

# from the office

## LEAD IN

by Dr. C.K. Allen  
Executive Vice President  
American Angus Assn.

The association's 1980 fiscal year was one of considerable progress. The demand for Angus cattle finished the year strong despite a grain embargo, a drouth in many parts of cow country and record high interest rates, all of which brought on a temporary but severe drop in prices paid for registered cattle.

Our strength is reflected in the 35% increase in the collection and use of performance records during 1980. One of our goals a year ago was the processing of 100,000 weaning weights and 40,000 yearling weights. Angus breeders surpassed this with more than 114,000 weaning weights and 48,000 yearling weights.

The average price of Angus cattle sold at auction varied considerably from month to month in 1980 but ended the year with an over-all increase of more than 6%.

Registrations for the year were down about 3.4%. Even though we would like to never see a decline in the number of cattle we register in any year, we were pleased with this figure. Because of a change in the minimum ages for registering cattle last year, we encouraged many breeders to register calves in 1979 instead of 1980, which brought about a 1979 increase of some 20%. This means that during the past two years we have averaged an 8% increase in registrations each year. This represents controlled steady growth in the registered Angus business.

### Membership Growing

One final statistic. This past year more than 5,000 new life memberships were issued in the association—an increase of 111%. Much of this increase was caused by the fact that Sept. 30 was the deadline for issuing life memberships. But there are also a lot of new registered Angus herds being established, and I am sure we would have shown a substantial increase in 1980 even without the life member rule change.

The staff and the Board of Directors have worked together very closely this past year. We have set up a goals program for the association in 1981 to help us plan and measure our progress. Next year at the annual meeting, we will expand this goals program into a complete program of work for the association and make it available to all the delegates. It will show not only what we hope to accomplish in 1982 but also how we plan to get it done.

The board and staff also have moved this past year to allow for more input by individual members into the programs of the

American Angus Assn. In addition to asking for written input from all interested members, we also set up two open committee meetings to be conducted in Louisville prior to the annual meeting. At these meetings we solicited ideas and recommendations from all interested parties. These ideas, proposed by members, will then be studied and discussed by the appropriate board committees and then acted on by the Board of Directors if action is necessary. This is the same process used to approve any new program for the American Angus Assn. whether it originates inside or outside the board and staff.

### Other Accomplishments

I also want to touch briefly on a few other significant accomplishments of our 1980 fiscal year.

This year we produced our first Field Data Sire Evaluation Report. This is a first for any major beef breed association. The report came from data compiled for the Angus Herd Improvement Records program. It ranks 564 sires on their expected progeny differences for birth weight, weaning weight and yearling weight. It shows major genetic differences in Angus bulls being used today. The complete report is available from the association for only \$5, and I urge every member to obtain a copy and study it carefully.

We also expanded our service to young people and our commitment to the future of Angus cattle by organizing the National Junior Angus Assn. in July at Wichita, Kan. This young organization is already hard at work to promote Angus cattle and, better yet, to encourage even more young people to get involved in Angus youth activities.

Our association advertising program this past year won regional awards in the National Agri-Marketing Assn. contest, and we


greatly expanded our local photographic coverage of Angus events. More than 19,000 photographs were printed in the association's darkroom and mailed out with news releases to hometown newspapers and farm and livestock publications all over the United States and in many parts of the world.

### Two Milestones for CAB

The Certified Angus Beef program passed two milestones in 1980. The one millionth pound of Certified Angus Beef was processed in Missouri in September, and the first restaurant to sell Certified Angus Beef was added to the program in October.

The ANGUS JOURNAL completed its first full year in July as a part of the American Angus Assn. This marked the first time in history that every American Angus Assn. member had received a regular monthly publication from the association providing them with information to help them do a better job of breeding Angus cattle and news about the association and the Angus business.

It was an exciting, interesting and challenging year to be in the registered Angus business. I feel fortunate to have been a part of it, and I trust that you do, too. No other breed of cattle is so genetically sound and capable of filling the needs of the future. No other association offers those who belong to it so many constructive programs to help improve their cattle and their profits.

With this combination of advantages, there is little that can keep us from continued growth and progress in the years ahead. 

*This month's "Lead In" is the report Dr. Allen presented at the annual membership meeting in Louisville Nov. 17.—The Editor*

1. The American Angus Assn. will provide a mailing list of local, state or regional associations for all association members within their area. The local, state or regional association must pay \$20 per 1,000 names on the mailing list and sign a statement for each request indicating how it will use this list and pledging not to copy the list or to distribute it to any breeder, organization or publication. Any misuse of the list will make that association ineligible for future lists.
2. The American Angus Assn. will mail from St. Joseph for individual breeders to any area they request. The breeder must ship the material to St. Joseph, pay the postage and pay \$100 per 1,000 names on the mailing list used, which includes the cost of handling.
3. The association's mailing list will not be available to competing breed organizations, to magazines in competition with ANGUS JOURNAL or to any association for members outside of its area.
4. All charges and costs must be paid in advance.