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Enhancing leadership

In the Fall of 2016, the American Angus Association's Board of Directors approved a new Long-Range Strategic Plan. The plan was the culmination of many months of work and identified five core goal areas: Genetics, Commercial Programs, Leadership, Product and Research.

The five core goal areas are driven by 21 strategies that provide the path forward in achieving our goals. During the past several months, there's been much work done across the different areas. I want to use this month's column to provide an update on the four strategies that drive the core area of Leadership.

Develop educational and informational strategies that capitalize on the strength of Angus Media to foster a leadership position within the industry. The Association is fortunate to own the media company. It provides us a strategic advantage by allowing us to control our messages across our media properties, but today's technology drives and demands innovation. That's why we continuously work to improve our media properties. You've seen it with the redesign of the *Angus Journal*, and later this summer the *Angus Beef Bulletin* will have a new look. *The Angus Report*, aired each week on RFD-TV, will unveil a new format in the coming months, while there will be a myriad of enhancements to both our online and social media efforts.

Expand current Association initiatives in leadership development by improving and certifying curriculum goals and offerings. An increased focus on leadership development is an

area that I'm particularly excited about. We're working to develop an enhanced leadership tier experience for both adult and youth members. There will be new curricula developed to engage membership, our state associations and academia.



Develop relationships with international Angus partners that will be based upon mutually collaborative efforts that drive the use of American Angus genetics. We've worked closely with the Canadian Angus Association (CAA) since 2009, when Angus Genetics Inc. (AGI) began managing its genetic evaluation services. We also have several projects under way in collaboration with Angus Australia (AA). AGI, AA and CAA have submitted a joint research proposal to study the genetics of immunity in Angus cattle. There are also plans in the works to conduct a research genetic evaluation at AGI, combining data from the three countries to better compare Angus genetics.

Finally, the Association has been

involved with the development of the Confederation of Latin American Angus Producers' Association. Participating countries are Argentina, Brazil, Colombia, Mexico, Paraguay and Uruguay. The organization has asked AGI to develop a proposal for a Latin American Angus Evaluation combining the data of those six countries.

Focus on enhancing the membership experience of Association members. We conducted an in-depth analysis of how the Association interacts with members and identified a number of areas for improvement. You'll see a change in the manner in which we correspond with you by reducing unnecessary mail pieces, while updating the tone of our correspondence to better reflect who we are. Some of the enhancements will be subtle, such as increased training for our customer service team, while other changes, such as the new membership card and online Angus store, will be more noticeable.

I'm confident that each of the tactics discussed above will achieve our leadership goal of leveraging our market strength to enhance our industry leadership position.

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