

ASSOCIATION Up Front

► by **John Crouch**, executive vice president

Turn selling into marketing

My last column focused on value and what constitutes and contributes to value in the Angus and beef industries. We considered some of the progressive programs adopted by your Boards of Directors in years past that have created value in Angus cattle. For a moment, let's consider what we do as Angus breeders to create value in the registered seedstock we sell.

Changing perspectives

In a recent meeting of our staff, we were treated to a keynote address by accomplished scribe and cattle breeder Troy Marshall of *The Seedstock Digest*. Troy talked about change in our industry. He alluded to the concepts of moving toward cooperation instead of competition, interaction in lieu of independence, and marketing rather than selling.

It has been said that seedstock producers do an excellent job of producing outstanding cattle, but they fall short when it comes to marketing. And I have often wondered why that is.

When we consider the tools at hand, there are many things seedstock producers can do to transform selling into marketing.

I was once told a story about a young man who tried his hand at many jobs before landing a position as a car salesman for a major automobile dealer. He fell into the swing of things for the first few weeks, waiting for customers to come into the dealership. During slack time he busied himself making notes and studying brochures, much to the dismay of the other salespeople, who occupied their time kicking tires and telling stories during their down time.

Long story short: After a few years, the young man was the most successful salesman in the company. When queried as to his success after an awards ceremony, his secret came out. Upon meeting a prospective customer, he would inquire about the customer's job, his family and the desired function of the automobile, whether it be for his occupation, family use or both. He then spent time offering different alternatives related to price and function.

After completing the sale, he recorded the information in an electronic filing system. On a regular basis, he telephoned his customers to make sure they were satisfied, and, if not, to ensure proper corrective action was taken. This attention to detail resulted in more business than he could handle, as customers were asking for him personally.

This is an excellent example of transforming selling into marketing. The salesman simply created value for his services.

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Executive vice president: John Crouch
Executive administrative assistant: Diane Strahm
Vice presidents: **Finance**—Richard Wilson ■ **Information & Data Programs**—Bill Bowman ■ **Industry Relations**—Jim Shirley

DEPARTMENTAL STAFF BY DIVISION

Finance—Milford Jenkins, Angus Foundation president; Kenny Miller, assistant director of finance; Richard Wilson, director of finance
Industry Relations—James Fisher, director of junior activities; Sara Moyer, director of AngusSource®; Jim Shirley, director of activities; Shelia Stannard, director of communications & events
Information & Data Programs—Lou Ann Adams, director of information systems; Bill Bowman, director of performance programs; Ty Groshans, director of commercial programs and assistant director of performance programs; Scott Johnson, director of Angus Information Management Software; Sally Northcutt, director of genetic research; Bryce Schumann, director of member services & office management; Carol Waller, assistant director of member services & office management

AMERICAN ANGUS AUXILIARY

President—Mary Greiman, Garner, Iowa. For a complete list of officers, visit www.angusauxiliary.com.

REGIONAL MANAGERS—Refer to page 352.

CERTIFIED ANGUS BEEF LLC

President—John Stika, Wooster, Ohio. For a CAB staff listing, refer to page 198.

UP FRONT

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Customer service

Registered Angus breeders can create and add tremendous value to the cattle they sell by including a few marketing services. With just a little effort, one can find out what the customer needs in relation to his cow herd and his marketing system, make a few notes in an orderly fashion, and prepare a file on each customer. As a follow-up, nothing is more appreciated than a courtesy call to determine satisfaction. If the customer is

dissatisfied, try your best to make him happy.

We can make our commercial customers aware of AngusSource®, an Association-sponsored USDA Process Verified Program that documents age, source and genetics. AngusSource is proving to be an excellent aid in marketing commercial calves sired by registered Angus bulls. What's more, the AngusSource tag qualifies cattle to be

considered for the *Certified Angus Beef*® (CAB®) program.

We all have tools at our disposal for creating and adding value to the registered animals we produce — we just need to use them.

John R. Crouch
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Don't Miss Homecoming

Illinois to host National Angus Conference & Tour this month.

by *Shelia Stannard*

The 2007 National Angus Conference and Tour, a "Heartland Homecoming" Aug. 29-31 will feature a day-long conference program in Peoria, Ill., followed by a two-day tour of Illinois Angus herds. The American Angus Association sponsors the event, along with corporate partners Purina Mills, LLC, and Alpharma Animal Health. The tour will be hosted by the Illinois Angus Association.

"The American Angus Association is excited to bring the conference and tour to Illinois, the birthplace of the Association," says Shelia Stannard, director of communications and events for the Association. "We have secured a slate of top industry experts for the conference, and the Illinois Angus breeders are rolling out the red carpet for the tour at their various operations."

The conference is Wednesday, Aug. 29. Speakers will address topics ranging from reproduction and cow herd efficiencies to producing a high-quality end product. Presenters include Bill Beal, Virginia Tech University; Doug Parrett, Tom Carr and Larry Berger, all with University of Illinois; Mark Polzer, Certified Angus Beef LLC (CAB); and Sally Northcutt, Bill Bowman and Jerry Cassidy, all with

2007
National Angus
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heartland
homecoming

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American Angus Association.

The tour will kick off Wednesday evening at Weaver Angus Farm, Peoria. The tour continues Thursday, Aug. 30, and begins with two stops in Peoria at manufacturing sites. The Caterpillar Inc., Track Type Tractor facility will feature the construction of Cat's largest tractors. A stop at Keystone Steel and Wire will showcase the making of fencing supplies like wire and panels. The Illinois Angus Association is hosting a cattle stop at the Woodford County Fairgrounds, Eureka. All Illinois breeders are encouraged to showcase their Angus genetics at this centralized stop. The tour will continue to Werner Angus, Cordova.

The final day of the tour includes three Angus operations. The tour on Friday, Aug. 31, will begin at Dameron Angus Farm, Lexington. The final stops include

Prairie View Farm, Gridley, and Sauk Valley Angus, Rock Falls.

The preregistration deadline has passed. Registration for the event is now \$125. The Caterpillar tour only allows 220 people. Check for availability. Other tours are being planned for the same time.

The Holiday Inn City Centre is the headquarters of the 2007 National Angus Conference & Tour. A block of rooms has been reserved at a nightly rate of \$87 plus tax per room. All attendees must make their own room reservations by calling the hotel at 309-674-2500. Negotiated rates in the Angus block will be available until Aug 5. After that date, reservations will be made at a space and availability basis.

Angus Productions Inc. (API) will provide online coverage of the event at www.nationalangusconference.com. Visit the site now to view the schedules of the conference and tour, read speaker biographies, and access travel and hotel information. During and after the conference, visit the site for summaries of the presentations, PowerPoints, audio of the speakers and photo galleries from the conference and tour.

For more information about this event, contact Shelia Stannard or Monica Jordan at 816-383-5100.

