

50 Years in Saint Joe

American Angus Association opens doors for 50th year in Saint Joseph, Mo.

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For half a century, Saint Joseph, Mo., community members have passed the brick building on Frederick Avenue with “American Angus Association” lettering on the front — many wondering what happens within its walls. On June 28, the community had the opportunity to learn more about the Association and its purpose during an open house celebrating the first 50 years of the Association headquarters being located in Saint Joseph.

More than 250 community members and retired Association employees gathered at 3201 Frederick Ave. to observe the anniversary of the Association building that was originally built on the edge of town. As the city of Saint Joseph grew, so did the Association.

“In 1956 when the Association moved to Saint Joseph, its primary task was to record ancestral information, provide registry services and promote registered Angus cattle to the beef industry,” Association President Ben Eggers of Mexico, Mo., explained to the crowd. “We recorded 186,771 head of cattle that year, and the average selling price was \$481.50.”

Today, the Association and two of its entities, Angus Productions Inc. (API) and the Angus Foundation, are housed in Saint Joseph. The original structure has been added to and remodeled three times since 1956 to accommodate the growing association. Another entity, Certified Angus Beef LLC (CAB), has offices in Wooster, Ohio, and Manhattan, Kan.

Programs provided to members and their commercial bull buyers have expanded to include Beef Improvement Records (BIR), junior programs and AngusSource® — to name a few. Also, business has expanded as the Association registered more than 324,000 head of cattle last year, and the average selling price



► Dean Brookshier (center) presents John Crouch (left) and Ben Eggers with a copy of the anniversary statement U.S. Congressman Sam Graves entered into the Congressional Record.

reported to the Association was \$3,136 per head.

“The Association is quite different now than it was 50 years ago when these doors first swung open,” Eggers said. “I believe it is because we have stayed true to our motto: ‘Angus, the business breed.’”

Currently, the Association and its entities employ more than 200 people, including 13 regional managers who cover the various regions of the United States. Programs and services are offered to more than 34,000 members and thousands of commercial producers who use Angus genetics.

During the open house ceremony, Executive Vice President John Crouch thanked the community for providing a home to the Association. “It’s been a

wonderful relationship. We hope we have in some way been able to return to the community the same amount of support and gratitude you’ve given us.”

During the festivities, Dean Brookshier, deputy chief of staff to U.S. Congressman Sam Graves, presented a copy of the Congressional Record that Graves presented to Congress. Other dignitaries in attendance included State Representative Martin Rucker, Saint Joseph city council members and Miss American Angus Mallory Trosper of Hamilton, Mo.

The Association, which has been in existence since 1883, will celebrate its 125th year in 2008.

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► Left & above: Visitors signed a guestbook.



► Left & above: Guests sampled a variety of appetizers during the ceremony, including *Certified Angus Beef*®



► More than 250 community members and retired Association employees gathered at 3201 Frederick Ave.



► Miss American Angus Mallory Trospen greeted visitors.

► **Below:** Association employees were available to educate guests.



► Association President Ben Eggers discusses the Association's history.



► **Above & below:** During the open house, guests had the opportunity to learn about Association history and current programs and services.



► John Crouch thanked the community for providing a home to the Association.

