

AMERICAN ANGUS ASSOCIATION



A Hundred Years



...and Goin' Strong

Petition for Charter

Know all men by these presents: That we, the undersigned, citizens of the United States, being desirous of forming an association, not for pecuniary profit, under an act of the State of Illinois, entitled "An Act Concerning Corporations," in force July 1st, A.D. 1872, and the amendments thereto, do hereby certify:

*First: That the name of such Association and legal title thereof shall be the AMERICAN ABERDEEN-ANGUS BREEDERS' ASSOCIATION.**

Second: That the particular business and objects for which such Association is formed are the collecting, verifying, preserving, and publishing of the pedigrees of certain cattle of the breed known as Polled Aberdeen-Angus, so as to maintain unimpaired the purity of said breed and to do and perform such other acts incidental and supplementary thereto as will, in the judgment of such Association, best promote the interests of said breed of cattle in America.

*Third: That the number of directors of said Association shall be nine, of whom three shall be elected annually after the expiration of the first year of said Association's existence.***

Fourth: That the names of the directors who shall manage the affairs of the Association for its first year are Charles Gudgell, Abiel Leonard, Wallace Estill, John Geary, William T. Holt, Stephen Peery, H.C. Burleigh, A.M. Fletcher and Abner Graves.

In Testimony Whereof, we have hereunto set our hands, at the city of Chicago, in the State of Illinois, this twenty-third day of November, A.D. 1883.

WM. T. HOLT,
CHAS. GUDGELL,
H.W. ELLIOTT,
A.B. MATTHEWS.

*In 1956 this was amended to read American Angus Association.

**In 1928 this was amended to 15 directors, five elected annually for three-year terms.

The World's Largest Beef Breed Registry

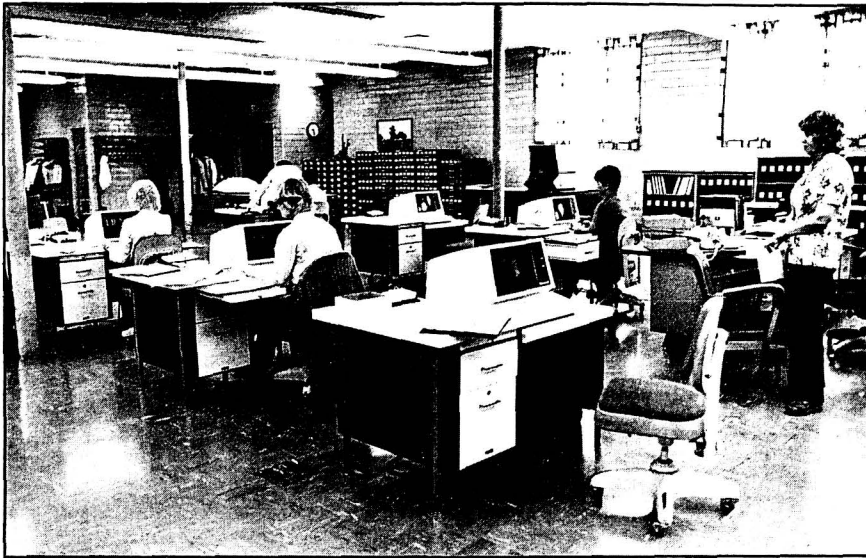
by Jeri Lynn Sloan

When the founders signed this petition (at left) for charter they probably had little knowledge of the impact of what they had done. Since that time the Association has become the world's largest beef breed registry—both in terms of annual registrations and memberships issued. Now, 100 years later, we celebrate the anniversary of the American Angus Assn.

In the beginning the home of Executive Secretary Charles Gudgell, Pleasant Hill, Mo., served as the office for the Association. During the first year all registration certificates were hand written by Gudgell.

The Association soon outgrew Gudgell's home. With the changing of breed secretaries the offices were moved to Iowa City, Iowa., and later moved to Harvey, Ill. In 1902 the Association was headquartered in the Purebred Livestock Records Building in the Chicago Stockyards where it remained for over 50 years.





Fourteen CRT computer terminals connected to the main computer allows for quick access to any animal ever registered. When new pedigrees are entered, the information is proofed on the screens before certificates are printed.

In the early 1950s office space was again becoming a problem. Too, the breed was expanding westward, so a relocation search began. After surveying 75 cities across the United States the field was narrowed to Ames, Iowa; Lincoln, Neb.; Hutchinson, Kan.; Columbia, Mo.; and St. Joseph, Mo. Further study ruled out Ames and Columbia.

The city of St. Joseph rolled out the red carpet. Advantages became apparent: central location; close to rural areas; excellent train service; close to Kansas City (where the building of a large airport was planned); and, No. 1, the city would give the Association five acres on which to build their new building. At the 1954 annual meeting the vote was put before the delegates and St. Joseph won.

In 1956 the organization's first permanent building was dedicated in St. Joseph. Ten years later, business volume necessitated a 50 percent increase in office space. Today, as one of the city's largest offices, this building stands as the primary symbol of the Association.

Currently with over 80 employees, the American Angus Assn. exists solely as a service to its 32,000 members. Fourteen fieldmen work full time with breeders, other cattlemen and prospective breeders. They drove a total of 700,000 miles last year.

Financed primarily by revenues from registrations and transfers, this organization operates on a \$5 million yearly budget. Secondary sources of revenue include selling A.I. certificates, breed improvement, memberships and other investments.

Finance director Richard Wilson says, "Our department has grown from a bookkeeping department that primarily wrote checks to a job of corporation controller or treasurer. Now we are highly computerized and also concerned with legal and insurance aspects of the organization as well as the IRS."

Computers have been a major part of Association business since 1962 when the first system was installed to handle registration certificates. The computer system is continually being reviewed and upgraded due to added demand from performance programs, inter-office automation and the opportunity to interface with micro and home computers.

The Association computer system has evolved from storage of information on cards to tapes to discs. Currently eight large discs store the over 10 million pedigrees on record. (These recordings date back to the first animal ever

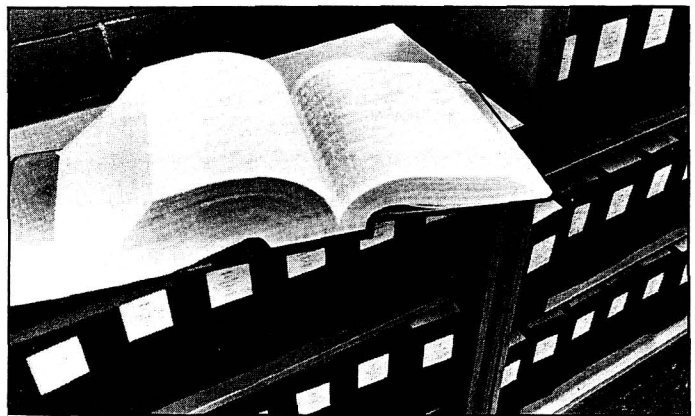
registered.) A back-up storage system on tapes is kept in a bank vault to assure protection from fire.

Registration of animals primary service

Keeping pace with computer technology has allowed the Association to process and return registrations and transfers to owners in a time unequalled by any other beef breed registry. Work received in the office on Monday and Tuesday is processed and mailed back to breeders on Wednesday. Work received on Wednesday, Thursday or Friday is mailed out on Monday, unless there are errors. CRT computer screens allow operators to proof for errors as the information is entered. An error in information (such as conflicting calving dates) will flash on the screen. If the problem is a breeder error that cannot be corrected at that time, the job order is put into a file to be more carefully checked.

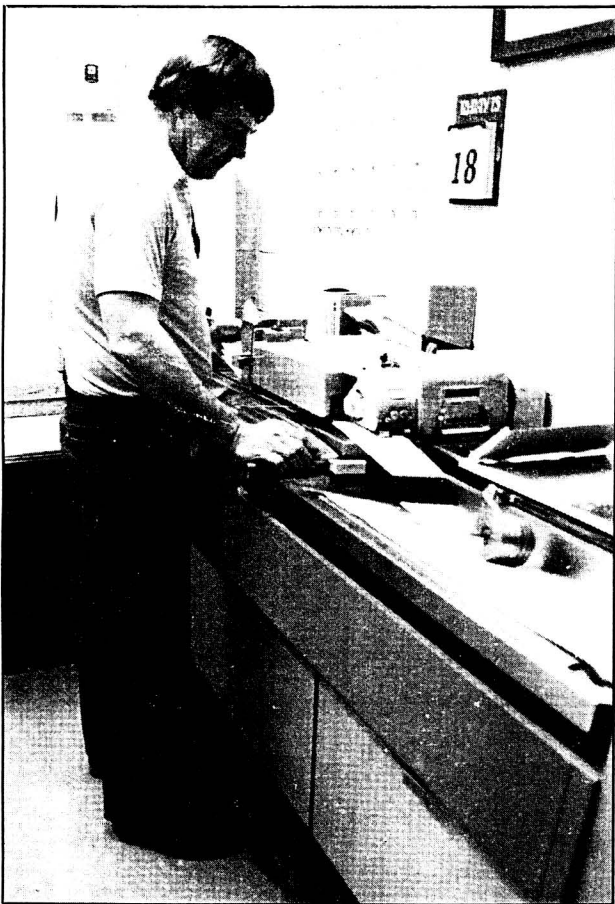
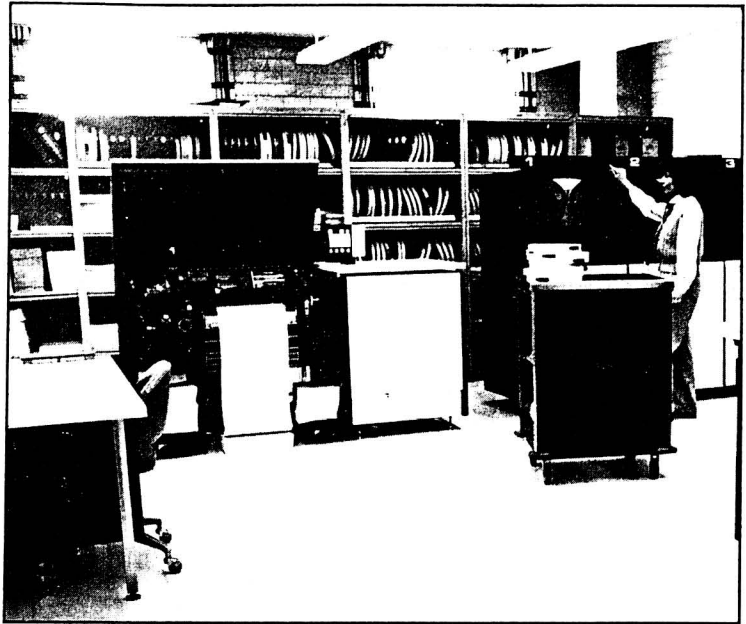
This type of checking has mostly alleviated printing pedigrees with errors. About 10 percent of daily work has some type of breeder error. If checkers cannot clear the error, breeders are written and asked to respond. If the breeder has not responded after four months, his money for that particular job is refunded.

Office manager Don Painter says the most common causes of errors are poor handwriting (applications state all information be printed or typed) and incomplete addresses on buyers.



Nearly 500 volumes of herdbooks serve as an official record of the over 10 million Angus recorded in the United States since 1883.

This Honeywell Level 64 computer system is housed in a glass-fronted temperature and humidity controlled room. The system is in operation most all of the time to provide breeders with a fast turnaround on registrations and transfers.



With \$125,000 spent each year on postage (not counting \$110,000 to mail ANGUS JOURNALS), the American Angus Assn. does as much business as many small post offices. The Association is one of the larger volume users of the St. Joseph post office and among the top 30 users in Kansas City where the JOURNAL is mailed.

All work orders, correspondence, transfers and registrations are microfilmed for compact storage. No "paper" pedigrees are kept in the office; records are on microfilm, the computer and the herdbook.





A large and extensive PR program includes providing the public with information on Angus and on services of the Association.

During the busy season, usually from October to June, 10,000 or more registration certificates are issued weekly.

A verification of animal parentage is randomly checked through the Association blood typing program. In addition to the random program, over 1,000 animals are blood typed each year for the purposes of A.I., embryo transfer, major show champions and so forth. The American Angus Assn. has the largest blood typing program of any beef breed registry.

In 1977 the first embryo calves were registered. From the 15 registered that year the numbers have grown to nearly 1,500 embryo calves registered last year and that figure could easily double for 1983.

As provided for in the Association by-laws, a herdbook containing all animals registered is maintained. The herdbook contains all information on a registration certificate. It serves as a quick reference and a back-up should the computer system be inoperable.

Public relations service promotes, informs

While the principal service of the registry is to maintain breed purity through registration of purebred calves, another service is member and public relations.

All American Angus Assn. and ANGUS JOURNAL film and photo prints are processed in the Association's darkroom—a full-time job.



The public relations department as it is today has roots in the Frank Richards administration. Richards, executive secretary from 1946 to 1963, accepted his job with the stipulation he would be able to hire a full-time press person. And that person was Lloyd Miller, who later served as breed secretary from 1968 to 1978.

The Association keeps the public informed through press releases, the ANGUS JOURNAL, a national advertising campaign, informational brochures, slides, motion pictures and special publicity and leadership projects.

The national advertising campaign reaches millions of cattlemen through both print and broadcast media. Over the years the Association's advertising programs have won a number of national awards from the American Advertising Federation and the National Agri-Marketing Assn. But



The JOURNAL's sophisticated in-house typesetting equipment has a direct link to the Association computer for the typesetting of complete pedigrees.



All JOURNAL ads and editorial copy is pasted up in house and sent to the printers camera-ready.

more importantly, Angus ads have consistently received high readership scores.

Public relations director Keith Evans says, "As far as I know we have the largest program of informing the public of any beef breed association."

Last year nearly 50,000 copies of news releases were mailed to farm publications and members' hometown newspapers. In addition, over 20,000 photographs (all printed in-house) were mailed with these releases.

As Evans says, "The whole idea is just to show that Angus people are active, interested, good people to do business with and good citizens of their community."

Over 12,000 requests for Angus literature were processed in 1982.

The Association expanded its communications program with acquisition of the ANGUS JOURNAL in 1979. The JOURNAL is published by Angus Productions Inc., a wholly owned subsidiary of the Association. Mailed to the household of every active member, the JOURNAL has the largest circulation of any purebred beef publication.

Activities require much planning

Closely related to the Association's public relations work are services provided by the activities and junior activities departments. These departments direct Angus activities in all parts of the nation.

Few people realize how much advance planning and attention to details is necessary for national Angus events to run smoothly.

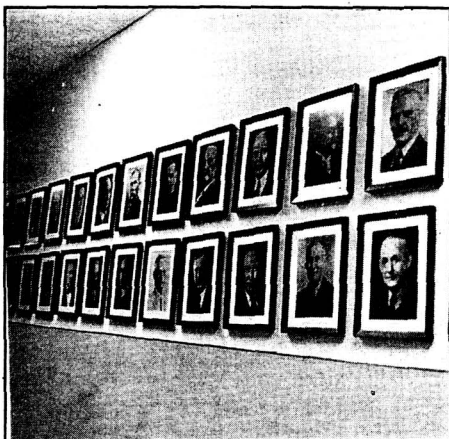
Dean Hurlbut, a 26-year staff member and director of activities comments, "I don't think people know just how far in advance these events are planned. After this year's National Western we came home and started planning next year's. We're already planning the National Junior Angus Show two years in advance."

Shows are a major responsibility of the activities department. It's also one of Hurlbut's favorites.

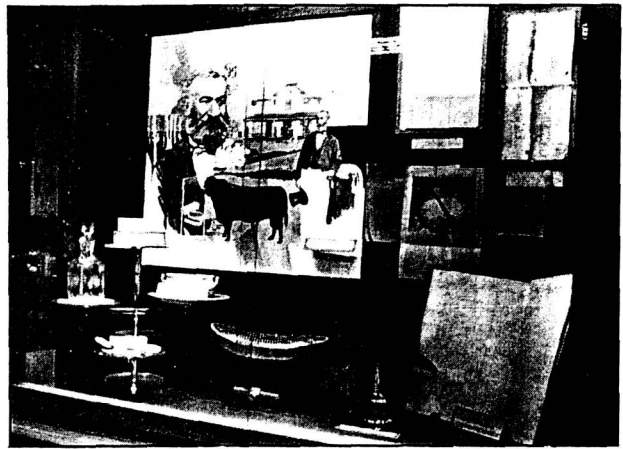
"I enjoy working with hotel people and show managers in planning these events. Our rapport with state fair managers is excellent and we work to keep it that way. It's just good public relations," he says.

The Association also contributes money to shows and fairs, to the tune of \$120,000 per year in premiums.

The American Angus Assn. is well known for its strong junior activities department. They sponsored the first national show strictly for junior members and were the first to have a national junior showmanship contest. These events have become popular summer activities for the entire family.



Photographs of the 83 Association presidents and eight past executive secretaries decorate this hallway at Association headquarters.



A library-museum was added in 1973 during the centennial celebrating the arrival of Angus to the United States. It serves as a record of highlights of the breed and the Association during key periods of history.

Breed improvement standard of industry

A major service of the Association is breed improvement. The American Angus Assn. was the first beef breed registry to develop a breed improvement program. This started in 1958 with herd classification based on visual appraisal by staff members. The AHIR program has evolved into a sophisticated record keeping and performance evaluation system that is considered the standard of the industry.

John Crouch, director of performance programs, says, "Our department gathers, processes and disseminates information which identifies genetically superior or inferior Angus cattle. It is not our aim to promote any particular bull or strain of Angus, but rather to make the beef industry aware of the genetic differences within the Angus breed."

Over 50 percent of the Association's computer time is devoted to processing performance information. Interest and subsequent growth in this service has been phenomenal during the past decade. Addition of statistical calculations such as breeding has given breeders meaningful data on which to base selection and measure herd progress.

During 1982 the performance department processed nearly 124,000 weaning weights and over 50,000 yearling weights from 1,891 active members enrolled in AHIR.

Performance registration certificates were added in 1981. Like other aspects of the performance program, requests for these continue to increase.

In 1980 the first AHIR Sire Evaluation Field Data Report was issued which compared 564 bulls to reference sires. Last year 734 bulls were listed in this performance bible. The Pathfinder program, which identifies superior Angus cows with regard to fertility, calving interval and milk production was initiated in 1978. This year's Pathfinder Report (see May JOURNAL) listed 3,263 qualifying cows.

A century of service

The role of breed associations is changing. Executive Vice President Dick Spader explains, "Our responsibilities are changing; we are becoming more involved in helping members with their breeding programs. The identification of superior animals with some degree of predictability will be one of the greatest services we can offer our breeders."

The slogan for this year's centennial celebration is "A Century of Service." This slogan applies not only to the century past, but to the century to come. American Angus Assn. members have a lot for which to be proud—100 years and more.

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