

LEAD IN

by Richard L. Spader, Executive Vice President
American Angus Association



An Association Of the People, For the People, By the People

It's been said that planning is assessing the future and making provisions for it.

Every association, indeed every business, needs a strategic or long-range plan, and the American Angus Association is no exception.

The process for the Association started in the spring of 1991 with the first official long-range plan of the organization. The follow-up was this past summer when the Board of Directors met for a second planning session in conjunction with their quarterly business meeting.

The basis for the session was to assess how the American Angus Association can serve the needs of a changing industry and its members. If the Association is to maintain its leadership position, the Board feels it is essential to regularly evaluate the Association's position in the industry and develop measurable goals for your Association and for your Angus breed.

From this second planning session came a set of objectives to guide the Association for the next three to five years. The objectives focus on specific areas and activities. They are as follows:

OBJECTIVE 1:

Expand the value and use of the Angus performance database. This objective was also No. 1 in the first long-range planning session two years ago. It points out the importance of predictable genetics in the beef cattle industry and emphasizes the Association's role in providing meaningful performance data on the economically important traits to both registered and commercial cattle producers.

OBJECTIVE 2:

Determine the degree to which reproductive traits and carcass traits are compatible or antagonistic. Utilize this information to position the Angus breed in the cattle industry.

In an effort to strike a balance or identify superior genetics for reproduction and carcass traits, the Board feels research is needed to establish the Angus position in this area and further promote the Angus breed.

OBJECTIVE 3:

Promote establishment of straight-bred commercial Angus herds and differentiate between Angus and other black cattle. Research indicates more Angus blood will appear in the nation's commercial cow herds in the future. Introduction of new black breeds present a challenge to the Association and to Angus breeders to identify and differentiate Angus genetics from those of other black breeds.

OBJECTIVE 4:

Maintain our image and reputation as a ser-

vice driven organization. Assure we keep more members active and attract new ones to capture the maximum market share of the purebred industry. The Association must be membership driven with specific emphasis on program development and service to members.

OBJECTIVE 5:

Continue to strengthen the junior program and enhance its ability to produce future leaders for the American Angus Association. The future of the Association lies in our youth. Today more than 6,700 juniors are members of the National Junior Angus Association. Efforts will continue to expand our youth program and leadership development.

OBJECTIVE 6:

Expand programs to identify value, predictability and consistency of end-product yield and palatability traits in Angus. It is important to respond to dramatic changes in the beef industry brought about by close trim products at the packer and retail levels.

OBJECTIVE 7:

Improve member education and awareness of American Angus Association activities. Also increase member participation in the Association.

OBJECTIVE 8:

Identify ways to utilize the show ring to improve muscling.

OBJECTIVE 9:

Produce the most proven predictable genetics in the industry.

OBJECTIVE 10:

Continue to monitor developments in the use of live animal evaluation for carcass merit.

Long-range planning is not limited to the American Angus Association officers, directors and staff. We need input from you, our members as well, if we are to continue to improve opportunities for economic growth and continued expansion of the Angus breed.

Look over these goals or objectives carefully and give us your ideas. You may feel that some are more important or less important in their ranking, and you may have other goals that you feel the Association should consider or pursue.

Feel free to convey your ideas to any or all members of the Board of Directors, or contact me. Your contribution will be valued as we look to the future of the American Angus Association and the Angus breed.