

# MEMBERSHIP TIPS

by Jerry Cassady  
director of member services



## The ultimate test

*We are certainly experiencing an unwelcomed, historic time as we navigate through this unprecedented event created by COVID-19.*

The ongoing crisis and subsequent recovery efforts will likely affect us for some time, taking their toll on our economy and our way of life. Unfortunately, farmers and ranchers across the country raising Angus seedstock are not immune to these unwanted effects.

The American Angus Association continues to be committed to maintaining timely and reliable service to our membership. With that, the Member Services team is working diligently to mitigate the effect of this situation on our members, while the leadership team at the American Angus Association remains cognizant of the health and safety of our employees.

### Rising to the occasion

The Member Services team continues to adjust to the COVID-19 situation, and remains flexible to ever-changing protocol. The global pandemic has created challenging times for the American workforce, leading millions to pack up their desks and move to the safety and security of their homes. Your American Angus Association employees are no exception.

We have historically stated we could not process work outside the office for many reasons including convenience, accuracy and security reasons. That was when we had a choice. Today we do not have that luxury, and our remote employees are processing work outside the walls of 3201 Frederick Avenue for the first time in history.



In addition, providing an emergency 'Angus Hotline' has added another layer of service to our members while the switchboard is shut down. The efforts of the entire Angus team have been nothing less than remarkable during this trying time. My hope is that we all stay safe and healthy, and get through this soon.

### On-the-farm social distancing

Physical distancing is not a new concept on the farms and ranches — call it biosecurity. Best practices are put in place to keep our animals safe and healthy. Think Sandhills Calving System, where isolation can reduce the viral and bacterial insults to limit the respiratory and digestive infections that cause mortality.

Think quarantine when we purchase new herd additions, separating and isolating these new arrivals for a period of time to keep the risk of the entire herd at a minimum. Think hospital pens in feedyards, keeping infected cattle away from pen mates. Our government leaders have given us the same directive, and it seems to be working as predicted. As directed, our office

employees have temporarily gone remote, and we continue to process work for our members in spite of the obvious challenges.

### Silver lining

Unfortunate as this pandemic may be, there seems to be an increased awareness and respect for our farmers and ranchers providing sustenance

to the world. I am reminded of how much respect I have for Angus breeders who continue doing what they do best. Our members and their customers work long days of tolerating the wide array of hardships facing our industry. Beef producers across this country are providing for their families and keeping the ranch functioning while remaining focused on feeding the world.

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As most Americans self-isolate in their homes, those of us involved in the beef industry continue forward.

Our members and their customers are no exception. The effect of this pandemic will long be remembered. However, it is my hope that by the time you read this,

the COVID-19 crisis will begin to diminish and our lives can return to a more normal state. We are getting through this.

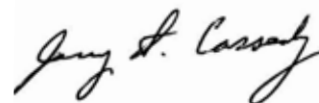
### Normalcy will return

We will most likely remember this as before and after COVID-19, much like 9/11 or when men walked on the moon (I may have just dated myself).

### Certainty

The uncertainty of COVID-19 and subsequent market volatility we have witnessed are challenges

no one could have predicted, and in many aspects, we have observed our country come to a standstill. However, agriculture continues forward because people need food and fiber to survive. The American Angus Association continues pushing forward as well, providing the service our membership expects and deserves. **AJ**



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