



Up Front

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

Unify and prevail

I sit in a hotel room on the east side of Chicago, Ill., overlooking Lake Michigan. On the way from Midway Airfield en route to downtown Chicago, I passed in close proximity to the long-gone and almost forgotten Union Stockyards. This area was the hub of the beef industry at the turn of the 20th century and the site of the International Livestock Exposition from 1900 to 1975, as well as the Livestock Records Building, which housed the American Angus Association for half a century prior to its relocation to Saint Joseph, Mo.

This journey reminded me of the beef industry's past — the hard, lean years; the good years; and the struggles and cycles through which the beef industry has trod on a periodic basis since the Angus breed was introduced to America in 1873.

Good fortune

Chicago is a sprawling city of nearly 3 million people. There are individuals who live in townhouses, suburbs, penthouses and slums — all of whom must have the necessities of life, including food, shelter and clothing. Everyone is in a hurry, impatient to get to where they are going and impatient to do their jobs, after which they rush home only to repeat the process in ensuing days.

I am reminded of just how fortunate we

are to enjoy a certain lifestyle within agriculture that allows us to develop a relationship with the land. Not that we are absent from some of the same anxieties those outside of agriculture go through, but somehow it is just different.

Currently the beef industry is enjoying the best of times. The Angus industry in particular is extraordinarily good. Registration activity at the Association is running well ahead of last year. Sales of registered and commercial Angus in most

areas of the country have been excellent compared to sales in previous years.

Still unrest

Despite record-breaking prices and skyrocketing demand, there is rising anxiety among beef producers throughout rural America.

Why does there seem to be so much unrest? Why does it seem that the beef industry is divided? Why can we not have a strong, unified voice lobbying for and promoting the best interests of our industry? Why has it become the norm for disagreement to turn to separation and bitter dissent?

Is it perhaps because it is easier to criticize and destroy than to negotiate and compromise? I wonder how many personal relationships would last were it not for compromise.

Not long ago I received a call from a longtime friend and Association member asking why we never report information relative to the activity of one particular organization. When information was in fact

CONTINUED ON PAGE 34

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

OFFICERS

Minnie Lou Bradley, president, 15591 CR K, Memphis, TX 79245; bradley3@srcaccess.net ■ **John Crouch**, executive vice president, 3201 Frederick Ave., Saint Joseph, MO 64506; jcrouch@angus.org ■ **Ben Eggers**, vice president, 3939 S. Clark, Mexico, MO 65265; eggers@socket.net ■ **Jot Hartley**, treasurer, PO Box 553, Vinita, OK 74301; jot_hartley@hotmail.com

BOARD OF DIRECTORS

Terms expiring in 2005—**Leo Baker**, 11440 Angus Ln., Saint Onge, SD 57779; msbaker@mato.com ■ **Gregg Blythe**, 3207 Old River Rd., Decatur, AL 35603; clydec7@aol.com ■ **Bill Davis**, HC 57, Box 4075-1, Sidney, MT 59270; rolnrok@direcway.com ■ **Robert (Bob) Schlutz**, 260 Colonel's Dr., Box 66, Columbus Junction, IA 52738; rwschlutz@aol.com ■ **John Schurr**, 40842 Farnam Rd., Farnam, NE 69029; john@schurrtop.com

Terms expiring in 2006—**Al DeClerk**, 3914 Engelberg Rd., Pochahontas, AR 72455; eafherd@cox-internet.com ■ **Joe Hampton**, 2600 Back Creek Rd., Mount Ulla, NC 28125; rhampton@webkornet.com ■ **Paul Hill**, 11503 SR 554, Bidwell, OH 45614; champion@zoomnet.net ■ **Dave Smith**, 1601 N. CR 200 E., Greensburg, IN 47240; dsmith@stewartseeds.com ■ **Rob Thomas**, 42734 Old Trail Rd., Baker City, OR 97814; thomasangus@direcway.com

Terms expiring in 2007—**Jarold Callahan**, 2202 N. 11th, Yukon, OK 73099; callahan@expressranches.com ■ **Norman Garton**, RR4, Box 153, Nevada, MO 64772; ngar2@yahoo.com ■ **Jay King**, 28287 Woodside Dr., Rock Falls, IL 61071; saukvalleyangus@essex1.com ■ **Richard (Dick) Tokach**, 5520 CR 81,

Saint Anthony, ND 58566; rctokach@westriv.com ■ **Phil Trowbridge**, 349 Leggett Rd., Ghent, NY 12075; p.trow-gall@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—Milford Jenkins, director of Foundation development; Kenny Miller, assistant director of finance; Richard Wilson, director of finance
Industry Relations—James Fisher, director of activities & junior activities; Ty Groshans, assistant director of commercial programs; Sara Moyer, director of industry & member communications; Jim Shirley, director of commercial programs; Shelia Stannard, director of activity communications & event coordinator

Information & Data Programs—Lou Ann Adams, director of information systems; Bill Bowman, 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—Shirley Williams, Van Buren, Ark. For a complete list of officers, refer to page 40.

REGIONAL MANAGERS—Refer to page 129.

CERTIFIED ANGUS BEEF LLC

President—Jim Riemann, Wooster, Ohio
For a CAB staff listing, refer to page 73.

reported, we received hate mail from another member criticizing us severely for doing so. Are we so intent on getting our own way that we cannot appreciate the opinions of others? Are we sure we are always right?

So, by now I am sure you are wondering, "Just what point is he trying to make in this column?" Well, I can assure you it is nothing profound, nothing really new, nothing revolutionary and nothing that has not already been said.

I am simply pointing out that we are enjoying good times within the Angus breed and throughout the entire beef industry. Let us do two things: First, we should savor our success; chew it slowly and enjoy it like a wonderful steak. Second, we should lay plans for the future in a unified effort, keeping in mind that becoming satisfied with our current success could be our biggest detriment and that our own genetics could be our biggest competition. We must avoid complacency and continue our efforts to build upon our successes, to improve upon our genetics and to overcome challenges to our industry.

We in the beef industry have virtually the same aspirations and the same challenges. The only differences are in our solutions. Before we decide to divide and conquer, perhaps it would be good to "walk a mile in another man's shoes." A much better slogan would be to unify and prevail.


E-MAIL: jcrouch@angus.org

New ROV Show Season Starts Soon

The 2005-2006 Roll of Victory (ROV) show season is about to begin. At these events, which are hosted in conjunction with fairs and livestock expositions across the country, exhibitors receive points for the placings of their animals in both individual and group classes. At the end of the year, points are totaled, and winners are recognized in November at the North American International Livestock Exposition (NAILE). Final points for the 2004-2005 show season will be posted online by June 15.

If you have questions about the ROV point

system, contact the Activities Department at (816) 383-5100 or lcampbell@angus.org.

Following is a list of events that have been approved by the Association's Board of Directors as ROV shows:

- ▶ The All-American Angus Breeders' Futurity, Louisville, Ky.
- ▶ West Virginia State Fair, Lewisburg
- ▶ Western Idaho Fair, Boise
- ▶ Oregon State Fair, Salem
- ▶ Mid-South Fair, Memphis, Tenn.
- ▶ World Beef Expo, Milwaukee, Wis.
- ▶ Northern International Livestock

Exposition, Billings, Mont.

- ▶ American Royal, Kansas City, Mo.*
- ▶ North American International Livestock Exposition, Louisville, Ky. *
- ▶ Arizona National Livestock Show, Phoenix
- ▶ National Western Stock Show, Denver, Colo.*
- ▶ Southwestern Exposition and Livestock Show, Fort Worth, Texas
- ▶ Dixie National, Jackson, Miss.
- ▶ Western National Angus Futurity, Reno, Nev.*
- ▶ Atlantic National, Timonium, Md.*

*Denotes super-point shows.

