



At Your Service

To find the true spirit of a team, look no further than the employees and staff of the American Angus Association in St. Joseph, Mo. A combined total of 89 employees work for the American Angus Association and the Angus Journal, with an average of 11.6 years of experience. They take pride in serving you as members and feel as much a part of the Angus team as you do. We'd like to take this opportunity to introduce you to a few of the teams that work within the Association.

— Susan Waters



This department is responsible for office management and all general office work, purchasing, building maintenance and member services. In addition, Mr. Painter is the staff representative on the rules and arbitration committee of the Association Board of Directors and recording secretary of that committee.

Office management involves responsibility for schedule of work through the office, coordinating personnel, plus the hiring and managing of hourly employees.

The department is responsible for purchasing office equipment and inventory, and most forms and maintenance supplies. Also included is maintenance and repair of the Association headquarters building and grounds.

Most breeder problems are handled by the member services team, either by telephone or mail. This includes all kinds of questions on registrations, transfers, artificial insemination certificates, plus information on Association rules and policies.

Mr. Painter's duties often times call for him to settle disputes between breeders. When possible, breeders are urged to agree to binding arbitration that is provided through the rules and arbitration committee.

Member services works closely with the regional managers, explaining Association rules, policies and procedures, and helping with last-minute requests for identity of ownership of show animals.

Member Services

The American Angus Association takes pride in providing its members with one-day service on registrations, memberships and transfers. This service is made possible by the hard work and dedication of the member services department, which is headed up by Don Painter and Donna Holmes. They work closely with the largest team at American Angus, the people who process your registrations, transfers and other requests.



Barbara Kelly (far right) and Sherri Hoyt (at computer) demonstrate registration and transfer procedures to a group of Angus breeders.

They work with the regional managers on blood typing and parentage verification procedures and provide them with other general information.

This department administers the Association's blood typing program, and works with the Ohio State University Blood Typing Laboratory to handle typing for uncommon blood and parentage verification.

The genetic defects program is also a responsibility of the department along with maintaining a list of all bulls confirmed as carriers of genetic defects or of possessing

uncommon blood or being a carrier of uncommon Angus blood.

Simply put, we wouldn't have an Association without the work and services provided through the member services department.

Public Relations

"Doing good and getting credit for it," is how Keith Evans, director of public relations, describes the role of his department. Evans, who has 33 years experience at American Angus, and his staff,



Susan Waters (far right) explains the variety of public relations and communication tools used to promote Angus cattle.

which includes Susan Waters, Mary Pepple, Kris Cole and Lea Ann Maudlin, work together to tell the livestock industry and the general public about the things Angus breeders and the American Angus Association are doing. Also a part of the team this summer is Shelia Stannard, the public relations intern.

"It's important that members feel good about their Association, what they've accomplished as breeders and what the Association has accomplished as a whole," says Evans. "It builds morale for the entire team."

The public relations (PR) department is responsible for the Association's national advertising program, which reaches 90 percent of commercial cattle producers who have 50 or more cows with an Angus message an average of eight times a year. National advertising is designed to promote the advantages of Angus cattle to current and potential cattle breeders, both registered and commercial. Angus advertising has been nationally recognized with awards and honors for its excellence in the field of agriculture.

PR also produces the Association's annual report and is responsible for member information and education. Its news release and publicity program distributes more than 40,000 news releases and 30,000 photographs to local, state and national media every year, a program that can't be matched by any other breed association.

"The good thing about the PR staff is that everyone knows their job and is willing to see that it gets done," says Evans. "On top of that, they know everyone else's job too, and pitch in to help when it gets hectic."

Day-to-day activities in the public relations department over the past 30 years have become both easier and faster with computers and other technology. They now have the capability to tailor a news release about an accomplishment of one individual member to one specific newspaper or publication.

"Being able to send a personalized news release enables us to get more coverage than when we did it the old fashioned way," says Evans. "If we put your name in a headline, your local newspaper editor is more than likely going to pay attention."

The 12 regional managers are all members of the public relations team, as well. In 1977 they were given cameras and started covering annual meetings, shows and field days in their territories, expanding

coverage to all parts of the United States. Now about 80 percent of the events the PR department distributes publicity on are a result of a report a regional manager has done and a roll offilm he has taken.

Another function of the PR department is member information and education. They write and produce literature on the various programs at the Association, as well as expected progeny differences (EPDs) and performance information and the history of the Angus breed. Videos are also available from the PR department for educating purebred breeders, commercial breeders and kids with junior livestock projects.

So the next time you open up your hometown newspaper and see your picture, you can be sure it got there through the efforts of the team in your public relations department.

Activities

The activities department of the American Angus Association is responsible for the shows, meetings and events that bring Angus breeders from across the United States together. These events are important to the Angus business, not only because they give breeders a forum to promote and market their cattle, but because they provide a social setting for breeders to interact with each other.

"To watch a show is the big reason why most people take the time and effort to travel to an Angus event," says Dean Hurlbut, director of activities. "But these days so many activities are geared around the shows that they also provide an opportunity to come together not only to view livestock, but share ideas, make friendships and contacts in their business as well."

Trying to pinpoint the exact members of the activities team is harder than first expected. It takes a lot of cooperation and teamwork to plan and execute a successful event. Regional managers, member services, public relations and the *Angus Journal* all play a large part in planning and running programs headed up by the activities department.

"Communication is a big part of why we have such a successful team in the activities department," says Hurlbut. "Without constant communication from all the team members, we couldn't do it."

Hurlbut is assisted in the office by Nancy Hare, who works with entries, programs and the Roll of Victory (ROV) show



Dean Hurlbut, director of activities, and secretary Nancy Hare go over final details of an upcoming Angus event.



James Fisher (center) director of junior activities, helps check in came at a junior show.

program. The herdsman dinner and Denver bull sale held at the National Western Stock Show, the Association annual meeting and banquet held at the North American International Livestock Exposition, and the National Angus Showmanship Contest held each year during the National Junior Angus Show are other events the activities department is responsible for.

In recent years, the National Junior Angus Association (NJAA) has become the shining star of the American Angus Association activities. More than 8,500 junior members belong to the NJAA and the National Junior Angus Show has become the largest single-breed beef cattle show in the world.

James Fisher, director of junior activities, credits the success of the NJAA programs to the diversity that has been added in recent years.

"The object with junior programs is not only to teach kids to be good animal breeders, but to also teach them good citizenship and to be responsible people," Fisher says. "Without the leadership opportunities this organization offers, we wouldn't see near the participation or enthusiasm we generate now."

Brenda Wilson assists James Fisher in the junior activities department. She verifies junior ownership and eligibility for shows, collects and processes entries and helps coordinate all junior activities and the NJAA Board. Fisher says the directors on the NJAA Board, as well as all the state junior Angus advisors, are an irreplaceable part of his team.

"We couldn't do it without the volunteers out there working to make their local and state programs a success," says Fisher. "They are essential in keeping events planned, members informed and information flowing back to the Association."

Like all departments at the American Angus Association, integrity is a top priority. Both Hurlbut and Fisher strive for consistency and fairness in the way they run activities and enforce rules.

"We don't allow any gray area to exist," says Fisher. "We have policies that have been set by our Board of Directors, and we don't stray from them. It takes that kind of dedication to see that the details are done, the I's are dotted and the T's are crossed so that the first animal walks into the ring on time."



Lou Ann Adams (left) director of electronic data processing, and her staff participate in a workshop to improve the Association computer system.

their worst enemy.

Lou Ann Adams, director of data processing, and her team of computer specialists, which includes operators Phyllis Breckenridge and Jean Hockaday, plus programmers Marg Dreesmann, Janice Blair, Lori Sticken and Gayle Billups, are responsible for the processing and storage of almost 12 million animal records, almost 6 million performance records and more than 300,000 records of membership. If that's not enough to make a person lose sleep at night, they also design and develop computer applications plus maintain and enhance the office network.

"We don't just push a button," says Adams, who has worked in the data processing department for 13 years. "There's a lot of thought, planning and expertise that goes into these jobs. We are always behind the scenes, making sure the members' data is secure, correct and valid."

Adams says the biggest strength of the data processing team is their willingness to pitch in and work together, especially in an emergency situation. For example, when the electricity goes off or the system goes down, it takes the hands of everyone to get it back up again. If the system is down for too long, the day's work won't be processed and back in the mail the next day.

Marg Dreesmann has invested 29 years as a programmer at the Association, and although what she does on a day-to-day basis has changed with technology, her goals are still the same.

"Data integrity is our job," Dreesmann says. "And in the future that will change to also include data accessibility."

Part of that focus on data accessibility is the current conversion from a mainframe system to a client/server database system, which is a state-of-the-art set-up that will allow both Association employees and breeders to access information more quickly. For breeders, that means quicker answers on the phone, faster service and information, plus more flexibility in the types of information the Association can provide.

"When it comes to this system, the sky's the limit," says Adams. "We are essentially going to go from a file drawer type of system to online access. With this changeover, we are now asking people what they want from the system instead of telling them what they're going to get. That wasn't possible before."

Learning how to operate and work with the new system requires a lot of cooperation,



More than 75 Angus breeders attended seminars at the Association headquarters this spring to learn more about the Angus Herd Management System program. Scott Johnson, director of the AHMS program, led the workshops attended by breeders from 16 states. The next workshop scheduled will be two sessions at the National Junior Angus Show in Kansas City. The first session will be from 3 to 5 p.m. Thursday, July 17; the second will be at 9 a.m. on Friday, July 18. Both sessions will be conducted in the Governor's room at the American Royal Complex.

As the beef industry becomes more performance oriented, one might expect shows to move out of the spotlight, but Hurlbut disagrees.

"At one time performance and show people were going in two different directions," he says. "But it's not that way anymore. Now the cattle with strong performance information are also winning the shows. They've really come together as one."

"I think activities and shows will continue to be strong in the Angus business because of the strong junior organization we have," Hurlbut adds. "The American Angus Association Board of Directors realizes that the success and future of this breed hinges on our young people, and they're showing them support through these activities and programs that will give them the skills necessary to take this breed into the next generation."

Data Processing

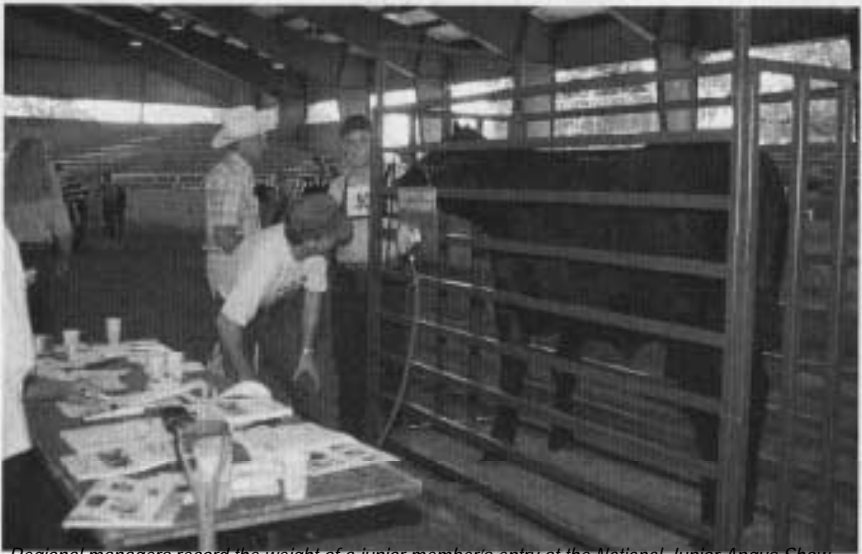
The phrase "we couldn't do it without them" couldn't be more accurate than to describe the team in our data processing department at the American Angus Association. The role this department plays in the work of the Association has dramatically changed since the office first opened in St. Joseph, Mo., in 1956, and is still changing today. You could say that time and technology are their best friend, and

This is where a positive attitude and a lot of teamwork are a necessity.

"This new system means training, learning and developing together," Adams says. "To get it done on time and effectively means we need more teamwork now than ever before."

All the technology and computer jargon aside, it's easy to see that these women truly love what they do.

"Our jobs are exciting," Dreesmann says. "Sitting at the computer and making things happen is fun. In my 29 years of work at the Association, I've never been bored. A lot of that is due to all of the changes we've seen in technology, but a lot of it also comes from working in the ever-changing world of the Angus business."



Regional managers record the weight of a junior member's entry at the National Junior Angus Show.

Field Services

Even though thousands of miles separate our regional managers, their spirit and dedication to a common goal is as strong as any team you'll find. These 12 men spend most of their time on the road attending sales, shows and field days, sometimes spending two or three weeks away from home at a time.

So why would someone want to drive 50,000 miles a year, spending 43 weekends away from their families, living on greasy hamburgers at roadside cafes?

"The people," says Chuck Grove, regional manager for Kentucky, Ohio and Tennessee. Grove has racked-up a lot of miles and a few greasy hamburgers during his 21 years as a regional manager, but says the opportunity to meet and work with Angus breeders in his territory, as well as across the United States, makes it all worthwhile.

"We have more states to cover, more people to service and more responsibilities than ever before," says Grove. "We're a jack-of-all-trades in our territories. We essentially are every department of the American Angus Association, as well as the Certified Angus Beef Program."

The regional manager team works full time with cattle breeders to promote Angus cattle, to help Angus breeders improve their management, and to assist people who want to get started in the Angus business. They also work as representatives of the *Angus Journal*, consulting with breeders on their marketing and advertising programs. A regional manager can most often be found standing at the side of a sale ring taking

bids, lining up classes at a state fair or junior Angus show, or giving a report at your association's annual meeting or field day.

The wide variety of responsibilities each of our regional managers have differs not only from day to day, but from territory to territory. That's where having other team members to go to for advice really pays off.

"One thing I really enjoy is the camaraderie of our team," says Grove. "We not only enjoy working with each other, but we like to be together socially as a group. The friendship and closeness that exists between the 12 of us, and also the rest of the staff, is truly unique."

Rod Wesselman signed on as a regional manager with the Association four years ago, covering the states of Hawaii, Idaho, Oregon, Utah and Washington. He enjoys the active lifestyle and travel that comes with the job.

"I stepped in when the American Angus Association was at an all-time high," says Wesselman. "There were more sales, shows and activities going on in my states than ever before. But even in my short time here, I've seen lots of changes both in the beef industry and at the Association. With that I've also seen the regional manager team adapt to those changes."

Wesselman tries to tailor his services and advice to each breeder, regardless of their level of experience in the business.

"I have a lot of purebred breeders whose sole income is the Angus business," Wesselman says. "These aren't hobby breeders, they're in it to make a living. But when I meet a new breeder who's just

getting into the business, I ask them what their goals are. I want them to still be in the business five years down the road. I need to know their goals in order to help them do that."

Wesselman's job satisfaction comes from seeing his efforts make a difference. "When you give someone advice, they take it and it works for them, you know you've done your job, and that is what makes it all worthwhile for me."

Both Grove and Wesselman agree that one of the hardest parts of their job is juggling this live-out-of-a-suitcase career with their family and responsibilities at home.

"It takes a unique woman to be the wife of a regional manager, and an understanding family," says Grove. "I don't think most people realize just how much time we do spend, not only at Angus events, but travelling to and from. When my family is at a Sunday picnic, I'm usually driving."

"I hope members respect that we try to be professional in what we do and that we want to project a positive image for both them and the breed," says Grove. "I think I speak for the entire regional manager team when I say that I take great pride at an Angus event; in the professionalism of the staff of the American Angus Association, as well as Angus breeders."