

A S U P P L E M E N T T O T H E

ANGUS

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A M E R I C A N A N G U S A S S O C I A T I O N



AMERICAN ANGUS ASSOCIATION

Founded in 1883, the American Angus Association is owned and controlled by its members. Members elect delegates to represent their state at the Annual Meeting. The delegates in turn elect five representatives each year to the 15-member Board of Directors, as well as the Association president and vice president.

The primary job of the Association is to collect and to process performance and ancestral records on Angus cattle and to issue certificates of registration and transfer. The Association also performs a variety of other services for members, including public relations, support of shows and educational events, junior activities programs, commercial relations, and Certified Angus Beef (CAB) LLC. In addition, the Association publishes the Angus Journal and the Angus Beef Bulletin through its for-profit subsidiary, Angus Productions Inc.

The offices of the American Angus Association are at 3201 Frederick Ave., Saint Joseph, MO 64506-2997; (816) 383-5100; fax: (816) 233-9703; angus@angus.org; www.angus.org.

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AMERICAN ANGUS ASSOCIATION MISSION STATEMENT

"To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, to broaden its influence within the beef industry, and to expand the market for superior-tasting, high-quality Angus beef worldwide."

LONG-RANGE GOALS

Adopted at the June 2000 meeting of the American Angus Association Board of Directors

- Become the leading information and service center for the beef industry, utilizing the most current communication technology, within three years.
- Achieve 80% Angus-based beef cattle population by 2005.
- Aggressively evaluate programs that will permit incorporation of DNA technology into the genetic-evaluation process within five years.
- Achieve a *Certified Angus Beef*® (CAB®) acceptance rate of 30% by 2007.
- Triple CAB brand awareness by consumers in five years.
- Create programs that add value for commercial producers who receive a properly transferred registration certificate.
- Increase service to the commercial cattle industry by enrolling 1 million head of the commercial cattle herd in the Angus Beef Record Service (BRS) in five years.
- Explore nontraditional sources of revenue to support Association programs and to pursue growth of the Angus Foundation.
- Keep the membership informed of outside influences that affect the well-being of the Angus industry.
- Offer new programs and opportunities to maintain continuous growth in junior membership.
- Coordinate the flow of cattle from commercial Angus herds to feedyards licensed by Certified Angus Beef LLC (CAB).
- Provide information to 80% of the fed-cattle industry through licensed feedlots and commercial programs within three years.
- Support and encourage programs for beef safety and source verification.



AMERICAN ANGUS AUXILIARY OFFICERS

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Serving on the 2001-2002 National Junior Angus Association (NJAA) Board of Directors are (seated, from left) Tom Patterson, Columbus, Mont., chairman; Ryan Sweeney, Mason, Mich., vice chairman; Heath Johnson, Corinth, Miss., communications director; Christy Walther, Mount Crawford, Va., Foundation director; Brittney Burns, Kickapoo, Ill., leadership director; and Jessica Sawyer, Bassett, Neb., membership director. Directors elected in July 2001 to serve two-year terms are (standing, from left) Lacey Robinson, Montgomery City, Mo.; Lana Myers, Jennings, La.; Mercedes Danekas, Wilton, Calif.; John McCurry, Burrton, Kan.; Brian Howell, Union City, Ind.; and Brandon Walker, Lexington, Ga.

The Angus Foundation was established in 1980 to support youth, education and research. Twenty-one years later, the Angus Foundation has expanded its efforts to benefit the future of the Angus breed. The 501(c)(3) organization works directly with the American Angus Association and strongly supports the National Junior Angus Association (NJAA).



Each year the Angus Foundation presents \$25,000 in scholarships to young Association members at the National Junior Angus Show (NJAS). The Angus Foundation also supports the NJAA Board of Directors and benefits the youth who participate in educational contests and leadership conferences.

During the past year, the Angus Foundation advanced its communication efforts. A Web site, www.angusfoundation.org, went online in the spring of 2001. The site features links that describe the benefits of the Angus Foundation, outline levels of giving and ways to donate to the Angus Foundation, and are complete with contact information and photographs of events.



ANGUS PRODUCTIONS INC.

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OUR GOAL ...

To serve the individual needs of members by offering a variety of services exclusively through API.

The *Angus Journal*, with a circulation of 20,000, is the official publication of the American Angus Association and the major source of communication between the breeders and their Association. It is the only Angus publication that reaches the nearly 2,900 new American Angus Association members gained each year.

The *Angus Beef Bulletin*, with a circulation of more than 65,000, is a no-frills tabloid newspaper sent to an elite list of commercial Angus buyers who have purchased and had Angus cattle transferred to their name. (This list is used exclusively by the *Angus Beef Bulletin*.) Designed to give the commercial Angus producer an edge, editorial content offers information on management, production, genetics and marketing from leaders in the industry.

API Special Services is a department to help you with your special promotional needs, such as sale books and brochures to promote your farm, sale or Angus seedstock. With direct access to Association performance data, the department's staff can create and design marketing pieces for top-of-mind awareness. Special Services staff can also access specific mailing areas or a nationwide mailing list to best meet your marketing needs.

API's Web Marketing Department can help Angus breeders, associations, feedlots and others promote their business globally. Online marketing services available include Web site design, updating and hosting; online sale books; Angus e-Classifieds; banner ads; and Angus e-List ads. The department also provides real-time coverage of Angus and industry events. Go to www.angusjournal.com/realtime to see a list of current and archived events.

In addition to viewing current and archived articles of the *Angus Journal*, producers can sign up for an opt-in news service, Angus e-List, on the *Angus Journal* home page. Subscribers receive industry news and weekly updates of Angus events.

AngusPhotos.com was designed to help distribute some of the most-used scans of individual animals and to provide show exhibitors a way to proof and order API photos of their winning entries.

To find out more about API's Web services visit our Web sites at www.angusjournal.com; www.angusbeefbulletin.com or www.angusproductions.com.

ANGUS JOURNAL ADVERTISING RATES & DEADLINES

(Black & White)

	1-5 Issues	6-11 Issues	12 Issues
1 page	\$775	\$740	\$710
2/3 page	585	560	535
1/2 page (2 columns)	530	510	485
1/2 page (3 columns)	445	430	415
1/3 page	320	300	290
1/4 page	280	270	260
1/8 page	185	180	175
1 inch (classified/AHIR)	47	45	40
State co-op contract	—	—	558 prepaid

Additional charge for color, per page:

One additional standard color	\$100
Four-color	\$300 (plus four-color separation cost)
Matched or specified color	\$175
Metallic or fluorescent	\$300
Black & white photo	\$12.50 (each)
Color photos	priced per usage size
Call for specifications and 10% discount for camera-ready material.	

Deadlines & mail dates:

- Space reservation: 1st of second month preceding publication
- 5% Early copy discount date: 20th of second month preceding publication
- Copy/photo final due date: 25th of second month preceding publication
- Camera-ready due date: 1st of month preceding publication
- Mail date: 1st of publication month

ANGUS BEEF BULLETIN AD RATES & DEADLINES

Issue	Due Date	Mail Date	Safe Sale Date
September	July 26	Aug. 30	Sept. 18-Oct. 29
October	Sept. 13	Oct. 11	Oct. 30-Jan. 16
January	Dec. 2	Jan. 3	Jan. 17-Feb. 27
March	Jan. 6	Feb. 11	Feb. 28-April 17

- No color available.
- Call for specifications and discounts for camera-ready material.

Black & white single insertion

Size	Price	Size	Price
Full page	\$1,095	Junior page	895
1/2 page vertical	745	1/2 page horizontal	745
1/4 page	465	Black & white photo	12.50 (each)