

LEAD IN

by Dick Spader
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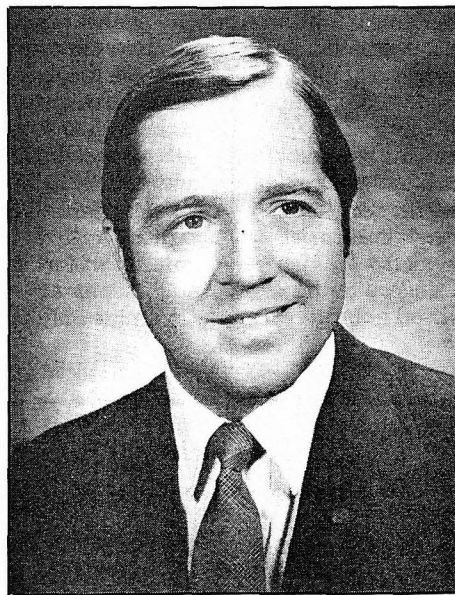
A far-reaching program to more efficiently utilize the field staff of the American Angus Assn. and the ANGUS JOURNAL was approved by the Board of Directors at their last meeting. The pilot project involves the merging of regional manager and ANGUS JOURNAL responsibilities with a long-range goal of combining both field forces. Eventually, the entire field staff of the association-ANGUS JOURNAL will provide service to members and also be involved in the sale of advertising for the ANGUS JOURNAL.

Three regional manager territories will constitute the initial project. They are the territories serviced by Jim Bessler in Washington, Oregon, Idaho, Utah and western Montana; Mike Darnell in North and South Carolina, Georgia and Florida; and Richard Dyar in Alabama, Arkansas, Louisiana and Mississippi.

These three men will continue to attend all Angus events as in the past and work with Angus breeders to promote the best interest of the breed in their area. In addition, they will represent the JOURNAL in the sale of advertising. At auctions where enough JOURNAL advertising has been purchased, they will provide ring service. They will continue to attend other Angus auctions and other functions as regional managers on a first come, first served basis, as in the past.

The American Angus Assn. is the only beef breed association anywhere that has provided a full-time regional manager staff the past few years. All others with a field

staff long ago combined it with their breed publication staff. Now, despite the strength of the Angus breed and the American Angus Assn. it appears that we must consider moving in this direction.



The main reason is cost. The largest single outlay of the association is keeping regional managers traveling. And travel expenses for the JOURNAL representatives make up a significant part of the magazine's expenses. What's more, the cost of keeping people "on the road" is being hit

harder by inflation than any other area of association operations. Everyone is aware of the tremendous increases in the cost of automobiles, repairs and fuel. Airline tickets have gone out of sight. And the cost of restaurant meals and hotel and motel rooms have inflated nearly as much:

The plan is to eventually realign some territories and to combine duties so that personnel work smaller regions. This would mean that the regional manager-JOURNAL representative would do less air travel, would drive fewer miles and would spend more nights at home. What's more, by having fewer members to serve, the staff would be able to maintain the present services provided by both the association and the JOURNAL. It might even be possible to increase services and make the staff more accessible to members in the smaller territories. If the trial goes smoothly, we plan to make the transition to a single staff over a five year period.

Changing economic conditions are forcing many businesses, including many Angus breeders, to change the way they operate. The association is no different. Fortunately, because of advance planning and a large amount of lead time, the board and I feel that this economy move can be made with no interruption of service to members and without turmoil in either the JOURNAL or association staff. What's more, the end result should be better service for Angus association members and ANGUS JOURNAL advertisers, and a much needed long-range saving in costs. A