

## Innovation and cooperation

*This 124th year of the American Angus Association will be considered a defining period in the future development of the Angus breed.*

### Efforts expanded

Several innovations in the Association's genetic evaluation process were adopted by the Board of Directors. Alliances and cooperative agreements were established with allied industry groups. Your Association felt privileged to join forces with Pfizer in promoting AngusSource® along with their SelectVAC® animal health program.

Programs were enacted and educational efforts expanded to assist commercial cattlemen in their quest to produce high-quality beef. The thirst for knowledge has never been stronger, especially with our new members. A record number of Outreach Seminars and educational

programs were hosted by your Association in conjunction with state associations. *Priorities First*, acclaimed as one of the most useful publications ever relative to beef cattle management, has received amazing acceptance — not only here in the United States, but in foreign countries as well.

The Certified Angus Beef (CAB) program posted its best year ever with a record number of cattle identified and certified for the program. A total of 584 million pounds of *Certified Angus Beef*® (CAB®) product was marketed at home and abroad, an incredible accomplishment considering the total collapse of our export markets in 2003.

Angus Productions Inc. (API), through its innovative efforts in editorial production,

advertisement and special services remains the leading source of information for the beef industry. The complaint I most often receive about the *Angus Journal* is that it is difficult to hold while reading in bed.

To further assist Angus members in marketing their herds, API launched a new service to help producers tell their story. The industry's first-ever, full-service communications team devoted to helping Angus breeders more effectively market their seedstock, Creative Media offers a team of skilled writers, photographers, designers and videographers to help producers develop the communication tools they need to stay top-of-mind in the marketplace.

The Angus Foundation's increased funding for education, research and youth development is making a tremendous impact on the well-being of the beef industry. The Foundation recently partnered with Pfizer Animal Health and the National Cattlemen's Foundation (NCF) in an exciting venture to initiate the development of a new online producer education tool for reproduction.

A new company, Angus Genetics Inc. (AGI), was formed to provide national cattle evaluation services to breed associations and to research methods to incorporate DNA technology into the genetic evaluation process. The ultimate goal of this action is

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#### OFFICERS

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#### BOARD OF DIRECTORS

**Terms expiring in 2007**—**Jarold Callahan**, 7450 N.W. 192nd St., Edmond, OK 73099; [callahan@expressranches.com](mailto:callahan@expressranches.com) ■ **Norman Garton**, RR4, Box 153, Nevada, MO 64772; [ngar2@yahoo.com](mailto:ngar2@yahoo.com) ■ **Jay King**, 28287 Woodside Dr., Rock Falls, IL 61071; [svrealty@cin.net](mailto:svrealty@cin.net) ■ **Richard (Dick) Tokach**, 5520 CR 81, Saint Anthony, ND 58566; [rctokach@westriv.com](mailto:rctokach@westriv.com) ■ **Phil Trowbridge**, 164 Waltermire Rd., Ghent, NY 12075; [phil@trowbridgefarms.com](mailto:phil@trowbridgefarms.com)

**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; [circlesangus@pixius.net](mailto:circlesangus@pixius.net)

**Terms expiring in 2009**—**Al DeClerk**, 3914 Engelberg Rd., Pocahontas, AR 72455; [eaffherd@centurytel.net](mailto:eaffherd@centurytel.net) ■ **Joe Hampton**, 2600 Back Creek Church Rd., Mount Ulla, NC 28125; [rhampton@webkornor.com](mailto:rhampton@webkornor.com) ■ **Steve Olson**, PO Box 590, Hereford, TX 79045; [sg\\_olson@sbcglobal.net](mailto:sg_olson@sbcglobal.net) ■ **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@worldnet.att.net](mailto:beaver-ridge@worldnet.att.net)

#### ADMINISTRATIVE STAFF

**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**—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

#### 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 12.

#### 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 93.

#### AMERICAN ANGUS AUXILIARY

**President** — Mary Greiman, Garner, Iowa. For a complete list of officers, visit [www.angusauxiliary.com](http://www.angusauxiliary.com).

#### 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 52 or visit [www.njaa.info](http://www.njaa.info).

to provide the commercial beef industry with more user-friendly tools for use in the seedstock selection process.

The need for industry partnerships, cooperative agreements and alliances has never been more evident. The need for unity has never been greater. In order for the beef industry to prevail and for our heritage and tradition to be preserved, we must consider the industry as a whole instead of the one part we occupy. Your

Association has remained strong because our current team effort has never been more cohesive. Would it not be great if we could engage all beef producers in a unified team effort?

As we approach the closing chapter in 2007 and enter the wonderful holiday season, we can be proud of and thankful for a productive year and look forward with excited anticipation to what our 125th Anniversary Year will bring. Angus

seedstock has never been in greater demand. This scribe is confident that history will reflect kindly on the leadership role played by the Association in 2007.

Happy Holidays, and thank you for your continued support.



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