

by Mark McCully  
CEO, American Angus Association



## Lifelong learning

*My life path has been incredibly blessed with some extraordinary mentors.*

While these mentors have helped and inspired me in many ways, I have always recognized and admired a common thread among them. These men and women with lists of accomplishments and achievements are all lifelong learners. They have a thirst for knowledge and are always asking the question our kids can drive us crazy with — “Why?”

Dr. Harlan Ritchie was one of my mentors who truly embodied the learner mindset. He was always reading, and any traveling you did with Harlan (as a good graduate student) included a briefcase loaded down with the newest breed magazines, scientific journals and extension publications. It was an impressionable stage of my career, and the life lesson was clear to me. No matter how much you know, there is always more to learn or maybe even relearn.

I see these same qualities in successful cattlemen and Angus breeders. Cattlemen who are never satisfied with the *status quo*. They are lifelong learners who are always trying to improve their herds, their business and the beef industry.

I’m thankful for them. Without that quest for knowledge, the advancement of the Business Breed would be stagnant or slow, at best.

### Path to learning

Because that path to learning is so key, it became one of the

Association’s strategic priorities for the year 2020:

*Elevate communication and educational opportunities for members to increase knowledge, confidence and utilization of Association programs and tools.*


As a part of that strategy, we have launched Angus University, a resource for beef industry education. Even before online learning became the mantra of 2020, Angus University webinars were sharing information with cattlemen around the world.

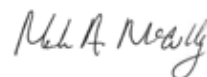
Producers were able to “Dive into the Data” with a webinar from Stephen Miller focusing on genomics and their influence on EPDs (expected progeny differences). We’ve helped breeders elevate their marketing “game” and learn how to foot score.

But Angus University isn’t just a webinar series. Our team has prepared a set of videos designed to help you navigate our website and tools in AAA Login. These videos, paired with fact sheets, are specialized to help you explore all avenues of your AAA Login account. You can learn more about different tools to manage your herd, how to start submitting your data online, order DNA testing and run reports to evaluate your herd’s performance.

All of this education is available in our Education Center on [www.angus.org](http://www.angus.org). Very soon, a new website, [www.angus.org/university](http://www.angus.org/university) will be the home for “all things education” for an Angus breeder. It will host tips and tools to do everything from clipping your first show heifer to collecting DNA from an animal.

We know empowering and equipping our members with the resources they need to better themselves and their operations is vital. As education changes, so too will our platforms to get that information to you. This is meant to be an evolving tool for you to make the most out of your Angus herd.

I think it was Benjamin Franklin who first said, “An investment in knowledge pays the best interest.” To me that strategy is as sound today as it has ever been. 



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# ANGUS

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## UNIVERSITY

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