

# Meet Your Staff

**Editor's note:** As part of our "Family Ties" theme this summer and fall, we want to introduce you to your Association family — those here at the American Angus Association dedicated to giving you the best service in the seedstock industry.

We asked Lance Ziesch to survey staff members to gain insights as to what each does for you, the membership, and why they work for the Association. As with any family, some members enjoy sharing while others are quite shy, so listings will vary in length and detail.

We also asked staff to contribute tips we could give you to help in the Association's goal of constantly improving member services.

We hope you enjoy getting acquainted with the staff — maybe even putting a face to a voice you've heard on the phone for years. We also hope this series will be helpful in directing you to the appropriate person to handle your requests.

Part 3 of this series includes the performance programs staff of American Angus Association and the special services staff of Angus Productions Inc. (API).

## Performance Programs

**John Crouch, 26 years**  
*Director of performance programs*

**Responsibilities:** Oversees the performance programs of the American Angus Association, which include National Cattle Evaluation (NCE), national sire evaluation, the Pathfinder program, Angus Herd Improvement Records (AHIR) and international evaluation of Angus cattle.

John says he most enjoys working with Angus breeders, both seedstock and commercial, in implementing programs that result in producing a higher-quality, more-consistent product.

John grew up on a farm and worked on farms and ranches until he became employed by the Association. He was raised in an Angus family and exhibited cattle at major shows. He received a bachelor's degree in animal husbandry from the University of Tennessee in 1963.

He and his wife, Judy, have five children and 10 grandchildren, with more on the way. "We love to travel in the Southwest," he says. "My hobby is fly-fishing or fishing of any kind."

John specifically recalls one humorous situation in which a gentleman called in with cattle for sale. "In our conversation, I finally asked him if his cattle had EPDs," he says. "He emphatically informed me that they did not because he vaccinated for everything!"

**Bill Bowman, 8 years**  
*Assistant director of performance programs*  
*Director of commercial relations*

**Responsibilities:** Works to develop programs and services for commercial cattle producers using Angus genetics.

Bill says members who sell seedstock to commercial producers are the breed's best line of communication to reach that segment of the industry. "Educating these users of Angus genetics of the various Association programs that can assist them in recordkeeping and marketing can help build loyalty for your breeding program," he says.

However, getting producers to take advantage of the Association's available services is sometimes challenging, he adds.

Bill's involvement with Angus started in 1971 with a junior heifer project.

Currently, Bill's wife is back in college working on a nursing degree. Their daughter began college this fall, and their son is a junior in high school.

**Gloria Hurlbut, 23 years**  
*AHIR supervisor*

**Responsibilities:** Data entry, performs or analyzes sire evaluation, electronic weights, ultrasound and carcass measures.

Gloria's favorite aspect of her job is the

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The staff of the Performance Programs Department includes (front row, from left) Gloria Hurlbut, John Crouch, Jean McGuire, (middle row, from left) Shelby Corf, Dee Waters, Pam Osborn, Diana King, (back row) Bill Bowman. Not pictured is Rhonda Knouse.

MEET YOUR STAFF CONTINUED

contact with the breeders. She says she likes assisting them with their questions about expected progeny differences (EPDs) and weight-data problems. Their cooperation is appreciated, and it's great working with them, she says.

Gloria was raised on a dairy farm, which later included an Angus herd.

Away from the office, Gloria likes to spend time with her granddaughter, husband and two daughters. The Hurlbuts also enjoy a large collection of antiques they have acquired through the years.

"I have good memories of all of our members whom I deal with," she says. "Some are funny and inspiring, and some are bizarre on occasion. There are several members I have built a rapport with. Many have become lifetime friends, and I'm grateful for their friendship."

**Shelby Corf, 5 years**  
AHIR assistant

**Responsibilities:** Deals with weight data, EPDs, herd listings and performance data on all animals and confers with individual members by phone regarding information, facts or problems with records.

Shelby says she enjoys the personal phone contact with members and the challenge of trying to solve their problems and concerns. She says her biggest challenge is helping breeders understand what EPDs are and how to calculate them.

Shelby grew up on a farm and has several interests. Her favorite hobby is collecting small ornamental bells and old writing pens and pencils.

Her family includes two grown sons, two grandsons and one granddaughter.

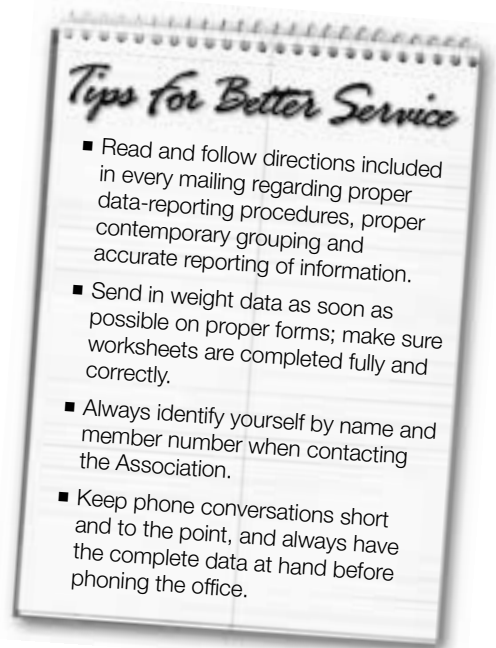
**Diana King, 2 years**  
AHIR assistant

**Responsibilities:** Helps keep AHIR files up-to-date and answers phone calls.

Being able to help customers solve problems is one of her favorite aspects of her job.

Her hobby away from work is family-history research. She also does freelance editorial work and genealogical research at home.

Diana is married and has a daughter, a stepson and a stepdaughter. She is soon to be a stepgrandmother for the first time.



**Rhonda Knouse, 1 month**  
Administrative assistant

**Responsibilities:** Works primarily in the Commercial Relations Department as an assistant to Bill Bowman and John Crouch. She also coordinates the processing of work through the Angus Beef Records Service (BRS).

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Rhonda was born and raised in Chadron, Neb. After spending 6½ years in Amarillo, Texas, she has recently moved to Plattsburg, Mo. She enjoys playing cards, reading and watching movies and is a proud Christian.

**Jean McGuire, 10 years**  
*AHIR assistant*

**Responsibilities:** Answers phone calls, files, compiles and mails breeder data lots, processes corrections, and enters weight data.

Jean says she likes the challenge of helping a breeder who has a problem. "I like to talk to breeders because some of them have good stories to tell about their daily work with animals," she says.

Although Jean has no Angus ties, her brother uses Angus bulls with his commercial herd.

Jean enjoys collecting matching cream and sugar-bowl sets. She is also involved with a Christian women's organization that raises money for missionaries. "We need missionaries in this country, too," she says.

Jean says she really enjoys working for a company that is always trying to improve its product.

**Pamela Osborn, 4 years**  
*AHIR data entry*

**Responsibilities:** Enters weight data. Pamela has been married for 2½ years.

**Dee Waters, 8 months**  
*AHIR assistant*

**Responsibilities:** Mails information to breeders.

"I am looking forward to building relationships and becoming a part of the team — the family here at American Angus — understanding every aspect of the business," she says.



### Tips for Better Service

- Before production of a sale book begins, have all animals registered and submit all information that might affect the data in the Association's computer system.
- Try to use a consistent system of registering the names of your animals; an example would be to eliminate spaces in name prefixes, such as ABC vs. A B C, so the computer organizes the animals correctly.
- When sending in sale book information, make sure all copy and photos are together.



**API's Special Services Department includes (left column, back to front) Sharon Mayes, Janet Herkelman, Lucille Standlee, (right column, front to back) Fern Poquette and Vickie Whitsell.**

## Special Services Department

**Sharon Mayes, 13 years** — *Special services coordinator*

**Responsibilities:** Compiles information for sale books, schedules printers and types sale reports submitted by regional managers.

She says it is rewarding for her to know the customer is pleased with a sale book.

Sharon was raised on a 100-acre farm with a few head of Angus cattle. She has been married for 22 years and has two daughters, ages 16 and 19. She loves the outdoors and enjoys working in the yard and garden.

**Janet Herkelman, 14 years** — *Special services artist*

**Responsibilities:** Designs sale books and brochures.

Seeing the sale book go from raw information to a finished product is rewarding, Janet says. "Just knowing that we have done our best at *Angus Journal* to help the Association member with their sale book is very satisfying."

In her spare time, Janet likes to spend time with her grandson and granddaughters. She also enjoys gardening, cross-stitching, shopping for antiques and going to flea markets.

**Fern Poquette, 8 months** — *Special services artist*

**Responsibilities:** Designs sale books and brochures.

Fern says she enjoys her job, and she thinks that the *Angus Journal* is staffed with the finest people with whom she ever has worked. "They have made my short time here very pleasant," she says.

Away from the office, Fern enjoys English-style horseback riding and foxhunting. She also has two children and two grandchildren.

**Lucille Standlee, 2 years** — *Special services proofreader*

**Responsibilities:** Proofreads sale books and brochures.

Having a job proof out with no corrections is rewarding, Lucille says, although she admits maintaining concentration is the most challenging part of her job.

Lucille is married and has two adult children. Her favorite activities include reading, writing, swimming and being with her family.

**Vickie Whitsell, 2 years** — *Special services assistant*

**Responsibilities:** Assists in compiling sale books.

Vickie says she enjoys all aspects of her job, although the most rewarding one is seeing the finished product.

Vickie is married and has three children. She enjoys spending time with her family and gardening. When they have the time, the Whitsells enjoy camping and fishing.