



► Representatives from more than 20 states attended Angus Leaders' Boot Camp June 5-6 in Saint Joseph, Mo. They took time from their schedule to pose on the steps of the *Angus Journal*.

BASIC TRAINING

Angus representatives learn the ropes at Angus Leaders' Boot Camp.

Story & photos by **Garrett Wilkerson & Shelia Stannard**

Angus representatives from across the country participated in the Angus Leaders' Boot Camp, June 5-6, 2003, in Saint Joseph, Mo.

"Boot Camp" was designed to help educate leaders in local, state and regional Angus associations about the variety of services offered by the American Angus Association and its entities. Representatives from more than 20 states attended the seminar hosted by the American Angus Association and sponsored in part by Purina Mills LLC.



Participants arrived on June 5 and spent the afternoon getting to know one another and Association staff. They also toured the headquarters of the American Angus Association and Angus

Productions Inc. (API), publisher of the *Angus Journal* and the *Angus Beef Bulletin*.

"I had never visited the (Angus) headquarters before, and



► Rich Masoner, API advertising assistant, guides a tour and talks about the building that houses the *Angus Journal* and *Angus Beef Bulletin*. Delegates from Illinois, Texas and Indiana listen during the tour.

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► The Association offered tours of its building and departments during Boot Camp. Ramona Brown (second from left), Registration Department, gives an overview of the Angus artwork housed in the Association. On-lookers admire “In Apple Blossom Time,” the newest painting commissioned by artist Frank Champion Murphy.



morning’s program with an informational talk about industry training. He discussed the need for producers to optimize resources and to realize that they are the “foundation of the cattle industry.”

A panel discussion followed, with members of different associations discussing their programs and leadership styles. Members of the panel included Vernon Frey, Granville, N.D.; Jennifer Svoboda, Sargent, Neb.; Randy McCabe, Elk City, Kan.; Mike McGuire, Waverly, Ala.; and Barbara Weaver, New Holland, Pa. Matt Perrier, director of commercial programs at the American Angus Association, moderated the discussion, which included audience interaction.

The panel agreed that primary functions of an association include promotion, communication, marketing and providing social opportunities. The panel discussion was a well-conducted exchange of ideas, said Larry Jacobs, Sherwood, Ore.

Following the panel, Association staff presented services and recent developments within their departments. Department directors gave an overview of

I was really impressed,” said Neri Barstow, Springview, Neb.

Participants enjoyed a cookout at the Association, taking the opportunity to socialize and discuss ideas. “I enjoyed getting to exchange ideas with members from other states,” Barstow said.

The following day, informational talks were conducted at the Stoney Creek Inn Conference Center. Industry topics and departmental updates were covered.

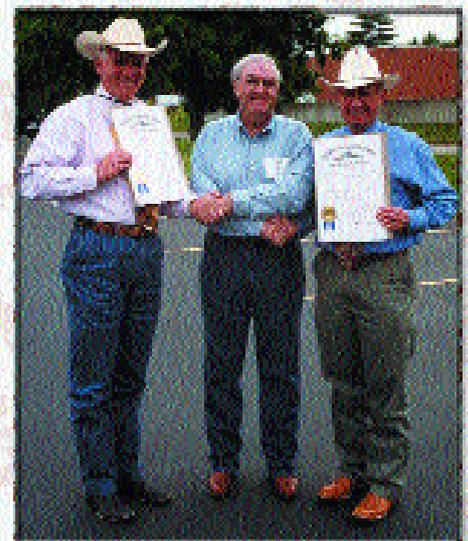
Lee Dickerson, director of range beef cow production for Purina Mills, began the



► Visitors begin Association tours in the library, where they can read about the history of the Angus breed in the United States and explore museum cases displaying items that tell about the advancement of the breed.

► **Right:** A hearty meal of barbecue beef with the fixin’s is served to Angus leaders. Boot Camp participants spent a day and a half in Saint Joseph visiting with others and learning more about the American Angus Association and its entities.

► **Below:** Boot Camp participants enjoy good food and conversation at a cookout held on the Association lawn following a day of tours at the American Angus Association and API. Social opportunities gave boot campers time to get to know each other, as well as the Association staff and Board of Directors.



► Wendell Bruce (center), Lawrenceburg, Ky., presents Terry Cotton (left) and John Crouch the title of Kentucky Colonel during the Boot Camp cookout.

ways in which the Association can work with local, state and regional associations to create more educational and promotional prospects.

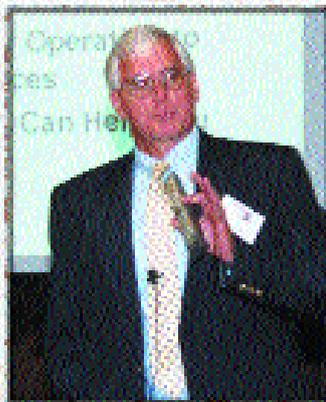
"I learned quite a bit about the services that are available to commercial producers," Barstow said. "Our association representatives brought back many great ideas that we will be anxious to share with our board and the rest of our membership."

Following a lunch break, John Stika gave an overview of Certified Angus Beef LLC (CAB). He discussed the Feedlot Licensing Program (FLP) and opportunities to build partnerships with local, state and regional associations for various events.

API representatives overviewed API services, including Web marketing services available to associations and their members.

"Since our state is putting a Web site together, some of the most useful information I received was on the Web design services," Jacobs said.

Motivational speaker Andrew McCrea challenged delegates to lead their groups by looking at situations from the perspective of others. McCrea, host of the daily radio feature "American Countryside," said leaders need to put themselves in other



► Lee Dickerson, Purina Mills, kicks off the second day's program by talking about the changes in the beef industry and in leadership roles. Purina Mills helped sponsor the program.

people's shoes for a better perspective on how to lead. Lastly, he reminded the group that "little things make a difference."

After closing remarks by John Crouch, the conference ended and the participants returned to their associations empowered with knowledge and filled with excitement.

When asked if he would recommend others attend similar Angus functions in the future, Barstow said, "Definitely. I think the people that didn't go missed out on something great."



► More than 60 people gathered to listen and interact on the second day of Boot Camp. Departmental updates were given, as well as overviews of CAB Supply Development and API.



► **Left:** American Angus Association Executive Vice President John Crouch thanks the crowd for taking time from their schedules to visit Saint Joseph.



► **Right:** Lou Ann Adams, information systems director, demonstrates one of the latest features available on the Member Logon site. New features are added regularly to allow members to access their herd data, register cattle and submit data from their homes 24 hours a day.



► A panel of state Angus association officers discussed the roles and challenges of their respective associations. Pictured are (from left) Vernon Frey, Granville, N.D.; Jennifer Svoboda, Sargent, Neb.; Mike McGuire, Waverly, Ala.; Randy McCabe, Elk City, Kan.; and Barbara Weaver, New Holland, Pa.



► **Left:** Andrew McCrea wrapped up Boot Camp, charging attendees with a message — to be effective leaders at the local level, they must lead through the eyes of those whom they are leading. McCrea, an award-winning broadcaster, has deep roots in the Angus breed and today works on the family farm and ranch near Maysville, Mo.