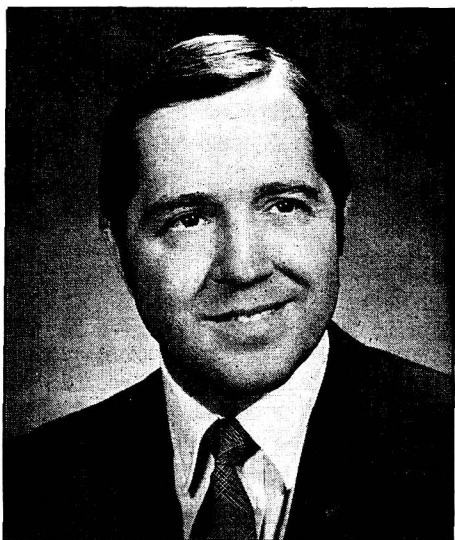


from the office

LEAD IN

By Richard Spader
Executive Vice President
American Angus Association



The American Angus Assn. functions best when members take an active part in its operation and in providing ideas and other input for improving present programs and establishing new ones.

Regular avenues are available for member input. However, 1984 is a year when you are being asked to take an even more active role in providing information for the American Angus Assn. and the Angus Journal.

The main event in 1984 will be the Third Angus Leadership Conference on Sept. 21 and 22 here in St. Joseph. These conferences are designed for the elected officers of all state, regional and local Angus associations in the United States. The theme of this year's program is "Ideas—85." It will focus on how local associations can increase membership, develop improved programs to keep members better informed, help members merchandise their cattle, and develop leadership for the future.

Two delegates from each Angus organization are invited to take part in this conference. We encourage every organization to send their full quota of representatives to what has become one of the most valuable meetings sponsored by the Association.

Earlier this year two special sessions were held in St. Joseph in conjunction with the March board of directors meeting to review long range planning for the performance program of the Association and Phase II of Certified Angus Beef. Invited guests from industry took part in the two half-day sessions along with the board of directors and staff. These programs allowed the Association to glean valuable industry ideas for both programs. The meetings resulted in a special CAB committee to set guidelines for Phase II and in innovative ideas for Angus performance programs through 1987.

Later this month the American Angus Assn. will be host to a meeting of sales managers and auctioneers who are involved in

marketing Angus cattle. The resulting discussions and exchange of ideas should be stimulating and educational for all of us who are involved. More importantly, they should lead to more effective merchandising of Angus cattle.

Yet another important session in 1984 is the regular open committee meeting held in conjunction with the American Angus Assn. Annual Meeting in Louisville, Ky. This year the meeting will center around the Angus Journal. Its purpose will be two-fold. First, to inform you of how you can use the Angus Journal more effectively, and second, to allow you to outline how the Journal can better serve you, the individual Angus breeder. This meeting will be followed by a special auction of preferred pages in the magazine.

The Association also uses surveys to better understand the makeup of the Association membership, and to determine how the Angus breed is viewed by the commercial industry. Each new member of the American Angus Assn. receives a survey form and almost half of them fill it out and return it to the Association.

In addition, the public relations department is presently involved with our advertising agency, Fletcher/Mayo/Associates Inc., in a comprehensive program of focus group interviews and quantitative surveys to provide information for designing future advertising and promotion programs.

But you don't have to wait until you receive a survey or attend a special meeting to communicate your ideas to the Association. We are as near to you as your telephone or mail box. If you have an idea for improving association services, advertising and promotion, or one that will add value to Angus cattle, get in touch. Remember, we welcome new ideas. They are the basis of almost all improvement.

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