

with documented ancestral and performance information has also been very strong.

### Eating at home

Even with the advent of increased fuel and energy costs, as well as increased food prices to the consumer, retail sales of fresh meat are showing a substantial increase compared to 2007. These observations strongly point to the fact that consumers are likely to decrease the number of meals consumed outside the home in restaurants in lieu of preparing and consuming more meals at home. This, coupled with an increase in exports of fresh meat products, offers sound reasons as to why the retail sector has remained strong.

This trend will also be strengthened, especially regarding the demand for high-quality beef, as we move through the summer grilling months into the autumn season.

### Upbeat events

Further to this optimistic reasoning, there are several exciting local, regional and national activities and events planned for this summer. While it has not yet occurred at the time of this writing, I have no doubt that the first-ever Beef Leaders Institute (BLI) will be a highly successful event and will lay the

CONTINUED ON PAGE 30

## Reason for optimism

*As I pen this column, it seems as though good news has become somewhat elusive amidst the negativism of the major news networks and in the agricultural media. Through all of this fog and haze, it is easy for us to become focused on the unpleasant things that are so prevalent in the news and overlook the goodness that surrounds us.*

### Some good news

It is refreshing to see that a hint of optimism has surfaced as talking heads and economists on a national scale are starting to predict a reversal in national financial trends in the near future.

Further to the situation, producers in many parts of the Northeast and Southeast have reported rainfall in sufficient amounts to replenish that lost during the past two years of sparse moisture. Most predict that producers who had to deplete their herds due to a lack of feed and forage are

beginning to feel good about replenishing their herds, should moisture trends continue.

As we drew near the end of the spring sale season, we found that bull sales reported to the Association were much stronger throughout the country than experts predicted earlier in the year. Female sales have also been good, with excellent demand in the overall marketplace for seedstock with balanced genetic traits for calving ease, growth, maternal value and end product merit. Demand for good commercial females

### AMERICAN ANGUS ASSOCIATION

3201 Frederick Ave., Saint Joseph, MO 64506-2997  
 Office hours: (M-F) 8 a.m. to 4:30 p.m. (Central)  
 phone: 816-383-5100; fax: 816-233-9703  
 e-mail: angus@angus.org ■ home page: [www.angus.org](http://www.angus.org)

#### OFFICERS

**Paul Hill**, president & chairman of the board, 11503 SR 554, Bidwell, OH 45614; [champion@jbnets.net](mailto:champion@jbnets.net) ■ **John Crouch**, chief executive officer, 3201 Frederick Ave., Saint Joseph, MO 64506; [jcrouch@angus.org](mailto:jcrouch@angus.org) ■ **Jay King**, vice president & vice chairman of the board, 28287 Woodside Dr., Rock Falls, IL 61071; [svrealty@cin.net](mailto:svrealty@cin.net) ■ **Bill Davis**, treasurer, 34840 CR 106, Sidney, MT 59270, [rolnrok@hughes.net](mailto:rolnrok@hughes.net)

#### BOARD OF DIRECTORS

**Terms expiring in 2008**—**Gregg Blythe**, 3207 Old River Rd., Decatur, AL 35603; [clydec7@aol.com](mailto:clydec7@aol.com) ■ **Bill Davis**, 34840 CR 106, Sidney, MT 59270; [rolnrok@hughes.net](mailto:rolnrok@hughes.net) ■ **Robert (Bob) Schlutz**, 260 Colonel's Dr., Box 66, Columbus Junction, IA 52738; [schlutz89@msn.com](mailto:schlutz89@msn.com) ■ **John Schurr**, 40842 Farnam Rd., Farnam, NE 69029; [john@schurrtop.com](mailto:john@schurrtop.com) ■ **Gordon Stucky**, 421 N.E. 70 Ave., Kingman, KS 67068; [gordon@stuckyranch.com](mailto:gordon@stuckyranch.com)

**Terms expiring in 2009**—**Al DeClerk**, 3914 Engelberg Rd., Pocahontas, AR 72455; [eafherd@centurytel.net](mailto:eafherd@centurytel.net) ■ **Joe Hampton**, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; [joe.hampton@ncmail.net](mailto:joe.hampton@ncmail.net) ■ **Steve Olson**, PO Box 590, Hereford, TX 79045; [sg\\_olson@live.com](mailto:sg_olson@live.com) ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; [thomasangus@hughes.net](mailto:thomasangus@hughes.net) ■ **Cathy Watkins**, 4556 N. CR 850 W., Middletown, IN 47356; [beaver-ridge@att.net](mailto:beaver-ridge@att.net)

**Terms expiring in 2010**—**Jarold Callahan**, 7450 N.W. 192nd St., Edmond, OK 73003; [callahan@expressranches.com](mailto:callahan@expressranches.com) ■ **Norman Garton**, RR 4, Box 153, Nevada, MO 64772; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) ■ **Chad Hoffman**, 33995 E. 1900 N Road, Colfax, IL 61728, [angus21@mchsi.com](mailto:angus21@mchsi.com) ■ **James Rentz**, 1005 W. Vine St., Coldwater, OH 45828, [james.rentz@yahoo.com](mailto:james.rentz@yahoo.com) ■ **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

#### ADMINISTRATIVE STAFF

**Chief executive officer:** 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**—Kenny Miller, assistant director of finance; Richard Wilson, director of finance

**Industry Relations**—James Fisher, director of junior activities; Sara Moyer-Snyder, 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

#### ANGUS FOUNDATION

**President** — Milford Jenkins, Saint Joseph, Mo.; [mjenkins@angusfoundation.org](mailto:mjenkins@angusfoundation.org); 816-383-5100. For more information refer to [www.angusfoundation.org](http://www.angusfoundation.org).

#### ANGUS GENETICS INC.

**President** — Bill Bowman, Saint Joseph, Mo.; [bbowman@angus.org](mailto:bbowman@angus.org); 816-383-5100

#### ANGUS PRODUCTIONS INC.

**President** — Terry Cotton, Saint Joseph, Mo.; [tcotton@angusjournal.com](mailto:tcotton@angusjournal.com); 816-383-5200. For an API staff listing, refer to page 82.

#### CERTIFIED ANGUS BEEF LLC

**President** — John Stika, Wooster, Ohio; [jstika@certifiedangusbeef.com](mailto:jstika@certifiedangusbeef.com); 330-345-2333. For a CAB staff listing, refer to page 94.

#### AMERICAN ANGUS AUXILIARY

Nancy Thelen, Saline, Mich. For a complete list of officers, see page 52.

#### NATIONAL JUNIOR ANGUS ASSOCIATION

**President** — Justin Brosey, Hamilton, Ohio; [justinbroz@aol.com](mailto:justinbroz@aol.com). For a complete listing of NJAA Board Members, refer to page 57 or visit [www.njaa.info](http://www.njaa.info).

foundation for many more such educational forums in the future.

There are always a host of summer field days, state preview shows and junior shows — including the National Junior Angus Show (NJAS) this year scheduled for July 13-19 at the Iowa State Fairgrounds in Des Moines. The folks from Iowa have been planning this event for the past two or three years, and it is predicted to be one of the best ever.

To add to the comfort of the exhibitors and spectators alike, the event will take place in a newly air-conditioned pavilion. What a treat this will be for those of us who remember the sweltering heat at that location in the past.

As has been said on many occasions, the NJAS is the largest and most influential, single-breed activity in the world. If you have never been to one, perhaps this is the time to do it. Believe me; you will come away with a

warm fuzzy feeling, knowing that our breed and Association are in good hands for the future.

I look forward to seeing you at an Angus activity this summer.



**E-MAIL:** [jcrouch@angus.org](mailto:jcrouch@angus.org)