

American Angus Association 2000 Annual Report

Only a few people throughout the history of the world have had the opportunity to see the number of changes those of us living today have seen. The coming of the year 2000 was looked to with much anticipation by the entire world. Predictions of Y2K computer glitches and mass hysteria went unanswered with the turning of the calendar. Meanwhile, Angus breeders looked at the year 2000 as an opportunity to improve the genetics they offer to the beef industry and the end product they offer to the consumer.

This 2000 Annual Report encompasses the faces and places, sights and sounds of the Angus business for the past year. Since 1883, the American Angus Association has striven to provide its membership with programs and services that better the business. The year 2000 is no exception. As Association membership grows, the level of business continues to increase, and the commercial sector looks to Angus for the genetics and leadership the industry needs.

We invite you to explore a year in the Angus business through this Annual Report and hope you enjoy reviewing the year 2000 — when Angus breeders made their own Y2K history.

American Angus Association

3201 Frederick Ave.
Saint Joseph, MO 64506-2997
Phone: (816) 383-5100
Fax: (816) 233-9703
www.angus.org



Since 1956, the Angus breed has hung its hat in Saint Joseph, Mo., where the headquarters of the American Angus Association are located. The operations for Angus Productions Inc. are also headquartered in Saint Joseph. The offices of Certified Angus Beef LLC (CAB), the Association's end-product marketing program, are in Wooster, Ohio.

Angus Makes Its Mark in Year 2000

The year 2000 will be remembered by future generations as a year of many milestones. History will recall the buzz of Y2K and the turning of the calendar we all were fortunate to witness. For Angus breeders, 2000 marked a continuation of efforts to improve Angus genetics for both the commercial producer and the consumer. As the Angus business grows, so does our responsibility as genetic providers and our effect on the entire beef business.

This American Angus Association 2000 Annual Report charts the progress achieved by its membership and the Angus breed in another record-breaking year for the Association and its entities.

Both the commercial and purebred sectors are looking to Angus genetics for solutions as demand for Angus cattle continues to grow. Angus bulls sold for top prices in fiscal year (FY) 2000, and Angus females continue to set the industry standard for fertility, maternal traits, calving ease and the ability to pass genetic value to their progeny.

These ideas are confirmed by the average price of Angus seedstock in FY 2000. In auctions reported by Association staff, bulls sold for an average price of \$2,292 and females for \$2,480 (see page 6). The overall average for bulls, steers and females was \$2,367. In all, nearly 600 Angus sales in 2000 grossed more than \$121 million.

Registrations of Angus cattle continued to climb at 271,222, up 3.95% for the year. This record-breaking figure is the highest the breed has seen for 25 years. Transfers, which represent sales of cattle to new owners, were up 11.79% at 169,232.

Consumers continue to crave the high-quality beef products they receive from Certified Angus Beef LLC (CAB). Sales of *Certified Angus Beef*[™] (CAB[®]) product reached 565 million pounds (lb.), an increase of almost 14.6% from 1999.

Performance records continue to be the basis of genetic improvement for the Angus breed. Through the Angus Herd Improvement Records (AHIR) program, breeders submitted a total of 684,895 birth, weaning and yearling weights for an increase of 6.7%. More breeders are realizing the value of tracking herd performance as 201 new herds enrolled in AHIR during the year, an increase of 3.9%.

During the 12-month period, a total of 3,012 new regular members joined the Association, an increase of 11.1%. New Junior memberships were steady at 1,693, a decrease of less than 1% compared to 1999. The figures bring the total Association membership to 23,639 adults and 11,424 juniors.

Award-winning Angus publications continue to carry our message to Association members and commercial producers. Angus Productions Inc. (API) finished another year of record-breaking business: Circulation of the *Angus Journal* grew to more than 23,173 subscribers, and, at 821 pages, the September 2000 *Angus Journal* was the largest issue ever mailed. API continues to produce the *Angus Beef Bulletin* four times each year, providing more than 72,000 commercial producers with Angus news and information.

For more than 100 years, the Association has taken pride in providing accurate and timely service to its members. A survey was mailed to all active members in July inviting them to grade the quality of service they receive from the Association and its employees. You rated us a 3.5 on a scale of 4.0 for overall service, with individual areas ranging from 3.3 to 3.7.

Many members took the opportunity to write personal comments on the survey, suggesting ways to improve procedures or thanking employees for their attention to detail and the personal touch. We hope to continue that quality of service and will continually look to improve the way we conduct business.

It gives me great pleasure to bring news of the prosperity of the Association and the Angus business to you, the members. The Association's year in review, including its various departments and entities, is outlined in this 2000 Annual Report. The consolidated financial statements for the Association, its subsidiaries and the Angus Foundation are also printed within these pages.

I hope that you enjoy learning about your Association and that you realize the commitments the Board of Directors and staff have made to ensure the success of the Angus business in 2000 and beyond.

Richard J. Spader



Richard L. "Dick" Spader serves as executive vice president of the American Angus Association. He works closely with the Board of Directors and other Association staff to improve Angus genetics and to develop programs and services for the world's largest beef breed organization.

Angus Members Serve as Leaders

The American Angus Association is fortunate to have a group of 17 talented people who volunteer their time and effort to serve on its Board of Directors.

A diverse group of beef cattle producers, the Board meets four times each year to discuss issues, to set goals and to chart the course for the Angus industry of the future. The group works both in committees and as a whole to conduct the business of the Association. The responsibilities of the group continue to evolve with the beef producer's ever-changing role in a competitive industry.

Members of the Association Board of Directors also serve on the boards of Angus Productions Inc. (API), Certified Angus Beef LLC (CAB) and the Angus Foundation. Arnie Hein, Charlotte, N.C., works with the group as an appointed industry representative to the CAB Board.

The American Angus Association is a not-for-profit organization and is owned and controlled by its members. Directors are elected by delegates who represent their respective states at the Association's Annual Meeting each November in Louisville, Ky. Each director is allowed to serve two three-year terms and, if so elected by the membership, to serve two additional years as an officer.

The primary role of the American Angus Association is to collect and to process performance and ancestral records on Angus cattle and to issue certificates of registration and transfer. The Association also provides a variety of other services for members, including support of shows and educational events, junior programs, public relations, and the world's largest end-product marketing program, CAB. In addition, its for-profit subsidiary, API, publishes the Association's member publication, the *Angus Journal*, and a publication for commercial producers, the *Angus Beef Bulletin*.



Officers and directors of the American Angus Association for fiscal year 2000 are (seated, from left) **Leo Baker**, South Dakota; **Minnie Lou Bradley**, Texas; **Leroy Baldwin**, Florida, treasurer; **Charles "Bud" Smith Jr.**, Kentucky, president; **Howard Hillman**, South Dakota, vice president; **Cecil McCurry**, Kansas; **Keith Arntzen**, Montana; (standing, from left) **Henry Bergfeld**, Ohio; **Lowell Minert**, Nebraska; **Steve Brooks**, North Dakota; **Abbie Nelson**, California; **Jot Hartley**, Oklahoma; **John Curtin**, Illinois; **Jim Bradford**, Iowa; **Ben Eggers**, Missouri; **Joe Elliott**, Tennessee; and **Brian McCulloh**, Wisconsin.



Board of Directors Charts a New Angus Course

The Association's Board of Directors gathered in Saint Joseph, Mo., in May to discuss issues that faced the breed and the beef industry and to develop a long-range plan for the Association and its entities. Directors and staff worked together to identify concerns, to discuss issues and to develop solutions that will lead the Angus breed, the Association and its membership to success in the new century.

The Board revised the Association's mission statement and developed a vision statement with the help of Bob Moeller, Moeller Management Consultants LLC, Chaska, Minn. The group worked as a whole and in smaller breakout sessions to discuss issues for Association departments, Angus Productions Inc. (API) and Certified Angus Beef LLC (CAB).

Those discussions resulted in a list of directives that was condensed to a set of long-range goals for the breed. On June 4, 2000, the revised statements and goals were unanimously approved by the Board of Directors and will serve as the Association's plan as it develops programs and services for the membership in the coming years.

Mission statement

To provide programs, services, technology and leadership to enhance the genetics of the Angus breed, broaden its influence within the beef industry, and expand the market for superior tasting, high-quality Angus beef worldwide.

Vision statement

To be the leading and most progressive, member-driven, consumer-focused beef organization in the world.

Goals

1. Become the leading information and service center, utilizing the most current communication technology, for the beef industry within three years.
2. Achieve 80% Angus-based beef cattle population by 2005.
3. Aggressively evaluate programs that will permit incorporation of DNA technology into the genetic evaluation process within five years.
4. Achieve CAB acceptance rate of 30% by 2007.
5. Triple CAB brand awareness by consumers in five years.
6. Create programs that add value for commercial producers who receive a properly transferred registration certificate.
7. Increase service to the commercial cattle industry by enrolling 1 million head of the commercial cattle herd in the Angus Beef Record Service (BRS) in five years.
8. Explore nontraditional sources of revenue to support Association programs and pursue growth of the Angus Foundation.
9. Keep the membership informed of outside influences that affect the well-being of the Angus industry.
10. Offer new programs and opportunities to maintain continuous growth in junior membership.
11. Coordinate flow of cattle from commercial Angus herds to licensed feedlots.
12. Provide information to 80% of the fed-cattle industry through licensed feedlots and commercial programs within three years.
13. Support and encourage programs for beef safety and source verification.

Association Offers Top-Quality Service to Members

The American Angus Association has served as the keeper of ancestral and performance records for Angus breeders since it was established in 1883. As members work to improve the breed through individual herds, those records continue to be the largest and most valuable resource of the breed.

Fiscal year (FY) 2000 was another big year for the Member Services team, as breeders submitted record-setting numbers of registrations and transfers to the Association.

The Information Systems (IS) team works closely with Member Services to keep this well-oiled data-processing machine running by writing programs and improving recordkeeping systems. Custom programs were developed for the Angus Beef Record Service (BRS), the Association's newest program for commercial producers, and for the Advertising, Production, Special Services and Web Marketing departments of Angus Productions Inc. (API).

Statistics for the year included processing 271,222 new Angus calves, a 3.95% increase from 1999 and a 25-year high for the breed. Transfers of cattle to new owners were up 11.79% at 169,232. Other areas of growth included regular memberships, artificial insemination (AI) certificates issued and calves produced by embryo transfer (ET).

The Angus Herd Improvement Records (AHIR) program completed another record-setting year by processing a total of 684,895 weight records, a 6.7% hike from 1999. More than 5,300 Angus herds are active in the AHIR program.

The number of breeders who submit work to the Association electronically continues to grow. In total, 18.9% of registrations, 28.4% of weaning weights and 33.9% of yearling weights were received by modem or on computer disk.

As members become more comfortable with electronic communication, the IS Department is laying the groundwork for providing more services via the Internet. In FY 2000 the Association's Web site (www.angus.org) was moved in-house from a local Internet service provider (ISP), which will allow for more database-driven applications on the Internet.

For the first time ever, the American Angus Association completed the first merge of Canadian and U.S. Angus performance data for the National Cattle Evaluation (NCE). The IS team was instrumental in the history-making project that generated expected progeny differences (EPDs) for Angus cattle in North America.

The Association continues to process more than three times the number of registrations of any beef breed, and it provides this service with a one-day turnaround time. A member service survey distributed during the year gave Association service a score of 3.5 on a 4.0 scale, with a large percentage of respondents marking a perfect score.

RECORD OF BUSINESS STATISTICAL REPORT—FISCAL YEAR 2000

Year to date	2000	Increase or decrease	
		No.	%
Registrations	271,222	10,315	3.95
ET registrations	20,383	1,927	10.44
Transfers	169,232	17,842	11.79
Regular members	2,780	—	—
Convert to regular members	232	—	—
Total regular	3,012	301	11.10
Junior members	1,693	-11	-0.65
Nonresident members	4	—	—
AI certificates	109,667	7,102	6.92

TOP 10 STATES IN REGISTRATIONS AND TRANSFERS

State	Registrations	State	Transfers
Montana	29,480	Montana	14,734
Missouri	19,363	Missouri	13,405
Nebraska	17,717	Texas	11,432
Texas	15,538	Kansas	10,129
Kansas	14,554	Nebraska	8,941
South Dakota	14,276	Oklahoma	8,624
Oklahoma	12,547	Kentucky	7,101
Iowa	11,768	Virginia	7,001
Kentucky	9,185	Iowa	6,959
Virginia	8,849	Tennessee	6,624

TOP 10 STATES IN NEW REGULAR AND JUNIOR MEMBERSHIPS

State	Regular	State	Junior
Texas	292	Illinois	138
Missouri	207	Iowa	126
Oklahoma	167	Texas	126
Tennessee	134	Missouri	115
Kentucky	122	Indiana	95
Indiana	105	Oklahoma	85
Iowa	102	Kansas	82
Illinois	99	California	75
California	97	Nebraska	51
Ohio	94	Ohio	50

Regional Managers Spread the Angus Word in the Field

The Association's team of 12 regional managers serves as a resource for members and as the beef industry's link to the Angus business in the field. As the Association provides additional programs and services to more than 35,000 regular and junior members and thousands of commercial producers, the role of the regional manager becomes an ever-changing one.

Attending Angus shows, sales and events is not only a primary responsibility for regional managers, but it is one of the best ways for them to access the membership. In fiscal year (FY) 2000, regional managers attended a total of 593 production, consignment and dispersal sales. The chart on this page indicates the average prices of cattle reported at Angus sales during the year. As more beef producers develop registered Angus herds and the demand for Angus genetics in the commercial marketplace continues to grow, regional managers will continue to be a valuable resource for producers who want to buy Angus genetics.

The Association supports the largest field staff of any breed. They work from their homes and divide their time between serving the Association and representing Angus Productions Inc. (API), the Association's for-profit subsidiary that publishes the *Angus Journal* and the *Angus Beef Bulletin*. They also assist the Certified Angus Beef LLC (CAB) Supply Development team in sourcing Angus genetics from the commercial sector and channeling those cattle into feedlots that participate in the CAB Feedlot Licensing Program (FLP).

Serving as an Association regional manager means spending little time at home. These road warriors averaged 45,759 miles on the road in FY 2000, spent an average of 105 nights in motels or hotels, and consumed 418 restaurant meals.

There is no direct cost to members for the services of regional managers, except, of course, for advertising in the *Angus Journal* or *Angus Beef Bulletin*. Even though the amount of time they have to spend visiting individual breeders is limited, they are available to answer questions about Association programs or services.

AMERICAN ANGUS ASSOCIATION—RECORD OF BUSINESS

Summary of Sales — Fiscal Year 2000 (Oct. 1, 1999, to Sept. 30, 2000)

Type of Sale	Number Reported	COWS		BULLS		STEERS		Number Sold	TOTAL Gross	Avg. Price
		Number Sold	Avg. Price	Number Sold	Avg. Price	Number Sold	Avg. Price			
Consignment	155	3,872	\$1,842	5,397	\$1,946	52	\$ 1,018	9,321	\$17,686,078	\$1,897
Production	409	12,951	\$2,906	24,627	\$2,376	30	\$ 957	37,608	\$96,171,789	\$2,557
Dispersion	29	4,137	\$1,744	283	\$1,614	0	—	4,420	\$7,671,891	\$1,736
TOTALS:	593	20,960	\$2,480	30,307	\$2,292	82	\$ 995	51,349	\$121,529,758	\$2,367



New Mexico, Texas
MATT PERRIER
 2501 Oak Hill Circle, Apt. 1612
 Fort Worth, TX 76109
 (817) 920-5032
 e-mail: mperrier@angus.org



Iowa, Missouri
DON LAUGHLIN
 36327 Monarch Trail
 Guilford, MO 64457-9444
 (660) 652-3500
 e-mail: laughlin@angus.org



*Alabama, Arkansas,
 Louisiana, Mississippi*
RICHARD DYAR
 1633 CR 104
 Crossville, AL 35962
 (256) 659-6305
 e-mail: rdyar@angus.org



*Florida, Georgia,
 North & South Carolina*
DAVID GAZDA
 1985 Morton Rd.
 Athens, GA 30605
 (706) 227-9098
 e-mail: dgazda@angus.org



Kentucky, Ohio, Tennessee
CHUCK GROVE
 1919 Goshen Rd.
 Forest, VA 24551
 (804) 525-4687
 e-mail: cgrove@angus.org



Colorado, Kansas, Oklahoma
MATT CALDWELL
 4820 S.W. Commanche Rd.
 Topeka, KS 66614
 (785) 228-1364
 e-mail: mcaldwell@angus.org



*Delaware, Maryland,
 New England States, New Jersey,
 New York, Pennsylvania,
 Virginia, West Virginia*
BILL POWELL
 8428 Apples Church Rd.
 PO Box 295
 Thurmont, MD 21788
 (301) 271-2767
 e-mail: bpowell@angus.org



*Minnesota, Nebraska,
 South Dakota*
JIM SHIRLEY
 1334 Orchard Drive
 Brookings, SD 57006
 (605) 692-1613
 e-mail: jshirley@angus.org



*Illinois, Indiana,
 Michigan, Wisconsin*
JERRY CASSADY
 1412 Kinela Drive
 Mahomet, IL 61853
 (217) 586-2009
 e-mail: jcassady@angus.org



*Alaska, Montana,
 North Dakota, Wyoming*
RON FRYE
 8703 Clark Rd.
 Shepherd, MT 59079
 (406) 373-9333
 e-mail: rrye@angus.org



*Hawaii, Idaho, Oregon,
 Utah, Washington*
ROD WESSELMAN
 3953 Road F N.E.
 PO Box 746
 Moses Lake, WA 98837
 (509) 765-9219
 e-mail: rwesselman@angus.org



Arizona, California, Nevada
JOHN DICKINSON
 Apt. 1099
 1586 Response Rd.
 Sacramento, CA 95815-2209
 (916) 924-1844
 e-mail: jdickinson@angus.org

Genetic Progress Continues to Lead the Breed

The Performance Programs Department, in keeping with its long-range goals, strives to enhance the foundation of genetics and performance information available to Angus breeders and the commercial beef industry. The American Angus Association maintains the world's largest database of performance information, including more than 9 million weight records. This database is the envy of the beef cattle

industry, and it continues to set the standard for all other breeds and organizations worldwide. The work of the Performance Programs Department is critical to the advancement of the Angus breed and to the profitability of the Association's membership.

Fiscal year (FY) 2000 was another banner year for the department. The Angus Herd Improvement Records (AHIR) program processed an all-time high 684,869 weight records, an increase of 6.7% from 1999.

Additionally, the number of herds processing records through AHIR showed an increase of almost 4% at 5,332.

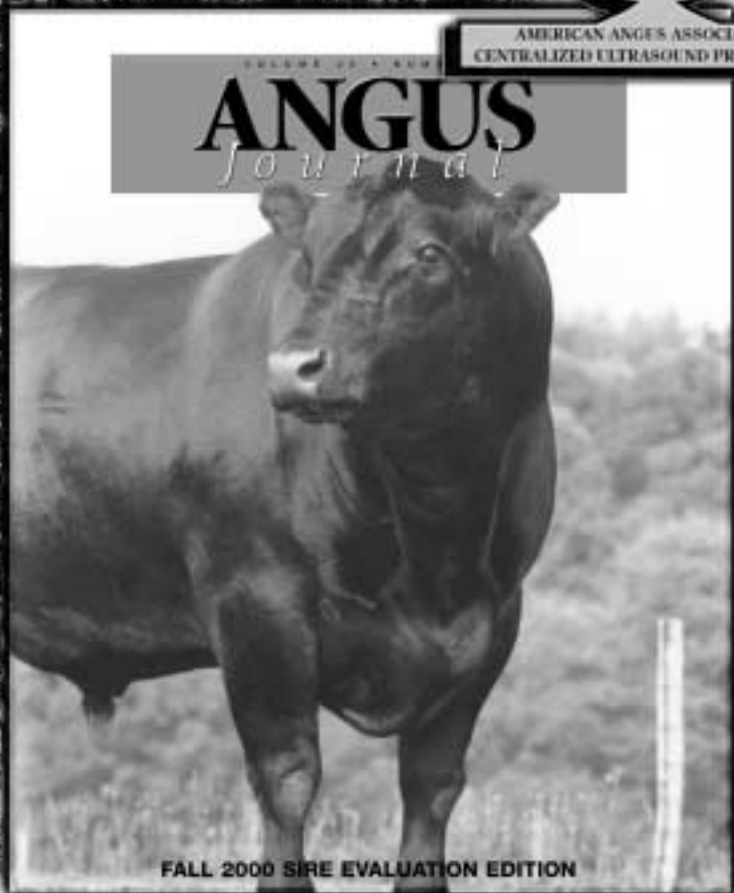
As a result of research set in motion in 1997, Angus breeders are using the first body composition expected progeny differences (EPDs) derived from real-time ultrasound. In little more

than two years, a total of 89,938 animals have been evaluated through the American Angus Association Centralized Ultrasound Processing (AAACUP) laboratory at Iowa State University. The tremendous effort by Angus breeders gave rise to the calculation of body composition EPDs for 4,916 sires, 59,000 dams, 55,000 yearling bulls and 22,000 developing heifers.

Breeders continue to make considerable progress in evaluating sires for carcass merit. Of the more than 5,900 sires listed in the *Fall 2000 Sire Evaluation Report*, more than 70% expressed EPDs for carcass traits generated from either structured sire evaluation or pedigree analysis. In addition, 392 new sires were added to the carcass database, bringing the total to 2,761. At the end of FY 2000, 180 of the 196 sires recording 100 or more calves have carcass EPDs, and 190 of those bulls also have progeny ultrasound data on record.

In FY 1999 the Association's Board of Directors requested that staff research the first combined American Angus Association/Canadian Angus Association genetic evaluation. This project came to fruition in FY 2000, and the first combined analysis was made public in the fall 2000 analysis. For the first time in history, EPDs for Angus cattle in North America are directly comparable.

Bill Bowman, the Association's director of commercial relations, received additional duties during the year. He also was named assistant director of performance programs. Bowman will continue to work with commercial producers and to develop the Association's Angus Beef Record Service (BRS) while assisting with the development of new genetic programs for Angus breeders.



The Association's Sire Evaluation Report continues to be a valuable tool for both registered and commercial producers. A searchable version of the report is available at www.angus.org.

Commercial Programs Serve the Beef Industry

The success of commercial producers is critical to the growth of the Angus breed and the American Angus Association. With more than 60% of the nation's cow herd being Angus or Angus-influenced, Association programs and services for commercial producers affect the entire beef industry. The Association's Commercial Relations Department plays a vital role in broadening the influence of Angus genetics and improving end-product quality in the nation's commercial herds.

The Commercial Relations Department coordinates Association efforts to develop programs and services for commercial producers, including the Angus Beef Record Service (BRS), which was launched in fiscal year (FY) 2000. Angus BRS is a recordkeeping system for commercial producers, generating data that can be used as a valuable decision-making tool to enhance profitability. Producers submit information about their cow herds, including breed composition, sire information, breeding information, calving and weaning data, and additional performance or carcass data. Angus BRS works as a complement to the Angus Information Management Software (AIMS) and the Certified Angus Beef LLC (CAB) Feedlot Licensing Program (FLP) to provide a mechanism to coordinate information feedback between the industry segments using Angus genetics.

Another service the department offers to aid commercial cattlemen is the Angus Resource Clearinghouse Network (ARCNet), which assists producers using Angus genetics in exchanging information in the marketing of their cattle. This service is found on the Internet at the Association's home page at www.angus.org. During the past year, producers went to ARCNet both to buy and to sell Angus cattle, finding 350 listings for replacement females and feeder cattle. Data on more than 50,000 head of cattle were identified and made available to producers on ARCNet in 2000.

ARCNet feeder-cattle listings and Angus-influence sale dates are distributed to approximately 275 feedlots with a one-time capacity of more than 5 million head.

A feature of ARCNet is the Bull Listing Service (BLS), which provides commercial producers with a tool to find bulls for sale that meet their specific genetic needs. Angus breeders may list their registered bulls for sale in the searchable database for a fee. Interested buyers may then search the bulls by their choice of expected progeny differences (EPDs), sire groups and location by state. During its first full year, 150 Association members used BLS to list approximately 1,300 bulls for sale.

As commercial producers increase the use of data and technology to manage their herds, the Association's Commercial Relations Department will continue to develop services that provide value to their herds and their bottom lines. Their efforts, in cooperation with those of other Association departments, move the organization toward the first goal of the Association's long-range plan, which is to become the leading information and service center for the beef industry.



Customer: 42-00012
 Angus Beef Record Service
 1001 Prosperity Avenue
 St. Joseph, MO 64506
 Phone: 816-233-1100 Fax: 816-233-1100

Calving and Weaning Report
 Week of the following month or you wish it
 Month for these reports: 1 2 3 4 5 6 7 8 9 10 11 12
 Cows: 0
 Calves: 0

Cow ID	Sire	Sex	Date	Type	Age	Weight	Weaning Data		Carcass Data	
							Weight	Grade	Weight	Grade
0003	S	1/10/00	1	910	520	1				
0017	C	2/10/00	1		440					
0018	C	2/14/00	1		420					
0031	S	3/10/00	1		500					
0019	C	2/14/00	1		480					
0005	S	1/19/00	1		490					
0002	S	1/10/00	2		440					
0003	C	2/14/00	2		520					
0020	C	3/10/00	1		450					
0032	C	2/18/00	1		440					
0007	S	1/18/00	1		525			1100	U	
0021	C	2/14/00	1		465			1115	U	
0008	S	1/18/00	1		530			1125	S	

Page 1 of 1

The Angus Beef Record Service (BRS) was launched in 2000 to provide a comprehensive recordkeeping system for commercial producers. Angus BRS data will help to identify inefficiencies and to make critical management decisions in commercial herds.

Public Relations Efforts Build Angus Demand

As the ranks of Angus breeders continue to grow, so does the supply of Angus seedstock in the marketplace. Creating demand for Angus genetics is a primary function of the Communications and Public Relations (PR) Department.

The American Angus Association's national advertising campaign took the lead in promoting the benefits of Angus genetics to commercial producers in fiscal year (FY) 2000. Print advertising was used as the primary medium for delivering the Angus message. Three two-page, four-color ad spreads appeared in national and regional publications. A short schedule of radio advertising and black-and-white, one-page ads in state and regional publications complemented the print ads.

For the first time ever, the Association included Internet advertising in its national campaign, placing banner ads on industry Web sites. With a simple click, Angus banner ads led users to www.angus.org where they had access to a searchable version of the *Sire Evaluation Report* and information on Association programs and services.

Another function of the PR staff is to provide accurate and timely Angus news and information to local, state and national media. These public relations efforts benefit individual members by creating awareness of the breed and by recognizing activities and accomplishments of the membership. In 2000 more than 47,000 news releases were mailed to national media, Angus publications, and farm broadcasters, editors and publications.

The department also printed and mailed more than 46,000 black-and-white photos to media for publicity purposes. The Association's in-house darkroom makes distribution of photos economical and efficient and allows the Association to respond to member and editorial requests for photographs in a timely manner.

Working with the media goes beyond the distribution of photos and news releases. Efforts to put members in the spotlight via local media at shows and events were a priority in 2000. Staff worked closely with local news media (radio, television and newspapers) in Des Moines, Iowa, to generate coverage of the National Junior Angus Show (NJAS), the Association's largest annual event.

The department also worked closely with other Association staff to kick off the Association's Angus Beef Record Service (BRS) in 2000. The benefits of this recordkeeping system for commercial producers were touted through news releases, printed materials and personal contact with members of the media.

The need for information in the fast-paced world of beef production by both purebred and commercial producers is prevalent. The Association's PR team strives to fill those needs through a variety of means.

The Public Awareness/Consumer Education (PACE) program continues to educate Angus breeders about the need to inform the consuming public about the safety and healthfulness of beef and the contributions beef producers make to our society and to our economy. A column in the *Angus Journal* called "Setting the PACE" and producer information kits are just two of the ways this program reaches the membership.

The Association continues to provide educational and promotional materials to members, commercial producers, 4-H leaders, agricultural education instructors and junior members. The PR department fulfilled more than 2,600 requests for information in 2000.



The Association's 2000 national advertising campaign targeted commercial producers with 50 or more head of cows and reached 90% of that audience with an average frequency of nearly nine exposures. Mediums used included print, radio and the Internet.

Angus Activities Put Members in Action

One of the benefits of being an American Angus Association member is the opportunity to meet and to compete with your Angus peers through Association-sponsored events. The Activities Department organizes meetings, shows, tours and conferences for the more than 35,000 adult and junior members of the Association, creating an environment in which members learn, compete and market their herds.

One of those events is the Annual Meeting of the membership, which is conducted each year during the North American International Livestock Exposition (NAILE) in Louisville, Ky. This three-day event recognizes the accomplishments of breeders and activities throughout the year and serves as a forum for delegates who are elected by the membership to represent individual states and to conduct the Association's business. In addition, five directors are elected or re-elected to the Board of Directors, and the delegates elect a new president and vice president to serve for the coming year.

At the Annual Banquet, conducted in conjunction with the Annual Meeting, members honor inductees to the Angus Heritage Foundation, which recognizes those who have made a significant contribution to the Angus breed and to the Association. Inductees to this esteemed group for fiscal year (FY) 2000 include John Crouch, Saint Joseph, Mo.; William Graham, Albany, Ga.; Robert Neumeyer, Bonner Ferry, Idaho; Eli and Bette Votaw, Wellfleet, Neb.; and E.B. and L.E. Laflin (inducted posthumously), Crab Orchard, Neb.

The 2000 National Angus Conference and Tour were conducted in September in Lexington, Ky. The theme "Angus — Setting the Pace for the Beef Industry" created a platform for speakers to share their messages with nearly 400 purebred Angus breeders and commercial producers. A day-and-a-half tour of the Bluegrass State preceded the conference program.

One of the most rewarding experiences for many Angus breeders is the opportunity to enter and to compete in Angus shows in state, regional and national livestock competitions. The Activities Department oversees the Association's participation in many of these events and designates a select few as Roll of Victory (ROV) shows, at which breeders accumulate points for the Association's recognition program. In addition to ROV shows, the Association offers premiums in 108 shows throughout the country.

Dean Hurlbut, who dedicated 43 years of service to the Association, retired from his position as director of activities on July 1, 2000. Members offered their thanks to Hurlbut by honoring him at many shows and events throughout the year.

Bryce Schumann, a native of eastern Kansas and a graduate of Kansas State University and the University of Kansas, was hired to fill the position of director of activities. Schumann was formerly the assistant director of feeder-packer relations for the Certified Angus Beef LLC (CAB) Supply Development Team.

Dean Hurlbut retired as director of activities in 2000 after dedicating 43 years of service to the membership. Hurlbut founded the National Junior Angus Showmanship Contest, the Association's Roll of Victory (ROV) show recognition program, and many other events and activities enjoyed by members.



The 34th National Junior Angus Showmanship Contest was conducted in conjunction with the National Junior Angus Show in Des Moines, Iowa. The event drew 47 contestants from 28 states. The Activities Department has coordinated the contest since its beginning in 1967.

Junior Activities Develop Beef Industry Leaders

Working with young people can be one of the most rewarding experiences in life. The American Angus Association is fortunate to have more than 11,000 junior members under the age of 21 who take an active part in the Angus breed. The National Junior Angus Association (NJAA) is not only the pride and joy of the Association's membership, but it is the foundation and future of the Angus breed. The largest junior beef breed organization in the world, the NJAA develops young leaders who go on to make lifelong contributions to the beef industry.

The pinnacle of junior events is the National Junior Angus Show (NJAS). Conducted annually in different locations throughout the country, the NJAS is the biggest event offered each year for junior members and also the largest event the Association sponsors during the year. The 2000 edition welcomed thousands of juniors and their families to Iowa for "Tracking the Millennium," the largest NJAS in history with 707 exhibitors from 37 states parading 1,224 entries during the week. In addition to the exhibition of cattle, more than 500 contestants took part in team sales, poster, photography and public speaking contests, as well as the Auxiliary-sponsored All-American *Certified Angus Beef*[™] Cook-Off.

One of the events at the NJAS is the election of six new members to the NJAA Board of Directors, which directs and leads the NJAA and its programs. The group of 12 young men and women works with Association staff to organize events, to develop programs and to reach out to the membership through leadership activities. Elected to serve a two-year term, these Angus enthusiasts come from all parts of the

United States and work as a team, inspiring the membership and raising money for the Angus Foundation, which supports youth, education and research in the Angus breed. The group attended the 2000 Youth Beef Industry Congress (YBIC) in Saint Louis, Mo., to meet with junior boards of other beef organizations and to discuss issues facing the beef industry.

The NJAA's annual LEAD (Leaders Engaged in Angus Development) Conference takes Angus youth from the barn and into the Angus "classroom" to learn about beef industry issues and to develop leadership skills for life. In 2000, 120 juniors and advisors from 22 states were "Reaching New Altitudes" in Fort Collins, Colo. Colorado State University co-hosted the event and shared a world of research and industry knowledge with the future beef industry leaders. State and regional LEAD conferences are gaining momentum throughout the country as NJAA directors take the spirit of LEAD directly to the membership.

The continued support of the Association and its members will ensure a strong future for the breed through the programs and activities provided by the NJAA.



The 2000-2001 NJAA Board of Directors includes (seated, from left) Sonya Smith, Lebanon, Tenn., chairman; Brandon Douglas, Cheyenne, Wyo., vice chairman; Allison Porter, Jefferson, Ga., communications director; Sy Olson, Hereford, Texas, Angus Foundation director; Miranda Grissom, Shawnee, Okla., leadership director; and Jamie Meyer, Douglass, Kan., membership/information director; (standing, from left) Christy Walther, Mount Crawford, Va.; Jessica Sawyer, Bassett, Neb.; Tom Patterson, Columbus, Mont.; Heath Johnson, Tupelo, Miss.; Ryan Sweeney, Mason, Mich.; and Brittney Burns, Kickapoo, Ill.

Angus Foundation Prepares for Future of the Breed

The Angus Foundation was established in 1980 to support youth, education and research in the Angus breed. Through the generous tax-deductible contributions of American Angus Association members and Angus friends, the Angus Foundation supports the programs and activities that not only benefit the business today but also protect the future of the Angus breed for the generations of tomorrow.

The Angus Foundation is a 501(c)(3) organization that works with the Association. Primarily, the Angus Foundation lends support to the National Junior Angus Association (NJAA), the breed's youth organization. Through the Angus Foundation, juniors can participate in contests, earn and be recognized with awards and scholarships, and gain leadership skills by serving as directors on the NJAA Board.

Each year at the National Junior Angus Show (NJAS), the Angus Foundation awards \$25,000 in scholarships to deserving juniors. The generosity of Association members and friends of the breed makes it possible to support the education of our Angus youth.

The annual sale of the Angus Foundation Heifer Package — which takes place before the National Western Angus Sale in Denver, Colo. — is the primary fund-raiser for the Angus Foundation. In 2000 a female donated by Davis on the Highlands, Springfield, Ky., headlined the package that also included several goods and services from other individuals and companies. KMK Acres, Thompsons Station, Tenn., and Sugar Hill Farms, Fort Smith, Ark., purchased the package for a record-setting \$65,000. Five guaranteed pregnancies from the female then were donated by the buyers and auctioned for \$25,000 to Kahn Cattle LLC, White, Ga., to raise a total of \$90,000 for the benefit of the breed.

Donations aren't the only means of support the Angus Foundation receives. Members can show their support with every purchase they make using their Angus MBNA credit card. Royalties from the total annual purchases made by the membership are donated to the Angus Foundation by MBNA. In 2000, card-carrying members raised more than \$25,000 for the Angus Foundation.

The Association and its membership have cherished the work of famous Angus artist Frank Murphy for many years. For the past two years, each person donating \$100 to the Angus Foundation received a signed and numbered print of Murphy's "The Mists of Autumn" as a thank-you for their support of the breed. Only 500 prints were produced of the original oil painting, which hangs in the Association boardroom in Saint Joseph.

The latest Murphy art project by the Angus Foundation includes a set of four black-and-white "Profitmaker Prints," which are grease-pencil drawings done by Murphy for an Association advertising campaign. A \$100 donation to the Foundation entitles the donor to the entire set.



Prints of these drawings by Frank Murphy are presented to those who make a \$100 contribution to the Angus Foundation, which supports youth, education and research in the Angus breed.

The sale of the Angus Foundation Heifer Package at the National Western Stock Show (NWSS) in Denver, Colo., is the Angus Foundation's largest fund-raising activity of the year.