

from the office

LEAD IN

Richard Spader, Executive Vice President, American Angus Association



"You know, you Angus people are sure doing a lot of things right."

That's the unsolicited comment I received from a Kansas commercial cattle breeder the other day. The man produces crossbred feeder cattle and uses a lot of Angus bulls. We happened to be visiting his place on a tour sponsored by the Andrew County (Missouri) Cattlemen's Assn.

His compliment got me thinking positively for a while. That's something that cattle producers find difficult these days, but we in the Angus business have a lot more to be thankful for than people who are members of other beef cattle associations. And, as we begin the 1986 fiscal year and prepare for the 102nd Annual Meeting of the American Angus Assn. in Louisville on Monday, Nov. 18, maybe it's time we stopped and thought about some of the good things we possess.

Two Angus programs continue to grow despite the industry-wide recession. They are the Certified Angus Beef program and the Angus Herd Improvement Records program. Although the profits from our individual herds haven't been touched much by the CAB program, you can't help but be impressed with the fact that about 1.5 million lb. of Certified Angus Beef are now being merchandised each month in this country. What's more,

we have a network of licensed distributors for CAB who are some of the most enthusiastic boosters of our product that you would ever hope to meet. They are convinced that we have only just begun to see results of this unique, trademarked Angus beef branding and merchandising program.

I don't know how long we will sustain growth in our AHIR program. I hope until nearly every purebred Angus that hits the ground is weighed and enrolled. There is no question but what many of those things that we are "doing right" are the result of the AHIR program. Those of you who have used it extensively and correctly to produce ever-increasing numbers of cattle with predictable high performance are responsible for this success. Few other breeds of cattle have this huge wealth of recorded performance information on file that is essential for further breed improvement.

Our Junior Activities program is the envy of every breed association. Just one function, the National Junior Angus Show and National Junior Angus Showmanship Contest, could qualify it for success. But this event is a small part of the overall plan for education and involvement of young people in the Angus business. We have regional and regional preview shows, a National Recognition program that honors outstanding young Angus people for excellence in all areas of their Angus involvement, and a national job program and leadership projects that are offshoots of the National Junior Angus Board of Directors and the National Junior Angus Assn.

We can also be proud of our many planned activities that range from support of open Angus shows and registered Angus steer shows, to the National Angus Leadership Conferences, and national events like our Centennial Celebration in 1983 and the special National Angus Conference that is set for September 1986 in St. Joseph, Mo. I hope all of you take advantage of this special Associ-

ation activity in 1986.

Also, our national Angus advertising and public relations program has no equal in the beef industry, in fact, not in the livestock industry. The "Elephant Ad" campaign, with its high visibility, documented high readership and award-winning design, has been the talk of the agricultural advertising profession this past year. The Angus sales message has been received by our potential customers. No other breed association board of directors and members consistently support this kind of national advertising program. The same goes for the public relations and Angus information program that keeps the name of individual Angus breeders and the Angus breed in front of the public week after week.

Many of these accomplishments are possible because of the open, democratic organization that you are such an important part of. Twice a year every member of the American Angus Assn. has the opportunity to be directly involved in running this organization. The first time is when potential delegates are nominated. The second is the actual election of delegates to the Annual Meeting. Then some 300 delegates, elected by you, conduct the business of the Association in an open, democratic, representative meeting. Every organization should be run this way, but few of them are.

I hope to see you in Louisville next month at all the Angus events that are a part of our National Convention. You will have fun and eat well, you will be educated, and you will have the opportunity to associate with some of the finest people in the world and see how your Association is operated. For those of you who have been elected as delegates or alternates, be sure and be in Louisville and exercise your vote at the Annual Meeting.

Your participation will strengthen the American Angus Assn., and this strength will serve us well when this depressed beef economy finally comes to an end, as it is sure to do.

AJ