

by Chris Stallo

interim CEO/COO, American Angus Association



Commitment: Lessons from a coaching perspective

Leaving the office last week later than I originally intended, I had to push it a bit to pick up my youngest son, Ryan, and head to baseball practice to get there on time.

Ryan anxiously waited for me to make a quick change of clothes, and we were on the road again 10 minutes later.

I have coached my son's baseball team for nine years, and it's a commitment I make to them every year. It's a commitment to help my son get better and to enjoy the game; but it's also a commitment to all of the players on the team, the rest of the coaching staff and to the players' parents for entrusting us with their children.

Each year during one of the first practices, we talk about commitment and what it means. We want these players to understand that if they work together and practice hard, they can accomplish great things.

With three sons, I've been involved in coaching youth going on 16 years, for a variety of sports including football, wrestling and baseball. Most years included multiple seasons and sometimes multiple teams in the same season. No matter which team, it's a commitment to them.

The level of commitment the players and I have made over the years is similar to the level of commitment Angus employees have to the American Angus Association membership. We are committed to providing top-notch service to the members. From answering a question about how to register a calf,

to building a website for a member and everything in between, we are always committed to a high level of customer service.

In my opinion, the words commitment and membership go hand in hand.

Committed to members

As seedstock producers you are committed to your cattle, your customers, your community and your environment. The weather has presented challenges across the country this spring and winter. No matter the challenges, you were committed to feeding and caring for your cattle. You had to get out in the elements morning and night to check on those newborn calves. You had to take hay out to the cattle. It didn't matter how much snow was blowing or how cold it was, you made sure your animals were taken care of every day.

You commit to your customers that the bull they buy is the quality they expect. If they do not take delivery of the bull on sale day, you commit to your customer to provide the same care for that bull as you did the week leading up to the sale.

Think about the commitment our junior members make with their first junior show heifer. When they take that project on, they have to provide daily care for the heifer. They have to

make sure she is getting the proper nutrition, and they have to dedicate time and effort to getting her ready to lead into the ring for the first time. It takes months of hard work and dedication to get the heifer ready.

As you read through this issue of the *Angus Journal*, I want you to know that we as employees have a commitment to serve the membership and a commitment to the Angus breed. That commitment isn't taken lightly. That commitment applies to seedstock producers, commercial producers and the entire Angus industry.

As I've seen in my coaching experiences, teams that remain committed to each other and to their goals can weather the ups and downs, and together they can build for a successful future. **AJ**



cstallo@angus.org

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816-383-5100

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AMERICAN ANGUS ASSOCIATION®

3201 Frederick Ave., Saint Joseph, MO 64506-2997; phone: 816-383-5100; fax: 816-233-9703

Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central); home page: www.angus.org

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