform beef product," says Rishel.

Sayre adds, "Any activity where we can come in contact with processors, distributors and end-users is helpful because we can hear firsthand their problems and suggestions about how to improve the overall CAB Program."

An upcoming food service sales representative seminar, to be held at IBP's corporate plant, is one example of a Program activity which proves beneficial for board

members. These board members concur that to meet these challenges all Angus breeders need to become more familiar with the CAB Program and become active in the American Angus Association's sire evaluation and carcass data collection services.

Together, with other board members, these representatives are helping to shape the future of the CAB Program. Where do they see it in five years?

"The CAB Program should have partnerships with all Angus breeders in place to identify their cattle's performance capa-



To make better informed decisions as board members, Lawrason Sayre (left) and Stan Lammers (center) ask CAB Program staff members questions during an orientation at CAB Program headquarters in West Salem, Ohio.

members. The seminar will allow them to tour the IBP plant and talk with key packer representatives. In addition, they will have an opportunity to network with close to 80 food service sales representatives who sell Certified Angus Beef™ product on a daily basis.

As board members gather information and study complexities of the CAB Program, several challenges surface.

Sayre and Rishel agree the No. 1 challenge is to maintain CAB Program integrity. "This is especially important when demand is high and supply is limited," Sayre says.

Lammers also stresses the importance of identifying a genetic base that will increase the number of cattle meeting CAB Program's carcass specifications.

"This is becoming even more critical as competing breeds are turning black," adds Sayre.

abilities," says Lammers. "This will allow us to maintain our strong leadership role within the beef industry."

In five years Sayre hopes the CAB Program will still be held in high esteem at the consumer level. "We must continue to grow at a rate we can sustain without lowering our standards," he says.

Rishel hopes that five years from now we will have developed a method of tracking genetics from Angus sires with outstanding carcass merit and be able to differentiate them from average black hidden cattle.

Armed with information and resources, these board members are set to make decisions that will ensure the CAB Program's continued success for years to come.

**- Jenny Stickley  
Director of Marketing**

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## CERTIFIED ANGUS BEEF

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