

Director of Activities
DEAN R. HURLBUT

Director of Performance
Programs

RICHARD L. SPADER

Director of Junior Activities

DR. RALPH J. LIPSEY

Director of Finance and
Administration

RICHARD E. WILSON

Officer Manager and Member
Services

DONALD R. PAINTER

Certified Angus Beef Program
LOUIS "MICK" COLVIN
Route 2, West Salem Ohio
44287. 419/846-3534

REGIONAL MANAGERS

Assistant Director of Regional
Managers

WILLIAM S. ROCHE

Box 396, Galt, California
95632. 209/745-3345

WAYMON C. ASHLEY

3213 Cheryl Lane
Fort Worth, Texas
76117 817/834-6552

JOHN BARTON

Route 1, Columbia, Missouri
65201 314/449-3051

RAYMOND BARTON

2020 Edgewood
Edmond, Oklahoma 73034
405/341-1570

DICK BECK

5834 G Chatford Drive,
Columbus, Ohio 43227
614/864-1946

JOHN R. CROUCH

120 Shadecrest Drive
Mauldin, South Carolina 29662
803/288-5910

DWAYNE DIETZ

P. O. Box 489
Fruitland, Idaho 83619
208/642-9811

RICHARD M. DYAR

Route 1
Crossville, Alabama 35962
205/659-6305

CHUCK GROVE

Rt. 10, Valley Dale Drive
Kingsport, Tennessee 37664
615/349-6326

LYLE HARING

De Witt, Iowa 52742
319/659-5754

ROGER JACOBS

Box 1651
Billings, Montana 59101
406/248-2454

VERN H. KERCHBERGER

2109 South Lyndale
Sioux Falls, South Dakota
57015. 605/336-3518

Plan To Attend Outlook Conference



C. K. Allen

I hope you regularly take time to get away from home and learn how to be a better breeder and merchandiser of Angus cattle. It is good business. Keeping up to date on trends, being exposed to new ideas, and just reviewing some of the basics from time to time can make a big difference in how successful you are.

Many large companies insist that their key employees regularly take courses designed to improve their knowledge of their job and to make them more productive.

We do this on the Angus Association staff. It does all of us good to get away from the day to day and hour to hour press of business, to experience the thrill of being exposed to new ideas, and to enjoy, in a relaxed atmosphere, the company of others who share our interests and are looking for solutions to similar problems.

For all of these reasons, I urge you to attend the National Angus Outlook Conference on July 1-2-3 at Colorado State University in Fort Collins. I think the Association staff, with the help of the Colorado State University animal science staff, has put together an interesting, educational, and entertaining program. One that the entire family will benefit from and enjoy attending.

Check the program in this issue of

the publication. We are going to talk about some important aspects of beef cattle production and reproduction. But maybe most important, we will spend half a day on merchandising.

Most cattlemen are production oriented. We need to be, because we have nothing to sell unless we do a top job of production and genetic improvement in our herds. But if we go to all this trouble, then we should be able to sell these cattle for all that they are worth. And that means knowing how to advertise and promote. These basics will be covered at the Outlook Conference, and in addition some successful breeders will tell you how they get results.

We are also having a special program for junior Angus association members and their advisors. We want to explore ways to make junior groups more effective, and more fun to belong to. Special invitations have been sent to junior association leaders throughout the country. We expect many of them will attend and contribute to the effectiveness of the leadership workshop, but every youngster is encouraged to attend.

It won't all be work and seriousness, though. On Sunday night, July 1, we have scheduled a one-man art show featuring the work of noted Association artist Frank Murphy. Murphy has done a tremendous amount of work for the Association for more than 25 years. The show will feature both his oil paintings and drawings, and be titled

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TIMELY TOPICS

TIMELY TOPICS
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"A Quarter Century of Angus History in Art." Frank will be on hand to meet you, and sign some framing prints of his pictures that will be on sale.

A new Frank Murphy oil painting has been done for the cover of the first Angus Journal published by the American Angus Association. A limited edition set of framing prints will be printed with 200 of these signed and numbered by Frank Murphy. The first five of these prints will be auctioned off with all the proceeds going to help assure passage of the Beferendum.

These are just some of the highlights. Make plans now to attend. In fact register early and you may win one of two new Angus road signs that will be introduced at the Conference. A registration blank was in the April Angus Bulletin, blanks will also be printed in other magazines, and can be found in the program brochure that is being sent out from the office with all work. You can also check with your regional manager of call or write the Association. I think you will be glad you did. ☐

ABS Beef Directory Available

The 1979 issue of the American Breeders Service (ABS) Beef Sire Directory is now available. It offers photos of 85 bulls in 20 breeds, with their latest performance and progeny data. It also summarizes progeny data on another 38 bulls.

It carries the addresses of each purebred breed association in the United States and Canada . . . and a Trait Leaders' Guide for each breed. The sire directory is available, at no charge, from 1,400 ABS Representatives, or from American Breeders Service, DeForest, Wisconsin 53532.



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for fifty cents each to off-set the cost of materials and to reinforce the theme of the booth. The Indiana State Fair Board estimates thirty-five to forty thousand spectators passed by the exhibit during the six day duration of the booth at Indianapolis.

At the conclusion of the State Fair, Andy Angus was off the ground and picking up momentum. The State Futurity in February was selected to introduce the complete Andy Angus personality. The surprise element of a ten foot, tuxedo wearing, loveable Angus bull escorting Miss Indiana Angus into the banquet hall left the crowd appalled! After a lengthy period of laughter, gasps, and applause, it was evident we had a dynamic champion! Once the turmoil had subsided, the crowd was given an opportunity to speculate on Andy's inner personality. It was then announced that Andy would be appearing at all the major Angus functions, and would be supporting a new personality at each event. The public was encouraged to participate in the Andy Angus endeavor by purchasing a guess, at the cost of fifty cents a venture, to speculate on which Angus member was Andy Angus that particular day. The profits occurring from the sale of the Andy Angus contest would be used to purchase an appropriate gift for the winner, with the remaining profit to be used for Auxiliary needs.

From that cold, snowy, February

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