

from the office

LEAD IN

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Strong local, state and national Angus associations are essential for the continued success of the breed. We can best achieve these goals with the active support of every Angus breeder.

At times, it is amazing how many people simply write to the American Angus Assn. and ask how they can become a member. It is a credit to the Association's advertising and promotion program.

But the growth of state and local Angus associations as well as the American Angus Assn. depends far more upon each of us than upon mail response. Most people do not respond to an advertising or promotional appeal, not by writing the national organization. Rather, they visit a local retailer or dealer. The same is true with selling memberships in your state or local Angus association or the American Angus Assn.—new memberships depend heavily upon you, the local Angus retailer. We can increase the demand for Angus cattle, and the participation in Angus activities, by aggressively seeking out and inviting new people to join our associations.

The most effective way to increase membership is to explain to people the advantages of belonging to an organization and then ask them to join. The Central Kentucky Angus Assn., for example, has such a program which has helped make that organization one of

the most active of its kind in the nation. Some of their techniques will be outlined at the Angus Leadership Conference, Sept. 22.

Breeders who buy state association and American Angus Assn. memberships for new non-member customers find that it not only increases organization membership, but it also increases customer loyalty and eventually increases their cattle sales.

For a \$10 or \$20 tax-deductible membership in your state Angus association, you can easily explain to a prospective member the benefits of belonging. Just receiving a state magazine or newsletter would be worth the cost, not to mention the opportunity to be listed in a state directory, consigned to special sales, and take part in meetings and field days.

A \$20 regular membership in the American Angus Assn. provides a \$15, one-year subscription to the Angus Journal, the right to register cattle and take part in the Angus Herd Improvement Records program, plus the services of the regional manager and the right to exhibit in junior shows (for young people) as well as take part in other youth activity. What's more, under present policy, the breeder may renew that membership for only \$10. It's a bargain any way you cut it.

In fiscal year 1983, the Association began a program of active solicitation of non-member buyers of registered Angus cattle. We pointed out some of the above advantages and as a result increased the number of new members joining the Association by over 12 percent compared to a year earlier.

This year we initiated our new-member campaign in which Association members may earn prizes by signing

up new members. Through August, 1,789 new members have joined. September is the last month for you to take part in the 1984 membership campaign. By signing up just a few more members, you may increase the value of the prize you earn while helping your organization.

To follow up on the 1984 membership campaign, membership recruitment will be discussed at the Third Angus Leadership Conference in St. Joseph this month. The conference will bring together state and local Angus association leaders from all over the United States to explore ways these organizations can meet the challenge of 1985 and beyond. Included in the program will be two intensive sessions. One will address effective communication with members. There will be a presentation on how to use the Angus Journal, as well as explanations by successful state association representatives on how they actually communicate. Following this will be presentations by successful state association leaders on how they recruit new members and then keep them active, involved and dues paying for years to come.

Such emphasis is well placed. If we do not interest new people in the Angus business, and encourage them to become active, supporting members of our organizations, then we will not be able to continue to provide the programs that have made the Association the national leader among purebred registry organizations. It has been said many times, but it is no less true—strong local, state and national Angus associations are essential for the continued success of the breed. We can best achieve these goals with the active support of every Angus breeder. **AJ**