

# Angus Stakes

► by *Shauna Rose Hermel*, editor

## Congratulations, Bryce

*May 2008 marks another milestone in the history of the American Angus Association. It is the first time the organization has hired a chief executive officer (CEO).*

### Equipped for the task

At the Board's suggestion last November at the Annual Meeting in Louisville, the membership renamed the leadership position to better reflect its broad scope.

In addition to the pedigree and performance responsibilities of the breed registry, the Association has grown through time to include Angus Productions Inc. (API), Certified Angus Beef LLC (CAB), the Angus Foundation, and Angus Genetics Inc. (AGI), not to mention growing AngusSource® and Commercial Programs departments. It all adds up to a \$33.7-million bottom line geared toward helping Association members produce, select and market Angus cattle.

As one would suspect, it takes a different mind-set to sell *Certified Angus Beef*® (CAB®) to retailers and restaurateurs in New York City than it does to sell bulls to a rancher in western Nebraska. The CEO of the American Angus Association is responsible for bringing those mind-sets together for one cohesive effort.

Bryce Schumann brings to the table a wide range of experience (see page 12) that includes working for a state cattlemen's organization as well as moving up through the ranks of the Association itself. With

experience in CAB supply development, Association activities, the Foundation and member services, as well as a master's degree in business administration, he is uniquely qualified for the task at hand.

See page 12 for a short biography on Bryce. We'll take a more in-depth look at the vision he has for our organization in upcoming issues.

In the meantime, I encourage you to introduce yourself to Bryce and get acquainted with him and his wife, Gina, at upcoming events. A cattleman raising four children in the beef business, Bryce is a person I think you will find can easily relate to the demands of the seedstock business and who will be able to work through issues with calm and clarity.

Bryce, congratulations and God bless your term as CEO of the American Angus Association.

### BIF and NAC&T online

API will provide online coverage of two important meetings in the near future.

► The Beef Improvement Federation (BIF) will conduct its 40th annual meeting and research seminar, "Beef Beyond Borders," June 30-July 3 in Calgary, Alta., Canada.

Participants will gather to share and learn from the latest research and innovations that contribute to ongoing advancements in beef production.

For the seventh year, API will provide online coverage of the event at [www.bifconference.com](http://www.bifconference.com). Access the site now for travel, hotel and schedule information. Visit the site during and after the conference for summaries, proceedings and audio recordings of the sessions and photo galleries of the conference and tours.

The site is made possible through the generous support and sponsorship of Biozyme Inc. and its long-standing commitment to Angus producers and the Angus Foundation. You can also be a part of this site by listing your farm or ranch on the seedstock directory page. Call Rich Masoner (816-383-5239) or Crystal Young (816-383-5248) to showcase your herd among the genetic elite of the industry.

► The National Angus Conference & Tour is approaching fast. By June 15, we will go live with [www.nationalangusconference.com](http://www.nationalangusconference.com) for 2008, providing the schedule, tour information and speaker biographies, as well as hotel and registration information for the Oct. 7-9 event headquartered in Oklahoma City, Okla.

Conference sponsors Purina Mills LLC and Alpharma Animal Health sponsor API's coverage site, making it possible for us to bring those who can't attend in person to the meeting to stay abreast of what's happening at the Association and in the industry. "An Angus Gathering" will feature educational programs, tours of Angus herds and lots of time to fellowship with Angus breeders from across the country.



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