

Angus Stakes

by Shauna Rose Hermel, editor



Don't let your knife get dull

Years ago there was an underwear commercial that featured a tough, quality-control inspector — Inspector #12. The tag line, “They don't say Hanes until she says they say Hanes,” emphasized the company's commitment to quality. Finding a scrap of paper with an inspector's identification number inside the product package reassured customers the product had passed the company's tough quality control.

All the good news about higher prices for Angus bulls can have a bad side effect. Too often, higher demand encourages folks to retain a higher percentage of the calf crop as bulls, allowing quality control to slip a bit. After all, you could have sold another two or

three bulls last year, right?

That mind-set is not good for your herd or for the breed. Subquality breeding stock sold to folks who don't know or don't care about animal performance and quality can cause wrecks for the breed and the industry.

Subquality animals create a bad impression that reflects on the breeder and the breed, and that could create problems for the entire industry.

There are many suitable clichés:

“One bad apple ...”

“Once bit ...”

“Fool me once ...”

It's to our advantage to make sure every Angus bull sold — whether to a purebred

breeder or to a commercial producer — is a truly elite animal. You, as Angus producers, are the gatekeepers — the Inspector 12s — of the cattle business.

The demand for commodity beef following the lowering of the USDA quality-grading standards vs. the demand for *Certified Angus Beef*™ product is a shining example of the ramifications of lowering standards vs. keeping them high.

Don't let lower standards lower the value of your herd or the Angus breed.

A handwritten signature in cursive script that reads "Shauna".

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NEWSMAKERS:

Bowman, Schumann Assume New Roles

Bill Bowman, Smithville, Mo., was named assistant director of performance programs for the American Angus Association on April 4. He will continue his responsibilities as director of commercial relations, a position he has held since April 1998.

“The decision to give Bill both areas of responsibility has grown from the development of the Angus Beef Record Service (BRS) as part of the Commercial Relations Department,” says Richard Spader, executive vice president of the Association. “Angus BRS has been a product of commercial relations, yet the responsibility of it will more closely follow the input and reporting process of the Performance Programs Department. In turn, both departments work closely with the Angus Information Management Software (AIMS) Department and the Information Systems Department.”

Prior to joining the Saint Joseph staff, Bowman served as regional manager for Colorado, Kansas and Oklahoma since 1992.

A native of Stet, Mo., Bowman is a graduate of the University of Missouri-Columbia and holds a bachelor's degree in animal science. After graduation he served as a regional manager trainee with the Association. He then worked for VJP Angus in Owensville, Mo., and later Sydenstricker Angus Farm, Mexico, Mo., before going into sale management at the American Angus Hall of Fame in Smithville.

Bowman and his wife, Alicia, have two children, Jessica and Eric.

Bryce Schumann, Lecompton, Kan., has been named director of activities for the Association, effective July 1.

Schumann recently served as assistant director of feeder-packer relations for the Certified Angus Beef LLC Supply Development Team, working from its Manhattan, Kan., office. His responsibilities included working with and developing the Certified Angus Beef (CAB) Program's Feedlot-Licensing Program (FLP).

“His background in the purebred livestock business and experience in working with member service organizations will be invaluable to his new position,” Spader says.

As director of activities, Schumann will coordinate the Association's participation in shows, fairs and other competitive livestock events. He will work with other Association staff in organizing conferences, tours, meetings and special events. Additional responsibilities for the position will be working with corporate sponsorships and programs for development of the Angus Foundation.

Before joining the CAB Program, Schumann served as coordinator of industry relations for the Kansas Beef Council, Topeka, Kan. He was formerly employed by Farm Credit Services as a special credit loan officer and as a ranch manager for a purebred seedstock operation.

He received his bachelor's degree from Kansas State University and a master's degree in business administration from the University of Kansas. He and his wife, Gina, have two sons, Wyatt and Dylan.

Schumann joined the Association staff in Saint Joseph on April 10. He will succeed Dean Hurlbut, who retires July 1 after 43 years with the Association.

