



Richard L. Spader's last communication to the membership is presented in honor of his memory.

Lead In

► by **Richard Spader**, executive vice president

New Angus ads are sure to create a stir

The American Angus Association will introduce a new advertising program at the beginning of fiscal year (FY) 2002.

It is designed to promote Angus advantages with a unique new design and attention-catching photography. The full-color one-page ads focus on simple but powerful benefits of the Angus breed and programs that add value for commercial cattlemen, feeders, packers and end users of Angus-sired quality beef.

Central theme

The advertising budget will be at least as large as last year's — approximately \$450,000 in advertising alone, or about \$2 from every registration fee. It accounts for the largest beef-breed advertising budget in the industry, which is a priority your Board of Directors has had for decades.

One central theme of the ad campaign is the importance of registered Angus breeders' registering and transferring a certificate on every bull sold. What separates the Angus breed from other sources of seedstock is the performance registration certificate (PRC) and the database that supports it.

The transferred certificate is a cattleman's guarantee of performance. We all know data for young bulls is subject to some change, but the genetic predictions derived from the Association are the best estimate in the beef business for predictability of performance. It's the best investment that any progressive commercial producer can make.

With that said, some might question the need for a strong advertising program in the face of the best cattle prices in a decade.

There are good reasons for doing so, not the least of which is the number of commercial producers who have yet to use Angus bulls or to incorporate Angus into their cow herds.

A strong, aggressive and consistent advertising program gets results. It's proven time and again by research in good times and bad. The Association can't drop the ball or become complacent with national advertising just because the business has been good for many years or because feeder calf prices are at record highs.

If anything, it may be time to increase our efforts and continue our work in gaining a larger share of the market; national advertising is one step in the process.

Spread the word

Angus cattle have so many advantages in today's beef industry that it would be a shame not to continue to tell the Angus story. Producers need to know about the benefits of the Angus Beef Record Service (BRS) to assist commercial producers who are dedicated to learning more about their

cow herd and end product. They need to know about the efforts in building the Angus performance database and the rollout of new expected progeny differences (EPDs) that help them breed better cattle.

They need to hear about the effect that Certified Angus Beef LLC (CAB) has had on adding value to end product, especially Angus-sired cattle. And they need to know about basic advantages that make the Angus cow the most sought after maternal machine in the beef business. Those are just a few of the basic points of the new ad campaign.

But what will catch your eye the most will be the headlines and the background. "The Color of Money" and "The Real Black Beauty Is a Cow" are just teasers to the series of five advertising headlines. They're dynamic, they're unique, and the message is to-the-point and hard-hitting. I believe readers will sit up and take notice of what they're reading — and they'll walk away with the message.

I firmly believe that, over the next few years, when the nation's cow herd starts to build, we have the opportunity to expand the use of Angus bulls and to increase the market share for Angus. The national advertising program will get a lot of attention, create interest and help build demand for Angus bulls.

But the Association is not in the bull-selling business. That's your job as registered Angus breeders. The Association's job is to help build demand and excitement for Angus bulls backed by the largest beef cattle database in the world and properly executed PRCs transferred to new owners.

I look forward to your comments about the new advertising series as it rolls out in national magazines this month.

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For a complete list of officers, refer to page 62.

REGIONAL MANAGERS—Refer to page 217.

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For a CAB staff listing, refer to page 123.